

# 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, June 15, 1922



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

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



## Distinctive Designs Build Sonora Sales



*Baby Grand*  
\$200



*Imperial*  
\$150

Next to Sonora's matchless tone, its popularity has ever been especially associated with its distinctive upright designs, notably the "bulge" models.

This unique and graceful construction, exclusive to Sonora, laid the very foundations of Sonora success.

The bulge models reflect that quality which is inherent in the Sonora—for it is an expensive construction, requiring carefully selected woods and expert workmanship. It also instantly identifies

***“The Highest Class  
Talking Machine in  
the World”***

Such facts bring sales and customer confidence to the dealer. There is never any question about the life-long service and beautiful tone which the instrument in a Sonora cabinet will deliver. *Sonora bulge models are their own best advertisement.*

Are you interested in a franchise to sell this remarkable instrument?

**SONORA PHONOGRAPH COMPANY, Inc.**

GEORGE E. BRIGHTSON, President

New York: 279 Broadway

Canadian Distributors: I. MONTAGNES, Toronto

# The Talking Machine World

Vol. 18. No. 6

New York, June 15, 1922

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## SCHOOL LECTURES INCREASE SALES

S. L. Schott, Inc., Victor Dealer, of Mt. Vernon, N. Y., Makes Many Sales of Machines Through Lectures to Teachers and Pupils

The opportunities for making talking machine sales to schools, which are so often overlooked by dealers, have proved worthy of considerable effort on the part of S. L. Schott, head of the firm of S. L. Schott, Inc., which recently secured the business of Brodbeck & Co., at 64 South Fourth avenue, Mt. Vernon.

The Victor line is handled exclusively at this establishment and through Mr. Schott, who is a brother-in-law of the Landay brothers, who conduct a chain of retail talking machine stores in New York and New Jersey, is giving a series of lectures to the heads of the music departments of various schools in the territory covered by him, in which the booklets prepared by the Victor Talking Machine Co. entitled "The Victrola in Rural Schools," "The Victrola in Correlation With English and American Literature" and "The Victrola in Music Memory Contests" play an important part. These lectures have already resulted in a number of sales and the prospects of several more in the near future. Mr. Schott has been most successful in this campaign.

## DELAWARE CONCERN INCORPORATES

The Globe Wholesale & Distributing Co., of Wilmington, Del., has been granted a charter of incorporation under the laws of that State to deal in talking machines, with a capital of \$100,000.

## CO-OPERATIVE SALES HELP TRADE

Merchants in Various Cities and Towns of Wisconsin Unite in Putting Over Sales

Merchants of Wisconsin, in an effort to put retail sales of 1922 above those of preceding years, are holding co-operative sales days. Fourteen cities of the State have held from one to five co-operative sales since January 1. Music merchants, in common with other retail dealers, are reaping the profits of these events.

It is generally agreed by secretaries of business organizations that a wave of co-operative merchandising is sweeping Wisconsin as it has swept other parts of the country. Not only are merchants in one line of business co-operating for increased sales, but the new development shows that an entire city can put over a tremendous sales event in a co-operative way. Neighborhoods in the larger cities have found that this method of attracting trade has been very effective.

The sales reported that are bringing unusually good results include not only style week programs and dollar day sales, but many novelty stunts such as Sport Day, Made-in-La Crosse Day, Made-in-Fond du Lac Day. In fact, as several secretaries reported, merchants of Wisconsin are ever looking for a good "excuse" for co-operative advertising and co-operative sales weeks.

The game of business takes grit of the first water. It is a real red-blooded, man-size game, and, like most worth-while things in life, it takes courage to succeed.

## NEW FIRM GETS VICTOR AGENCY

North Country Music Co. Opens First Store in Berlin, N. H., With Complete Victor Line—Plans Three Other Stores in Near Future

BERLIN, N. H., June 5.—The first of a chain of music stores to be operated by the North Country Music Co. has been opened here with a complete line of Victor talking machines and records, which were supplied by Cressey & Allen, of Portland, Me., Victor distributors in that terri-



North Country Music Co.'s New Store

tory. The company is planning to open additional establishments in Colebrook and Lancaster, N. H., and Island Pond, Vt. The Victor line will be handled exclusively in all of these stores, and in addition a complete line of pianos and musical instruments will be handled. The officers of the company, which was recently organized, are C. B. Snow, president; George F. Cressey, treasurer and Clinton W. Graffam, secretary.

The Berlin establishment has been handsomely fitted up with the most modern equipment and great care was exercised to create an interior



Front Row, Left to Right: Geo. F. Cressey, Treas.; Miss Ruth Dahl, Clerk; Clinton W. Graffam, Sec'y; C. B. Snow, Pres., and Earl Young, Local Mgr. Back Row, Left to Right: Karl P. Young, Salesman; G. R. Magoon, Gen'l Mgr.

which offers the best opportunities for the display of instruments handled by the concern. The service counters and record demonstration booths have been so arranged that the center of the floor is free. On the right is a large record department, containing a complete line of Victor records. Beyond this on the same side are several glass-enclosed record demonstration booths. The other side of the store is given over to the display of pianos and small musical instruments.

Earl Young is manager of the local establishment, and G. R. Magoon is general manager of the company's stores. Karl P. Young will act in the capacity of salesman and Miss Ruth Dahl, clerk. The store, which was formally opened recently, is located on Main street, opposite the City Hall, an exceptionally fine center.

The man who allows himself to be swerved is not likely to get very far.

## Timely Suggestions on the Value of Selling

IN a recent address before the convention of the Texas Music Merchants' Association in Ft. Worth, William L. Bush, head of the Bush & Gerts Piano Co., one of the largest piano manufacturers and retailers in the country, whose stores also feature talking machines, took occasion to review conditions and make suggestions regarding what should be done to stimulate sales. In his address Mr. Bush paid a tribute to The Talking Machine World that is not only gratifying as showing an appreciation of what this publication is accomplishing for the industry, but is important to those who have not yet learned the real place held by trade publications in their own businesses. In his address Mr. Bush said in part:

"I say to every salesman, 'Read your trade journals,' and secure the benefit of the best advice, experience, intelligence and creative genius of sales people that are all represented in the columns of several of your most reputable publications. In one issue of The Talking Machine World I have read articles of which I will just give you the captions. These were published on April 15 and are only a sample or suggestion of what every salesman and saleslady in the talking machine field may have access to, week after week and month after month, to add to his intelligent and proper conception of the dignity and opportunity represented in the phonograph business. These articles I will enumerate as follows: (1) 'One Dealer Learns His Lesson!' The only comment that I have on this article is that the dealer had advertised 'Buy \$10 worth of records and secure a talking machine for \$1 down.' A woman who read this ad visited the store to find out whether this was a bona fide and dependable advertisement and the proprietor told her it was exactly as advertised, whereupon the woman left the store and returned with \$10 worth of records that she had bought

elsewhere and advised him to send the machine out for \$1 down. He should have advertised 'You must buy \$10 worth of records from us.' Other articles, educational, essential and valuable in character are as follows: (2) 'Some Essential Points in Record Salesmanship,' by Mark W. Duncan. (3) 'A Fair Knowledge of Music Is a Big Factor in the Success of the Retail Record Salesman.' (4) 'Selfishness,' by E. Fraser Carson. (5) 'Creating Sales From the Broadcasting of Records.' (6) 'The Inside History of Increased Record Sales.' (7) 'Little Ideas That Will Make Big Sales,' by Robert Gordon. (8) 'The Value of the Postal Card as a Means of Stimulating Record Sales.' These articles and numerous others appeared in one issue of one paper, and I wonder how many salesmen or salesladies have read any or all of them; that publication I recommend as a source of valuable, useful and dependable information and suggestions. I also believe that where an establishment has a department of sales consisting of two or more members, that it pays to get together to co-operate and to co-ordinate to evolve new sales plans, original ideas, special equipment, attractive displays and one hundred other things that enter into the consideration of an ambitious and successful owner, manager or salesman in the phonograph field."

Mr. Bush's views regarding the value of The Talking Machine World are in line with those of many other prominent executives in the industry who have realized for years the importance of the great fund of trade information and of practical business building ideas and suggestions that are offered each month in the columns of this paper. It is to this practical help that has been so consistently rendered to the industry that The World owes its dominating position in the field in which it exerted a helpful influence for seventeen years.

# An Almost Untouched Record Selling Field With Millions of Prospective Customers

The secret of increasing business lies not alone in redoubling efforts in accepted and familiar fields, but in discovering and operating in new fields where it is possible to create a fresh demand for a product. It is possible to cite numerous instances where businesses have been stimulated to a tremendous degree through the discovery of new channels of distribution, and it is quite possible that such new fields are awaiting the efforts of the talking machine retailer.

As a matter of fact, the growth of the talking machine business has been due to the discovery of new uses for machines and records. At the outset the talking machine was regarded primarily as a commercial proposition designed to take dictation from business men to be transcribed by typists. Then came the realization that the talking machine was really an entertainment factor and this proved for many years its big field. Later the value of the talking machine for making permanent records of the voices of great artists of the day, and making it possible to bring those voices into the home, for the edification and education of the masses, was largely appreciated. Finally came the development of the use of the talking machine in educational work generally, with the result that machines and record libraries are found in thousands of schools throughout the country.

There is one field, however, that has apparently been neglected or ignored by a majority of talking machine retailers, and that is the field of selling records in foreign music and tongues. It offers possibilities that are quickly realized when the facts are presented properly. Various companies have for years been building up libraries of foreign language records embracing the native music of a score of nations, and with words in the foreign tongues. These foreign record libraries, however, have not received the attention that has been their due probably because the handling of the demand for domestic records provided sufficient occupation and profits for the average retailer.

Those who have gone into the foreign record field earnestly and intensively, however, have been rewarded with excellent results. The possibilities that exist in that field are to be appreciated when it is realized that in a great many cities, and for that matter, a great many districts of the country, from 60 to 75 per cent

of the entire population are foreign-born, or children of foreign-born parents. In both these cases there remains, or has been instilled, a genuine liking and longing for the music of the countries from which the emigrants originally came. This is a condition that exists, and will exist, regardless of any plans of Americanization, for it is simply an exhibition of human nature.

There are many good citizens—men who have been successful in business and private life and who stand high in their communities—who still have some sentiment for the land of their nativity or the homeland of their parents, and to these men the native folk songs and native music have a sufficient appeal to represent a worthwhile asset to the energetic dealer.

Greater New York, perhaps, has the largest foreign-born population of any city in the United States, and yet in this city how few retailers show an appreciation of the possibilities of the foreign record catalog by featuring these records half as prominently as they do the dance records in the new monthly supplements? The population of New York State in 1921 was estimated at 10,525,000, and of that total 2,786,000 were foreign-born whites. In other words, over 25 per cent of the entire population of the Empire State are foreign-born, and it is safe to say that they, with their children, make up between 65 and 75 per cent of the entire population. In any field of selling the ability to offer a product that should appeal logically to such a percentage of people in any one territory would seem to insure success.

There are many mining, manufacturing and farming sections where English is rarely heard among the inhabitants, who have clung to their Old World methods and their Old World language. In the Northwest there are great colonies of Scandinavians and Teutons who, so far as the United States goes, are in them but not of them. In the mining and steel districts there are great colonies of Italians, Slavs and Hungarians. New York has a larger Jewish population to-day than Jerusalem itself had at any time in its history, and the Italian colony in New York City, nearly 375,000, is larger than the total population of a number of the leading Italian cities, including Genoa, Florence and Bologna. In New York City alone also there are nearly 215,000 Irish, over half of the population of the entire city of either Dublin or Belfast.

When some of these figures are studied, and we comprehend that they apply in proportion to Boston, Philadelphia, Cleveland, Detroit and dozens of other cities of the country, particularly east of the Rockies, we begin to realize that it is worth while from a cold commercial standpoint to offer these people something in their native tongue that has already been produced and needs only the selling.

Several of the larger companies have gone into this foreign language record field in a substantial way, advertising and getting out special hangers, supplements and catalogs in foreign languages, and advertising regularly in foreign language newspapers. In several of the cities of the country individual dealers for some years past have been carrying on this work in a more or less limited way, using foreign language newspapers with surprising success.

It is to be understood that the foreign-born elements of the United States have the same purchasing power as the natives, and do their share in purchasing records from the regular monthly supplements. To offer them records in their native tongues, or in the native tongues of their parents, means simply to create an additional demand. There is no more logical field right now for the talking machine dealer, especially in the larger industrial centers and in districts where there are thousands of foreign-born, than to concentrate somewhat on the foreign record catalogs suitable for his particular location. A number of dealers have proven that a mighty fine business can be built up by concentrating on the sale of records of Italian, Jewish or Irish music, etc., and other retailers who may see the light and follow a similar course are certainly not likely to lose out.

A survey of the selections offered in foreign record catalogs will surprise many a music-lover among our native Americans, for numerous selections that are accepted as classics and found in concert and recital programs are considered a part of this foreign record list and so classified.

There is a real field open for the individual who is tired of cultivating the same ground year after year. He does not of necessity have to be a linguist, for the hangers, catalogs and the records do the talking for him, and as payment is in United States money there is no complication in that direction unless it is in the counting.

THE TALKING MACHINE'S HELPMATE



## STRENGTH

NYACCO ALBUMS are exceptionally strong because they consist of fewer parts than any other album on the market. The back of the NYACCO ALBUM is a solid piece of wood and two pockets are made of one sheet of paper. This makes the NYACCO ALBUM the strongest made.

NYACCO trade mark guarantees strength.

Quotations and Prices on Request.

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

NEW YORK  
23-25 Lispenard St.

A. W. CHAMBERLAIN  
New England Factory Representative  
174 Tremont St., Boston, Mass.

CHICAGO  
415-417 S. Jefferson St.



The Only Loose-Leaf Record  
Album on the Market

# Victor supremacy is the supremacy of performance

No other instrument compares with the Victrola in any way — musically or commercially. It stands supreme among musical instruments and is the big reason for the success of dealers in Victor products everywhere.

### Victor Wholesalers

- 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.
- Hurlington, 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 Machine Co.  
The Eclipse Musical Co.
- Columbus, O.....The Perry B. Whitsett 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
- Jacksonville, Fla..The French Nestor 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 Machine Co., Inc.  
Musical Instrument Sales Co.  
New York Talking Mach. Co.  
Ormes, Inc.  
Silas E. Pearsall Co.
- Oklahoma City, Okla.....Oklahoma Talking Machine Co.
- Omaha, Nebr.....Ross P. Curtlee Co.  
Mickel Bros. Co.
- Peoria, Ill.....Putnam Page Co., Inc.
- Philadelphia, Pa...Louis Buehn Co., Inc.  
C. J. Heppe & Son.  
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 Co.
- 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 No. 110  
\$225  
Mahogany, oak or walnut



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



"HIS MASTER'S VOICE"

# Victrola

REG. U S. PAT. OFF.

Important: Look for these trade-marks. Under the lid. On the label.

**Victor Talking Machine Company**  
Camden, New Jersey

# Dealers With an Eye to Profits Will Take Advantage of Summer Sales Possibilities

The business to be done by the talking machine dealers this Summer will be proportionate to their efforts. To the man who makes little effort at any time of the year the Summer has no special appeal, but to the dealer who is keenly alive to every possible advantage in promoting sales, and augmenting his bank account, the Summer months make a direct appeal with resulting sales of machines and, in a larger measure, the sales of records.

There is not a hotel or boarding house in the country which should be without a talking machine. And if they are fortunate enough to possess talking machines there is no reason why each boarding house and hotel should not have a brand-new assortment of records, and in variety to suit the requirements of every person. The latest dance numbers, the popular hits, and, better than all, the standard classical instrumental and vocal records, should be sold to them. There is nothing to-day that appeals so strongly to the residents of the Summer hotel or boarding house as the talking machine, and there is no excuse for any dealer being asleep to the tremendous opportunities for increased business in this special field of operations.

Then there is the portable machine for the lake, the seashore, the mountain or motor tour in the Summer time. This wonderful little musical instrument should be more greatly in vogue, and will be if dealers only do their share in the development of sales by an intelligent campaign.

Meanwhile every sale of a portable means the sale of one or two dozen records if the dealer

or the salesman has the ability to make sales. Everything depends upon the will—the desire to sell—the desire to win.

In the small towns and villages where it is impossible to get together a band the local dealer can supply the deficiency by giving concerts once a week in the public square or the much discussed "main street." One cannot conceive of a better means of advertising a store than giving

*The Opening of Summer Resorts and Outdoor Sports Provides a Valuable Source of Increased Revenue*

a concert on a moonlight night to which the citizens are invited, and if it is in a section where there are many Summer residents and boarders it is an excellent means of advertising the product of the store and the enterprise of the dealer.

During the Summer the farmers must not be overlooked. Watch for the picnics of the Grange—the farmers' association. Be sure that every Grange clubhouse or headquarters has a

talking machine and keep after the secretary or manager to the end that it is used and that new records are frequently purchased.

Last year the Staylor Music Co. made a tremendous hit when the farmers of Huntington County, Pa., staged their annual picnic. It arranged an exhibit and concert right in the heart of the woods and added not only to the enjoyment of the picnic, but closed some very good sales. This is the kind of effort that pays.

In these days the dealer must be up and doing. He cannot stay in his store and expect trade to come his way. He must seek it and he must seek it on the basis of the quid pro quo—he must co-operate with others, win their good will, and in this way sell his product, his personality and his establishment.

Meanwhile it does not matter where the dealer is located, whether in the city or country town, he can find plenty of opportunities of speeding up business in the Summertime if he only has the desire to take advantage of them. It means, of course, some thought, and, what is still more necessary, action, to accomplish results. The dealer must realize that the prize goes only to the man who wins the race—to the one who is best fitted to stand the strain. It is not the time for the theorist, but for the man of action. The latter is the type that will be able to increase trade in the Summertime—in fact, any time.

The Concerto Lamp & Radio Corp., of New York, has been chartered under New York State laws to engage in the talking machine business. The concern has a capital of \$250,000.

# Jewel

tone arm & REPRODUCER

## FEATURES

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

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

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

**PLAYS  
ALL  
RECORDS**

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

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

**NOM-Y-KA**

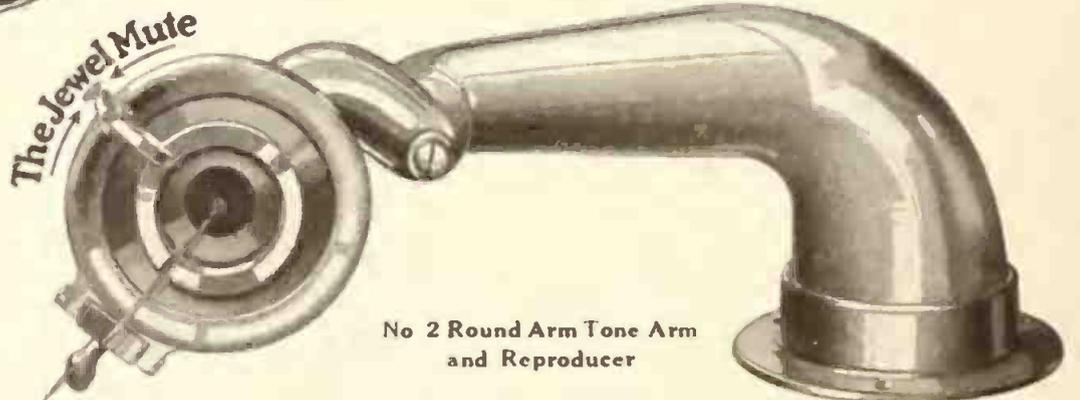
diaphragm.

## THE JEWEL MUTE

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

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

Perfect regulation without in any way changing character of tone.



# JEWEL PHONOPARTS COMPANY

154 Whiting Street

Chicago, Ill.

# Victor supremacy is the supremacy of performance

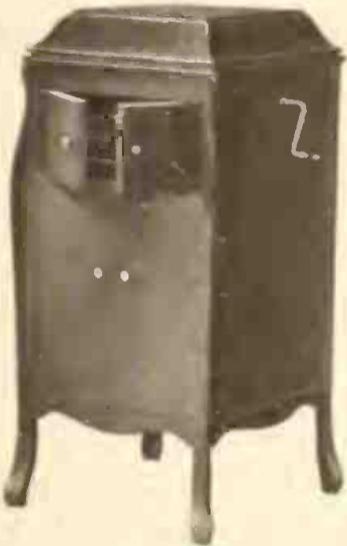


Victrola IV, \$25  
Oak



Victrola VIII, \$50  
Oak

Right here and now you have the advantage of the experience and knowledge gained through a quarter-century devoted solely to the sound-reproducing art. This is a consideration of vital importance to every dealer in Victor products.



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



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



Victrola No. 300  
\$250  
Victrola No. 300, electric, \$315  
Mahogany, oak or walnut



Victrola No. 330  
\$350  
Victrola No. 330, electric \$415  
Mahogany



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For the makers & sellers of talking machines

(Registered in the U. S. Patent Office)

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

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Cable Address: "Elbill," New York

NEW YORK, JUNE 15, 1922

## LIVE TRADE PROMOTION CAMPAIGN NEEDED

**C**ONFIDENCE and courage were never so necessary in the talking machine industry as to-day. Although we have long since passed the reconstruction period following the war and are marching onward to new and greater business achievements, there is a broadcasting of pessimism among a great many jobbers and retailers regarding the present and future of the industry that is incomprehensible and inexcusable.

Those who have been courting this mental viewpoint excuse themselves on the ground of expediency and conservative action. But isn't it a misnomer to describe it as conservative? Shouldn't it rather be termed evasive? The man who cannot fight when hard pressed should not be a soldier; the same applies to the business man. In the commercial field things cannot always move smoothly, and, as in life itself, financial ups and downs must be met in an intelligent and masterful way.

In the talking machine field, for the past twelve months especially, trade has been uneven. For a while complaints were made regarding machine sales which have now changed for the better. More recently we hear complaints regarding the slowing up in the demand for records.

Those who have given the business situation careful consideration will observe that the concerns that have formulated a definite policy in going after trade—in making unusual efforts to win public notice for their products and in forcing the sales issue, so to speak—are not complaining. They are devoting all of their time and efforts to getting more business. The executives, and every man in the employ of these concerns, have been not only thinking out plans that will advance their business—they have put them into practice and they have been getting results.

In normal times trade, after all, is just as we make it.

For a while in this country we had an abnormal retail demand. It was not necessary to go after trade. It came unsolicited. Things are now back to "befo' the war", and the old ways of getting on the job and commandeering business must be observed. Knocking one's head against a stone wall, or emulating a famous bird by putting one's head in the sand, gets us nowhere. There must be constructive action—the public must be educated to the importance and essentiality of the talking machine in the home.

No other instrument in the musical world has behind it such

claims for popular appreciation. But this renewal of recognition from the public will not come voluntarily. It must be forced. It must be won by a great, vigorous campaign of advertising and persistent sales promotion.

Ways and means are a matter for the individual manufacturer, jobber, or dealer. But one thing is sure—some definite, stimulative action must be inaugurated to win for talking machines and records a larger national recognition.

In order to arouse the public there must be faith, courage and confidence among those making, distributing and selling these products. As Saint Paul said "Faith without good works is dead," so it is that mere faith will not be sufficient. There must be the "good works" of intelligent trade building that will bring results.

Members of the talking machine trade should stop wearing "blue" glasses so as to enable them to see the bright, clear light of a greater industry and a greater business ahead. It is not a time to be fearful of calamity because there exists keen competition, actual or imaginary. Strong men court competition. If they have faith in their own product and its possibilities in the musical and educational fields they will win out, and when they enter the real battle for trade they are bound to come out of it the victors. It is time for the talking machine men to go into the highways and byways and proclaim the faith that is in them.

## SEEKING NEW FIELDS FOR RECORD SALES

**T**ALKING machine retailers in various sections of the country during the past few months have had the unusual experience of finding numerous records, even from the current lists, piling up on the shelves and have been under the necessity of devising ways and means of moving those records instead of waiting for customers to come in and make their selection.

Many dealers, realizing the situation, immediately set about putting forth real selling effort, with the result that they have maintained their record business on a basis that compares favorably with that of last year. Others have not been so energetic and have suffered accordingly.

An interesting development of the situation has been the tendency on the part of live retailers to seek new fields for record sales, and to adopt new methods for moving stock that ordinarily is rather inactive. One of these fields that has been given a larger measure of recognition lately by both manufacturers and dealers is that devoted to the sale of foreign records, or at least records of the native music of foreign countries and in languages other than English.

The success that has been met with by dealers in this field has, in a number of cases, been most impressive, particularly where foreign record posters have been properly displayed, catalogs distributed widely and advertising campaigns carried on in foreign language newspapers. When it is realized that in many sections of the country 25 per cent of the population is foreign-born, and that 75 per cent of the total population of a number of industrial centers is foreign-born or children of foreign-born parents, the number of possible customers for foreign records is realized.

Business authorities agree that a return to normal conditions depends largely upon the discovery and utilization of new fields of distribution as a means of stimulating production. So far as the talking machine dealer is concerned, the foreign record field represents one of these opportunities. But there are others!

## HOW MUSIC MEMORY CONTESTS HELP TRADE

**M**USICAL taste in America has made tremendous strides during the past few years, and in this connection the Music Memory Contest has been a factor of great moment, particularly in interesting school children in music and making them familiar with the standard compositions and the great composers. It has advanced to a point where all interested in the development and a wider knowledge of music recognize that it is an ideal method for getting talking machine records into the home and an effective means of moving stocks of standard records that might otherwise prove shelf-warmers for a considerable period.

It has been proved conclusively in numerous instances that both talking machine records and perforated music rolls are indispensable to the successful conduct of a Music Memory Contest, and in cases, particularly in the larger cities, where many thousands of children have been enlisted in such a move, the actual sales have run into considerable figures without in any way curtailing the cumulative

effect of the advertising that is realized for the talking machine business through the contest itself.

The talking machine companies have given full and generous recognition to the possibilities of the Music Memory Contest and have encouraged dealers to aid it in every way possible. They have issued booklets containing suggestions regarding the conduct of the contests, together with lists of records most suitable for use in connection therewith, and those dealers who have taken full advantage of the opportunities presented through the Music Memory Contest have naturally profited from their co-operation and enterprise.

Everybody interested in this campaign for the development of musical knowledge has recognized the great service contributed by C. M. Tremaine, Director of the National Bureau for the Advancement of Music, who originated this plan. It is hard to conceive of a more effective means of bringing the works of the great composers to the attention of the general public, or acquainting them with the value and beauty of the records of these great artists, than can be accomplished through the Music Memory Contests. It stimulates a desire among the young people to get acquainted with the great masters of music, resulting in a wider appreciation of the best in music. It serves to wean the public away from the idea that music by noted composers is of necessity heavy and uninteresting or difficult to understand and appreciate.

Through the Music Memory Contest there can be no question but that the children now growing up will, as men and women, have a wider knowledge of music, thanks to the wonderful possibilities of the talking machine record, than those of the present generation. The talking machine has brought joy and pleasure into thousands of homes, and the contest idea is a systematic educational plan that makes them acquainted with the composers and the character of the music on the record. This is certainly progress of the right kind.

**DEVELOPING TRADE IN THE SUMMER MONTHS**

THE approach of the Summer season has been made evident by the forehanded efforts of a number of retailers to line up opportunities for the sale of portable machines and small table models to those who spend their vacations, or perhaps the full Summer season, in camps or bungalows. Already we begin to see in a number of

newspapers special announcements regarding the recognized value of the talking machine in adding to the pleasures of the Summer vacation season, and the publicity started thus early and carried on consistently is bound to get results.

The real value of the special Summer business lies not alone in the business realized on the sale of small machines and portable models, but in the possibility for selling larger and more expensive machines to the same people in the Fall or Winter for use in their permanent homes. The real reason for the small machine, in fact, is to acquaint the customer with the possibilities of the talking machine and to encourage him to secure a larger model in order to get the best results from a steadily growing library of records. And the idea is not based on theory, but has worked out successfully in practice.

**THE VALUE OF ASSOCIATION ACTIVITIES**

WITHIN the past few weeks there have been held a number of trade conventions, national or local in scope, which have warranted the attention and attendance of members of the talking machine industry, and it is quite likely that there will come as a result of these meetings a new stimulus to machine and record selling.

There is no question regarding the definite value of association activities in helping business. There are those, it is true, who fail to see any real benefit to the individual from much of the association work, but if little of practical value came out of the sessions themselves the fact that retailers in the same line of business have a chance to get together and talk over their problems reverts to the advantage of all.

There has been a noticeable improvement in convention programs during the past year or two, due probably to changing conditions. The addresses and discussions have been carefully selected with a view to giving to the convention delegate something practical and usable rather than simply theoretical. This new tendency adds weight to association work, whether the body be local or national.

At the present time there are enough associations of wholesale and retail talking machine men actually functioning and holding meetings at regular intervals to give to a fair proportion of the dealers of the country the benefit of business intercourse, but more such bodies are needed.

**WARNING  
HALL FIBRE NEEDLES**

Are Patented—U. S. Letters Patent—870723  
and are therefore the ONLY fibre needles  
licensed for sale in the  
UNITED STATES

In order to protect our jobbers and dealers  
we will prosecute any infringement of our  
patents.



PACKED IN THIS VERY ATTRACTIVE FOUR-COLORED COUNTER DISPLAY. COMBINATION CARTON } 25 PKGS. NO. 1—100 to Pkg.  
35 PKGS. NO. 5—50 to Pkg.

CARTON NO. 1—50 PACKAGES—100 to Pkg.  
CARTON NO. 5—100 PACKAGES—50 to Pkg.

**HALL MANUFACTURING CO.**

Successors to B & H FIBRE MFG. CO.

33-35 West Kinzie Street

CHICAGO, ILL.

# The Records Used in the Demonstration of a Machine Should Be Carefully Selected

The talking machine is essentially a musical instrument, and, as such, one of the fundamental necessities in this class of merchandising is to impress on the mind of the prospective purchaser the value of the instrument handled as a source of musical entertainment. Mechanical details and perfection of finish, while of importance, should be merely an appendage to the sales talk instead of the feature of it. People buy a talking machine for one purpose, and one purpose only, and that is to furnish musical entertainment. When the prospect has been convinced that the line shown is the one best suited for the purpose of supplying the musical entertainment he likes best the task of closing the sale has been much simplified. As a matter of fact, the prospect will be so anxious to secure that particular type of machine that he will practically sell himself.

Granted that the talking machine should be sold as a musical instrument, it naturally follows then that the records, which actually furnish the music reproduced by the instrument, play an important part in the making of a sale. Therefore, in addition to a thorough demonstration of the reproducing qualities of the instrument, the salesman should stress the fact that the records handled by him and played on the machines are of wide variety, by the best and most famous artists and can be secured in all classes of music, the classics, popular, etc.

The foregoing paragraph naturally leads to the analyzation of the customer's desires in music. In most communities there are two or more talking machine establishments, and the merchant must be exceedingly careful to hold a customer once he enters the store. The easiest way to

retain confidence is to keep the customer in a congenial frame of mind, and, obviously, one way to accomplish this desirable result is to play a record which will appeal to that particular prospect. Thus the necessity of analyzation. A few questions by the salesman couched in diplomatic language will in most cases accomplish this.

There are some readers who will undoubtedly declare that this suggestion is based on theory

*The Prospect Can Be Put in a Receptive Mood by Playing the Kind of Music Which Appeals to Him Most*

and not on fact. Therefore, the following statement from an extremely successful dealer who sells many machines on this basis may carry some weight. The enterprising merchant referred to is S. L. Schott, head of S. L. Schott, Inc., Mt. Vernon, N. Y. When Mr. Schott was asked recently what methods he found most productive of results in selling talking machines he answered as follows:

"My methods are simple enough, and they

achieve the desired results. In the first place, selling talking machines does not, in my mind at least, present any greater difficulties than many other lines of merchandise. One thing which I have found of paramount importance in securing the best results in handling a prospect is the ability to immediately size up a person as soon as he or she enters the store. When a prospective customer enters my establishment I first try to determine his or her nationality. This is very important, due to the fact that from experience I find that the majority of foreign-born people, and many born of foreign parents in this country, have a leaning toward the music of their homeland, and when I place a record from the foreign catalog on the machine for demonstration purposes they are delighted to think that they can get most of their favorite old-country airs on the talking machine. This tends to place them in a happy frame of mind, creates confidence in the line of machines and records which I handle, and last, but not least, arouses the desire in their minds for ownership. These people are also good record prospects if properly followed up.

"For example, if an Italian comes into the store it is a pretty safe bet that music which savors of Italy will please him far more than any other kind. Of course, I make sure of this before I place a record on the machine. If I am in doubt a few casual questions settle the point. There are some people with a decided preference for certain kinds of music. Any other kind irritates them. Other customers are more easily pleased. They buy all kinds of music, from the operas to the jazziest of jazz. If I make an error and play the wrong kind of music I have found that it requires much harder work to make the sale and sometimes the customer is lost.

"When I have definitely found out what the prospect likes most in the way of music I select records of that nature and proceed to demonstrate the qualities of my line. I have explicit confidence in the machines I handle and I make it a point to give a complete demonstration, using various kinds of needles so that the prospect can see how the machine reproduces under various conditions."

## NEW AGENCIES IN LOS ANGELES

Fitzgerald Music Co. Secures Brunswick Line—  
Broadway Department Store Takes on Victor

LOS ANGELES, CAL., June 6.—The Fitzgerald Music Co. announces that it has obtained a Brunswick phonograph agency, which it will represent in addition to the Edison. The Fitzgerald Music Co. has for several years been an exclusive Edison representative, and it was considered one of the largest Edison dealers in the entire country. The Brunswick Co. is to be congratulated upon obtaining this famous house as its representative.

The Broadway Department Store has also announced that it is now the agent for Victorolas and Victor records.

## C. J. KEIL ADDS EDISON LINE

CLINTON, Mo., June 5.—C. J. Keil, who was the Edison dealer here for five years, has again taken the agency, and has stocked up with a complete line of Edison machines and records. Mr. Keil, due to his many years of experience in handling the Edison, thoroughly understands the merchandising of this product.

The man who is defeated even after he has exerted his best efforts need not be ashamed. Better try and fail than not try at all.

The  
*Modernolette*

A REAL  
Talking  
Machine

in  
Portable Form



Retail Price

Wax Finish  
Case  
\$35.00

Leatherette  
Covered Case  
\$40.00

MODERNOLA CO., Johnstown, Pa.

The Modernola Sales Co., Inc.

No. 929 Broadway

New York City

# Potential Record Sales

## A Novel Window

At this season of the year, when folks are going on vacations, it is pertinent to point out the advantages of the talking machine outfit at shore and country and—the value of albums for record protection.

One clever dealer last year put in a novel window trim which proved highly effective in sales returns—he showed a number of broken records in contrast to records safely stored in albums.

A large sign, by a local sign painter, illustrated an empty stall in a barn and the farmer investigating the barn door. It read: "Why lock the stable after the horse is gone?" And then in large type at the bottom: "Albums will protect your expensive records on this year's vacation."

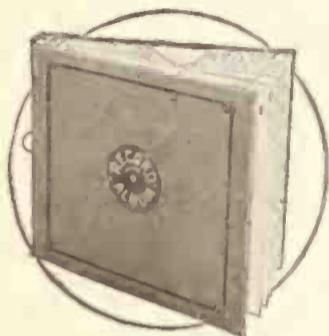
Such a sign does not cost a great deal and conveys a timely suggestion which will not only be productive of album sales, but you know that every purchaser of an album is a potential record customer.

Try this idea in your window—this month.

*Phil Ravis*

Now Is the Time to Re-awaken Customer Interest

—A Record Library in the home, if once started, will prove a constant reminder that new selections should be added regularly.



Peerless albums are covered and bound with Interlaken cloth

—And there is nothing which will prove a greater library incentive than

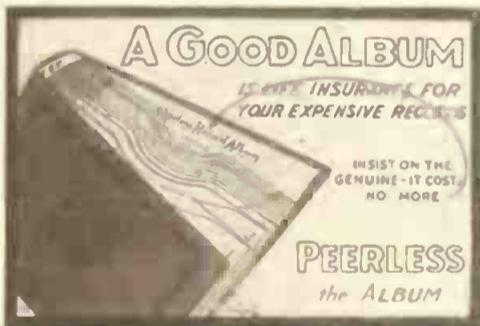
## PEERLESS

—the Album

—If you will distribute 500 albums, each with 12 leaves, this week

—Next week there will be a place in your neighborhood homes for 6,000 records.

—In the column to the left we tell you of one way to sell 500 albums in a week.



Display This Sign—It Will Sell Peerless Albums for You—Send for Yours at Once.

The Peerless Album is positively the best in quality and workmanship that money can buy. Our prices are absolutely right, and behind this album you have an organization and a service dedicated to the phonograph industry, and to the dealer particularly.

*Note: Three years ago, when Peerless began to serve the trade in a big way, we said, "An empty album is an invitation to the purchaser to fill it with records." Will our friends now be kind enough to write us their opinion of our new slogan, "Albums sell records"?*

# PEERLESS ALBUM COMPANY

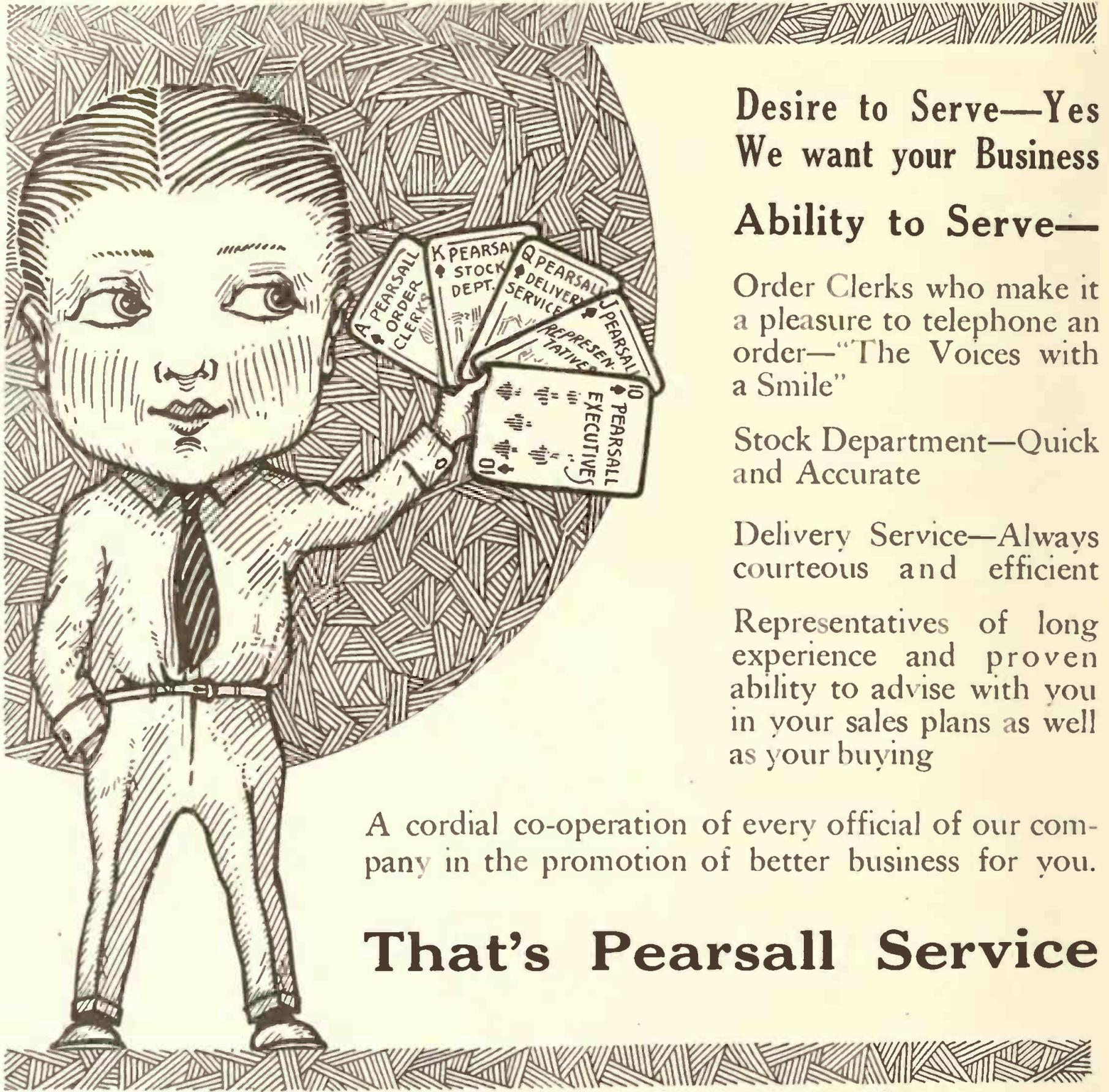
PHIL. RAVIS, President

636-638 BROADWAY  
NEW YORK

WALTER S. GRAY  
San Francisco  
942 Market St.

L. W. HOUGH  
Boston  
26 Sudbury St.

# Desire to Serve Plus Ability



Desire to Serve—Yes  
We want your Business

Ability to Serve—

Order Clerks who make it a pleasure to telephone an order—"The Voices with a Smile"

Stock Department—Quick and Accurate

Delivery Service—Always courteous and efficient

Representatives of long experience and proven ability to advise with you in your sales plans as well as your buying

A cordial co-operation of every official of our company in the promotion of better business for you.

## That's Pearsall Service

# Ask any Pearsall Dealer—He'll Tell You

*"Desire to Serve Plus Ability"*

10 EAST 39th ST.

NEW YORK CITY



**SILAS E. PEARSALL COMPANY**

**DISTRIBUTORS**

# Talking Machines Should Be Sold as Instruments for Providing Music :: :: By W. Braid White

The selling of talking machines at retail is, in effect, the selling of records. The statement sounds as if it were intended to be clever rather than accurate; yet accurate it is.

Perhaps the gentlemen who are less distinguished for cleverness than for painstaking will appreciate a little elucidation. So here goes.

A talking machine business could not live if it were not for the sale of records. A store which existed merely to sell machines would neither be successful nor of lengthy existence. On the other hand, a store can exist, and exist very well, on the sale of records only.

To put it another way: The talking machine is primarily a medium through which the records may become audible. Once the customer has been convinced by means of hearing music that a certain machine, or type of machine, within a given range of possible price, will produce the music he or she wants, then that customer is "sold." It is the music that has done the selling, however, not the machine.

Truly, of course, a machine of high price, with the very best of everything, is better than a machine of low price with none of the best. But if the salesman is selling a machine whose name is known, or if the reputation of the house is sufficiently high, then there is nothing further to be said. The customer will listen to the talk, and the intelligent salesman will key that talk so as to fit in with whatever style of machine in the given make seems best adapted to the purchaser's need. Yet all the time that purchaser is primarily thinking of the music he or she is to enjoy, and not at all, save incidentally, of the fittings, mechanism or style of the machine itself, considered as a machine.

This statement is not meant to depreciate the value of fine talking machines, of fine architecture or design. It is intended simply to show that the sale of talking machines is the sale of the music they render audible. That is simply another way of saying that the sale of talking machines, considered as a business, rests upon the sale of records.

For that reason, if for no other, it follows that the art of salesmanship as applied to the talking machine business is also the art of selling music, and that means that the test of good talking machine retail salesmanship is the ability to sell good music, and plenty of it, good records and plenty of them.

This brings up the old, the ever persistent question, "How much ought a salesman to know about music?"

The answer is simple. The salesman ought to know about music just as much as is needed to acquaint him or her intelligently with as many records as possible, from the total collection of the manufacturer whose line is represented. That again is simply another way of saying that the salesman cannot know too much about music, as musical knowledge may be looked at from that point of view. That is to say, as a matter of knowing the content of the various records, of being familiar with the titles, composers and music, of as many of them as possible, the salesman cannot know too much about music.

### Prosperity Rests on Fine Records

The statement applies to every kind of music. Granted that a great number of people like popular dances, songs and all that. Granted that the popular taste is not distinguished for artistic quality. Nevertheless, the prosperity of the talking machine business is built, not on the popular records but on the operatic numbers, on the great voices and on the great instrumental pieces. Everybody wants one Galli-Curci or one Caruso record. If not actually prevented from doing so, the average customer will buy one of these just out of curiosity. It is only a step from this to persuading such a customer to try a

Casals or a Kreisler instrumental record. And so on. Once the good work is started with that customer, there is no end to its possibilities; provided the salesman is capable of guiding the gradually awakening love of the purchaser for fine music. For it can be safely wagered that no normal man or woman is without a latent love for something good in music. "Popular music is simply familiar music," said Theodore Thomas long ago; and he was pre-eminently right, as all experience plainly shows.

On the other hand, of course, no one wants a salesman who knows not when to stop or who strives to impress upon the purchaser the idea that he is a very clever person. The greatest

trouble to learn something biographical or topical about every well-known composer and every famous composition, especially in the field of opera, then that salesman, if a wise salesman, will take care never to obtrude this knowledge. But it will always be on hand, always ready to be used, always at the disposal of questioner, prospect, buyer or fellow-salesman. No one need fear that opportunities for its use will be lacking. Everything else may be lacking, but the salesman will never find lacking musical questions or musical needs.

It is the sale of fine records which measures the prosperity of a talking machine business. A retail merchant who is selling large numbers of fine records each month is a merchant who can scarcely help being prosperous, if he is not making some incalculable error in another branch of his business. For when fine records are being freely sold, that in itself is proof that the merchant's clientele is intelligent and cultivated. This type of music-lovers buy records steadily month by month, because they want to acquire a permanent library of fine music which will not be thrown away or left unused after a few weeks or months. That is the sort of game to go after, and it's game much more plentiful than is generally supposed.

### Catch Them Young

There are merchants in many communities, and some of them we know personally, who make it their business to obtain salesmen from among music students and bright young persons who combine some talent for making themselves agreeable, with a love for, and willingness to become familiar with, a lot of fine music. Not in the least disparaging the masses, but trained to give the people what they want, these boys and girls are constantly striving to lead their customers gently in the direction of better records, and are remarkably successful in starting "low-brow" purchasers up the road to "high-brow" musical taste.

The talking machine business is a music-selling business. The salesman is a music salesman. He cannot know too much about music, and he cannot obtrude his knowledge too little.

*Convince a Customer That a Certain Make of Machine Will Produce the Best Music and the Sale Is Made*

art is that art which conceals art, which works its purpose without allowing the machinery to be seen, as it were. The salesman who knows his or her business is the salesman who can advise, guide, help, and who all the time is striving to bring to the customer's favorable attention the sort of thing in music which that customer really needs in order to obtain the utmost from the talking machine which he is buying or already possesses.

Such finesse is, of course, not acquired without careful study. When the salesman really is thoroughly familiar with the contents of the record catalog, really knows by ear a large number of pieces of every sort, and has taken enough

# FELT

*We are prepared as never before to give prompt delivery.*



## Turntable Felt

The name of a special product made by the American Felt Company for the Talking Machine Trade.

It possesses features which distinguish it from Felts made by this company for other purposes.

Only our special Turntable Felt is good enough for leading Talking Machine Manufacturers, who use it exclusively.

# American Felt Company

TRADE MARK



BOSTON  
100 Summer St.

NEW YORK  
114 East 13th St.

CHICAGO  
325 So. Market St.



## *The* **STRENGTHENING** *of* **3 STRONG LINKS**

ORMES service has been and always will be based on strengthening the three strong links between the successful Victor jobber and the progressive Victor dealer:—

**Confidence**  
**Good-will**  
**Stability**

ORMES is winning the confidence of the Victor dealers by giving them efficient, trustworthy service; the good-will of the trade is being earned through taking a personal interest in the individual dealer's problems and the stability of the ORMES organization is reflected in banner sales totals for the first five months of the year.

# ORMES, Inc.

*WHOLESALE EXCLUSIVELY*

15 West 37th Street  
 NEW YORK, N. Y.

Telephones: Fitzroy 3271-2-3

# The Need of Vitalizing and Humanizing Advertising and Window Displays :: By H. S. Jewett

The Aeolian Co.

"WANTED.—A stage manager to inspire the purchasing public; a veritable Belasco in the advertising field; a man who would stage the sales of pianos and phonographs before various markets with as sure a sales punch as the inspired and experienced stage director promotes and presents a star.

"This genius person need not have a knowledge of markets and media, but must have the intelligence to adapt the knowledge of others and with an illuminative idea make the advertising of interest to large purchasing audiences."

The music field is not lacking in keen merchandising experts, able advertising men, keen copywriters and artists, but some day a light will shine, an impresario will grasp the ideas and experiences of many and the art of advertising musical instruments will suddenly become possessed of seven-league boots.

Think of the planning, the promoting and expense which have preceded many a merchandise debut and when the curtain was raised on the stage set to feature the product a cold public has failed to respond.

The manufacturer claimed the commodity was perfect. The merchandise man stated the plans were right, distribution arranged. The advertising manager said every detail was ready. Copy staff and artists contributed inspired ideas. The magazines and newspapers were more than considerate, and yet the big merchandise show opened, flickered expensively, flivvered and died.

No department in the promotion seemed responsible, every item was consistent, but that was not enough; in the assembled campaign there must have been a spark lacking—the sales performance was dull. The purchasing audience failed to applaud. There was no hand of approval, much less an encore sale.

What was needed was an expert in human appeal to bridge over the distance from the staged merchandise right into the purchasers' mind and heart—a merchandise Belasco with the psychology of purchasing audiences.

Music, with its rich tradition and tremendous emotional appeal, has so many human interest angles that it seems doubly tragic that any music sales plan should be dull.

Pianos and phonographs can be merchandised in so many ways to so many types of prospects that it seems merely a matter of putting your message before the right market at the opportune time; but this is not so, as has been demonstrated by the failure of many campaigns.

As in the theatrical world a popular star and good play miss fire because the producer does not have the genius quality to satisfy the human interest demand, so in the commercial field the star product may give but one flash and die for lack of the inspiration of the wizard on piano and phonograph turnovers.

Through the field of advertising there are always examples of a human way of vitalizing an account. For instance, the internationally known "Phoebe Snow" was much more than an attractive companion on a trip to Buffalo. She took the cinders from travelers' eyes, the soot from clothing and in war-time conservation made reduced portions on a diner seem a patriotic privilege instead of a discomfort. The genius stroke to Phoebe was the humanizing of travel and by cleanliness and comfort banishing all negative thoughts regarding railways. Phoebe as the institutional copy of the Lackawanna is now serving as a charming courier through halls of railway traditions.

There have been many examples where merely cutting a thought on the bias has given human appeal to merchandise. A notable instance of this is the Rogers Peet & Co. publicity which was instituted at a time when men's apparel copy was only a type set-up of styles, sizes and prices.

It was an innovation with its eye-catching cuts and has held its interest for many years.

Many incidents are recorded of sales windows which stopped traffic by a genius stroke of lighting or display of merchandise.

Two seasons ago R. H. Macy & Co. had a straw hat sale. They used a wax figure in the act of choosing between two styles. The display manager twisted the neck, bent the arms forward and back to get a truly human position and was rewarded in the morning when he returned to work by seeing the police regulating the crowds. "He is alive, I saw his hand move."



The Human Element in an Attractive Display  
"His left eye moved." "No, it didn't. Yes, there goes his hand."

These remarks were often followed by "a pretty good hat for \$2.49." So the message had reached the buyers. The genius stroke was in placing that figure so the shadows of the window glass produced the effect of movement in a very life-like figure.

During the bombardment of French cities many shop windows were broken and soon some inspired storekeeper put cross strips of paper on

his windows to prevent glass from flying and cutting passers-by. Other shops followed and beautiful designs from ornate silver and gold paper soon were seen on the main boulevards. After the Armistice, the French windows were so crowded with merchandise that in endeavoring to show everything they displayed nothing.

One jeweler reacted from this and got a crowd comprising the many nationalities filling Paris at that time by displaying just one article in a beautiful setting. The article was a garter buckle, and instead of showing the accepted idea of an amputated leg in brilliant hosiery or a dancer kicking the hat of an inebriate rounder, the window was set in a rich purple velour and in the center was a medium-size marble of the Winged Victory. A steel-blue light concealed at the front top of the window brought out the white of the statue and illuminated a small purple pad where the gold buckle gleamed and glittered. It was called "The Victory Garter."

A pair of moving hands recently stopped the crowds before the Vocation Store in Boston. The hands demonstrated the Graduola feature of the Vocation and if they had been stationary would have excited no interest, but the human movement was irresistible to the crowd.

A mob-collecting feature of many windows this Spring has been the phonograph record repeater, which would hold people three and one-half minutes for the final round, which would start the record again.

Simple elements like these barely suggest the possibilities in featuring musical merchandise in newspapers, magazines, windows and outdoor advertising. They are proof that the inspired thought is present, that the stage is set for the appearance of a merchandise maestro. Maybe one will develop, but he is more likely just to happen. Geniuses usually do.

The McKinley Phonograph Co., 1505 East Fifty-fifth street, Chicago, Ill., has been incorporated in that State, to manufacture and deal in musical instruments and accessories, with a capital of \$20,000. Incorporators are William N. Duffield, W. F. Duffield and P. D. Armstrong.

# Eight Columbia to Retail at \$200, and Less

**K**NOWING that a big market exists for Console Grafonolas at around \$200, we are offering Columbia Dealers a complete line of highest-grade Consoles priced to meet that market.

As always, our policy is to supply dealers with a product designed for the actual market that exists, and priced at a figure that will tap that market quickly.

## A Complete Line of High-Grade Consoles

Look at the Consoles pictured on these two pages. Each is a masterpiece of beauty, workmanship, and utility. Authentic, artistic designs, the finest kind of cabinetwork, spring and electric motors, up-to-date Columbia features, excellent material and workmanship throughout.

People who appreciate fine furniture, who appreciate appropriate and beautiful accessories to the home, people who love good music, who want to keep abreast of the new ideas—such are the people who will buy these instruments.

With this line of 8 Consoles you can offer the exact model to harmonize with the furniture and general decorative scheme of any home, and to suit the taste of each prospective buyer.

## Equipped With Electric Motor

In addition to the fine cabinetwork, the numerous Columbia reproducing features, and general design, these Console Grafonolas are also equipped with electric motors. That feature alone gives you a big talking point.

Think of being able to offer your customers a brand-new, highest-grade Console with the many Columbia features, authentic design, fine cabinetwork and equipped with an electric motor—all for only \$200!

We are ready to supply this complete line of quality Consoles that you can sell at a price that people will gladly pay. All that is necessary on your part is a little selling effort. Just a little effort will tap this Console market that is at your door.

Make that effort. Capitalize on this moderately priced line of high-quality Consoles.



**William and Mary  
Simplified**  
With spring motor, \$200  
With electric motor, \$225



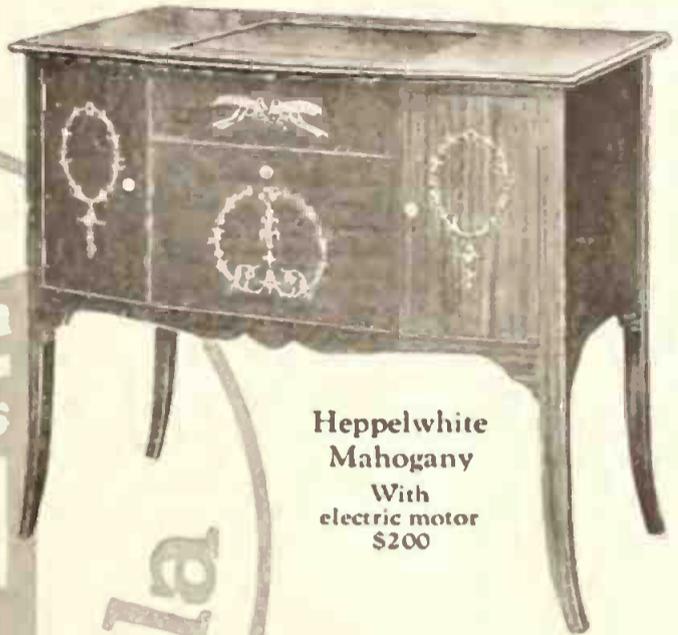
**Jacobean**  
With electric motor, \$175

COLUMBIA GRAPHOPHONE COMPANY  
New York City

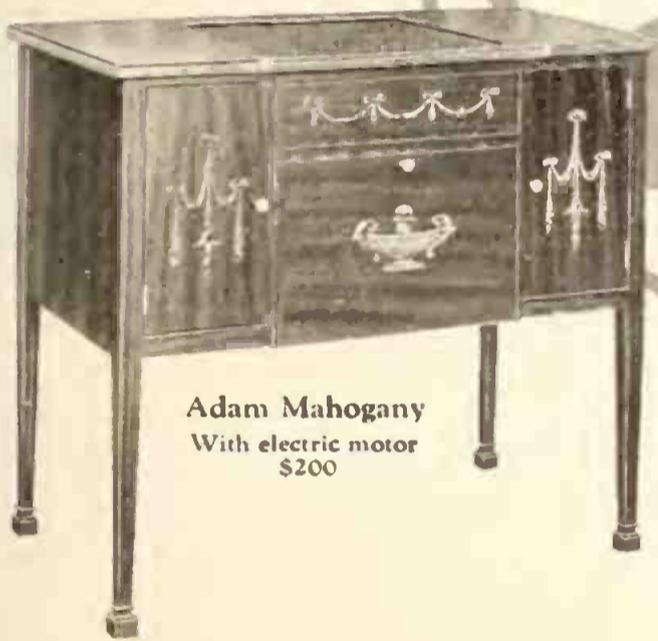
# Console Grafonolas



**Queen Anne**  
With spring motor, \$185  
With electric motor, \$200



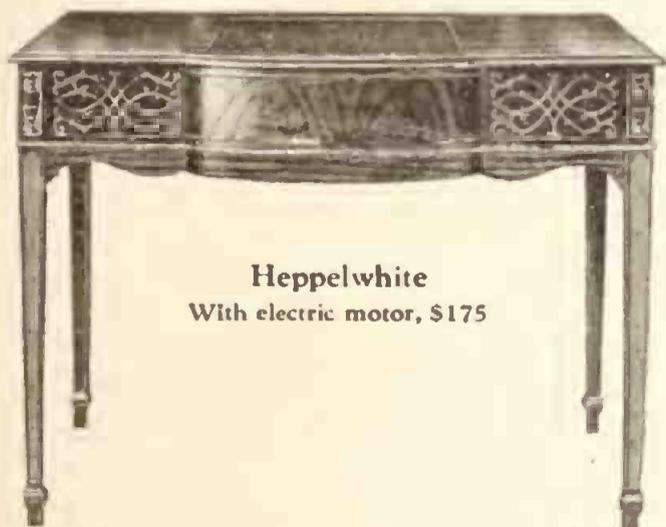
**Heppelwhite Mahogany**  
With electric motor \$200



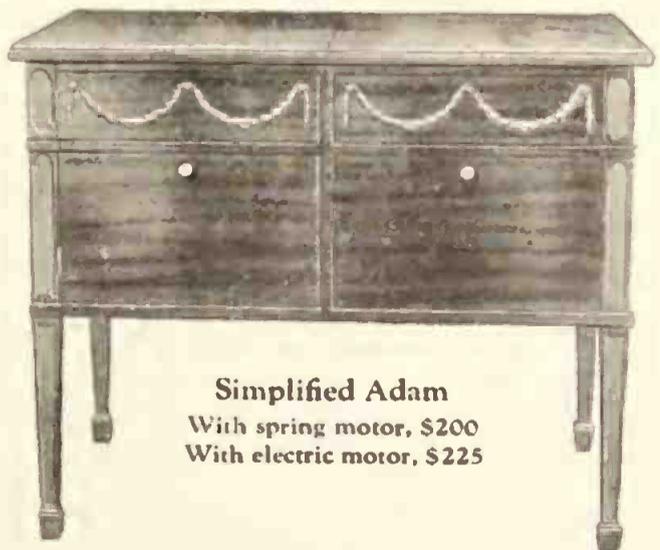
**Adam Mahogany**  
With electric motor \$200



**Louis XV**  
With spring motor, \$200  
With electric motor, \$225



**Heppelwhite**  
With electric motor, \$175



**Simplified Adam**  
With spring motor, \$200  
With electric motor, \$225



The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

To the Trade:

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

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

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

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



THE PERFECT PLAN

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

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

DEMONSTRATES RECORD MAKING

Gimbel Store in Milwaukee, Wis., Attracts Crowds to the Talking Machine Department and Greatly Stimulates the Sales of Records

MILWAUKEE, June 3.—Thousands of residents were treated to an insight into the method of manufacturing talking machine records through a special demonstration put on at the Gimbel store. A huge press was obtained from a talking machine record manufacturing concern and placed in operation in the Gimbel phonograph department. While the people watched they saw record after record stamped from the master record in the machine.

The demonstration was the first of its kind in the country, according to J. H. Hoffheimer, and a number of department store managers and talking machine distributors from the East were attracted to the local store to watch the show and its effect upon the public.

A notable stimulation was felt in the sale of records during the demonstration.

HEALTH BUILDERS' RECORDS SCORE

NEW HAVEN, CONN., June 3.—The recent demonstration of the Health Builders' record course of Walter Camp's Daily Dozen, made by Health Builders, Inc., New York, which was produced in the windows of the Loomis Temple of Music, drew large crowds. A demonstrator went through the entire set to the accompaniment of the music and commands on the records.

TOY PLANT MAKING CABINETS

OSWEGO, N. Y., June 3.—Operations at the Diamond Toy plant, which had been suspended for several months, have been resumed. The plant has been diverted from the manufacture of toys to radio boxes and talking machine cabinets.

SCHWABACHER ADDS OKEH RECORDS

Prominent Talking Machine Dealer, of Lynch, Takes on Complete Line of Paramount Machines—A Record Sales Record

Ben W. Schwabacher, talking machine dealer, of Lynch, Ky., has recently taken on the local representation for the Okeh records. A complete line of Paramount machines has also been installed in addition to the Granby line and the firm is stocking a full line of music rolls and small musical instruments.

The value of knowing how to follow up record sales with more sales is evident from the concluding paragraph in a letter from Mr. Schwabacher to The Talking Machine World, which states that: "We have a record of having sold 221 records to one customer since we sold him a machine. Do you know any dealer who is able to beat that?"

JOHNSON JOINS METROPOLITAN CO.

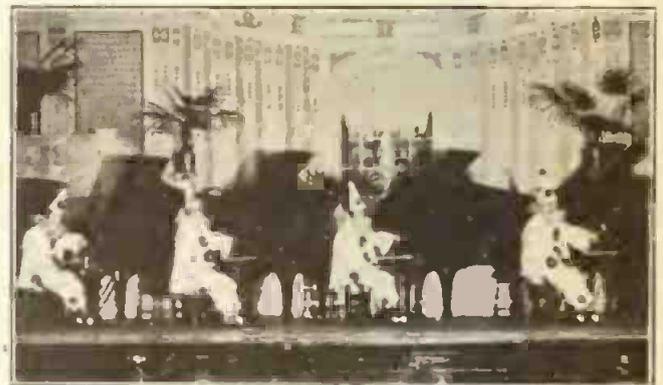
The many friends of Edward Johnson, the distinguished tenor and Victor artist, are delighted that he has joined the forces of the Metropolitan Opera Company next season, when he will sing leading tenor roles. Mr. Johnson has sung with some of the famous opera companies of Europe, and more recently with the Chicago Opera Company. His name ranks with those superlatively great artists who have so notably contributed in bringing the world's admiration to American musical genius. And when we say America, we include Canada, because it was in the city of Guelph that Mr. Johnson was born. Thus the honor achieved by Mr. Johnson is reflected on the continent as a whole.

Don't belittle the opinions of your associates. They are human, have brains, and the chances are that they know how to use them.

GRINNELL BROS. EMPLOYES SCORE

"Steinway Four" and Male Chorus of Grinnell Bros. Make Big Hit at Recent "Sing" of Detroit Stores Music Association

DETROIT, MICH., June 5.—One of the big hits of the recent "sings" of the Detroit Stores Music Association held at Arcadia Auditorium were the four young ladies of Grinnell Bros., Victor distributors, and the male chorus of the same concern, numbering twenty-four voices. These four



Grinnell Bros.' "Steinway Four" young ladies, popularly known as the "Steinway Four," scored a tremendous success, and the same may be said of the male chorus, which is a well-trained body of singers. Both of these musical groups entertained thousands of radio fans recently when the Detroit News broadcasted the playing of the "Steinway Four" and the voices of the male chorus.

The Detroit Stores Music Association is the outgrowth of Michigan's first Music Week held last October. There are over eight thousand employes of the stores represented in the Association. Morning "sings" are held once or twice a week by each of the organizations, and all join in the big general musical events. Grinnell Bros.' "Steinway Four," and Grinnell Bros.' male chorus appeared in the second of these events.



Patented 1914

Patented 1914

YOU OWE IT TO YOUR CUSTOMERS

The successful merchant always appreciates the fact that his customers place in him their utmost confidence. Therefore, he makes it a point to supply them with goods of a kind that he would appreciate were he a prospective customer. He knows that in doing this he does not have to worry and think up all kinds of schemes in order to increase his business. His business increases automatically. BOSTON ALBUMS—with their wooden backs and interchangeable leaves—are goods of this character, and business builders. Have you sent for a sample of the latest Bostonian?

BOSTON BOOK COMPANY  
501-509 Plymouth Court CHICAGO, ILL

Victrola homes are happiest



The Victrola is the one instrument in the home the best music is expressed in the

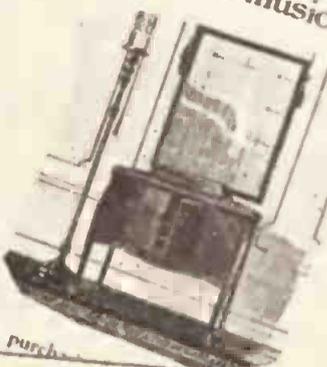
# Out today New Victor Records

June 1922

**THE MASTERS VOICE**

1. <i>Paul Robeson - The Song of the Soul</i>	2. <i>Paul Robeson - The Song of the Soul</i>	3. <i>Paul Robeson - The Song of the Soul</i>	4. <i>Paul Robeson - The Song of the Soul</i>
5. <i>Paul Robeson - The Song of the Soul</i>	6. <i>Paul Robeson - The Song of the Soul</i>	7. <i>Paul Robeson - The Song of the Soul</i>	8. <i>Paul Robeson - The Song of the Soul</i>
9. <i>Paul Robeson - The Song of the Soul</i>	10. <i>Paul Robeson - The Song of the Soul</i>	11. <i>Paul Robeson - The Song of the Soul</i>	12. <i>Paul Robeson - The Song of the Soul</i>

The Victrola is the standard of musical value



### New models that are true musical instruments



Bring musical instruments the new requirement in quality of musical performance and in these new models the design is determined by these musical requirements. Their requirements have been learned through twenty four years devoted wholly to the talking-machine art.

See and hear these new Victrolas which, while new in design, have all the characteristic tone quality which has made the Victrola pre-eminent.

**Victrola**  
HIS MASTERS VOICE  
Important - Look for these trade-marks. Under the lid. On the label.  
**Victor Talking Machine Company**  
Camden, New Jersey



ALL that the most famous artists of the age, the Victrola and Victor Records are in the homes of music-lovers everywhere. Just as the public recognizes the genius of an artist, so too does it recognize the value of the one instrument for which these artists have made records.

Victrolas \$25 to \$1500. New Victor Records demonstrated at all dealers in Victor products on the first of each month.

Victor stands



My Victor Records shall be my biography

Victrola instruments are made for use with Victor records

THE ONLY THE PERFECT ONE FOR THE RECORDING



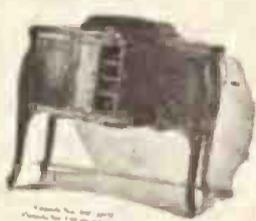
"My Victor Records shall be my biography"

The -s- Caron's characteristic remark when he was approached regarding his biography. The one hundred and seventy-eight Victor Records by Caron, and given to him by the world's greatest photographers which he serves as autobiographies which continue to delight all



Victrola instruments are made for use with Victor records

New Victor records alone, not yet the Victrola alone, but both together bring about the perfect musical result. Fully evident when Victor records on instruments. In no way can you get such reproductions, nor artists which meet approval of the artist.



**Victrola**  
HIS MASTERS VOICE  
Important - Look for these trade-marks. Under the lid. On the label.  
**Victor Talking Machine Company**  
Camden, New Jersey

VICTOR products are known wherever music is known for Victor advertising constantly spreads the Victor message over the entire country. Through the advertisements which appear in the general magazines, newspapers, farm papers, educational publications, labor papers, foreign language newspapers, musical publications, opera programs, etc., the thoughts of people everywhere are turned toward the Victrola and their foot-steps directed toward the stores of dealers in Victrola products.

And then along comes—



New Victor Records  
March 1922

Lambert Murphy	18852
Ray Lohrke	18853
Royal Orchestra	18854
Walter C. Kelly	18855
John Steel	18856
Pauline Stewart	18857
Henry Burr	18858
Chas. Johnston	18859
John R. Kelly	18860
Edna Stewart	18861
South Sea Islanders	18862
Adrian Hall	18863
Victor Concert Orchestra	18864
Frank Evans	18865
Sam Houston	18866
Victor Orchestra	18867
Victor Orchestra	18868
Victor Orchestra	18869
Victor Orchestra	18870
Victor Orchestra	18871
Victor Orchestra	18872
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Victor Orchestra	18895
Victor Orchestra	18896
Victor Orchestra	18897
Victor Orchestra	18898
Victor Orchestra	18899
Victor Orchestra	18900



Both are McC

Yet for you as a music lover the difference: That while you may be to hear this world-famous artist at you may hear any or all of the whenever you wish. Their beauty may become a part of your daily

The McCormac



Both are Galli-Curci

Yet for you as a music lover there is this important difference: That while you may be fortunate enough to hear this world-famous artist at frequent intervals, you may hear any or all of the records listed below whenever you wish. Their beauty and their



New Victor Record H:  
SWANEE RIVER MOON  
DO IT AGAIN!  
NEW VICTOR DANCE RECORDS  
Dear Old Southland - Fox Trot  
Cutie and Medley

rola

advertising campaign. Every piece of this advertising matter is of value to every dealer in Victor products. Every piece impresses the public with the superiority of Victor products, by furnishing ample evidence that Victor supremacy is the supremacy of performance.

Once you have the prospects inside your store—



Venetian and Virginia  
The Benson Orchestras



Angel and Mammy Kn  
Benson Orchestras

The New Victrola Book of the Opera is Now on Sale

1922 NUMERICAL LIST OF VICTOR RECORDS

Victrola

Company, Camden, N. J.



**Victrola IV, \$25**  
Oak



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

**Victrola No. 50**  
\$50  
Mahogany



**Victrola VIII, \$50**  
Oak



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



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



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



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



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

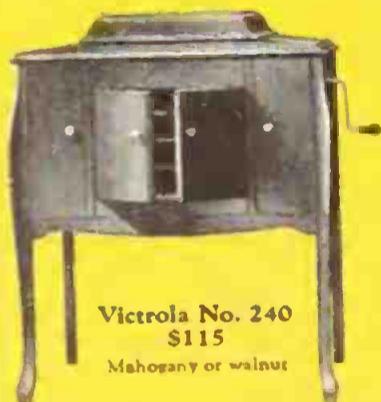


**Victrola No. 120**  
\$275  
**Victrola No. 120, electric, \$337.50**  
Mahogany or oak

a sale is simply a matter of supplying the particular style Victrola which suits their needs. That is easy to do with Victrolas in such complete variety—every instrument representing the highest quality and the utmost value. Besides the profit on every sale, there is satisfaction and good-will and prestige in being a dealer in Victor products.



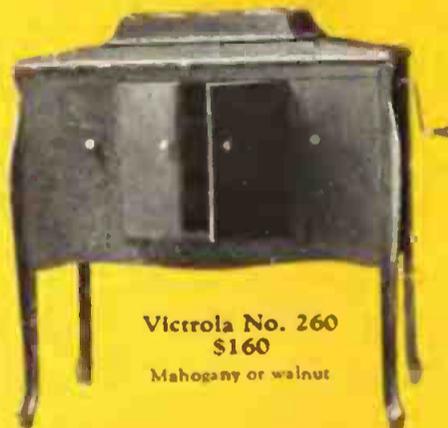
**Victrola No. 130**  
\$350  
**Victrola No. 130, electric, \$415**  
Mahogany or oak



**Victrola No. 240**  
\$115  
Mahogany or walnut



**"HIS MASTER'S VOICE"**



**Victrola No. 260**  
\$160  
Mahogany or walnut



**Victrola No. 280**  
\$200  
Mahogany or walnut



**Victrola No. 300**  
\$250  
**Victrola No. 300, electric, \$315**  
Mahogany, oak or walnut



**Victrola No. 330**  
\$350  
**Victrola No. 330, electric, \$415**  
Mahogany

**Victor Talking Machine Company, Camden, N.J.**

## Seeing Ourselves as Others See Us, and a Few Hints on Business Practice :: By F. C. Parsons

The deplorable lack of business ability and aggressiveness on the part of many talking machine dealers is one of the outstanding reasons for many of the reports concerning poor business in circulation among the trade. The writer, in an investigation covering approximately twelve stores in widely separated localities, including the large city and the so-called small town, found only one dealer who measured up to the standard of a real live merchant. In any business, and especially the talking machine business, an attitude of far-sightedness and clear thinking for the future must be adopted if any degree of success is to be attained.

Some who read this article may feel offended, but frankness never hurt anyone and there is no time like the present to correct faults which are detrimental to good business practice. As you read about the faults of the several merchants analyze your own method of conducting your establishment, and if you find that you are making similar mistakes take measures to correct them at once.

The first establishment visited proved to be a fine, large store in a good-sized city. This merchant handled talking machines, records, pianos and musical instruments. When questioned as to his methods of obtaining customers and making sales he replied as follows:

"We do not concentrate very much on the sale of talking machines and records because they are more of a side line with us than anything else. We devote most of our attention to our line of pianos. We make no special effort to increase our sales of talking machine accessories. If a customer asks for them we have them in stock and can make a sale, but we do not push them. As for increasing our list of prospects, the only method we use is to get the names of people who enter the store. To these we send the monthly supplement."

What a confession of poor business policy for a firm which has spent several thousands of dollars in the construction of talking machine display rooms and sound-proof record demonstration booths! Despite the fact that he considers the talking machine as a side line his sales in this direction, from all indications, are very nearly the equal of his sales of pianos or other instruments.

This merchant could materially increase his business if he systematized his conduct of the talking machine department, adopted some method of increasing his prospect list, hired a couple of outside canvassers and salesmen and made a more personal contact with his customers, in addition to the sending out of record supplements.

Another merchant in the same city, who handles three lines of machines of well-known make, complained bitterly of poor business. A glance around the store was sufficient to find the reason for this. First, the window, instead of attracting passers-by, tended to repel. The display itself was fairly good, but the point was that it had not been changed for so long that a heavy dust had settled on every object therein. The window glass itself was covered with a film of dust which partly obscured the display. The interior was in keeping with the window. A fine large showcase was in a deplorable state of disorder and a pile of record supplements and talking machine descriptive matter on a small table was bunched together in a conglomerate mass which precluded the finding of any particular piece of literature descriptive of the machine asked for without a search, unless one happened to be in luck. Of course, this is an extreme case, but within a radius of five miles two more cases of a similar nature were discovered.

The writer entered another store in a medium-sized city a few miles distant and one of the members of the firm gave him such a cold greeting that he was glad to get out of the place.

As a matter of fact, this man did not know whether or not he was addressing a prospective customer. The writer asked if he could speak to the manager and in reply he received an ungracious "No." This firm has an attractive store, but the personality of this one man pervaded the atmosphere. He made no inquiry as to whether he could be of service, but stared steadily out of the window without saying a word more. He did not know or attempt to find out whether the writer was a customer who desired to see a machine, make a complaint or was merely a friend of the manager. If the writer had been a friend of the manager do you suppose for one instant that he would ever come to that store to buy a machine or records if he happened to be in the

market for one? I should say: Not on your life!

This article is written intentionally to bring forcibly to the minds of dealers just what mistakes are being made by some dealers and how they strike an impartial observer. How much more unpleasantly they must affect a man or woman who enters with the idea of making a purchase, has money to spend, and expects consideration and service. For, after all, it is well to remember that there are other stores and a customer is conveying a favor, strictly speaking, in doing business at any one of them. If these few paragraphs make only one merchant sit up and take notice, so to speak, they will have accomplished some good and the time and trouble of investigation will have been repaid.

# Radio de Luxe



## Console Cabinets Equipped with Radio Receiving Sets

We are now manufacturing four beautiful Console Cabinets, fully equipped with high grade Radio Receiving Sets having a range of several hundred miles and with the tonal chamber fitted with a loud speaker.

Or,—these Radio Console Cabinets may be purchased without the Radio accessories, ready for special Radio Assembly.

Phonograph Dealers, Jobbers and Assembling Manufacturers know what an unprecedented demand there is for Radio Sets—a demand that is growing greater every month with a marked tendency toward models that may have a permanent place in the living-room alongside the piano and reading table—sets that are not only efficient and easy to adjust, but ornamental as well.

**Big Profits Await You in This Field. Prices and Particulars Upon Request**

## THE HARPONOLA COMPANY

Makers of the Phonograph with the Golden Voice

CELINA, OHIO

Edmund Brandts, President

SUPERIOR STEEL  
**BRILLIANTONE**  
 REGISTERED TRADE MARK  
 NEEDLES

SUPERIOR  
**BRILLIANTONE**  
 REGISTERED TRADE MARK  
 NEEDLES

SUPERIOR  
**BRILLIANTONE**  
 REGISTERED TRADE MARK  
 NEEDLES

SUPERIOR  
**BRILLIANTONE**  
 REGISTERED TRADE MARK  
 NEEDLES

## Sell Your Trade American-Made Needles

Avoid handling the cheap and unsatisfactory foreign needles. They're trouble-makers. Sell your customers

### BRILLIANTONE NEEDLES

and you'll eliminate forthwith all complaints and "come-backs" from your needle business.

### Every Purchaser of Needles Holds You Personally Responsible

if his records are scratched and damaged by cheap foreign needles he buys from you. Don't take such long chances. Stock Brilliantone Needles and keep your customers in that satisfied frame of mind which helps your business to grow.

*Send for samples and prices*

**BRILLIANTONE** STEEL NEEDLE CO.  
 OF AMERICA, Inc.

Selling Agent for W. H. Bagshaw & Co.  
 Factory: Lowell, Mass.

347 FIFTH AVENUE

NEW YORK

SUPERIOR STEEL  
**BRILLIANTONE**  
 REGISTERED TRADE MARK  
 NEEDLES

# The Cleverly Designed Window Display Card Is a Powerful Sales Factor :: By Aug. G. Baker

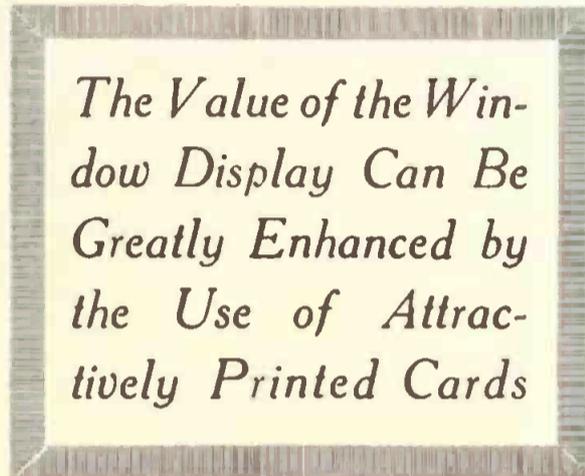
It would take a brave man to deny the fact that advertising is helpful to dealer or manufacturer. Yet there are those who complain that they cannot afford an appropriation for the kind of publicity they would like to use. We believe, however, that there is no merchant so poor that he cannot afford to advertise in some form, and the most inexpensive form of advertising, and in a great degree the most effective medium, is the display window.

But how many dealers realize this fact? When once you get off the main avenues, and strike the side streets and avenues in the average business sections of the city, there are plenty of stores handling talking machines the windows of which need attention, not merely in the matter of display, but, to put it bluntly, in cleanliness. The dirty window with its dusty stock does not invite customers to the store. It merely advertises the dealer as a slovenly, unprogressive personage. A clean window is helpful; a cleverly conceived display is more helpful and, better still, the cleverly designed display card is a most effective means of interesting the public in the window, in the line handled and in the store as a whole.

To-day the big merchants and the owners of the most prosperous stores find neatly lettered and tastily arranged window cards carrying timely messages about records and talking machines, or about music generally, to be a very effective means of attracting customers. Still, a great many small merchants apparently overlook this means of interesting the public. The latter type of dealer is more apt to use handbills or a similar form of cheap publicity.

Many dealers avoid the window card, because

of its cost, but this cannot be a deterrent as far as the talking machine man is concerned, for the leading companies are supplying some very striking display cards which, if the window is properly "dressed," should invite consideration that should be helpful as a sales promoter. If the dealer desires to have his own cards made up along individual lines the expense is not considerable, for there are many companies making a specialty of printing or designing window



cards and the cost is small compared with the value to be derived.

Every store window has a definite value in dollars and cents, and no dealer who is in the business to succeed should overlook its potentiality. Hence the merchant should not fail to appreciate the value of window cards as a means of advertising. All successful institutions use them because every one will read the signs in

the window. It keeps them in mind of the display twice as long as ordinarily. It makes people stop and look at the window who would pass it by if there were no cards to excite their inquisitiveness.

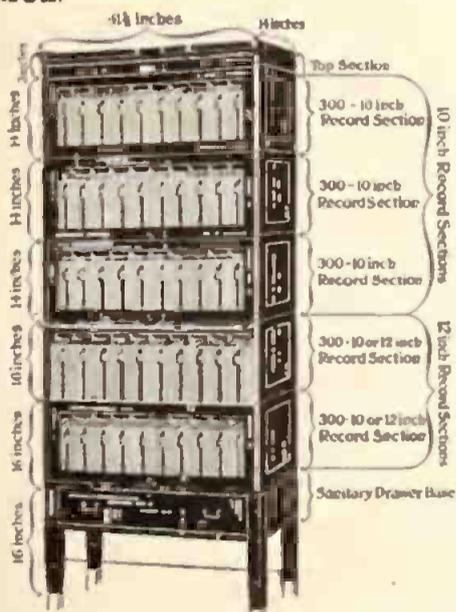
In fixing a value on your window just consider how many people pass your store every day and every night, and then figure out how you may attract the attention of this vast number of people to your individual display. Once you arrest the attention of these people, and their interest is focused on your window by striking display cards or other attractive features, you have then got in contact with a large number of prospects who are not only interested in what you say to them by means of the cards, but also in your product, and when they desire to make a purchase your store is kept in mind. As has been remarked before, the store window is a reflex of the character of the owner. You cannot disassociate the clever display window from the enterprising merchant, and people like to deal with such a type of merchant because he keeps the latest and the best in his line.

In these days when one is apt to hear complaints about the slowness of business is it not the time to concentrate more earnestly than ever before on ways and means of getting out of the rut, and of interesting the public in the talking machine and record trade? Those who do this systematically are bound to be rewarded. There is no question but that the cheapest way a merchant can advertise to-day is through his window, and when he gives this subject serious consideration he is bound to stimulate interest in his product and necessarily increases his business.

## Improve Your Service AND Increase Your Sales

### By Equipping With The OGDEN "UNIT" or Sectional System

which has been used by thousands of dealers for the past six years and "Sold" to all on our UNCONDITIONAL GUARANTEE OF SATISFACTION, QUALITY AND PRICE.



Model No. 1 and No. 31 Sectional Cabinet

FILES YOUR RECORDS so you can find them for QUICK SALE and SERVICE. Fits any space and Stock. Visible Tab Indexes locate every Record Instantly. \$14.00 per 1,000.

## ORDER PORTABLE VICTROLAS NOW

and be ready to "Tie Up" with National Advertising and "Cash In" this opportunity for an extra profit by Selling

### OGDEN STAND YOU-NITS

For the Portable Victrola No. 50, Also No. IV and No. VI

Don't wait but be ready and go after the Summer Business with a VICTROLA-STAND OUTFIT for Sea Shore or Camp,—Town and Country, with Music for every Occasion.

Order a Stand for every Portable Victrola (to Match) and we will Guarantee the Sale if only Displayed and Advertised.

#### Positively Rigid and Strong

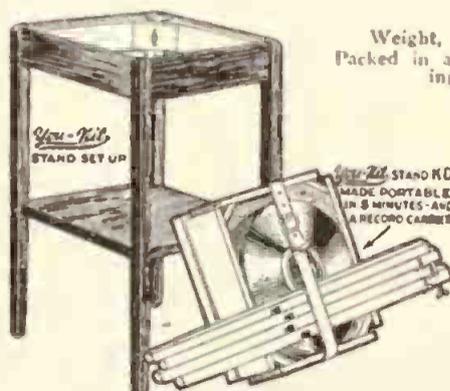
Matches the Victrola in Material, Finish and Design. If your Jobber does not have Stock order direct and we will deliver them FREE.

Improved Model No. 50a is a dandy.

Delivered \$7.00 each

Write for New Catalogue and Cuts free.

OGDEN SECTIONAL CABINET CO., Inc. LYNCHBURG, VA.



Weight, each, 10 lbs. Packed in a Portable Carrying Case.

Six Pieces Assembled or "Packed Down" as a Record Carrier in Five Minutes



### INVENTION ALLOWS RADIO SECRECY

Prevents Any Station From Receiving Messages Except Those for Whom Intended—Tested by Navy and War Departments

GLOUCESTER, MASS., June 8.—An apparatus for preventing any station from taking messages except those for which they are intended has been perfected by John Hays Hammond, Jr.

The same wave can be made to carry several messages at the same time, and, further, it is stated, both voice and code may be transmitted.

The new apparatus will allow a far greater number of stations to communicate over a limited number of wave lengths. Accidental interference from other stations is greatly reduced. Efficiency is increased. Atmospheric electricity, or static, is diminished in its effect upon the new system to such extent that the system may be operated under conditions when the standard radio apparatus cannot successfully receive.

Mr. Hammond's statement declares that he has been at work upon these problems for the

past fourteen years. A demonstration was given recently before officials and experts of one of the leading radio companies, and Mr. Hammond says the United States Navy and War Departments have given his latest discoveries exhaustive tests.

The system, it is declared, embodies a direct and simple means of insuring privacy, and it will be practically impossible under ordinary conditions for any other than the proper receiving station to hear anything but a jumble.

### PAYS TRIBUTE TO AUGUSTA DEALER

The W. P. Manning Music Co., 311 Jackson street, Augusta, Ga., which features the Columbia Grafonolas and Columbia records most successfully in that territory, was recently the subject of a two-column article in the Augusta Herald, which credited W. P. Manning with being the oldest music dealer in Georgia, and told of the success that had been achieved by him.

The line of least resistance often has an unhappy ending.

### FINE SERVICE HELPS BUSINESS

Wolf & Dessauer, Victor Dealers, of Ft. Wayne, Ind., Will Inaugurate Several Service Plans Which Prove Good Business Builders

FT. WAYNE, IND., June 4.—The Wolf & Dessauer store, of this city, has inaugurated several plans in its Victrola department which have proved effective in building good-will for the concern and have also been instrumental in greatly increasing sales of machines and records.

The company has secured the good-will of various organizations and societies by catering to their desires. For example, card tables and chairs have been provided for card parties, and whenever an organization plans to entertain in any manner the company offers the services of a Victrola and a selected list of records. Another service which is proving a sales maker is the demonstration of records over the telephone to customers who are unable to visit the store. Where machines and records are loaned to organizations of various kinds the company attends to the delivery up to a distance of seventy miles from the store.

"Courtesy Days" are frequently held. No merchandise is sold on these days, but the members of the sales staff show visitors through the store and explain the merits of the various things which interest them.

### VANDEVEER BUYS FORBURGER STORE

Will Push the Sales of Edison and Brunswick Machines Exclusively

ROBINSON, ILL., June 3.—J. Vandever, of the Vandever Music Store, North Cross street, has purchased the Forburger Music Store, on the north side of the square.

At present it is Mr. Vandever's intention to confine his efforts to the retail sales field, and push his present line of talking machines and records, consisting of the Brunswick and Edison. These, with his large stock of pianos and other musical instruments, will be moved to the new location. In the meanwhile both places will be conducted under his management.

### WILL CARRY OUT N. C. R. IDEALS

F. B. Patterson, President of National Cash Register Co., to Carry Out Plans Established by the Late John H. Patterson

DAYTON, O., June 3.—When F. B. Patterson, president of the National Cash Register Co., and son of the late John H. Patterson, was asked as to his future plans, he firmly stated that he fully expects to devote his life to advancing and carrying out the ideals which were established by his father.

He said: "The policies which have developed our business from a one-room factory to an organization employing more than 10,000 people in all parts of the world will be continued. I also will devote a portion of my time to promoting all uplifting activities in this community.

"I am especially interested in the progress of Dayton, and will do all within my power to further community betterment, welfare work and anything that will help improve the conditions under which we live."

### SIMON SALTER OPENS NEW STORE

PERTH AMBOY, N. J., June 3.—Simon Salter, who has been in the music business here for a number of years, recently opened attractive new quarters at 168 Smith street. The new store has been equipped with the most modern fixtures obtainable for a talking machine and musical instrument business. The Sonora and Columbia lines will be featured in a spacious department and a complete line of records has been installed.

The dealer who blames all reverses on hard luck had better retire to a quiet corner and analyze the situation again to see if perhaps he was not partly to blame.

## GRANBY *Personal* MESSAGE

### Number Two

Sent by Granby Phonograph Corporation, Newport News, Va.,

You, Mr. Dealer, want the one best Phonograph in the country for YOU, to sell. Whatever standard you set, you want your line to be the Best for your purpose.

By the One Best Phonograph we mean the one that is Best Suited to your trade, that sells easiest and STAYS SOLD. The one that calls for the LEAST SERVICE. And last, but by no means least, the one that shows you the best margin of PROFIT.

That meets with YOUR ideas, doesn't it?

Well, if that IS so, then you should handle the Granby.

In Design, Finish, Construction, Equipment and Tone the Granby is the peer of any phonograph at anything like its price.

Granby period models are perfect copies that appeal to the artistic eye of the discriminating buyer.

The finish we believe is superior to that of any competitive line.

The Construction is sturdy. Granby is built to last a lifetime.

The Motor is specially built for us by one of the largest motor manufacturers in the country. It embodies many unique features.

The Granby Dual Tonearm is distinctive and, with the highly polished horn, develops the unusual tone quality that has put Granby in a class by itself.

Granby prices are fair. Discounts are generous—showing you DOUBLE THE NET PROFIT you can make on any of the so-called standard lines.

Moreover, the Granby sells easiest in competition. It is live merchandise. It MOVES. And you have the benefit of a generous policy of CO-OPERATION.

If these are facts, as we claim, you will admit that the Granby proposition is at least worth investigating.

Then why not ask us to SHOW you?



## GRANBY Phonograph CORPORATION

Offices and Factory

Newport News,

Virginia



HERE IT IS!

The  
**FLETCHER UNIVERSAL  
 TONE ARM and REPRODUCER**

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs  
 SAMPLES \$8.00 Specify 8½" or 9½" arm

**FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois**

*THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS*

**TONE ARMS**  
*Fletcher*  
 REG. TRADE MARK  
**REPRODUCERS**

*Fletcher*  
 REG. TRADE MARK



Reproducer  
 and Connection  
 for  
**NEW EDISON**  
 Plays all Records

Dealers, Send for Prices and Terms

**FLETCHER-WICKES CO.**

**6 East Lake St., Chicago, Ill.**

*THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS*

SOMETHING ENTIRELY NEW IN TONE ARMS  
**THE FLETCHER "STRAIGHT"**



**STRAIGHT INSIDE—Taper Outside**  
**BALL BEARINGS THROUGHOUT**  
**NEW DESIGN NEW CONSTRUCTION**

Yes, it is universal and equipped with the Regular Fletcher Reproducer, giving the same natural tone quality as heretofore  
 Made in two lengths, 8½" and 9½" **SEND FOR PRICES AND TERMS**

**FLETCHER-WICKES COMPANY**  
**6 EAST LAKE ST. CHICAGO**

*THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS*

# Organizations and Clubs Offer the Dealer the Opportunity of a Live Prospect List

One of the most important assets that a live talking machine dealer can have is a live prospect list. From such a list, in a large measure, does the development of the business spring, provided the proper measures are taken to follow up the prospects with the idea of making sales. There are a number of methods by which a fairly good prospect list can be obtained with comparatively little effort. Securing the names from the directory or telephone book is not the most resultful, for the simple reason that many of the people listed therein must be weeded out. This is done for several reasons, the most important of which is that a great number of people are poor risks and the merchant cannot afford to sell an expensive machine or a number of records to a person who is pretty sure to fall down on his or her contract.

From the preceding paragraph it may safely be deduced that the first essential of a good prospect list is that the names thereon be of a selected class. In other words, the names of people who not only offer an opportunity for the sale of a machine or records but people who are in a financial position to meet their obligations. The question, then, which naturally arises in the mind of the merchant is: "Where can I obtain a list of the people in my community who fall in the selected category?"

The answer is simple enough: Clubs, societies, churches, schools, country clubs and all other organizations where the membership is made up of good substantial citizens of the communities. The names of all other merchants in your community may be added to this list. In other words, the middle class and the well-to-do people of the city, town or country offer the best opportunities to the merchant of making a sale with a reasonable certainty of receiving payment for his merchandise. In every community there is a shiftless class of people which it is safer to steer clear of. Then there is the extremely poor class of people who cannot afford to invest in a musical instrument of any kind. In the first-named instance the sale may be consummated and the name affixed to the dotted line, but the purchaser, who is possessed of little or no sense of responsibility or what is right, is reasonably certain to try to "get away" with anything possible. In the second case the contract will probably be entered into with good

faith and the determination to meet the payments, but the condition of the finances of an extremely poor family makes the possibility of promptness very remote, and the dealer takes a greater chance than is justified.

In order that the talking machine dealer may insure the possibility of securing the names of the proper people, he must engage in civic activities of various sorts and actively enter into the interests of the community in order that he make himself known to as large a circle of people as possible. In this manner his chances of gaining access to the rosters of clubs and organizations will be greatly increased, and, besides, the fact that he is known to a large num-

*Securing Prospects Financially Able to Meet Obligations Eliminates Loss of Profits and Wasted Time*

ber of people will react directly to his benefit by increasing the number of customers who will voluntarily come to his establishment to make their purchases.

There may be some "doubtful Thomases" among the readers of this article who declare that it cannot be done, but it most emphatically can and has been done. This article itself is the result of a conversation with a certain live dealer who has successfully accomplished that very thing and is now reaping the profits of his labor by an ever-increasing number of sales. This dealer declared that from the Y. M. H. A. and several country clubs in his community he had secured the names of 1,200 worth-while people in one month. He is now engaged in making a special effort to secure the names of the members of several women's clubs with good results. The Y. M. C. A. and

the Y. W. C. A., as well as several churches in his city, have also contributed live prospects.

The securing of the names is but the first step in obtaining a prospect list which will deliver returns in sales and consequently greater profits. The second, and equally important, step is to eliminate the names of persons who already possess a machine and those who are not in the market. There is little use of wasting a great deal of time and effort in trying to make a sale to people who already own a machine or to those who for some reason or other are not in a position to have one, when there are a large number of prospects who can be induced to buy with a great deal less effort.

The dealer referred to accomplishes this result as follows: After the names have been secured they are indexed alphabetically and placed on file. Then for three consecutive months personal letters, circulars, monthly supplements and other direct-by-mail efforts are made to secure the prospects' attention and interest in the line handled. The letters are so worded as to encourage in every possible manner that the prospective customer communicate with the merchant as to whether he or she is interested. If, after the expiration of the allotted three months, no reply is received the dealer makes one more effort to gain the desired information by making a personal call. Having finally assured himself which are the people who cannot be induced to buy, he drops them from the list and concentrates on the others.

Of course, there are some who will point to this method as involving a great deal of time and expense and to them the only answer is that every merchant pays rent and most of them pay for advertising, some of it non-productive, and for what? Why, to secure business, of course. In proportion to these expenses, when the sales possibilities to prospects secured in the manner described are analyzed it will be found that the cost of making sales is very small.

## TO EXPAND BOBOLINK SALES

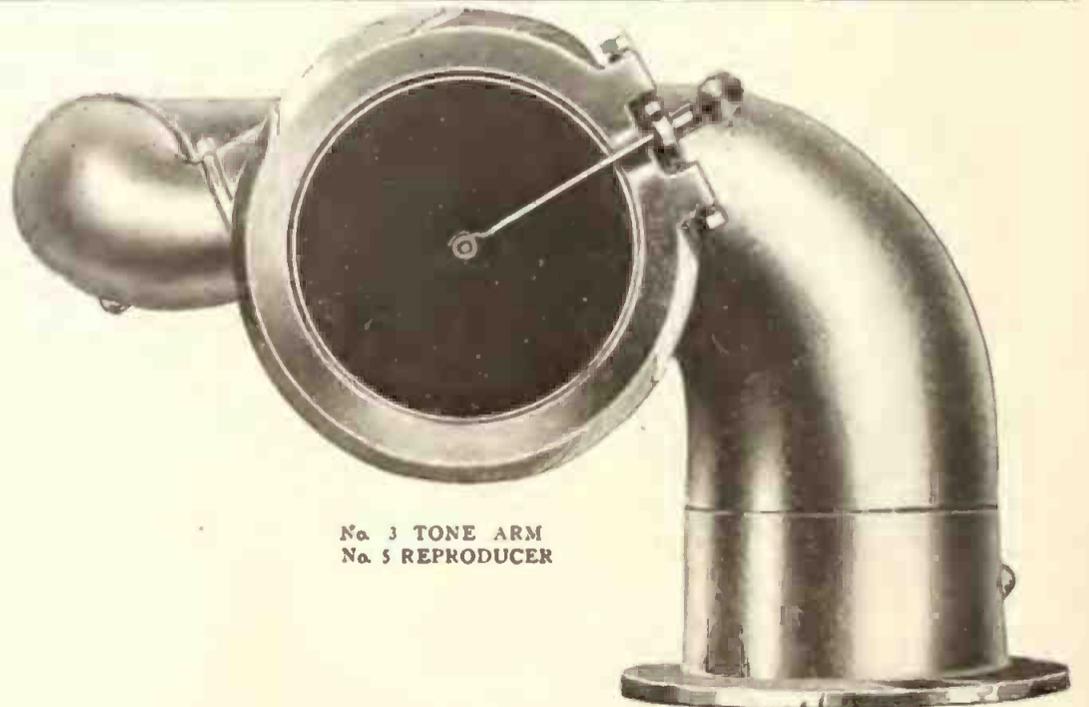
NEW HAVEN, CONN., June 5.—Steady demands for the Bobolink record books and talking machines are reported by the LaVelle Mfg. Co., of this city. Plans for further distribution during the Summer months are being made.

## MUTUAL TONE ARMS & SOUND BOXES

There are three things that go to make up satisfaction:

1. QUALITY
2. SERVICE
3. PRICE

And we can satisfy you in each particular. A test will convince you that Mutual Tone Arms and Sound Boxes are the Best on the market. We give prompt and efficient service. Prices from \$2.15 up.

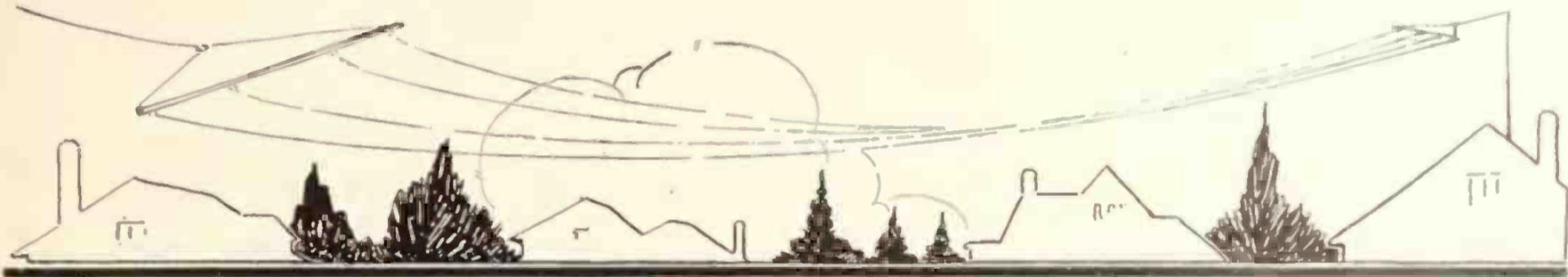


No. 3 TONE ARM  
No. 5 REPRODUCER

**Mutual Phono Parts Manufacturing Corp.,**

149-151 Lafayette Street  
New York City

The Russell Gear & Machine Co., Ltd., 1209 King St., West, TORONTO, CAN., Exclusive Distributors for Canada and All Other British Possessions



# ANNOUNCING The Jewett Radio-Phonograph

Radio enthusiasm is here to stay. It will *not* put the phonograph out of the "picture" as a few people have predicted, but the combination of these two inventions will simply help to make your phonograph business better than it has ever been.

The trade is already familiar with the remarkable qualities of The JEWETT, as a phonograph — and now we have added "quality" to "quality" and are offering you The JEWETT Radio-Phonograph.

The JEWETT, equipped with a two-stage, regenerative set, is ready to "pep" up your business.

Write or wire for detailed information.

Territories Are Now Being Assigned to Jobbers and Dealers

**THE JEWETT PHONOGRAPH CO.**

General Sales Offices: 9th Floor Penobscot Bldg., Detroit, Mich.

Branch Office: 1624 North American Bldg., Chicago, Ill.

# JEWETT

## PHONOGRAPHS



Adam Console Style  
No. 10-W  
Jewett  
Radio-Phonograph



Style No. 6-W  
Jewett  
Radio-Phonograph



Queen Anne Console  
Style No. 11-W  
Jewett  
Radio-Phonograph

LICENSED UNDER BASIC PATENTS



Anyone who likes dancing will like this July record. Two fox-trots. "In Blue Bird Land," by Paul Biese's Orchestra, and "I Want You" from *Marjolaine*, by Ray Miller and his Orchestra. A-3610.

Columbia Graphophone Co.  
NEW YORK

## CONSTRUCTIVE PLAN FOR USING RECORDS IN SCHOOLS

Henry D. Tovey, Director of Fine Arts in University of Kansas, Offers State-wide Musical Education Plan That Will Help Stimulate Use of Talking Machines and Records

LITTLE ROCK, ARK., June 8.—The credit for the development of the State of Arkansas from a music desert into a music oasis is frankly given to the talking machine and to the foresight of Henry D. Tovey, Director of Fine Arts in the University of Arkansas, in urging the use of talking machines in schools and preparing and laying out definite record programs.

Mr. Tovey found that not enough attention was being given to music in the schools, and conceived the idea of sending a bulletin to schools and women's clubs throughout the State offering seven programs of records with pictures and written talks. The records were to be retained two days and then sent on to a designated school or club. There was no charge for the loan of the record. The only expense was for the express charge one way on the records. A postcard was sent to every person receiving the records telling when they would arrive and from whom and when they were to be forwarded and to whom. Later the loan time of two days was extended and the circuits shortened.

Almost immediately Mr. Tovey received twenty-four applications for the records from women's clubs. Not a request came from the schools of the State. The clubs played the records on their own machines and then took them to the

schools. As a result there were many applicants for records from the schools the second year and the number has increased yearly since.

The fame of Mr. Tovey's state-wide musical education plan has spread the world over. Requests for information in regard to it have reached the originator from every State in the Union but four and from seven foreign countries.

In the majority of the schools of Arkansas the talking machine is as much a part of the equipment as the blackboard. There is a growing interest in the better class of music, and several State high schools now give credit for music.

This year the university has in circulation during ten months fifty programs, including music history, the art songs, the different voices, orchestra and instruments, operas, oratorio, etc.

The entire expense, except the purchase of part of the records and the express charges, is borne by the university.

Each set of records is accompanied by notes, explaining the music about to be heard and giving interesting facts regarding the origin, the instruments, the singers, etc. In the case of the records on musical history, and the world history of music, advance sheets are sent, so that the historic background for the music can be studied before the records arrive.

The collections include some of the finest and most valuable records made. They are shipped in new and easily handled boxes, with special packing which insures them against breaking.

Following are the rules governing the use of the records:

1. The collections are loaned free except for transportation charges. The borrower must pay charges from the person preceding him on the circuit, or, if he receives individual service, to and from this office.
2. No admission fee may be charged for the programs, except by public institutions, when the funds raised thereby go toward the purchase of material for musical education.
3. Only half tone needles must be used.
4. The turntable of the machine must be kept revolving at 78 times a minute.
5. The records must be carefully packed and shipped on the day specified by this office to the next borrower.
6. A report must be mailed immediately to this office on the blank supplied for that purpose.
7. The borrower must make good any damage to the material which occurs while it is in his possession.
8. The borrower must give at least two weeks' notice to be included or removed from a circuit. Requests for individual service will be handled in the order in which they are received.
9. In applying for material, the borrower should state for what purpose he desires it, and that he will conform to the regulations given above.

## AUTOMATIC MUSIC SHOP HAS VICTOR

NEW HAVEN, CONN., June 3.—The Yale Talking Machine Co., trading as the Automatic Music Shop, has purchased the Victor retailing business in this city formerly conducted by A. Fasano. The warerooms have been newly decorated and modernly equipped, and will be conducted on an exclusively Victor basis.

## TO LEARN SPANISH FROM RECORDS

Learning a language by listening to records played on the talking machine is the latest innovation in New York University. New York City. Maximo Iturralde, a native of Spain, and a graduate and assistant professor at the University, proposes to teach Spanish in this manner. Ten double-disc ten-inch records have been made especially to give this method of teaching a trial.

## OPENS COLUMBIA DEPARTMENT

WAYNESBORO, PA., June 3.—W. F. Day, jeweler and optometrist here, recently opened an attractive new establishment in which a Columbia department is the feature. On the opening day a clever stunt was used to secure the names of prospects. A gift of a record was made to each person who signed his or her name in a book provided for that purpose.

M. Philips has opened an attractive music store at 1128 Seventh street, N. W., Washington, D. C.



**BRUNS  
MADERITE**

## "BRUNS MADERITE"

Cover, Straps Attached



**DELIVERY COVERS**

You can't go wrong on BRUNS MADERITE Phonograph Delivery Covers for Upright, Console or Period type machines—Our covers are also made for the radio cabinets.

**PORTABLE TALKING MACHINE COVERS**

We are making a line of covers for portable cabinets in various shapes and sizes—this type machine really needs a serviceable carrying cover.

**MADERITE DUST COVERS**

Made of durable fleece lined rubberized material—just the thing for the Spring season.

**A. BRUNS & SONS**  
50 RALPH AVE.  
BROOKLYN  
N. Y.

**A. BRUNS & SONS**  
50 Ralph Ave., Brooklyn, N. Y.  
Manufacturers of Everything Made of Canvas

**ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT**

Ilsley's Lubricant makes the Motor make good is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

**EUREKA NOISELESS TALKING MACHINE LUBRICANT**

Write for special proposition to jobbers

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

**A NEW TURN TO AN OLD TRICK**

Plays Talking Machine in Manhole on Sidewalk and Places Dummy Machine in Window—Stunt Attracts Considerable Attention

Concealing the talking machine beneath the grilled cover of a coal manhole on the sidewalk, while the horn of another instrument was pressed tightly against the show window of the shop, an Indianapolis talking machine merchant attracted much attention from the people passing by and also succeeded in drawing many curious folks into the shop.

The usual stunt of letting the public hear the instrument in action by means of a horn protruding through the window or door of the shop was too ancient a plan for the merchant, who wished to do something different.

So the manhole scheme was finally hit upon as one that would make the passers-by pause and guess. The people naturally looked at the instrument the horn of which was pressed against the window and the majority wondered. Few discovered the real source of the music and many prospective customers and sales resulted.

**NEW YORK CONCERN CHARTERED**

The Seymour-Forsman Music System, of New York City, has secured a charter of incorporation under the laws of New York State, for the manufacture of talking machines, etc. The concern has been authorized to issue 150 shares of preferred stock at \$100 per share and 100 shares of common stock at no par value. Incorporators are M. M. Bartholomew, L. W. Scudder and R. Forsman.

**SELLING VICTROLAS TO SCHOOLS**

The Cline-Vick Drug Co., which conducts a chain of stores in Illinois and handles a complete line of Victor talking machines and records, has been paying considerable attention to the schools as Victor prospects, with the result that recent sales include a Victrola to the Logan school and the Marion Township High School. Fay Luyster is the wide-awake manager of the Cline-Vick Victor department.

**EDISON'S PLAN TO HANDLE CROPS**

At an agricultural inquiry recently held in Washington, D. C., members of the joint Congressional Commission considered a plan for marketing farm crops placed before them by Thomas A. Edison. Among other suggestions he urged the marketing of crops through a system of warehouse receipts and the establishment of a chain of great warehouses for storage purposes. Mr. Edison believes that more orderly marketing with benefits to the producers and consumers would result from the adoption of the suggestion.

**G. S. HARDS' STRIKING FLOAT**

Geo. S. Hards, Victor dealer, of Dormont, Pa., was recently represented in a business men's parade in Dormont by a very fine float, which attracted a great deal of attention. Mr. Hards reproduced the Victor trade-mark, using a Victrola with a horn and the well-known white papier-mache dog.

The man who congratulates himself on the easy job he holds down is usually incapable of holding down a more responsible position. Also, any job can be made easy by shirking responsibilities.

**PRODUCING BETTER CABINETS**

Consensus of Opinion Among Veneer Men Is That Cabinet Makers Are Turning Their Attention to Making Better Products

An interview with the heads of several prominent veneer houses brought out the fact that since the war manufacturers are steadily striving to produce the best cabinet work possible. The head of one of these firms stated: "Before the war many concerns were in the market for the cheapest quality of veneer which they could possibly use. This condition has been entirely reversed during the past year. Many of these firms have gone out of business and the balance have turned their attention to turning out a quality product. They cheerfully pay the price for the best quality woods and their cabinet work shows the results. This was brought about by the fact that the average purchaser is more discriminating than formerly and will not buy the cheap-appearing product, realizing that it pays in the end to buy something worth while."

**FINE ADS FEATURE MUSIC WEEK**

Johnstown, Pa., Paper Devotes Entire Section to Pennsylvania Music Week

JOHNSTOWN, PA., June 3.—In connection with the recent Pennsylvania Music Week, the Johnstown Sunday Ledger devoted an entire section of the paper to a music section. In addition to articles relating to the history of local concerns prominent in the music business a number of fine advertisements appeared. Among the ads, which were especially attractive, were those of the Modernola Co., manufacturer of the Modernola phonograph; Nathan's, featuring the Edison; Swank's, the Victrola, and Rother's, the Vocalion and the Columbia Grafonola.

A charter of incorporation has been granted to the firm of Osland, of New York City, to handle talking machines, electric parts, etc. The concern, which has a capital of \$25,000, was incorporated by R. W. Osland, G. E. Cook and T. K. Jones.

**Make the test—  
then the decision!**

BANNER 50c RECORDS have come to the fore in the popular-priced record field — *deservedly!*

The BANNER organization offers a product that gives to your public full 75c worth of record value for 50c—in every respect!

It backs this unusual quality with dependable, efficient dealer service—both in releasing the big hits first and in delivering these hits to you.

On top of that it furnishes thorough, consistent advertising co-operation.

Write for the complete facts! Make the test!—then your decision!

Complete  
July List  
Ready  
Now!

**PLAZA MUSIC COMPANY**

18 West 20th Street

New York

*Pin to your business card. Mail today!*

PLAZA MUSIC CO. (BANNER RECORD DIV.)  
18 West 20th Street, New York.

Send sample record and details on the BANNER RECORD proposition.

Name ..... Address .....

# The CHENEY

## THE MASTER INSTRUMENT



### *Testing the Heart of The Cheney with a Stethoscope*

Freedom from noise, throbs and pulses is one of the outstanding characteristics of the Cheney motor. The utmost simplicity of design and the most exacting standards of manufacture have made the Cheney motor as nearly perfect as it is possible to achieve. As one of the men in our factory said, "We pride ourselves on the fact that our motors are held to closer standards than any other phonograph motor that is made."

Above is illustrated the first test of a Cheney motor after it is assembled—the stethoscope test. While every part of the motor is in motion the stethoscope is applied. The slightest noise is so magnified by this device that a loose bearing or the least eccentricity is easily discovered.

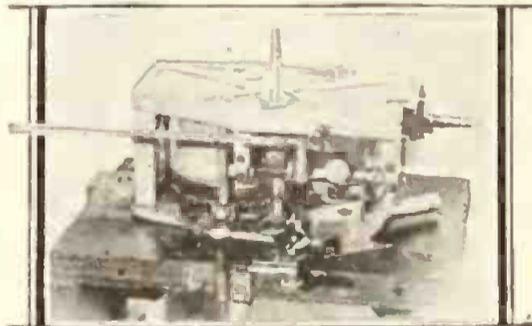
No Cheney motor is allowed to pass to further tests until it has satisfactorily demonstrated its ability to run smoothly and silently.

THE CHENEY TALKING MACHINE COMPANY  
CHICAGO



*The Assembly of the Cheney Governor*

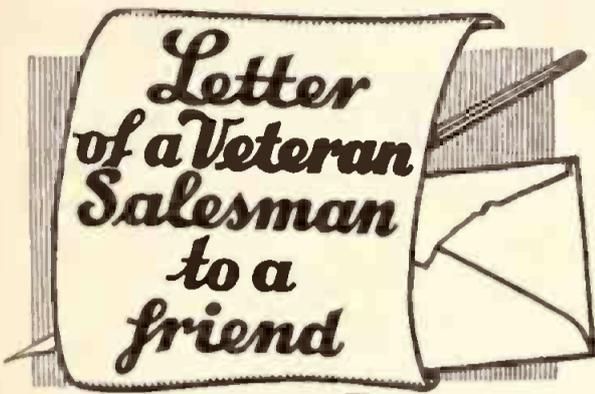
This delicate part is the balance wheel which keeps the speed of the motor and the turntable constant. Special care is used to make it accurate.



*The Cheney Motor Assembled*

Before it may take its place in the finished Cheney, it must pass four of the most exacting tests which can be given to any piece of mechanism. The first of these is the stethoscope test for noise, as described.

*"Genius is but the infinite  
capacity for taking pains"*



(NO. VI)

Dear Bill:

Reading between the lines of your most welcome letter, I have come to the conclusion that you are quick-tempered and that you are harming yourself and will continue to do so unless you mend your ways, and that without delay. The fact that you let your temper get away from you because of Brown's seeming unreasonableness and gave him a piece of your mind certainly has not done you any good. On the contrary, it undoubtedly has done you considerable harm. One thing is sure, Brown will do no more business with you. Even if his complaint seemed unreasonable and childish, you would have accomplished much better results by resorting to diplomacy and making an effort to reason with him. The chances are that if you had tactfully pointed out to him that the trouble with the machine he purchased from you was the fault of the lack of attention it received at his hands and courteously offered to send some one up to look into the matter for him he would probably have cooled down and he would also have left your establishment with good feeling toward you instead of the ill will he now bears. In this manner you would have made a good customer of him.

Many years ago when I first entered the selling game I lost an important customer through a display of temper and the chastisement I received at the hands of the boss was sufficient to stick in my memory all these years. In short, I learned a lesson which I have never forgotten. Concluding his "bawling out," my boss said to me: "And never forget that no matter how unreasonable a customer seems to be he is always right. Be sure that you place yourself in his position and attack the matter from that angle." Many times after that when I have had occasion to deal with an irate customer I have remembered that advice, and I certainly have had no reason to regret using it. It pays to have full control of one's temper.

You must remember, Bill, old chap, that no man or woman will take the trouble to come to your store with a complaint unless there is a reason for it. Perhaps the customer may be wrong in assuming that the fault lies in the machine which you have sold. A complaint should be welcomed as an opportunity to make a fast friend instead of a chance to show the customer what you think of him or her. A little diplomacy will do the trick.

Amiability is one of the most important assets a business man can have, and this applies equally to every line of business. If you feel your temper rising make every effort to control it. Cheerfulness can be cultivated as easily as a frown and the reward is certainly worth the trouble. Remember that if you act in a nasty manner to one customer you may lose more than merely the patronage of that one person. The average person has a habit of passing along news of this character to friends and neighbors and you can readily see what chance you will have of doing business with any of these.

On the other hand, if you can convert this person into a firm friend of the house through courtesy, tact and cheerfulness the word will be passed along just as surely as in the case mentioned above and your circle of friends is immediately widened and your chances of enlarging your patronage is considerably increased. One thing is sure, courtesy always pays.

With best wishes,

JIM.

VICTOR SALES SCHOOL IN BUFFALO

Over Threescore Dealers and Salesmen Attended Sessions Held in That City Last Month

BUFFALO, N. Y., June 3.—The Victor Talking Machine Co. recently decided after considerable thought to carry the School for Salesmanship to the dealers in the various localities rather than require the retailers and members of their staffs to go to Camden for instruction, and the idea which is now being carried out has proven most successful.

The first point visited by the Victor School of Salesmanship was Buffalo, where the sessions opened last month with an attendance of sixty-six and continuing for four days. The majority of those attending were from Buffalo, but there was a good representation from west of New York generally and several from Pennsylvania. The sessions were held in the Buffalo Consistory, 164 Delaware avenue, a central and most convenient location.

The school was in charge of F. A. Delano, who has had charge of the Red Seal schools at the Victor factory, and he found time following the closing of the school to visit and study the Victrola departments of a number of local dealers.

The Buffalo jobbers, the Buffalo Talking Machine Co. and Curtis N. Andrews acted as host to the visiting dealers on Wednesday evening and entertained them at a dinner and theatre party, and arranged to have a group picture of the class taken, a print of which was given to each member upon leaving Buffalo.

SOME INTERESTING STATISTICS

Figures Compiled by New York Merchants' Association Show That 138,897,981 People Visited New York Last Year—Some People to Sell

Every day of last year the railroads brought to New York City 97,000 visitors, and in addition the same roads carried 307,700 persons into the city each day from surrounding communities who have regular occupations here. During the year a total of 138,897,981 persons came to New York, according to statistics just made public by the Traffic Bureau of the Merchants' Association. Read, and think this over, you merchants who sit



Dealers and Salesmen Who Attended Victor School for Salesmanship

in your stores with gloomy mien waiting for business to come to you, and remember that most of these people read the Metropolitan papers. The answer is: Advertise and get the business.

MAKING RADIO HEAD SETS

The Triangle Phono Parts Co., 722 Atlantic avenue, Brooklyn, N. Y., well-known manufacturer of motors and tone arms, recently entered the radio field as the manufacturer of head sets for radio receiving apparatus.



Wall-Kane Needles  
Protect the Record

WALL-KANE NEEDLES

Used by 80% of the population, sold by the leading jobbers throughout the world.

A nationally advertised article that has been in ever-increasing demand since it was established in 1913

WALL-KANE needles are packed in metal display stands holding 60 packages, 24 loud, 24 extra loud and 12 medium.

They are also packed in cartons of 100 packages of a single tone, either loud, extra loud or medium.

JOBBERS ONLY—APPLY FOR  
SPECIAL PROPOSITION

WALL-KANE NEEDLE MANUFACTURING CO.

Successors to

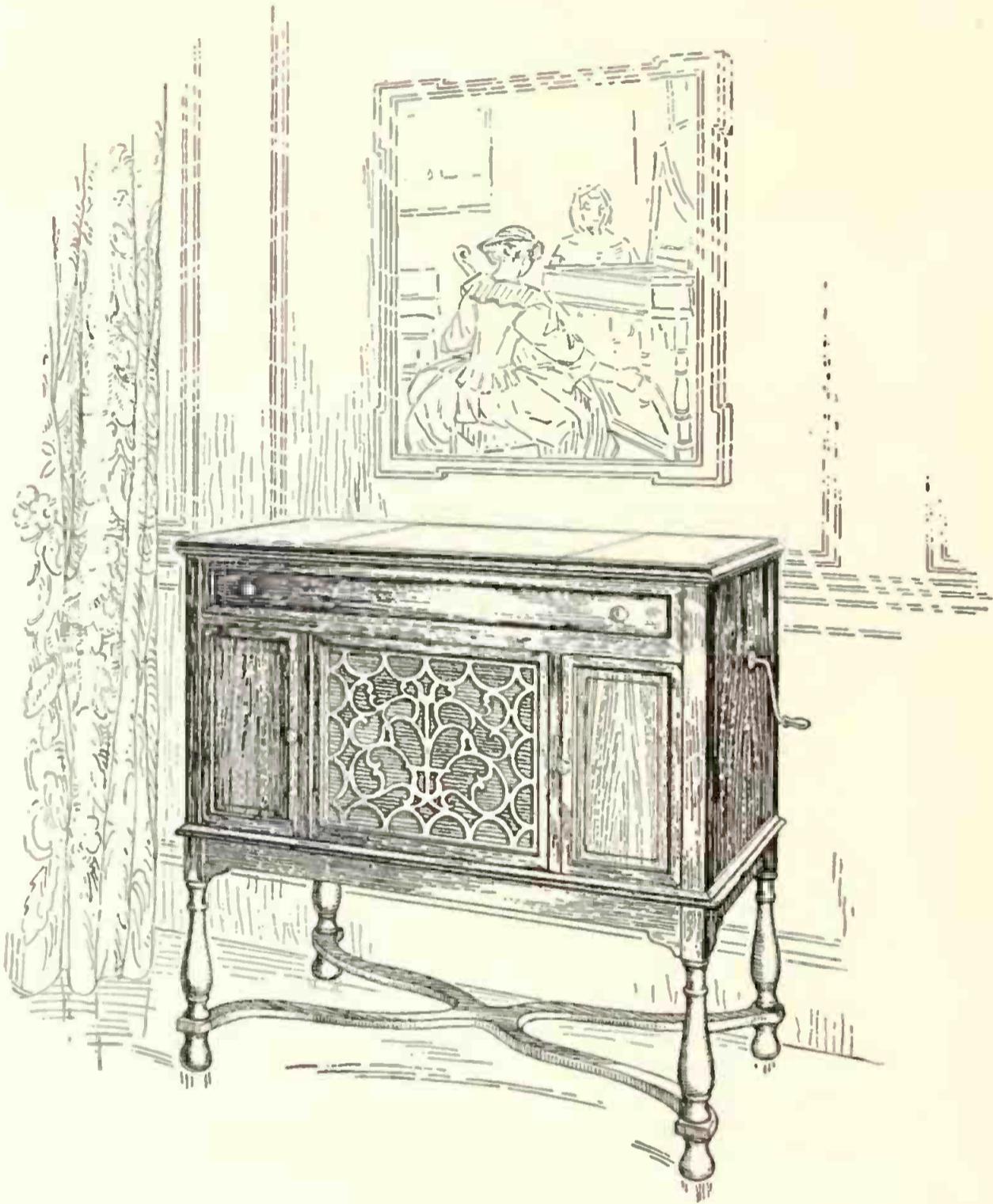
The Greater New York Novelty Co.

Sole Manufacturers of

WALL-KANE NEEDLES

3922 Fourteenth Avenue

Brooklyn, N. Y.



The New EDISON  
William and Mary  
Console

[See page facing this]

*On the opposite page is illustrated the new William and Mary Console Model of the New EDISON Phonograph*

**A**NOTHER new and popularly priced Console takes its place in the New EDISON line—a William and Mary design at \$325.

Authentic in design, exquisite in finish, and rich with the characteristic craft of this delightful period in furniture design, it is one of the handsomest and easiest-to-sell Models that Thomas A. Edison, Inc. has ever offered at any price, and at this price of \$325 it is one of the best values that has ever been produced by any manufacturer.

It is made in Mahogany (Brown only).

*New Prices on Three of the New EDISON Period Designs*

In line with the long-established EDISON policy of re-adjusting prices whenever changes in manufacturing costs permit, new prices have been made effective on the following Period Models:

The New EDISON XVIII Century English (Adam) lowered from \$500 to \$375

The New EDISON Italian (Umbrian) lowered from \$500 to \$350

The New EDISON Louis XIV lowered from \$350 to \$295

**THOMAS A. EDISON, Inc.**  
Orange, New Jersey

### E. L. GRATIGNY JOINS FORCE

Becomes Vice-President of the Oklahoma Talking Machine Co.—Valuable Addition to Official Force of This Live Organization

OKLAHOMA CITY, OKLA., June 8.—The executive personnel of the Oklahoma Talking Machine Co., Victor distributor, with headquarters in this city, was completed last week when E. L. Gratigny joined the staff to take active part in the



E. L. Gratigny

company work and has been elected to the office of vice-president in the organization.

E. L. Gratigny, who is a brother of B. W. Gratigny, president of the company, has been connected with the C. D. Smith Drug Co., of St. Joseph, Mo., for twenty-five years—in the later years as secretary and director. The latter is one of the largest wholesale drug houses in the West and Mr. Gratigny's recent sales promotion activities there have been largely in the line of foun-

tains and store fixtures and in modernizing stores—an experience which will be of value to him in his work with the Oklahoma Talking Machine Co. He will bring to this organization a wide experience in store management and specialty selling as well as sales promotion work, and his efforts will be given largely toward dealer service and dealer development.

The existing personnel of the company will not be disturbed by Mr. Gratigny's addition—it is in the nature of an expansion and addition to the Victor distributing organization.

### A LITTLE STORY WITH A MORAL

A Few Pointed Facts Which Are the Reason for Dull Business and Lead to Disaster

A music merchant who had been in business for a number of years and did not seem to be making much progress one day complained that his business was extremely dull. The writer asked him if he did anything to get new customers outside of a few inches of space which he used in the daily papers; whether he used outside salesmen and canvassers; whether he kept track of old customers in any way and made any effort to bring them back into the store.

To all of these he answered: "No, what's the use?" The writer also suggested that the fact that his windows were dusty, dirty, disarranged and the displays changed once in a "blue moon" might have something to do with the condition of his business. This man will not be in business very long. The handwriting on the wall is plain for all to see.

### OPENS "TALKER" DEPARTMENT

HARTFORD, CONN., June 3.—Sage-Allen & Co., Inc., of this city, has opened an attractive talking machine and radio department. A complete line of Brunswick phonographs and records has been installed. Radio outfits and accessories of all kinds occupy a considerable portion of the new department.

### RAISA AND RIMINI IN ITALY

Opera Stars and Vocalion Artists to Tour That Country During the Summer

Rosa Raisa and Giacomo Rimini, prominent members of the Chicago Grand Opera Company and exclusive Vocalion record artists, sailed on May 18 on the S. S. "Christopher Columbus" for Italy, and plan to spend the Summer touring that



Giacomo Rimini and Rosa Raisa

country in their new Pierce-Arrow car, which they purchased before leaving. Before leaving for Italy Mme. Raisa and Sig. Rimini made several new recordings for the Vocalion, which will be released shortly.

Making money by questionable methods is a losing game. Read the records of gamblers and crooks and you will find the cases rare where any of them secure wealth and hold it.

Stubbornness is a fine quality when you are absolutely sure that you are right.

## YES—THE BEST

De Luxe Needles may cost more but they are made to deliver a Result and not fit a price

Always Insist on Getting

# DE LUXE NEEDLES

and you won't be disappointed.

**DUO-TONE COMPANY, INCORPORATED**

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

**DON'T FORGET THESE FACTS.**

Perfect Reproduction of Tone No Scratchy Surface Noise

**PLAYS 100-200 RECORDS**



Full Tone



Medium Tone

Three for 30 cents (40 cents in Canada)

# :: CHEERFULNESS ::

By EDWARD FRASER CARSON

I do not know just how many cardinal virtues there are, but this I do know—I am sure of it—that one of said virtues is Cheerfulness.



Edward Fraser Carson

The chap who always looks on the bright side of life is good to have around. You know "the man worth while is the man who can smile when everything goes dead wrong."

On the other hand, if there is one kind of person that every other kind of person hates it is the crape-hanger—the black face

artist—the sorehead who is always bemoaning the past, kicking at the present or fearing the future.

They say it's love that makes the world go round. Maybe it is. But if so it is Cheerfulness that lubricates the works.

I know how hard it is to feel Cheerful when things are not breaking right. But it is surprising how much easier it is to feel Cheerful if you only look so. You can easily look Cheerful if you only make up your mind to do so.

If you will just smile you simply can't help seeing the sun shining. You simply can't hold hard feelings against any man. Try it and see. All your troubles disappear as if by magic the instant a smile chases away the clouds from your face.

One of the most successful merchants in Philadelphia—a self-made man—born in poverty and forced to support himself before he was ten years old, told me the other day that he was often asked what was the secret of his success.

"There is no secret about it," he said. "I simply 'smile my way.' I used to sell newspapers and I found that I always sold more papers when I was feeling good. Business was always poor when I had a grouch. I figured it out that smiling had something to do with it and I got the habit. It has never left me, for I find that it has paid me well in cash."

That man is not a Rockefeller or a Vanderbilt or a Morgan, but he has passed the point where he has to worry about where his next meal is coming from. You may not believe it, but this man's "secret" will just as surely work for you as it is working for him—for he is still prospering. Just try it out. Prove it to yourself. Make up your mind to be Cheerful and smile.

If the boss or customer or friend asks you to do something do it Cheerfully. Do it with a smile. Better not do it at all than do it grudgingly. No one wants to be waited on by a grouch. So in every retail store it is the Cheerful smiling face whose sales show the biggest increase. It is sales that count when the time comes for the boss to pass out the raise in pay or to pick the man to fill the job on the next step up the ladder in his organization.

Yes, sir, Cheerfulness is the cream on the

strawberries of life. The face with the smile does win. It wins happiness—it wins friends—it wins business—it wins prosperity. It disarms your enemy and leaves him nothing on which to vent his spleen.

So I say to you, "Young' man, be Cheerful—be Cheerful and smile—be Cheerful if only because it will put money in your pocket and it surely will.

But—be Cheerful—smile.

## EDISON'S EARLY RADIO DISCOVERY

Phenomenon Bared in Studying Incandescent Lamp of Importance in the Field of Wireless

Although the name of Thomas A. Edison is rarely, if ever, connected with radio in the minds of the enthusiasts, he was, nevertheless, one of the early experimenters who discovered a phenomenon which later proved to be of vast importance in the field of wireless.

Mr. Edison was busy working on other phases of electricity at the time that he made his observations, so that nothing then came of them. Later, however, Lee de Forest and many other investigators went further along the same line and the result was the vacuum tube, the marvelous bulb which has made the modern radio possible.

Mr. Edison, in studying the action of the incandescent lamp, observed that a current could be passed from the filament across the vacuum in the bulb to a wire or plate inserted in the tube. He found that this current flowed as soon as the filament became incandescent and flowed only in one direction, toward the extra wire of plate. What was happening was that a great number of electrons of negative electricity were leaping the gap from the negatively charged filament to the plate, which was positively charged in relation to the filament. This phenomenon later became known as "the Edison effect."

## H. V. STEER OPENS FINE STORE

MONTGOMERY, N. Y., June 3.—An attractive music store has been opened here by H. V. Steer, of Walden, N. Y. A complete line of Brunswick phonographs is being displayed and a large stock of Brunswick records has been installed. Talking machine supplies and music rolls are also handled.

## MANUFACTURING FIRM CHARTERED

The Union of Irish Industries, of New York City, has been granted a charter of incorporation under the laws of the State of New York, to manufacture talking machines, with a capital of \$1,000,000. C. Henry, P. D. Benson and A. E. Claffey are the incorporators.

A. E. Landon, manager of the Toronto, Can., branch of the Columbia Graphophone Co., was a recent visitor to the executive offices of the company in New York.



## LATEST RELEASES

- 0989x Mia Dolce Amica... Cav. Uff. G. Godono  
Voce D'Amor..... Cav. Uff. G. Godono
- 0995x Totouno 'E Quagliarella..... Caramella  
Niru Te ..... Langella
- 1001x Signora Mia (Duetto).  
Donnarumma-Caramella
- 'A Cura 'E Mamma' (Duetto).  
Donnarumma-Caramella
- 1003x Canzone Americana ..... Donnarumma  
Donna Fifi' ..... Caramella
- 1005x Mo Esee Achille. Scena Comica.  
Il Cavamarche. Scena Comica.
- 1017x Gli Ussari. Polka.  
Ricordi Del Villaggio. Orchestra.
- 1019x Momenti Gloriosi. Orchestra.  
Al Bosforo. Polka.
- 1021x Carmen (Selection). Itella.  
Nozze D'Oro. March.
- 1033x Abat-Jour (Salomè).  
Caramella-Rondinella  
Ninnolo... Cav. Uff. G. Godono, Tenore
- 1045x Momenti Fellei. Violino Solo.  
Tutto L'Amore. Violino Solo.
- 1047x Sempre Avanti. March.  
Ricordi Milanesi. Waltz.
- 1049x Amor Ridente. Waltz.  
Homa. Mazurka.

We Are Also Manufacturers & Distributors of  
**Italian Popular Music Rolls**  
New Hits Released the 15th of Each Month

## JUST OUT

- x201—Te Chiamo Maria. Versi di L.  
Borio. Musica di G. Lama. (Word  
Roll) .....\$1.25
- x180—Acqua Innocenza. Versi di R. Chi-  
razzi. Musica di R. Falvo. (Word  
Roll) ..... 1.25
- 051—Napule. Addio! Versi di R. Cacace.  
Musica di D. Ietti. (Word Roll) 1.25
- x208—Stella Marina. Waltz by A. A. Egidi .90
- x187—Se Mi Baciassi. Mazurka by H.  
Clauri ..... .90

## ITALIAN BOOK CO.

Music Dep't  
145-47 Mulberry St.  
New York City  
DISCOUNT TO DEALERS—ASK FOR  
CATALOGUES



## PHONOGRAPH CASES RADIO CASES

### Reinforced 3-ply Veneer

The Standard Case for Talking  
Machines and Radio Sets

Let us figure on your requirements

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



Here's Frank Crumit with two new ones hot off the griddle. "Down on Avenue A" and "Mamma Loves Papa—Does Papa Love Mamma?"—both on one record. Both sure-fire hits. A-3613.

Columbia Graphophone Co.  
NEW YORK

### WORK FOR TRUTHFUL ADVERTISING

Birmingham Music Merchants Participating Actively in Local Campaign

BIRMINGHAM, ALA., June 3.—Birmingham piano and talking machine dealers, together with other merchants of the city, are co-operating with The Birmingham Age Herald in a new movement of "truthful advertising." The Age Herald guarantees to its readers the reliability, the honesty and truthfulness of all Birmingham firms advertising in that publication.

This method of advertising is something new in the South, but it is proving most popular with the merchants of the city in general. The reliable merchants say this method of advertising will drive from the city snide stores, selling inferior goods with an effort to deceive and defraud the public.

"That day has passed when an unscrupulous music dealer can sell an inferior piano, talking machine or other musical instrument to the people, claiming it is a first-class instrument," said a well-known piano dealer of Birmingham. "The public is too wise nowadays to be humbugged as a general rule. However, there are times when an untruthful advertisement will sell an inferior piano or talking machine, thus knocking the honest merchant out of a sale, and at the same time making a dissatisfied customer of the purchaser later on, when that person has learned what he has really bought. This kind of advertising always injured the business, and it always will. This is an age when business must be con-

ducted along business lines and the merchant must advertise and tell the truth, if he expects to remain in business and prosper," said this merchant.

Some of the piano dealers, as well as merchants engaged in other lines of trade, say that the "truthful advertising" plan is increasing their business. This method of advertising is especially bringing more and more out-of-town business to the city, a number of merchants say. "People outside of Birmingham have learned that they can depend on the advertising they read in the Birmingham newspapers—knowing that when they visit the city they will find the goods as advertised—and, I tell you, it is helping trade, too," said one big talking machine dealer.

### RADIO ON TRAINS A SUCCESS

Experiments of Two Railroads With Radio Installation May Result in Other Lines Equipping Trains With Receiving Sets

The successful installation of radio equipment on trains of the Chicago, Milwaukee & St. Paul and the Lackawanna railroads is attracting considerable attention and the near future is likely to see equipment of a similar character on other lines. The buffet cars on trains of both these companies have been equipped in this manner and the monotony of a long, tedious rail journey has been broken by music, etc. The next step will probably be the installation of transmitting apparatus on trains, so that travelers may send messages while en route.

### WOODBIDGE ELECTED PRESIDENT

Sales Manager of Dictaphone Division of the Columbia Graphophone Co. Elected Head of the Advertising Club of New York

C. K. Woodbridge, sales manager of the Dictaphone division of the Columbia Graphophone Co., New York, was recently given a signal honor in being elected president of the well-known Advertising Club of New York City. In his new post of distinction he carries with him the good wishes of his many friends in the talking machine trade for a thoroughly successful administration of the Club's affairs during the coming year. Mr. Woodbridge is well known in advertising talking machine circles in New York City and his election to the presidency of this live organization is a flattering reflection of his popularity among advertising men in this city.

### THE ART OF SELLING DEFINED

The Essential Points So Necessary to Success in the Sales Field Interestingly Presented

The art of selling includes: The ability to lead the customer by diplomatic suggestion and the exercise of tact. Otherwise the salesman descends to the status of a mere order-taker.

The treatment of various types of personalities in order to get the best results. No two people will react in the same way to the same kind of treatment. What is sauce for the goose in many instances is vinegar for the gander.

A knowledge of human nature sufficient to permit the salesman to study quickly and accurately the character of the customer with whom he is doing business in order that he may select the type of merchandise which will most please the prospect.

Knowing the line handled thoroughly so that there is absolutely no hesitation in the presentation of the sales argument. Lack of this knowledge is detrimental to the best results in trying to make a satisfactory sale.

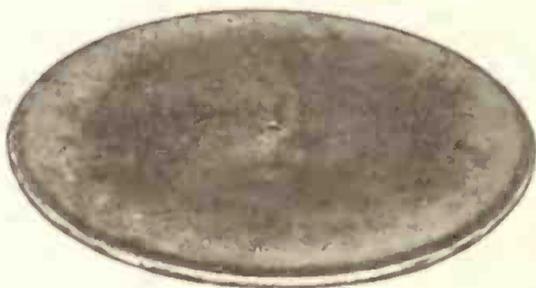
### DEALERS TIE UP WITH HAPPY SIX

Miller & Kades, of Harrisburg, Pa., Profit by Local Appearance of Columbia Artists

HARRISBURG, PA., May 31.—Miller & Kades, Columbia dealers of this city, received some excellent publicity through the recent appearance at the Willow Garden, here, of the Happy Six, exclusive Columbia artists. Previous to the appearance of the artists Miller & Kades ran a number of "hook-up" advertisements in newspapers and also placarded the various dance halls, telling the dancers where records by the Happy Six could be obtained. On the night of the concert the dealers had a Grafonola placed in the main entrance of the hall and a boy to keep it in continuous operation. The stock of Happy Six records was checked up by John F. Trace, sales representative of the Philadelphia Columbia branch, so that it was complete and ready for the rush which followed.

## 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

## What Okeh Dealers Think of

# Okeh Records

*Okeh Records bring bigger business to Dealers Everywhere. Read what they say*

I sell more Okeh Records than others because of their wonderfully smooth surface. Customers always come back for more.—*A. J. Whartnaby, Philadelphia, Pa.*

Since I have begun to handle Okeh Records my trade will have nothing else. Am dropping other lines; Okeh exclusively hereafter!—*J. A. Schillinger, Syracuse, N. Y.*

I am agreeably surprised at the way people compliment us on Okeh Records. It surely is a line no live dealer can be without. I personally think they are the peppiest records on the market, and the line of foreign language records is marvelous.—*Hillman's, C. Buell, Record Department, Chicago, Ill.*

We are having splendid success with Okeh Records since taking on the line and the records are giving universal satisfaction. The people are coming in every day and asking for Okeh. This is the best index we know of as to what they think of them.—*Harry N. Chasebrough, Oakland, Calif.*

Okeh Records sell fast, and make friends. Three hours' record was 25 sales consisting of three old friends and 22 new ones.—*Moore Music, Royal Oak, Mich.*

We wish to go on record as saying that we consider Okeh Records the best lateral cut record on the market, *without exception*. The Okeh policy of being first with the hits makes them a most valuable asset to any dealer.—*Cowling Music Shop, Wyandotte, Mich.*

We are well satisfied with Okeh Records. Customers who buy them return for more. We think they are the best and sweetest toned records on the market.—*G. I. Holland, Arlington, Mass.*

We handle three lines of records, and Okeh are two to one the best sellers. Our business in Okeh Records is double that of last year. Most of our customers will not buy any other kind.—*T. H. Perkins, Furniture Co., Brookhaven, Miss.*

We take pleasure in saying that we have found the Okeh Records entirely satisfactory and one of the best sellers of three leading lines. Our customers especially appreciate the wide range of up-to-date music obtainable on these records, and the fact that there is always a good selection on both sides of the Okeh Record.—*Barker Brothers, Greensboro, N. C.*

Okeh Records are good, snappy and clean. The manufacturers have done well in keeping them so. They are fast sellers.—*Smith & Nixon Piano Co., Cincinnati, Ohio.*

I like to handle Okeh Records because they are easy to sell, they stay sold and every record sold means future sales.—*C. Gether, Gether Piano Co., Milwaukee, Wis.*

We find that Okeh Records are first with the latest hits, and last to be discarded on account of their clear, natural tone, and wonderful durability.—*Adel Drug Co., Adel, Ga.*

Now is the time for you to establish an Okeh Agency

Write us for your nearest Distributor

## General Phonograph Corporation

OTTO HEINEMAN, PRESIDENT

25 West 45th Street, New York City





**OPENING OF PACKARD MUSIC HOUSE**

**Elaborate Musical Program and Eight-page Newspaper Supplement Mark Opening of New Retail Quarters in Ft. Wayne—Two Anniversaries Fittingly Celebrated**

FT. WAYNE, IND., June 5.—The formal opening of the attractive new quarters of the Packard Music House, which was held in this city recently and marked the twenty-fifth anniversary of the establishment of the retail store, and the fiftieth anniversary of the Packard Piano Co., was made the occasion for compiling a special eight-page newspaper supplement which appeared in the Ft. Wayne Journal-Gazette on Sunday, May 14. The supplement gave a complete history of the music house with details of the interior arrangement and views of the various departments. Those decorators and supply houses who played a part in the decoration and equipment of the new store filled much of the space in the supplement with their congratulatory advertisements.

The new home of the Packard Music House is at the corner of Harrison and Wayne streets in the heart of the business section and comprises over 14,000 feet of floor space. The main floor, which has five large show windows facing the street, is given over to the Victrola department, band instrument and musical merchandise department, the sheet music library and the main office. The Victrola department is well equipped with sound-proof booths and includes a large record library. In the band instrument section are carried the C. G. Conn, Pensler, Mueller & Co., Ludwig & Ludwig, Deagan, Schuster and Vega lines of instruments.

The second floor of the building is given over to piano showrooms, where the Packard and Bond pianos and players are handled exclusively. The showrooms are handsomely decorated and hung with a number of valuable paintings. The third floor has been laid out as an auditorium with a seating capacity of 400.

An elaborate musical program was arranged for the opening with concerts by Johnny Watt's Orchestra. The Packard reproducing piano was featured in the concert with a number of local artists appearing.

In the newspaper supplement two full pages were devoted to the history of the Packard Piano Co., embellished with pictures of Albert S. Bond, president of the company, with various officials and department heads.

**WIRELESS RECORDS ON PAPER**

**Wireless Station in France to Receive High-speed Messages on Paper Disc**

Two systems of receiving high-speed messages which will be installed in a new wireless station in Lyons, France, are described in a recent issue of Popular Mechanics. One is the method of making a photographic record on a strip of sensitized paper, and in the other method the message is taken on a special high-speed phonograph. After the message has been recorded on the extra-heavy disc the latter is placed in a machine running at much slower speed, and can then be transcribed by an operator. The reverse of this system can also be used in transmitting messages at speeds up to 150 words per minute.

**FIRE DAMAGES MELODY PHONO. SHOP**

PATERSON, N. J., June 3.—The store of the Melody Phonograph Shop, 364 Main street, this city, was seriously damaged by fire recently. Following the fire thieves entered the store and made off with a number of talking machines and musical instruments.

**NEW QUARTERS IN COLUMBUS**

COLUMBUS, O., May 23.—The Robbins Piano Co. has secured a ten-year lease on the storeroom at 80 South Third street and will move from its present quarters at 172 South High street.

**EXCELLENT PROGRESS WITH CENSUS**

**Figures for 1921 Will Be Published About October of This Year**

WASHINGTON, D. C., May 12.—Very good progress on the 1921 census of manufactures is reported by E. F. Hartley, chief statistician for manufactures, of the Census Bureau, who states that approximately 80 per cent of all the reports have already been received in less than four months' actual working time. Mr. Hartley's division is making every effort to cut down the time which must elapse between the taking of the census and the publication of the figures, and expects to be able to issue the first preliminary statements by October, cutting down by more than a year the time required for the publication of the 1919 census.

A new method of handling the work is to be adopted whereby the reports of production in various industries will be issued before reports showing production by areas, it being Mr. Hartley's belief that the desires of the business men can be best met by furnishing them as soon as possible with a report showing the total production in their industry and following it with reports giving details of manufacturing in the various sections.

**OPENS MUSIC ROLL EXCHANGE**

**Horace M. Hull Heads Company Supplying Music Roll Service to Motion Picture Houses**

Horace M. Hull, formerly connected with the Aeolian Co., has organized a New York Music Roll Exchange with headquarters at Columbus Circle, and is engaged in supplying music rolls on a regular rental service basis to motion picture houses. Mr. Hull tried the plan out on the Pacific Coast very successfully, and is meeting with much encouragement in New York. Mr. Hull is president of the new company, and his brother, Charles Hull, is secretary and treasurer.

**Collings & Co. And You**

Collings Record Delivery Service meets all emergencies.

Special messengers carry our Dealers' requirements all over Northern Jersey as needed.

And over-night deliveries are maintained to all towns in Southern Jersey and North-eastern Pennsylvania.

When minutes mean money—

*"Buy Where You Sell."*

*"Collings Covers Your Wants."*

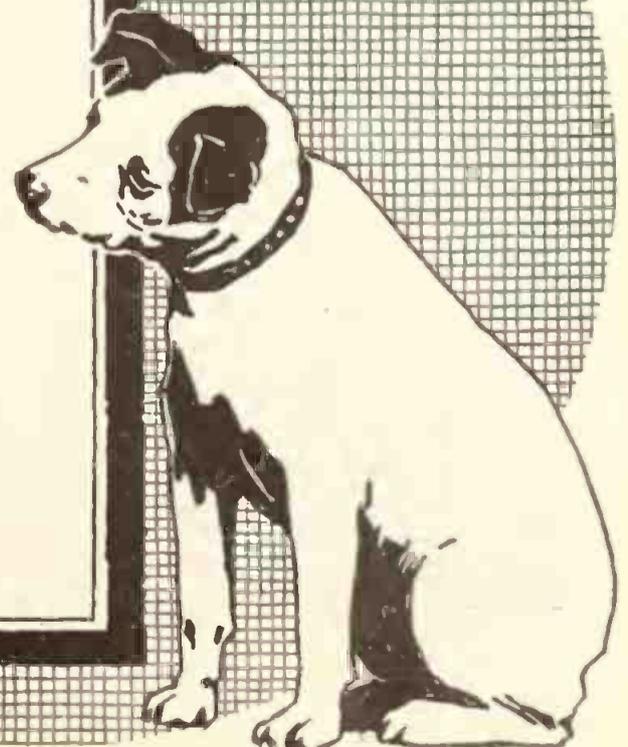
**COLLINGS & COMPANY**

Victor Distributors for Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts.

(Plum Building)

Newark, N. J.



# OUR REPAIR DEPARTMENT



Service for Victor Dealers is of paramount importance to us. Therefore, we operate a completely equipped REPAIR DEPARTMENT—manned by skilled mechanics and cabinet makers who have specialized in Victor Repairs for years. Here you have every Victor part obtainable—ready for your "hurry calls." Here, you are assured of reasonable Repair Prices. Our Repair Department was established to aid you! Why not look to us for Service your customers may require? Service to your trade has much to do with business increases.



VICTOR DISTRIBUTORS

# Blackman

TALKING MACHINE CO.

28-30 West 23<sup>rd</sup> St. New York



WHOLESALE ONLY

# Distinction Conferred on the Home by the Selection and Use of Good Record Music

Too many people are prone to overlook the distinction conferred on the home by the selection and use of good music. Before the advent of the talking machine millions of people in America were unable to enjoy good music in their homes because a great majority of them did not play any musical instrument. If they played at all it was indifferently. They had to go to the concert halls to hear the great pianists, violinists or famous orchestras. But what a change! To-day rich and poor alike can in their homes hear and enjoy the greatest artists and organizations in the world supplying music that reflects their tastes and inclinations. The great artists, as well as the great soloists of world fame, are at their conunand, and with a good book and a happy spirit no millionaire or kingly personage can enjoy a greater treat or one that exalts the spirituality of the humblest citizen. The selection of records in the home invariably mirrors personality, and in this connection there were some very timely words in a recent article in the record department of the New York American which fit in very aptly with the line of thought just expressed. It read:

"When a man has, in heat of battle, done a fine and fearless act of heroism he is rewarded by a mark of distinction. With regiment drawn up in panoply, he is called from the ranks and recognition is conferred. A medal, as a mark of valor, is pinned over the stout heart that beats rapidly in his breast, for it is the emblem of his fellow man's respect that lies above it.

"This mark, this medal, is but an inanimate lump of metal dangling from the bosom of his uniform that, but for the difference of a die, might as well have been a button on his coat, yet it lies there and marks him apart among men—the mark of distinction, of character.

"We, all of us, have our marks of distinction. Some are conferred, like the friendship of a worthy fellow man; others are acquired and we display them unconsciously in our every act and speech. Good breeding, education, honesty and clean living are some of them.

We are judged, in a great measure, by the company we keep; like attracts like, birds of a feather flock together. Worthy friends serve worthy ends.

"In the same sense are we judged by our characteristic differences of personality, of refinement and by the things of beauty and charm with which we surround ourselves. The home is the mirror that reflects, in a hundred different ways, our good taste through the silent expression of the things it contains that distinguish it as different.

"It may be an old-fashioned but home-like place that breathes a spirit of sweet simplicity, or it may be garishly over-furnished and uncomfortably oppressive—the sign of sudden affluence and a pronounced desire to show it. In any event, these things have a marked tendency to indicate the character of its occupants. How often have you been judged thus unknowingly?

"But of all things, our music and our books are the most important gauges of the true culture of the individual. If my friend has a 100 per cent collection of the latest popular jazz numbers, and no good music, I am moved to conclude that he is perhaps a little light-headed but, withal, a very jolly fellow and endowed with certain social graces that center mostly around a pair of nimble feet. On the other hand, should he have a well-balanced collection, comprising the finer music, I very naturally assume that he has an appreciation of the beautiful; that he is not shallow and that there must be much in his nature that is in harmony with these finer things. If, also, I notice a volume of Keats or Longfellow or Shakespeare lying

on the library table, it is just another indication in support of my deductions.

"You might answer me by saying that surroundings count for very little. 'Was not the Keats you speak of born in a stable, the son of a stableman? Did not Poe write his "Raven" in a garret? Was not Lincoln born in a log cabin where he had none of these things?"

"True, but these conditions were but the circumstances of birth and fate, they were not

matters of choice. If you could have gone into their literary workshops, if you could have peeped over Keats' shoulder or Poe's and read the stuff they were creating, you would have said, 'Not for the lack of these things but in spite of the lack of them genius prevails.' But then, again, that is the way of genius, and my friend of the books and records, after all, is not a genius and therefore has a greater need of these things."

## CHANGES IN COLLINGS PERSONNEL

Promotions for H. A. Lamor, A. J. Wilckens and R. P. Vause Announced by L. W. Collings

Collings & Co., Victor distributors of Newark, N. J., who confine their activities to New Jersey and northeastern Pennsylvania, recently announced changes in personnel which were made necessary by the untimely death of John L. Spillane, secretary of the company.

L. W. Collings, general manager of the company, stated he thought the best interests of the trade would be served by the general promotion of the staff. In this manner the company will be able to continue its past policies with as little

interruption as possible and secure the co-operation of a set of men to promote the interests of its customers who are already acquainted with their particular needs.

The new appointments are as follows: Harold A. Lamor, manager sales and order departments; Alexander J. Wilckens, special sales representative for northern New Jersey and northeastern Pennsylvania; Raymond P. Vause, manager shipping and stock departments.

The Pizarro Phonograph Co., with headquarters at 3217 Avondale avenue, Chicago, Ill., has filed a voluntary petition in bankruptcy. Liabilities are listed at \$2,074.37 and assets are valued at \$1,250.

# Cash in on the Wireless Demand

Our specially equipped Cabinets, with horn and all apparatus out of the way, sell themselves. Also in stock as complete Phonographs or Cabinets for assemblers. Write for Prices



Seaburg Mfg. Co.

Jamestown, N. Y.

No. 250T, List Price \$195.00  
Usual discounts to dealers  
48"x28"x31" high. Finished all  
around  
Genuine Mahogany, Walnut or Oak

The Biggest Value on the Market. A Trial Order Will Convince



## New Gennetts Every Week!

In the Blue Label Gennett Records are released the latest popular songs and dance hits and standard numbers. Their timeliness, wide range and quality have given them tremendous popularity.

Gennett Records released under the Green Label represent the highest attainment in the art of sound recording. The best standard numbers come under this label, which assures variety in selection, perfect reproduction and the real musicianship of the artist.

"First and Best on Gennetts" is the slogan today. There is an opportunity for you in selling Gennetts. Get acquainted with them.

### GENNETT RECORDS

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

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

Van & Schenck, the universally popular entertainers, have come through with two home runs for July. "California" and "Sweet Indiana Home"—both on one record. Every Van & Schenck fan will want this one. A-3614.

Columbia Graphophone Co.  
NEW YORK



**A SUGGESTION FOR EDITING AND IMPROVING RECORDS**

New Yorker Suggests Method for Inscribing on Records Lines and Indentations Not Actually Recorded, but Which Will Tend to Improve Reproductive Qualities

Dr. N. Sulzberger makes a rather original suggestion in a recent communication to the New York Times in which he points out that in order to utilize the talking machine, or rather its records, creatively, he would inscribe on these records (which may possibly be modified as to material and shape of the present ones) lines and various other indentations by sharp-pointed instruments (pencils, etc.) and other mechanical means, such lines and indentations being similar, more or less, in their nature to those which are, up to the present, inscribed on the records by sound waves only. "By the use of such mechanical means it is readily understood and seen," says Dr. Sulzberger, "that lines and markings can be made which have never been heard or in audible form before being inscribed on the records. The first time these mechanically inscribed indentations and markings on the records will be transcribed into audible form will be when these records are placed in touch with the reproducing needle and sounded into the air.

"In using the records and talking machine in this 'creative' way one easily sees that entirely new sound effects, which no known instrument of to-day (or even of any time) can produce, may be obtained, depending entirely on the nature of the mechanically inscribed markings of the records. Of course, careful study of the sound value of markings and indentations of records

will be required to produce pleasing and the desired effects. But when once these sound values are and have been ascertained there is practically no limit to novel and beautiful and artistic effects, and the musical composer, for instance, may find a new way of expressing his ideas and inspirations by novel combinations of notes and chords, and by sounds which no instrument or other means could produce."

In view of the foregoing it is interesting to note that a new device has just been completed by students at the University College in England, whereby vibrations and sounds of a talking machine record are by special means magnified

and reproduced on a chart. It is claimed that by this device inventors are enabled to improve records by remedying any existing defects, and in this way procuring a perfect tone. On the chart appears an actual imprint of the recording of the music or voice sufficiently enlarged to enable one to study and analyze the movements of vibrations, and by the use of expert tools, such as are used in watch making and other minute high-grade work, to correct any defects which may exist.

It is asserted by record fans that this magnifying device would be invaluable in the recording laboratory because a great many records of great voices which may contain minor faults could be made perfect, and from them could be made a master or mother record from which others could be pressed, in this way securing the perfect record creation.

**ORDERS CUT IN FREIGHT RATES**

Average Reduction of 10 Per Cent to Be Effective July 1, Under Orders of Interstate Commerce Commission—A Big Saving

WASHINGTON, D. C., June 6.—Under a decision of the Interstate Commerce Commission railroad freight rates will be reduced on July first by amounts equal to 10 per cent of the present level.

Practically all classes and commodities of traffic are affected by the decision concluding the investigation begun last Autumn into the reasonableness of existing freight levels.

Agricultural products in all sections of the

country outside of New England, live stock and Western grain and grain products are the chief commodities excluded from the reduction, these comprising the freight classifications recently reduced. Passenger charges and Pullman fares are left unchanged by the decision.

With its decision the Commission announces also its determination of 5.75 per cent as the reasonable annual return which carriers in the future will be entitled to earn on their actual capital investment. This compares with 6 per cent fixed under the Transportation Act for the period expiring March 1.

Railroads were required to signify to the Commission before May 31 whether they would voluntarily make new schedules or require the Commission to issue its detailed order for the alteration. The full weight of the Commission appeared to be thrown behind the statement made in the majority and controlling opinion that "general reduction in the rate level as substantial as the condition of the carriers will permit will tend to stabilize the conditions under which commerce and industry are carried on, with consequent fuller assurance to carriers of realizing a fair return."

On the statement of the Commission that rail freight revenues in 1921 approximated \$4,000,000,000, to-day's decision will reduce the national freight bill by \$400,000,000 per year.

**AN ADVERTISING YARDSTICK**

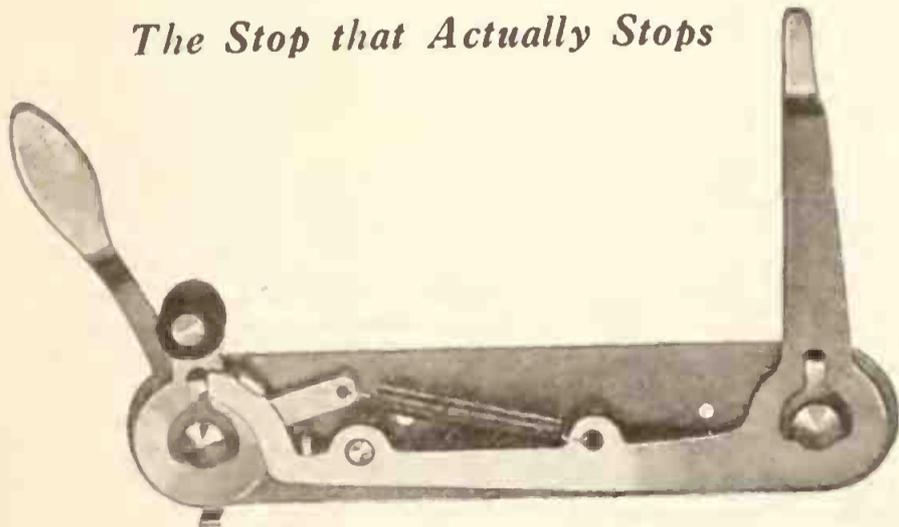
The four essentials of a good advertisement are defined by the Wales Advertising Agency, New York, as follows: First, it must attract attention; second, the first glance must arouse interest; third, it must be persuasive; fourth, it must determine action. This is a yardstick for measuring the worth of advertising, which is worth considering.

**ANDREW McCARTHY A VISITOR**

Andrew G. McCarthy, manager of the wholesale Victrola department of Sherman, Clay & Co., San Francisco, was a recent visitor to New York and nearby cities. His many friends were delighted to greet him.

**Sherburne Automatic Stop**

*The Stop that Actually Stops*



You Manufacturers who are having trouble with your automatic stop — Investigate the Sherburne Stop. *Sample sent upon request.*

**SHERBURNE MANUFACTURING COMPANY**  
948 Penobscot Building  
Detroit, Mich.

# COLUMBUS

*Dealers Tie Up With Concerts—  
Ernest L. Arthur With Elder-  
Johnson Co.—Trade Activities*

COLUMBUS, O., June 3.—Announcement has just been made by the Women's Music Club of this city of the artist concert course to be presented during the next season and in that course it is gratifying to note that three Victor artists of the first magnitude have been engaged. They are Frances Alda, famous soprano of the Metropolitan Opera Co.; Merle Alcock, American contralto, and John McCormack, the noted tenor.

It is of interest to show that all three of these artists have given concerts in this city before, and, in view of this fact, the general public is looking forward with pleasure to their appearance.

The local Victor dealers are co-operating with the Women's Music Club for the reason that they see a distinct advantage in having these great Victor artists here. Outstanding among the dealers who are helping to make this course a success is Heaton's Music Store, at 168 North High street. The seat sale is being conducted in the box office of this firm at the present time. Otto B. Heaton, president of the Heaton's Music Store, is also running large display advertisements of this course in the local newspapers. Mme. Frances Alda and her concert company will open the course on Friday evening, October 6. Merle Alcock appears during the second week in January. The course will be concluded with the appearance of John McCormack, who will sing here on the 19th of April.

Ernest L. Arthur, formerly of the Starr Piano Co., Indianapolis, Ind., has joined the Elder-Johnson Co. at Dayton, O. Mr. Arthur is an accomplished vocalist, having sung tenor roles at festivals given at Ann Arbor and Evansville, on which occasions he appeared on the program with Frieda Hempel. More recently he has been singing in the Jewish Temple in Indianapolis. Because of his thorough knowledge of music Mr. Arthur is very much interested in his work and the fact that he is in the Victrola department of the Elder-Johnson Co. is considered by him a splendid opportunity to serve his firm through his service to the public.

Don Johns, of the Johns Music Store, Lima, O., reports a steady increase in the sale of records

to the schools. Practically all the schools are showing a marked improvement in their record libraries, according to Mr. Johns.

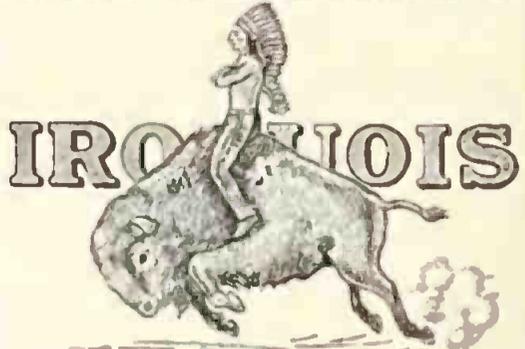
Through the generosity of the Elite Music Store, 211 South High street, the field day exercises in a number of the local public schools were made more attractive. Not only were machines loaned to some of the schools, but members in this firm's sales force worked in co-operation with the school teachers in picking out the appropriate records for the folk dances, drills and marches, which records also were loaned to the schools for these occasions. Perhaps it is because this firm is so ready and willing to assist the teachers in bringing music to the school rooms that it enjoys a large school trade. Harry Patton, general manager of the Elite Music Store, has also arranged the presentation of Victrola concerts in the Knickerbocker Theatre as a part of this theatre's program.

So well pleased was Frieda Hempel with the Z. L. White's Jenny Lind window display that before leaving Columbus, following her concert, she came in person to the talking machine department of this firm and thanked the attachés of the concern for it. She told members of the firm that in all the cities that she had visited she had not seen a window that was more artistically designed or that she liked better than that of the Z. L. White Co.

All the June records released by the Victor Talking Machine Co. will be offered in concert before the patrons of the Z. L. White Co. on Monday, June 5. A well-known vocal soloist will also be on the program. This is to be the third concert that Mr. Connor will have presented to the patrons of his firm. "Our customers are in the habit of looking forward to these concerts now. They find it a help in their selection of the new records and we are glad to let them know the records that are released," said Mr. Connor in commenting on these concerts.

Through the efforts of Phillips & Son, Victrola dealers, Mt. Gilead, O., approximately seventy rural schools have purchased Victrolas and records. These machines are being used in teaching music appreciation and folk dances.

During the past two years the Shakespeare Club of Kenton, O., has devoted a great deal of time to the study of music. In 1920 a course on the opera was taken by members of this organization. The following year this club studied the history of music. In this course the members used the book entitled "What We Hear in Music," which is published by the Victor Co. As a culminating feature of the club's progress



## Okeh Records

**GRANBY PHONOGRAPHS  
MASTER-TONE TALKING MACHINES  
OUTING PORTABLES**

**NEEDLES**  
Okeh — Truetone — Wall Kano  
Tonofone — Gilt Edge

Delivery Bags, Accessories, etc.  
**Complete Stocks—Prompt Service**

**IROQUOIS SALES CORPORATION**  
Wholesale Distributors  
210 Franklin St. BUFFALO, N. Y.

in the study of music a music memory contest will be held at the end of this year. The program for next year will be considerably more comprehensive than the present year and will include the study of oratorios and symphonies.

Albert Fink Music Co., of this city, is co-operating with the Shakespeare Club, as well as the schools in their efforts to learn more about the broad subject—music.

Mrs. J. F. Bowers, Chicago, spent two weeks in Columbus recently. During her stay here Mrs. Bowers was entertained by Mrs. Perry B. Whitsit. Mrs. Bowers is the wife of J. F. Bowers, of Lyon & Healy, Chicago.

Recent visitors to the Perry B. Whitsit Co. included H. C. Summers, Jackson, O.; F. G. Mardis, Mt. Vernon, O., and M. G. Chandler, Chillicothe, O. The Perry B. Whitsit Co. is a wholesale jobber of Victrolas and Victor records.

## ASSISTANT TO SECRETARY HOOVER

David L. Wing Appointed to Take Charge of Trade Association Activities

WASHINGTON, D. C., June 6.—David L. Wing, formerly with the Federal Trade Commission, has been appointed an assistant to Secretary of Commerce Hoover, and will be in charge of all the department's trade association activities. The announcement recently that the Department of Commerce was anxious to confer with all trade associations regarding co-operation in the gathering of statistics, information regarding foreign trade, etc., has resulted in a number of organizations asking for conferences, which the crowded calendar of the Secretary will not permit him to hold. He has, therefore, designated Mr. Wing to meet with the representatives of the associations and to work out with each association individually the method in which the organization and the department can co-operate with the best possible results.

Because of the different activities of the various associations, no formula can be devised for working out a program that will apply to all, and it will be necessary to do this association by association.

## PHONOGRAPH JOBBERS CORP. FORMED

Among the recent additions to the New York City talking machine jobbers is the Phonograph Jobbers Corp., which has been granted a charter of incorporation under the laws of New York State, with a capital of \$50,000. B. and R. K. Anarnek and B. Abrams are the incorporators of the concern.

## THE PHONOMOTOR CO.

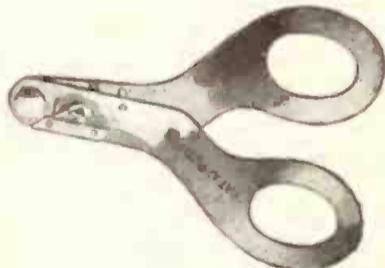
W. F. HITCHCOCK, Proprietor

5 years of success everywhere



THE PHONOSTOP

100%  
Efficient



THE NEED-A-CLIP

**Two Well-known Phonograph Accessories Needed in Every Instrument of Class. Satisfaction Guaranteed in Every Case**

Once adapted becomes permanent.

A WHOLE PAGE of references if desired.

DON'T DALLY with inferiors, get THE BEST.

PHONOSTOPS are universal, STANDARD, and finished in nickel and gold.

NEED-A-CLIPS in nickel only.

Get Our Printed Price List Immediately

Samples sent by parcels post C. O. D.; money back if unsatisfactory, but you'll want more.

Latest Design  
Beautiful Tone

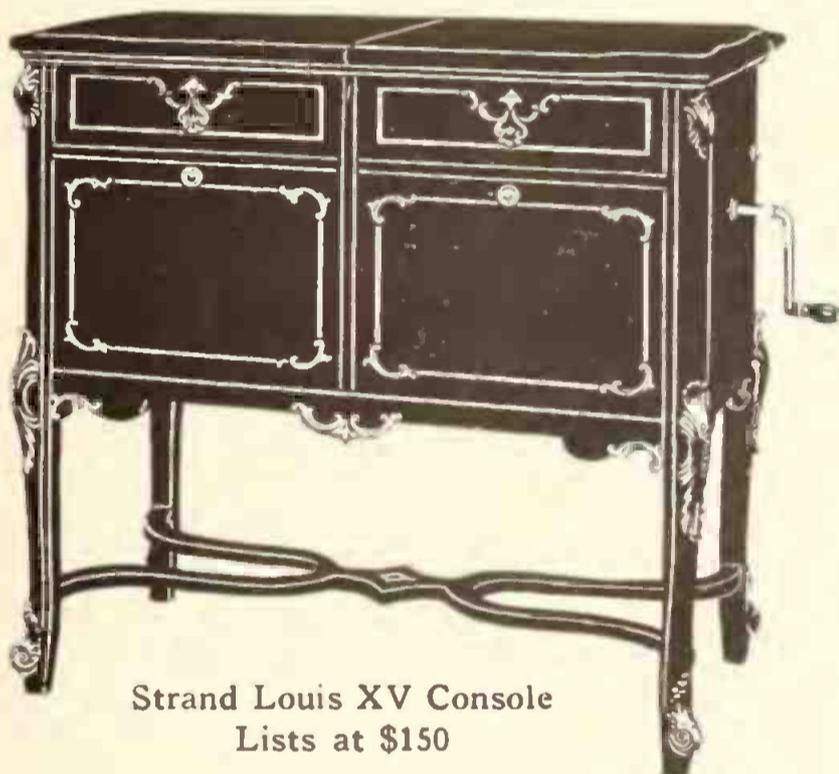


Best Quality  
Lower Price

## What Makes the Strand Sell NOW

The popular type of talking machine—the type that today is bringing the dealer a big volume of business and good profits—is the moderately

priced, flat-top period console. Strand Period Consoles are flat-top, have the correct lines and can be profitably retailed at common-sense prices.



Strand Louis XV Console  
Lists at \$150

Our sales to date on the Strand model illustrated at the left (our Louis XV \$150 Model) show that the trade recognizes its quality as well as its sales value.

We also offer models listing at \$125, \$175 and \$200—all true to the period.

Every Strand is guaranteed not only as regards tone, finish, design and workmanship in every part, but also in *packing*. Our packing and shipping system is *trouble-proof*.

The Strand dealer policy: "The man who does the selling is entitled to a *REAL* profit." And—"Better merchandise, lower list and fatter discounts."

Protected territory for Strand dealers.

Write for full information on this fast-moving line and learn why Strand dealers are the most enthusiastic in the phonograph trade.

### These Direct Strand Representatives are Ready to Serve You:

RICHARD H. ARNAULT, 95 Madison Avenue, New York City  
W. O. CARDELL, Tulsa, Okla.  
A. H. DANKMAN, 327 Adams Street, Buffalo, N. Y.  
CONSOLIDATED TALKING MACHINE CO., 227 W. Washington Street, Chicago, Ill.  
A. C. ERISMAN, 174 Tremont Street, Boston, Mass.  
W. S. GRAY, 942 Market Street, San Francisco, Cal.  
STERLING ROLL & RECORD CO., 137 West Fourth Street, Cincinnati, Ohio  
ARTOPHONE CORPORATION, 1103 Olive Street, St. Louis, Mo.

G. C. SILZER, 1019 Walnut Street, Des Moines, Ia.  
WALTER L. ECKHARDT, Empire Bldg., Philadelphia, Pa.  
RICKEN, SEEGER & WIRTS, Globe Bldg., Detroit, Mich.  
W. F. STANDKE, 1120 Grand Avenue, Kansas City, Mo.  
MERVIN E. LYLE, 214 Peachtree Arcade, Atlanta, Ga.  
R. J. JAMIESON, 25 Taylor Arcade, Cleveland, Ohio  
H. J. IVEY, General Delivery, Dallas, Texas  
OTIS C. DORIAN, 11 Bloor Street, E. Toronto, Ont.  
R. L. CHILVERS, 49 Lincoln Avenue, Montreal, Que.

MANUFACTURERS PHONOGRAPH CO., Inc.

95 Madison Avenue

New York

GEO. W. LYLE, President



To hear the warm contralto voice of Carmela Ponselle singing Handel's Largo, "Ombra mai fu," and "Ave Maria" is to want this wonderful July record. For all lovers of good music. A-6215.

Columbia Graphophone Co.  
NEW YORK

### TRADE REVIVING, SAYS HARDING

Speaking Before Chamber of Commerce of the United States, President Urges Honesty in Business as a Vital Necessity to Success

WASHINGTON, D. C., June 3.—President Harding, speaking before the Chamber of Commerce of the United States here recently, declared that the country "at this very moment is on the threshold of a new era"; that business is reviving and the "country is finding itself."

The Government, he said, was greatly interested in restoration of normal world business and economic conditions and he added that there was no disposition on its part to hold aloof from other nations. American industry, however, he said, should not be destroyed to build up the commerce of other lands.

"If there is any one realization," he said, "which fixes itself more firmly than another in the mind of one charged with great responsibility it is the conviction that the business life of the Republic is the reflex of all its good fortunes. I think I can venture to say that commerce and civilization go hand-in-hand, and were it not for commerce there would be no civilization."

"From the viewpoint of one in authority and having responsibility comes another consideration. Commerce finds its place in all our considerations. Undoubtedly it had much to do with the bringing about of the World War and

I think I can say just as confidently that it was never once forgotten in the negotiation of peace. It is so inextricably associated with all we do that commerce is always foremost in the life of any people.

"While I am speaking very briefly I wish to speak for a commerce with a conscience.

"If I were to bring only one admonition to you I would like to charge you men and women of influence and responsibility with the task of eliminating from American commerce those who do not have conscience, whose conscienceless practices bring that criticism which sometimes attends our American activities.

"There is not an agency in American life which can so quickly put an end to abuses and offenses in American commerce as those who are conspicuous in the leadership of that commerce.

"At the very moment we are on the threshold of a new era. Undoubtedly there is more than a mere business revival in sight. Our country is finding itself again. We are fundamentally right and we do not intend ever to be discouraged for a long time.

"Business is reviving and we are soon to resume our onward sway.

"I know you are interested in world restoration. So is your Government. But I beg to remind you we must always be right at home before we can be very helpful abroad. We do not mean to hold aloof; we want to play a great

nation's, aye, a great people's part in the world. I do not know of anything that would help more than to give the world an example of a commercial nation with an abiding conscience."

### BANNER RECORD DEALERS' SERVICE

New Department Opened to Co-operate With Retailers in Arranging Window Displays, Advertising Campaigns, etc.

The Plaza Music Co., New York City, manufacturer of the Banner records, has opened a service department which will co-operate with retailers in arranging window displays and carrying out advertising campaigns. A series of advertising mats has just been forwarded to Banner dealers to be used in local papers and special dealer circular matter. These mats are of various sizes, making them available for either a small or large advertising appropriation. They include illustrated matter, publicity on current hits and general constructive copy. These mats are sent to the dealer free.

The window display service includes free multi-colored prints resembling oil paintings. They are most attractive and have the appearance and qualities which should make them available for any dealer's window. Full instructions are sent with each set and the designs, copy and titles are changed each month. In connection with the exploitation of Banner records, the Plaza Music Co. has copyrighted the name "Opera-Trots." This is a special series of dance records the themes of which are based upon famous operas. The arrangements, however, are most modern, carrying a snappy fox-trot rhythm. Since their original introduction last month the "Opera-Trot" records have made notable progress in the talking machine trade.

### WHITEMAN PLAYS IN WOONSOCKET

Noted Orchestra Gives Concert in That City Under Auspices of LaRoe's Music Store

WOONSOCKET, R. I., June 1.—Paul Whiteman and his famous Palais Royal Orchestra gave a most successful concert at the Laurier Theatre, this city, recently under the auspices of LaRoe's Music Store, exclusive Victor dealer, who emphasizes strongly that the Whiteman Orchestra made the popular Victor dance records.

Earl J. LaRoe, proprietor of LaRoe's Music Store, has been instrumental in bringing a number of Victor artists to Woonsocket, among them Reinald Werrenrath, Lambert Murphy, Lucy Marsh, Charles Harrison, the All-Star Trio, the Eight Famous Victor Artists, etc., and as a result has increased the company's business to a most substantial degree. Naturally, he is among the optimistic ones regarding Fall trade.

Acting without thinking is like looking into the business end of a gun and pulling the trigger and trusting to Providence. The inquest usually follows, both in business and personal life.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

## EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment  
Personal Appearance of

### Eight Popular Victor Favorites on One Program

A live attraction for live dealers and jobbers

Bookings now for season 1922-1923  
Sample program and particulars upon request

P. W. SIMON, Manager

1658 Broadway

New York City



BILLY MURRAY



FRED VAN EPS



FRANK BANTA



FRANK CROXTON



MONROE SILVER

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

**DISCUSSES BRUNSWICK DEVELOPMENT**

Interesting Article by D. M. Hubbard in *Printers' Ink* Tells of the Success of the Brunswick-Balke-Collender Co. in Entering and Establishing Itself in the Phonograph Field

One of the feature articles in *Printers' Ink* for May 25 was entitled "New Hall of Fame of Music Rises Out of Bar Fixture Ashes," and referred at length to the success of the Brunswick-Balke-Collender Co. in the talking machine field following prohibition and the dropping off in the demand for billiard equipment. The article was by D. M. Hubbard, who put the matter well when he said: "It is a far cry from bar fixtures to baritones," and who described most interestingly the progress of the Brunswick Co. in building a definite place for itself in the talking machine field and building up a catalog of record artists of international standing.

One of the most important features of the article was an interview with A. J. Kendrick, sales manager of the Phonograph Division of the Brunswick-Balke-Collender Co., who is quoted as saying:

"When we entered the phonograph field we had a ready-made jobbing organization in the form of a number of branch houses in different parts of the country. These had handled our line of billiard and bowling equipment for years and they simply added our phonographs and records. This condition led us to concentrate on the retailer, and let me say that the average retailer needs help in rolling selling obstacles out of his path. Fortunately, we have not had to push our line with the jobber and we have accordingly been able to give the dealer more time and help than many manufacturers.

"One of the first things we found out was that our line would become known by the company it kept—that is, by the dealers who handled it. That is a cardinal principle with us now. If we sign up a dealer who is asleep and unprogressive to represent us, we know that Brunswick phonographs and records will not get across in his territory. So we have picked dealers. We have never drafted them. We have recruited volunteers and we have always rejected more dealer applications than we have accepted.

"In working with the dealer we found that there was an immense field for education. We have had to sell dealers on advertising. We have had to teach them effective display methods. We had to determine what was the kind of booth in which the customer could best listen to Brunswick records and then get the dealer to install that kind. Some of our dealers felt that the phonograph market had about reached the saturation point. We sent out a man to study the field. The results of his investigations proved interesting and enlightening. For example, in and around Columbus, O., territory, his census showed that there were phonographs in only 23 per cent of the homes. That convinced us and the dealer as well that there was business still to be had for the man willing to supply what the remaining 77 per cent wanted.

"The Brunswick sales force has always encouraged and helped our dealers to advertise. And in working with them we have furnished the copy and cuts and shared their expense. But it has been our aim to have the retailer put his advertising on a schedule basis so that it would run systematically and regularly instead of simply now and then.

"As for the retailer, he has been willing to work with us because he has felt that we were doing our best to help put him on the map. For example, last year when values were changing we protected dealers when a number of new models which we were bringing out made old phonographs hard to move. We called in 15,000 old models, took them to our factories and rebuilt them, thereby pulling many a dealer out of a hazardous position. You can imagine what that did for dealer morale."

The person whose activities are not actuated by the divine discontent will not travel very far on the road to success.

**VAN WICKLE OPENING CELEBRATED**

Elaborate and Interesting Concerts Mark Formal Opening of New Washington Store

WASHINGTON, D. C., June 3.—The formal opening of the elaborate new store of the Van Wickle Piano Co., at 1222 F street, previously announced in *The World*, was celebrated most effectively during the middle of May with a concert at the company's store in the afternoon and evening, followed by an elaborate public concert in the Willard Room of the Willard Hotel, under the auspices of the Van Wickle Co., at which a number of prominent artists appeared, including Blanche DaCosta, soprano; Elizabeth Winston, pianist, and Henri Sokolov, tenor. Gertrude McRae Nash appeared as accompanist.

A feature of the concert was the presentation of the A. B. Chase reproducing piano, which reproduced the playing of Gabrielowitsch and other noted pianists. The instrument made a distinctly favorable impression.

For the formal opening the Van Wickle Building was profusely decorated on the outside with

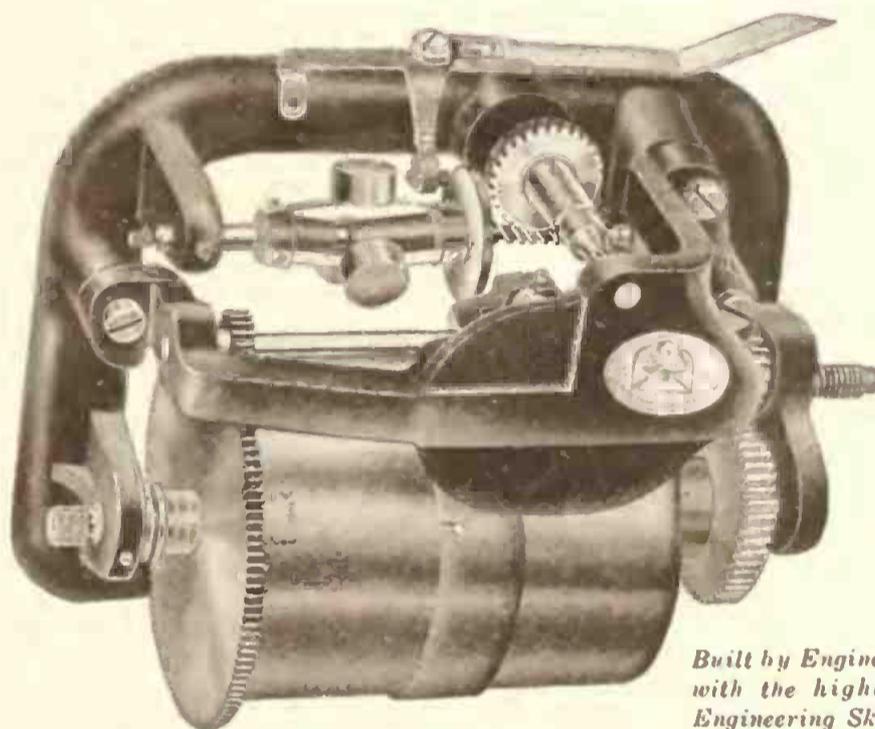
flags and bunting and on the interior with palms and baskets of cut flowers. Many floral pieces were sent by trade and personal friends of Mr. Van Wickle.

The concert at the store was given by Meyer Davis' New Willard Orchestra, which played both afternoon and evening. Selections were also played by the A. B. Chase reproducing grand, the Price & Teeple reproducing upright piano and the Victrola.

**SATISFIED CUSTOMERS BOOM TRADE**

There are many talking machine dealers who make it a point in their advertising to impress the public with the service they render. In many instances this so-called service is merely a myth, as the customer soon discovers to the harm of the merchant. If a statement of this sort is made the firm should back it up to the limit of its ability, because the satisfied customer is the best advertising which a business can receive.

The Art Music Shop, Chicago, Ill., has changed its name to the Brunswick Music Shop, Inc.



*Built by Engineers with the highest Engineering Skill.*

**D**ESIGNED to stand the shocks of hard usage.

**B**UILT to run smoothly and noiselessly under varying conditions.

**O**PERATED with uniformity, and constant in speed.

*Write for prices*



**Sphinx Gramophone Motors Inc.**

21 East 40th St.  
NEW YORK CITY

ANDREWS'  
VICTOR SERVICE

**CURTIS N. ANDREWS**

BUFFALO, N.Y.



## STEP by STEP

The growth of the Curtis N. Andrews business has not been spasmodic or spectacular, but has been steady and consistent, going forward step by step. This is the kind of progress that reflects the confidence and good-will of the Victor dealers

For 1922 we have developed several new forms of dealer co-operation that are meeting with the hearty approval of our dealers. These plans are practical and result productive—why not investigate them?

**CURTIS N. ANDREWS**

*Victor Service represents the highest  
type of Dealer Service*

**This record will sell itself to all fun-loving music lovers. "Mr. Gallagher and Mr. Shean" and "When Those Finale Hoppers Start Hopping Around." Tenor and baritone duet by Furman & Nash. A-3609.**

**Columbia Graphophone Co.  
NEW YORK**



**ADVERTISING AS A TRADE SOLUTION**

**Wm. H. Rankin, Noted Publicity Specialist, Tells How Advertising Is More Necessary To-day to Manufacturers and Dealers Than Ever Before**

Discussing the importance of advertising as one of the great factors in developing and stabilizing business, Wm. H. Rankin, the well-known advertising specialist, made the following remarks in the Chicago Journal of Commerce, which are well worthy of the consideration of those who have not given his viewpoint attention. He said:

"Nearly every business man is asking what can I do to help business and unemployment. Here is the remedy:

"Advertising is more necessary to-day to manufacturers and retailers than ever before. It can be used to help restore the proper balance of trade and produce more work through emptying the dealers' shelves. The sooner any business—and especially the retail business—is able to price its present inventories so that the public will rush in and buy the sooner salesmen will

have an opportunity to get real substantial orders from the retailers.

"Orders from retailers will help the manufacturers make up their minds to help sell their goods to the consumer through advertising. Such advertising, provided the price and the quality of the merchandise is right, will help the retailer sell the consumer at less cost than through any other means.

"Consumer buying will help the retailer—when the retailers' shelves are cleared. Then the manufacturer's salesmen will have the opportunity not only to book orders for immediate delivery, but for future delivery as well. These orders will start the smoke in many factories which will give employment to thousands that are now unemployed—and to get to the seat of things—advertising can and will start this wheel of employment and prosperity if it is given the chance.

"I know of a half dozen instances where advertising is doing and has done during the last six months just what I have described in this article, and I will be glad to give names and show plans that have worked out successfully.

"When you stop to consider that an advertiser may use a national or local newspaper campaign at a cost of one-tenth of a cent for each home reached you can understand why newspaper advertising pays so well.

"If advertising can be used to restore proper buying by the consumer—and I know it can if properly used—then automatically the unemployment problem will be solved, and solved quickly.

"So let us all set about to see what we can do to help solve this unemployment problem by getting behind a campaign to help the retailers clear their shelves through energetic and persistent advertising and salesmanship, and thus create orders for the manufacturer, which, in turn, will put the unemployed to work."

**A CLEVER USE OF THE POST CARD**

QUINCY, ILL., JUNE 6.—The Halbach-Schroeder Co., Brunswick dealer of this city, has evolved a clever stunt, which is proving effective in keeping his store before the public. At periodical intervals post-cards containing a picture of the store on one side are sent to customers. On the other side of the card are listed certain records which it is believed will interest the customers.

**CHANGES IN NEW TARIFF BILL**

**Senate Finance Committee Reports Many Changes in Section Bearing Upon Talking Machines, Records and Supplies for the Trade**

WASHINGTON, D. C., JUNE 5.—The new tariff bill, as prepared by the Senate Finance Committee, contains many changes of interest to talking machine and musical instrument dealers. The bill is now being considered by the Senate. Some of the provisions of vital interest to our trade are:

Phonographs, gramophones, graphophones and similar articles, and parts thereof, 30 per centum ad valorem.

Mica, unmanufactured, valued at not above 15 cents per pound, 4 cents per pound; valued above 15 cents per pound, 25 per centum ad valorem; mica, cut or trimmed, and mica splittings, 30 per centum ad valorem; mica plates, and built-up mica, and all manufactures of mica or of which mica is the component material of chief value, 40 per centum ad valorem; ground mica, 20 per centum ad valorem.

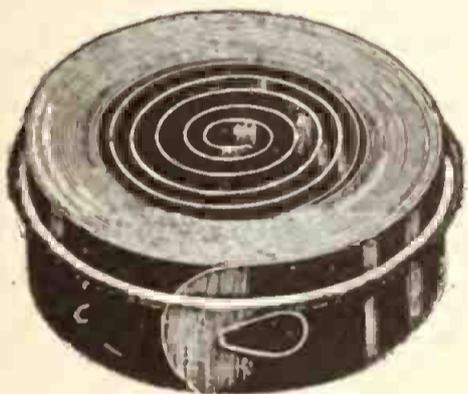
Felts, not woven, wholly or in chief value of wool, valued at not more than 50 cents per pound, 20 cents per pound and 30 per centum ad valorem; valued at more than 50 cents, but not more than \$1.50 per pound, 30 cents per pound and 35 per centum ad valorem; valued at more than \$1.50 per pound, 40 cents per pound and 40 per centum ad valorem.

Albums for phonograph records, wholly or partly manufactured, 35 per centum ad valorem (House Bill, 23 per centum).

The bill places the following on the free list: Music for educational purposes; discs of soft wax, commonly known as master records, or metal matrices obtained therefrom, for use in the manufacture of sound records for export purposes admitted free of duty under such regulations as the Secretary of the Treasury may prescribe; cedar, lignum vitae, lancewood, ebony, box, granadilla, mahogany, rosewood, satinwood, and cabinet woods, in the log, rough or hewn only.

The rates on graphite fixed by the Senate Finance Committee have been approved by the House and the Senate. The duties recommended by the Finance Committee consist of a 10 per cent ad valorem tax on amorphous graphite, 20 per cent on crystalline lump and 2 cents per pound on crystalline flakes.

**Main-Springs**



**For any Phonograph Motor  
Best Tempered Steel**

Inch	x 10 feet for all small motors.	Each
3/8	x 10 "	Pathe, Columbia, Heineman..... .30
1/2	x 10 "	" " " " Columbia..... .40
1	x 11 "	" " " " Columbia with hooks..... .50
1	x 13 "	Victor, old style..... .45
1	x 15 "	Victor, new style..... .50
1 1/4	x 18 "	Victor, new or old style..... .70
1	x 12 "	Heineman and Pathe..... .45
1	x 10 "	Saal, Silvertone, Krasberg..... .45
1	x 13 "	Saal, Silvertone, Brunswick..... .50
1	x 16 "	Sonora, Brunswick, Saal..... .60
1 3/16	x 18 "	Heineman and Pathe..... .75
1 1/2	x 25 "	Edison Disc..... 1.50

**SAPPHIRES—GENUINE**

Pathe, very loud tone, each 15c, 100 lots \$11.00.  
Edison Loud-tone, each 15c; in 100 lots, \$11.50.

**tone-arms**

The very best, loud and clear, throw-back.....\$4.50  
With large reproducer, very loud, Universal..... 4.00  
With smaller reproducer, but loud and clear..... 3.50

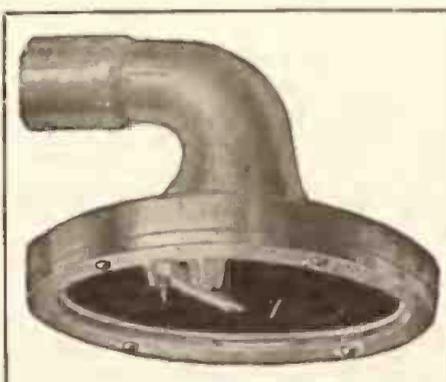
**PHONOGRAPH NEEDLES**

We can give you best price on Brilliantone, Magnedo, Wall-Kane, Tonofone, Nupolat, Gilt Edge, Incas and Velvotone Needles.

**ORDER RIGHT FROM THIS AD**

Send for price list of other repair parts and motors  
Terms—F. O. B. St. Louis, Mo. Send enough to cover postage or goods will be shipped by express.

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



**The "VICSONIA" REPRODUCER**

For Perfect interpretation of Edison Disc Records on Victrolas and Grafonolas.

Fitted with permanent jewel point. No loose parts.

*Meet the demand—Serve your customers*

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

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

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

313 E. 134th STREET

NEW YORK, N. Y.

# Why You Should Sell Sonora Phonographs

Reason Six—

## Sonora's Tone



Baby Grand  
\$200

*The Highest Class  
Talking Machine  
in the World*

Sonora has never surrendered its leadership in tone—nor has it ceased to develop and refine the perfection of tone with which it began.

The Sonora of today is vastly greater than the Sonora which won highest score for tone at the Panama-Pacific Exposition. Such an instrument as the new Baby Grand—to mention only one of the many new models—is a miracle of clarity and naturalness never before equaled.

The more the great mass of phonograph buyers learn about phonographs and music, the more they believe that ultimate satisfaction lies in Sonora for its matchless tone.

To the dealer this prestige means less sales resistance and lower selling costs. And with Sonora quality taking new strides forward, Sonora prices are lower than they have ever been.

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



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

**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.

**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.  
State of Indiana.

**Lee Coit-Andresen Hardware Co.,**  
Omaha, Nebr.  
State of Nebraska.

**M S & F,**  
221 Columbus Ave., Boston, Mass.  
Connecticut, Rhode Island, Massachusetts, Maine, New Hampshire and Vermont.

**C. L. Marshall Co., Inc.,**  
514 Griswold St., Detroit, Mich.  
Michigan, Ohio and Kentucky.

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

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

**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.

**The Fox-Vliet Drug Company,**  
Wichita, Kans.  
Southern part of Kansas, Oklahoma (except 5 N.E. counties) and Texas Panhandle.

**Doerr-Andrews-Doerr,**  
Minneapolis, Minn.  
States of Montana, North Dakota, South Dakota, Minnesota.

**C D Smith Drug Co.,**  
613 Arcade Bldg., St. Louis, Mo.  
St. Joseph, Mo.  
Missouri, northern and eastern part of Kansas and 5 counties of N.E. Oklahoma.

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

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

**C. J. Van Houten & Zoon,**  
720 S. Michigan Ave., Chicago, Ill.  
Illinois and Iowa.

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

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

**Sonora Dist. Co. of Pittsburgh,**  
505 Liberty Ave., Pittsburgh, Pa.  
Western Pennsylvania and West Virginia.

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

**Greater City Phonograph Co., Inc.**  
311 Sixth Avenue, New York.  
Counties of Westchester, Putnam and Dutchess; all Hudson River towns and cities on the west bank of the river, south of Highland; all territory south of Poughkeepsie, including Greater New York, with the exception of Brooklyn and Long Island.



## STARR PHONOGRAPH PRESENTS ITSELF TO BILLY SUNDAY

Over 1,000 Employees of Starr Piano Co. Attend Big Revival in Richmond When Starr Phonograph With Special Records by Rodeheaver Is Presented to Noted Evangelist

RICHMOND, IND., June 6.—The evening of Thursday, May 18, was "Starr Night" at the big tabernacle here where Billy Sunday, the noted evangelist, was holding one of his successful meetings, and over 1,000 employees of the Starr Piano Co. marched to the meeting in a body wearing appropriate ribbons with the Starr trade-mark thereon and carrying banners bearing inscriptions such as: "The Starr Piano Co.," "Starr Pianos," "Starr Phonographs" and "Gennett Records."

The main event of the evening was the presentation of a Style X Starr phonograph to Billy Sunday by the factory, the phonograph making its own presentation speech. A special Gennett record was made by Homer Rodeheaver, the Sunday choir leader, at the Starr recording laboratories at Richmond for the occasion and caused a great deal of surprise and comment. A special spruce horn four feet long was built and connected to the regular horn of the phonograph, so that the words of the presentation speech could be heard in the most remote corner of the great building. The instrument was played by Clarence Gennett, treasurer, and Fred Mayer, superintendent of the Starr factory.

The obverse side of the record bore a talk calling attention to the fact it was the first

time a phonograph had ever presented itself to an individual, in commenting upon the manufacture and equipment that made such a feat possible. The reverse side reviewed in well-chosen words the development of the phonograph, how it had the magical power of invoking happiness and joy or sorrow and sadness. Its value in spreading the Gospel was also dwelt upon and, in closing, the record said: "Many a soul would rejoice and accept religion through my reproduction and many a family could be held together if I were allowed to speak out the truths of Christianity."

The reproduction of the special record aroused tremendous and prolonged applause and Mr. Sunday had difficulty in finding words to express his appreciation of the gift.

Gennett records of the tabernacle songs recently recorded at the Starr factory by Homer Rodeheaver were then played and enjoyed by the crowd. An interesting feature of this was the playing of one verse and chorus of various selections alternated with the singing of the same piece by Mr. Rodeheaver, much to the delight of the throng. The stage was decorated with several large baskets of irises presented to Mr. Sunday by the women of the Starr Piano Co.

## BRUNSWICK DEALERS TRY NEW ONE

Sending Out Girl to Find Users of Brunswick Machines Stimulates Record Sales and Results in Considerable Publicity and Business

Dealers handling the Brunswick line of phonographs and records throughout the Philadelphia territory have adopted a new plan which is acting as a considerable stimulant in the sale of records and, in addition, is arousing keen interest in the Brunswick line.

The plan is to announce in the papers that be-

tween certain hours in the evenings a girl will call at residences and wherever she finds a Brunswick in use she will present the owner with a certificate which may be used to pay for a \$2 purchase of Brunswick records in the dealer's store. Among the dealers who have operated this plan is M. J. Thorman, of Bangor, Pa., who states that winners of certificates often purchase more than the amount called for.

There can be no question but that sentiment is a great factor in making business. But keep in mind that advertising makes sentiment.

## NEW VAN VEEN INSTALLATIONS

Handsome Equipment for Griffith Piano Co. in Newark—Lyons and Schwartz's Establishments Also Fitted Most Artistically

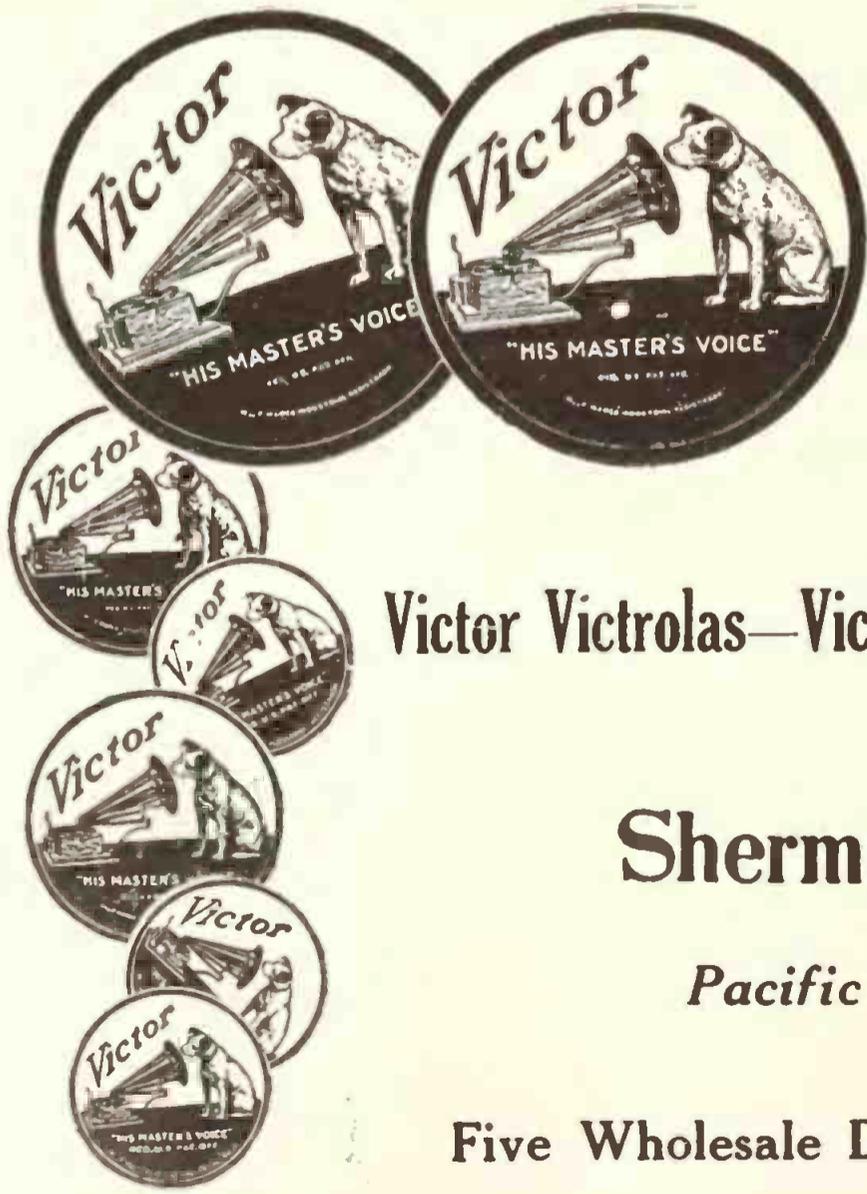
L. Tobias, secretary of Van Veen & Co., Inc., New York, points to the number of installations of wareroom equipment in process and completed by his firm as evidence of the revival of activity in the talking machine and piano business. Arrangements have just been completed by T. M. Griffith, of the Griffith Piano Co., of Newark, N. J., with Van Veen & Co. for the complete equipment of its establishment, including booths, record racks, ornamental screen fronts and other appointments.

The Griffith wareroom will rank without doubt among the most beautiful piano showrooms in the Eastern part of the United States. The decorations will be in the Louis XVI period, finished in ivory and blue. The walls will be laid out in panel effect and the Griffith Co. is sparing no expense in making it complete in every detail, such as rugs, furniture and other appointments. The Griffith Co. will feature the Steinway piano in this store and also Sonora phonographs.

Van Veen & Co. have recently completed a very handsome Sonora establishment for Mrs. Margaret F. Lyons, 306 Seventh avenue, Brooklyn, N. Y., and also will equip a complete Colvan department for the Schwartz Bros. Furniture Co., in Norwich, Conn. The Schwartz department will consist of four large hearing rooms, approximately running from 9 by 9 to 9 by 15, and complete record department.

## CAMPAGNING FOR BUSINESS

BLUEFIELD, W. VA., June 1.—The Lemkuhl-Shepherd Co., Victor retailer of this city, is using energetic methods to develop business. A Ford truck was purchased last week and a house-to-house canvass and demonstration in the surrounding country will be made.



*Main Wholesale Depot:*  
741 Mission Street, San Francisco

*Branch Wholesale Depots:*  
10th and Santee Sts., Los Angeles, California  
N.W. Corner 13th and Glison Streets  
Portland, Oregon  
Oceanic Bldg., Cor. University and Post Sts.  
Seattle, Washington  
330 W. Sprague Ave., Spokane, Washington

**Victor Victrolas—Victor Records—Victor Accessories**

**Sherman  Clay & Co.**

*Pacific Coast Distributors*

**Five Wholesale Depots for Your Convenience**

**DEATH OF JOHN L. SPILLANE**

Secretary of Collings & Co., Newark, Passes Away Suddenly as Result of Operation—Widely Known in Talking Machine Industry

The death of John L. Spillane, secretary and sales manager of Collings & Co., Victor jobbers of Newark, N. J., which occurred on Thursday, May 18, at St. Mary's Hospital, Brooklyn, N. Y., from blood poisoning following a cut on the arm incurred while working in the garden at his home, was a severe shock to his large circle of



John L. Spillane

friends in the metropolitan district and New Jersey.

Mr. Spillane was one of the best-known members of the Victor trade. For many years he was associated with the Blackman Talking Machine Co., New York, Victor wholesaler, holding the position of assistant secretary with that important concern.

With the reorganization of Collings & Price, under the direction of L. W. Collings, and the forming of Collings & Co., Inc., he was induced to join this organization. He was generally recognized as one of the foremost authorities on Victor distribution, particularly as applied to records, having specialized on the development and growth of that department.

It is indeed with regret that the host of friends which Mr. Spillane had in the trade will learn of his unexpected death. He was a man who possessed those admirable traits of character that endeared him to all with whom he had business or social relations and who admired him for his broad sympathies and desire to help his fellow man.

The funeral services were held at the family residence, 376 Madison street, Brooklyn, on Saturday morning, followed by requiem mass at the Church of Our Lady of Victory, the interment being in Calvary Cemetery. Among those from the trade attending were Mr. and Mrs. L. W. Collings, Mr. and Mrs. Harold A. Lamor, Fred P. Oliver, George E. Thau, Mr. Pavie, of the Chalmers Music Co.; Mr. Millard, of the Ridgewood Talking Machine Co., Ridgewood, N. J.; Hugo Traeger, Sr., of Stapleton, Staten Island, and George Hirtzel, of Elizabeth, N. J.

Mr. Spillane is survived by his widow, three sons, John, James, Charles, and a daughter, Catherine.

**CORLEY ACTIVITIES IN RICHMOND**

Special Window for Virginian Historical Pageant—Schwoebel Reports Business Improvement—R. C. Gentry's New Post in Wholesale

RICHMOND, VA., June 6.—The Virginian Historical Pageant held here during the week of May 22 was appropriately marked by many excellent window displays.

One of the most attractive was that of the Corley Co., Victor wholesaler, of this city. The Corley window represented a cotton field, real earth and plants being used. This formed the setting for featuring the Red Seal record of "Carry Me Back to Ol' Virginny," sung by Alma Gluck.

F. W. Schwoebel, in charge of the Victor wholesale department, recently completed a trip through the Southern States. He states that crops look good and that the Victor retailers expect a marked improvement in business.

The Corley Co. announces the appointment of R. C. Gentry to the wholesale sales staff. He has had a number of years of retail experience and is well fitted for his new duties.

**STOP SENDING MAIL TO DEAD ONES**

Some Excellent Advice on Avoiding the Wasting of Supplements Offered by Victor Co.

To talking machine dealers who make a practice of developing business through the means of a live mailing list the Victor Talking Machine Co. in a recent circular letter offered the following excellent business advice:

"One of the best ways to stop duplication in mailing lists is to stop sending the supplements to the Victrola owner who is not patronizing your store.

"Your time and effort and our time and effort, to say nothing of the money involved, are deliberately wasted when you continue to send the supplement to the customer who does not respond—who fails to come to your store for the new records.

"The monthly supplement produces business in direct proportion to the amount of intelligent effort made to place it in the hands of customers buying from your store. But the finest piece of sales literature ever written will fail to fulfill its mission if it is distributed in a haphazard manner."

**MAKES EXHIBIT DURING PALMA FESTA**

COLUMBIA, S. C., June 1.—J. L. Minnaugh, Victor retailer of this city, had a striking exhibit at the Palma Festa, held here recently in Exhibition Hall. In addition to the merchandise well-displayed operatic figures in costume drew much attention.

Rhodes Bros., Inc., of Tacoma, Wash., recently opened a phonograph department in which the Brunswick line is featured.

**SUCCESSFUL EDISON CONCERT TOUR**

"Tone Test" Recitals and Mood Change Charts Stimulate Interest in the Edison Product in the Southern States Visited by Artists

Edison "tone test" recitals given in a number of Southern cities by Elizabeth Spencer, soprano; Jacques Glockner, cellist, and Emil Bertl, pianist, were received with enthusiasm by Edison dealers and the public in Georgia, South Carolina, Florida and Tennessee, the States covered by the tour. The concerts were instrumental in arousing the interest of the public in the Edison, and the mood change charts, prepared at the music research department of the Edison laboratories, also came in for considerable attention.

**BUTELER WITH ROGERS & FISCHER**

WASHINGTON, D. C., June 1.—Rogers & Fischer, Victor wholesalers of this city, have announced the appointment of Charles S. Buteler to the sales staff of the organization. He was formerly connected with the Corley Co.

**H. N. McMenimen**  
*Consulting Engineer*

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

**Recording, Plating and Pressing**

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

**Patent and Model Development**

**Sales Promotion and Advertising Plans**

Laboratory:

Scotch Plains, N. J.  
Tel. Fanwood 1438

Offices:

2 Rector Street, New York  
Tel. Rector 1484

Mr. Edison Man:—

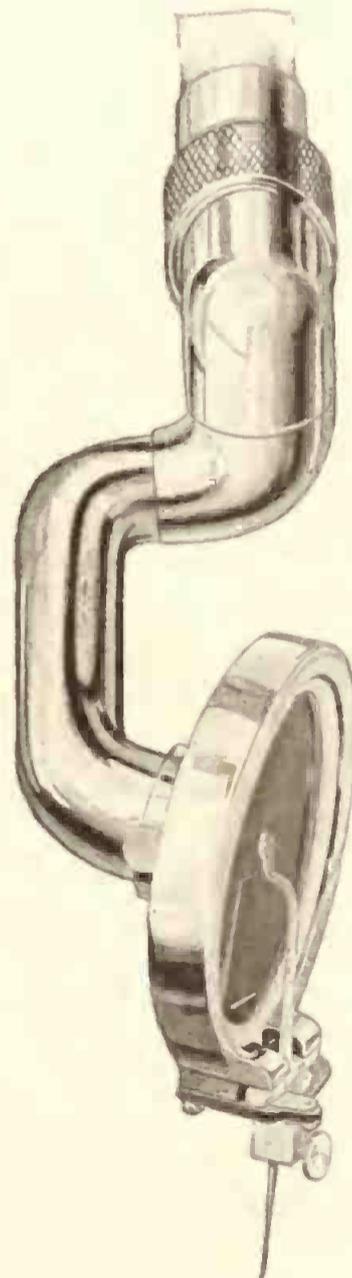
Don't Say

**"KAN'T," say "KENT"**

Write for catalog of complete line

**The KENT No. 1**  
With "S" Sound Box

*Has given complete satisfaction for years*



Reg. U. S. Pat. Off.

**F. C. KENT CO.**  
Irvington, N. J.

## TALKING MACHINE MEN TALK RADIO

Subject Discussed at Length at Monthly Session—M. P. Campbell Makes Address—New Committees Appointed—Ball and Entertainment to Be Held in October

The regular monthly meeting of The Talking Machine Men, Inc., the organization composed of progressive talking machine dealers of New York, New Jersey and Connecticut, was held at the Café Boulevard, New York City, on May 17, and as usual, the meeting proper was preceded by a luncheon.

An unusually large attendance was on hand and the important subject of the day relating to radio and its relationship to the music dealer was freely discussed. Max Landay, of Landay Bros.; M. Max, of Gimbel Bros., and Sol Lazarus, well-known New York talking machine dealer, all of whom have stocked radio apparatus, treated the subject in a way that was most enlightening to their hearers.

It seemed to be the consensus of opinion that the present rate of discount given to the dealers by radio manufacturers did not justify the stocking of such goods, although it was generally admitted that these discounts would be increased shortly. Most of the dealers seemed to be under the impression that radio was a permanent proposition and that it behooved the dealer to give it attention. Some even suggested that the goods should be stocked even with the low discounts and await the further development of that industry.

There was some discussion on what is the matter with business and ways and means of improving conditions.

The committee empowered to investigate the radio situation and report back at the June meeting was appointed and was composed of M. Max, Henry S. Conn and H. Goldfinger. The following were added to the membership of the Association by unanimous consent: Jack Bliss, of the United States Music Co.; Cheney Sales Corp., Musical Products Distributing Co. and Schliecher & Sons.

Mark P. Campbell, the well-known piano manufacturer, was the guest of the Association and made an address in which he reviewed the work of the Music Industries Chamber of Commerce and its ally, the National Bureau for the Advancement of Music. His remarks were well received, and while some members of The Talking Machine Men, Inc., are already members of the National Association of Music Merchants, there seemed to be an indication of additional members joining, in order, as they ex-

## 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. 11th St., New York City

C. L. MARSHALL CO., INC.,  
Butler Bldg., Detroit, Mich.

W. D. & C. N. ANDREWS,  
Buffalo, N. Y.

SHERMAN, CLAY & CO.,  
711 Mission St., San Francisco, Cal.

### Prices of Covers

For table or small machines, without straps	Net \$3.65
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For cabinet or large machines, without straps:	
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Grade D, medium size	5.35
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Grade D, large size	5.65
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Grade K, medium size	6.65
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Grade K, large size	7.35
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Grade K has double-weight padding and each upright corner is reinforced with a 9-inch strip of quilting of same materials as body.

The medium cover for any make of machine corresponds in size to the Victrola Nos. 10 and 11, Edison Nos. 100 and 150, Columbia Nos. 75 and 100, Sonora, Baby Grand, Imperial and Troubadour. The large cover is for all larger cabinet machines of any make.

Ward's Detroit Cover With Straps Attached

The only cover on the market with this special feature. It eliminates all possibility of straps becoming misplaced or lost.

Medium size	\$6.65
-------------	--------

Large size	7.00
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Slip-on Dust Covers, for wareroom and home, medium size \$1.70. Large size \$2.00.

Also complete line of Covers for Console Model Machine. Prices on application.

pressed it, to be more closely related to the work of the Chamber.

According to an announcement of the entertainment committee the annual outing of the Association will be held some time in August, the committee looking over several sites for the affair.

The annual public entertainment inaugurated last Fall will again be held this year and the date has been set for October 30. It is understood that the Pennsylvania Hotel will again be reserved for the purpose.

The following committees have been appointed for 1922: Entertainment Committee, Sol Lazarus, chairman; Max Berlow, Otto Goldsmith, C. B. Riddle, Albert Galuchie, N. Goldfinger, B. G. Evans, Henry Conn, Fred Herrman, C. Abelowitz, E. G. Brown and Valentine Faeth. Service Committee, Joseph H. Mayers, chairman; Albert Bersin, Sol Lazarus. Grievance Committee, Theodore Arison, chairman; J. Goldberg, H. Bersin. Membership Committee, Valentine Faeth, J. C. May, Otto Goldsmith, C. Abelowitz, C. A. True, F. Bullenkamp, Harry Davega, J. Friedman and L. Leibowitz. Auditing Committee, Milton Weil, chairman; Joseph H. Mayers, Henry Conn, Ben Roth. Executive Committee, Irwin Kurtz, Ernest Leins, Joseph Friedman, Albert Bersin, Joseph Tylkoff, Joseph H. Mayers, L. J. Rooney, E. G. Brown and Albert Galuchie. Mother's Day Committee, Max Landay, chairman; Milton Weil, Matthew Levin and B. H. Roth.

### SERVICE AND THE SALES FORCE

We will have reached the millennium when everybody wakes up to the fact that he is a salesman, and that the price he gets for his service is potentially influenced by one of the same laws that so largely regulate the sale of merchandise, namely, that the price is very largely regulated

by the quantity and quality of the goods delivered, "I'm not paid for doing that" never made good goods in the way of service. "I'm earning my salary now, and I'll be blessed if I will do any more," never brought a raise.

The man who is always looking to see how little service he can render never becomes a master salesman, and that's what every man in the commercial world to-day should strive to be—a master salesman; for a master salesman is a master business builder, and the master business builder is the architect of a nation's commercial greatness.

### A NEW PORTABLE PHONOGRAPH

Plaza Music Co. Announces New Portable Model to Be Known as the "Pal"

The Plaza Music Co., 18 West Twentieth street, New York City, recently placed on the market a new portable phonograph which carries the trade name of "Pal" and will retail at a popular price. The case is delivered finished in either walnut or mahogany, as desired. It is a small compact machine, weighing about twenty pounds, plays all makes of records and has a special sounding board.

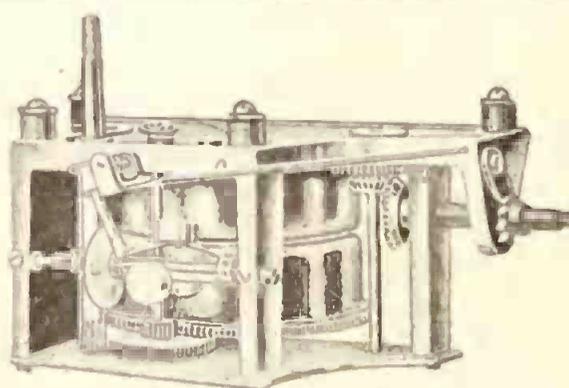
The sales department of the Plaza Music Co. looks forward to a heavy demand for portable machines throughout the Summer months; in fact, they are using the slogan: "This is a portable year," in all their advertising material. Special literature to assist the dealer in selling this new portable machine has been issued by the company.

The fellow who thinks the world owes him a living and tries to exist on that basis really works harder than the chap who works hard and long for a small weekly stipend.

## Victor Wholesalers



The House  
of  
Mellor  
in  
Pittsburgh  
since  
1831



### LIBERTY MOTOR COMPLETE

Price \$6.00

### Double Spring Motor Complete

Suitable for Portable Machines

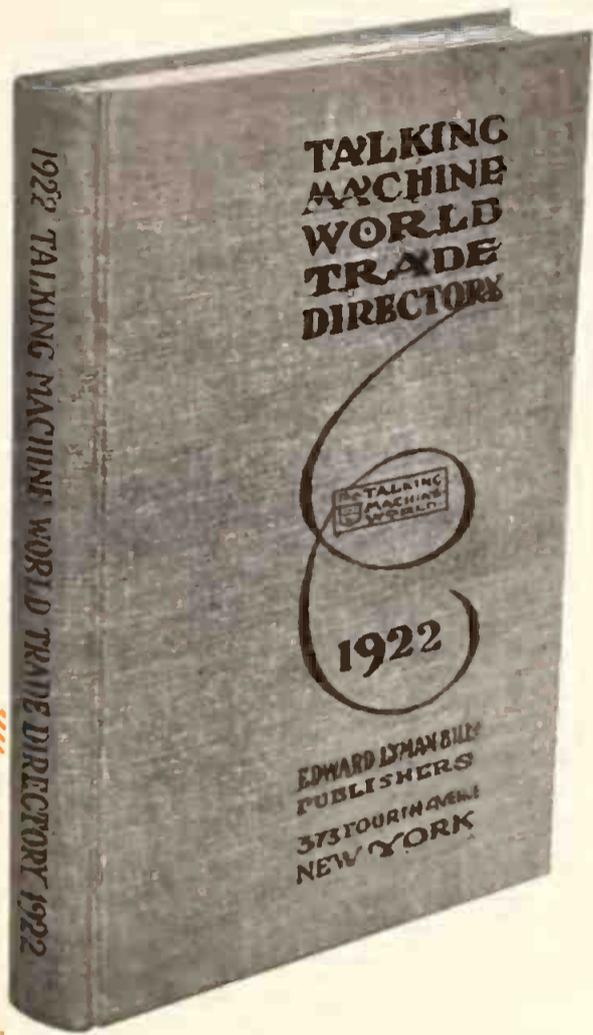
Price \$3.25

Write for Repair Part Catalog

Jobbing Territories Open

### Pleasing Sound Phonograph Co.

Manufacturers—Jobbers  
204 East 113th Street New York City



## Only 50 Cents

The Talking Machine World Trade Directory has filled a long standing want of the industry. It is kept as a handy reference volume on the desks of a large number of the members of the talking machine industry where, in an instant, it provides detailed knowledge about this or that company and the products made by each company.

It gives the kind of information it would otherwise consume much time to secure. For instance, it will give you a complete up-to-date list of the manufacturers and jobbers who comprise the talking machine industry, including the invaluable data about each concern, such as location of factories, names of officers, location of branch offices, trade names controlled, policy of marketing product, etc., etc.

## HERE IS WHAT SUBSCRIBERS SAY:

"Your 1922 Model Talking Machine World Trade Directory reached us all right, and the writer went over it carefully yesterday at his home, and we wish to compliment you. There has never been a Trade Directory got up that has been so accurate as regards firms listed and that has covered the field so thoroughly.

"There is no question but that this Directory will prove of real, tangible benefit, not only to its advertisers and those who are listed in same, but to the general dealer trade at large, who have needed a directory of just this nature."

"We congratulate you on the appearance of The Talking Machine World Trade Directory and trust that you will make it a yearly feature of your business.

"We could use two more copies of this publication in our organization to great advantage, therefore request that you send them to us, proper billing.

"Just before closing wish to state that we consider the move on your part of issuing a directory of the talking machine industry as being one of the most forward movements occurring in the industry for several years."

Only 50 Cents

Only 50 Cents

### USE THIS COUPON NOW

Send Stamps or Check



EDWARD LYMAN BILL, Inc.,  
373 Fourth Ave., New York City.

Gentlemen:

Please send me postage prepaid a copy of the 1922 edition of The Talking Machine World Trade Directory, in payment for which I enclose 50 cents.

Name .....

Firm .....

Street .....

City and State.....



**COLUMBIA NEWS FROM LOS ANGELES**

**Many New Accounts Opened—Percy Grainger Enthusiastically Received—Dealers Using Extensive Publicity—New Representatives Chosen**

LOS ANGELES, CAL., JUNE 3.—There has been considerable activity in Columbia circles during the past few weeks, and among the important events was the opening of a new exclusive Columbia store by Samuel Lavatt and John Cooper. This store, which was opened at 229 West Second street, is one of the most attractive retail establishments in this city, and the clientele is already under way of development. Mr. Lavatt has been in the real estate business for some time past, and Mr. Cooper is the owner of Cooper's Melody Shop, exclusive Columbia dealer, at 432-A South Broadway, in this city. The name of the store will be the Los Angeles Phonograph & Record Co., and it will be managed by Mr. Lavatt personally, Mr. Cooper continuing to manage his other store. Mr. Cooper, in addition to being a Columbia dealer, is a very well-known songwriter, having to his credit such successes as "Do You Ever Think of Me?", "In Siam," and "Have You Forgotten?"

The Norma Talmadge picture, "Smilin' Through," which ran recently at the Kinema Theatre in this city, created quite a sensation, and the local Columbia dealers tied up very strongly with it. Nearly every city dealer carried a complete window display featuring the photoplay and the "Smilin' Through" record by Oscar Seagle. An added feature was the broadcasting by wireless from the Kinema Theatre broadcasting station of the Oscar Seagle record, and the playing of the record at the Los Angeles Athletic Club on a special machine which had a screen in the mouth of the tone chamber, on which a portion of the picture was projected at the same time that the record was played.

A new Columbia account, the International Music Co., located at 229 West Third street, opened its door recently. Mr. Van Grove, the proprietor, also controls the International Music Co., 124 West Second street. Columbia Grafonolas will be handled exclusively, together with a line of pianos at both stores.

Percy Grainger, the famous pianist and exclusive Columbia artist, received a warm welcome in Southern California on the occasion of his recent concert appearance here, particular effort being made by Elliott's Music Shop, 216 Pine avenue, Long Beach, Cal. Mr. Grainger appeared personally at this store in the afternoon of the day of the concert, autographing all of his records that were sold during his stay. After his personal appearance Mr. Elliott entertained Mr. Grainger, Mr. Mills, local concert manager, and H. J. Allen, of the Columbia sales staff, at dinner at the Hotel Virginia at Long Beach.

A new exclusive Columbia dealer opened recently at Huntington Park, Cal., consisting of the firm of Elliott & Youmans. The latter has been for some time associated with Mr. Elliott in a sales capacity and enters the new store as a full-fledged partner.

The Eastern Outfitting Co., exclusive Colum-

**An Announcement of Interest to Manufacturers and Jobbers**

CHARLES POLLAK, a member of the firm of

**J. WEISS & CO.**

BERLIN, GERMANY

has established temporary headquarters at

Room 723

**PENNSYLVANIA HOTEL**

NEW YORK, N. Y.

where he is displaying a complete line of

**SINGLE SPRING MOTORS  
DOUBLE SPRING MOTORS  
TONE ARMS  
SOUND BOXES**

**Also a Complete Line of Machines**

Quantity Orders Solicited  
Immediate Deliveries Guaranteed  
PRICES Exceptionally Low

References—Equitable Trust Company, New York

bia dealer, at 620 South Main street, Los Angeles, has opened with the Selected Dealers' Grafonola Newspaper Campaign, series number one, and from the first advertisement sold forty-two instruments. They expect at least 250 sales from the entire campaign.

A new Columbia dealer, the Inglewood Music Store, has opened in Inglewood, and Arthur Domasch, the proprietor, is also owner of the San Pedro Furniture Co., San Pedro, Cal. Columbia Grafonolas are carried exclusively at both locations.

The Italian Jewelry Co., 205 North Spring street, Los Angeles, has opened with a complete line of Columbia Grafonolas and records exclusively. This company caters to the Italian trade, and in addition to its jewelry and phonograph business conducts the largest Italian newspaper in this city.

A wireless broadcasting station has been installed at El Monte, Cal., and daily concerts are being given at which Columbia records are used exclusively. This is an achievement on the part of A. D. Bassett, proprietor of the El Monte Music Shop, exclusive Columbia dealer at El Monte, Cal.

A. E. Stuelke, owner of Stuelke-Fullerton Music Shop, Fullerton, Cal., has opened a new store at Corona, Cal., which will be called Stuelke-Corona Music Shop. The owners are Albert E. Stuelke and Wm. H. Haaf, who has been associated with Mr. Stuelke for some time in a sales capacity. Columbia records and Grafonolas are carried exclusively at both of these stores.

**OPENS NEW STORE IN ALMA, MICH.**

Sawkins Piano Co. Now Has Most Attractive Quarters in That City

ALMA, MICH., JUNE 3.—The Sawkins Piano Co. recently held the formal opening of its attractive new music store in this city, where talking machines, records and pianos are dealt in.



Interior of Sawkins Piano Co.'s Store

The interior finish of the store and all the decorations are in a rich shade of old ivory. Demonstration booths for talking machines line one side of the store, while facing them are the record racks. The piano stock is in the rear. A number of manufacturers and jobbers took occasion to express their good-will for the success of the venture through the medium of handsome floral pieces.

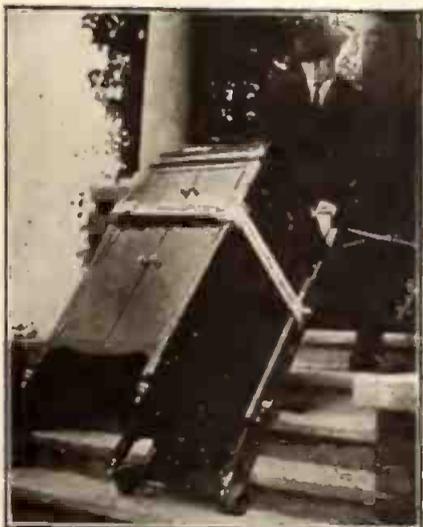
The accompanying photograph affords some idea of the general arrangement of this new establishment.

**PERCY GRAINGER INHERITS ESTATE**

WHITE PLAINS, N. Y., JUNE 6.—Percy Grainger, well-known pianist and Columbia artist, whose mother and constant companion, Mrs. Rose Annie Grainger, was killed when she fell from a window in the Aeolian Building, New York, recently, has been named as sole beneficiary in his mother's will, which has been filed in the Surrogate's Court here. The estate is estimated to reach a total value of close to \$1,000,000.

**NEW YORK CONCERN INCORPORATES**

The Winslow Talking Machine Shop, of New York City, has been granted a charter of incorporation, under the laws of New York State, with a capital of \$35,000. Incorporators are: G. S. Wittson, J. M. Edelson and R. Lowenstein.



**Do NOT Delay Ordering the Lea Phonograph and Talking Machine TRUCK,**

if you expect to reduce your overhead, as we may not be able to ship promptly later in the season.

With this truck one man is able to demonstrate the largest machines in the home, the best place ever to clinch a sale.

*We have a circular for you. Ask for it.*

Also

**Piano Trucks, Hoists, Covers and Straps**

Made only by

**Self Lifting Piano Truck Co.**

FINDLAY, OHIO

# CONGRATULATIONS

WE CONGRATULATE THE  
SOUTHERN VICTOR DEALERS  
UPON THE SINCERE SUP-  
PORT THEY ACCORDED THE  
1922 CONVENTION  
OF THEIR ASSOCIATION

SERVING  
VICTOR DEALERS

# REYNALDS

VICTOR DISTRIBUTOR  
ALABAMA  
MOBILE

IN  
MISSISSIPPI  
ALABAMA  
FLORIDA



# Convention of Southern Victor Dealers

*Most Successful and Best Attended Convention of This Association Held at Mobile May 16-18—W. H. Reynolds Officiates as Host—Unusually Effective Sales Talks and Addresses—Governor Harding Guest at Banquet—J. V. Dugan Elected President for Coming Year—Many Visitors From Far Distant Points*

MOBILE, ALA., June 5.—The fourth annual convention of the Southern Victor Dealers' Association, held in this city on May 16 to 18, was by far the most successful held in the history of this Association. There were almost one hundred official registrations at the Cawthon Hotel, headquarters of the convention, establishing a new record for attendance.

W. H. Reynolds, Victor jobber of this city, was the official host for this year's convention and he carried out his duties with typical Southern hospitality and good cheer. On Tuesday morning, May 16, when the convention preliminaries were scheduled for settlement, the members of the executive committee were all on hand, together with several out-of-town guests and jobbers' representatives from nearby points. Mr. Reynolds took charge of the party at noontime and after luncheon was served they were conveyed by automobiles through Mobile, visiting the many points of interest in this famous Southern city. Arriving at "Minnehaha Farm," Mr. Reynolds' Summer home, the visitors were amazed at the beauty and size of his farm, which has over 3,000 orange trees—one of the show places in this section. At 7 o'clock in the evening the entire party were Mr. Reynolds' guests at a shore dinner, served at the Alba Hunting and Fishing Club, on Dog River, one of the famous scenic spots of Alabama.

### Wednesday Morning Session

The convention formally opened on Wednesday morning in the auditorium of the Cawthon Hotel, when Mayor Crawford, of Mobile, made an address of welcome, handing the visitors the "key

to the city." Gordon E. Smith, president of the Mobile Chamber of Commerce, followed the Mayor in extending to the Association a most hearty welcome. Both of these speakers con-



Wm. H. Reynolds

gratulated the Association and the talking machine industry upon having such an able and popular representative in Mobile as Wm. H. Reynolds. B. B. Burton, of the Cable-Shelby-Burton Piano Co., Birmingham, Ala., responded to the addresses in behalf of the Association.

Subsequent to the annual reports of the president, secretary and treasurer, the business meetings were opened with R. G. Brice, Charlotte, N. C., president of the Association, occupying the chair. The first paper, entitled the "Voice of the Victor," was read by J. A. Hofheinz, manager of the wholesale Victor department of Philip Werlein, Ltd., New Orleans, La., who pointed out in an interesting, practical way just how the "Voice of the Victor" could be used to splendid advantage by the Victor dealers.

Under the heading of "The Problem of Trade-ins" W. G. Quinn, of Adam Glass & Co., Mobile, Ala., furnished the dealers with plenty of food for thought. Mr. Quinn treated his subject from two angles: First, when the customer desires to trade in a machine other than a Victrola and, second, when the prospective purchaser wishes to trade in a small Victrola to apply on the purchase of a larger-type instrument. William Humes, of the Humes Music Co., Columbus, Ga., followed Mr. Quinn with a paper entitled "Why I Am an Exclusive Victor Dealer." The Humes Music Co. is one of the best-known music houses in the South and Mr. Humes' paper was followed carefully by those in attendance.

Martin L. Pierce, research and promotion manager of the Hoover Suction Sweeper Co., Canton, O., was the principal speaker at the Wednesday morning session, closing the meeting with an inspiring talk, entitled "If I Were a Victor Dealer." Mr. Pierce is recognized nationally as one of the foremost exponents of the most efficient methods of merchandising, and in his im-

*(Continued on page 54)*

PHILIP WERLEIN  
 THE SOUTH'S  
 FOREMOST JOBBER  
 AT YOUR SERVICE  
 in  
 NEW ORLEANS  
 THE SOUTH'S FOREMOST CITY

## CONVENTION OF SOUTHERN VICTOR DEALERS—(Continued from page 53)

portant capacity as research and promotion manager of the Hoover Suction Sweeper Co. has attained phenomenal results. For many years Mr. Pierce has been keenly interested in Victor activities and has made a careful study of the Victor industry, particularly in connection with efficient and productive merchandising. His address was one of the convention features and at the close of his talk Mr. Pierce was given a rising vote of thanks for the practical and valuable suggestions that he had given the Association.

**Wednesday Afternoon Meeting**

The convention assembled at 2 o'clock on Wednesday, when the meeting was opened by J. V. Dugan, of the Dugan Piano Co., New Orleans, La., on the subject of "Interest Charges." As one of the leading Victor merchants in the South Mr. Dugan was well qualified to handle this interesting topic and at the close of his talk there was a general discussion by the members, which brought out many important points. J. D. Moore, manager of the Victor department of the Maison Blanche Co., New Orleans, La., followed Mr. Dugan with a talk on "Record Stocks." Mr. Moore divided his subject into five parts: First, systems of ordering and moving stock in order to get the proper percentage of turnover; second, advisability of carrying a representative stock; third, value of catalog numbers, as compared with supplement records; four, building up Red Seal trade; five, selling records on the club plan. Mr. Moore's extensive experience in the Victor industry provided him with facts and figures on this topic that were keenly appreciated by every one present.

J. B. Gressett, of the A. Gressett Music House, Meridian, Miss., read a paper on "Go Out and Get 'im," his talk living up to its title in a most convincing fashion. The main speaker of the Wednesday afternoon session was J. J. Davin, secretary of the Reincke-Ellis Co., Chicago, who gave an excellent discourse, entitled "Questions

Victor Dealers Ask Reincke-Ellis." "Jimmy," as he is popularly known in the Victor industry throughout the country, was in splendid form at this particular meeting and furnished the dealers with a series of practical, informative ideas regarding advertising and publicity plans that were based on his many years' experience in the Victor industry. His talk was enthusiastically applauded and at the close of the meeting Mr. Davin gave an impromptu discussion anent dealer advertising and publicity, in response to the inquiries of many of the dealers.

**The Annual Association Banquet**

On Wednesday evening the fourth annual banquet of the Association was held in the "Vineyard" on top of the Cawthon Hotel. A delightful dinner was served and a number of informal addresses were made, the speakers including W. G. P. Harding, governor of the Federal Reserve Bank; Win. H. Armbrrecht, a prominent Mobile attorney; John G. Paine, of the Victor Talking Machine Co.; M. L. Pierce and J. J. Davin. The banquet was entirely informal and was one of the high spots of the convention program.

The various addresses were enthusiastically received, particularly the talk by Governor Harding, who is recognized internationally as one of the world's foremost financial authorities. In his address, Governor Harding suggested to the talking machine dealers that they take their local bankers into their confidence, and co-operate with them in every possible way. This is the first time that Governor Harding has ever attended a talking machine function, and W. H. Reynolds was congratulated in securing this famous banker as one of the speakers at the dinner.

**Thursday Business Session**

On Thursday morning the business meetings were resumed with a talk by E. W. Wilson, Jr., of the Collins Piano Co., New Orleans, La., on "Closer Co-operation Between Competitive Deal-



Panorama Photograph of Members and Guests Attending the Convention of the Southern Victor Dealers' Association Taken on a Visit to Fair Hope

**THE  
TALKING  
MACHINE CO.  
BIRMINGHAM..... ALA.**

## Winning Confidence

By giving Victor dealers in this territory helpful, constructive service, we have won their confidence and friendship; an invaluable asset for any distribution.

The fall of 1922 promises to be one of the greatest seasons in Victor history, and Southern Victor dealers will find our organization splendidly equipped to give them the type of service that will produce tangible results.



CONVENTION OF SOUTHERN VICTOR DEALERS—(Continued from page 54)



1, M. L. Pierce; 2, J. J. Davin in action; 3, J. A. Hoffmeier, "Bill" Reynolds, W. H. Lewis; 4, On the grounds of the Mobile Golf Club; 5, John G. Paine.

La.; treasurer, W. H. Cummings, Cummings Hardware Co., Huntsville, Ala.; executive committee member, R. B. Brice, Parker Gardner Co., Charlotte, N. C.

The Sail Down the Bay

On Thursday afternoon the entire convention party assembled at the docks, where they boarded the "Bay Queen," a good-sized steamer, which had been chartered by "Bill" Reynolds. All the way down the bay the dancing devotees had plenty of time to exercise their favorite sport, while some of the boys tried to prove that "naturals" were merely incidents and not necessities. The boat landed at "Fair Hope," where a large Victor dog extended a welcome to the convention party. It was announced that dinner would be served at 5:30 and during the intervening hour the swimming enthusiasts decided to test out the famous waters of Mobile Bay. Jimmy Davin gave a diving exhibition that was

(Continued on page 56)

ers." Mr. Wilson covered this topic thoroughly and carefully, pointing out that co-operation and not competition is the life of business to-day, showing the dealers ways and means by which competing dealers may get together to their mutual advantage. W. R. Lewis, of the Elyea Talking Machine Co., Atlanta, Ga., appealed to the dealers to have maximum faith in the product they are handling, complete confidence in the factory making the goods and to work together in every possible way. Mr. Lewis pointed out the advantages of the new types of horizontal Victrolas, urging the dealers to give the new product everything possible in the way of co-operation and stimulation. On the subject of "Resale Selling" Mr. Pierce again provided the Association with a powerful and effective address, giving the dealers important statistics on the trend of business, and emphasizing how sales efficiency could be intensively developed.

Wm. H. Reynolds was called upon for a brief address, and, although he insisted with characteristic modesty that he had not prepared a talk, he was still able to furnish the dealers with one of the most inspiring addresses of the convention. Mr. Reynolds was followed by French Nestor, of the French Nestor Co., Jacksonville, Fla., the newest entrant in the Victor Southern field. Mr. Nestor, who is widely known throughout the Victor industry, having been associated with the Standard Talking Machine Co., of Pittsburgh, Pa., for a number of years, recently acquired the Florida Talking Machine Co., Victor jobber. He was given an enthusiastic ovation by the convention visitors and responded with a message of appreciation of the cordial reception extended.

John G. Paine, of the Victor Talking Machine Co., was the main speaker at the Thursday morning meeting and in the course of his address gave the dealers interesting facts, based on the practical knowledge of every phase of Victor retail merchandising. Mr. Paine cited as an example the success attained by one enterprising Victor dealer who had made a conscientious study of his business. Incorporated in this part of Mr. Paine's address were vital, practical sales suggestions that could be used to advantage by Victor dealers everywhere. Mr. Paine emphasized the necessity of all the dealers carrying a representative stock of records and a representative stock of machines. He illustrated how record sales had been stimulated by the particular dealer he had in mind and how the most minute details of this dealer's activities were subject to careful consideration and thought. Mr. Paine's address was received with tremendous applause and he was personally congratulated by all of the members of the Association upon the logic and practical merit of the suggestions he had offered them.

New Officers Elected

After Mr. Paine's address, Mr. Brice announced that the Association had elected the following officers for the coming year: President, John V. Dugan, of the Dugan Piano Co., New Orleans, La.; vice-president, Dan Orndorff, Knoxville Music Co., Knoxville, Tenn.; secretary, E. W. Wilson, Collins Piano Co., New Orleans.



# Real Constructive Work

TALKING machines today are sold not only on their intrinsic merits, but also on their tendency to harmonize with surrounding furniture in homes that reflect the owners' taste. Mahogany-made machines embody the discriminating genius of such master furniture builders as Chippendale, Sheraton, Hepplewhite and others.

Far-seeing furniture manufacturers have fostered and cultivated the public's pride in correct house appointments. Two long steps in the right direction have been taken toward placing their business on a sound, healthy basis. The National Council of Furni-

ture Associations has published standards that should govern dealings between Manufacturers and Dealers in Furniture.

— and the Associated Advertising Clubs, after conferences with Manufacturers and Dealers in Furniture, has established standards that should govern in the Retailers' relations with the Public.

Both standards are so much alike as to indicate a genuine desire to protect and foster the confidence upon which all good business rests, and the Mahogany Association tenders its hearty congratulations upon the results achieved.

MAHOGANY ASSOCIATION, INC.

New York City

After all—there's nothing like

# MAHOGANY

## CONVENTION OF SOUTHERN VICTOR DEALERS—(Continued from page 55)

enthusiastically received, especially as Mr. Davin is recognized as one of the foremost diving experts in the Victor industry.

When dinner was served it was noticed that a jazz orchestra had been provided by Mr. Reynolds, and during the course of the dinner the latest Victor hits were served as music for the dancers. The orchestra also provided music subsequent to the close of the dinner and was induced to join the party on the "Bay Queen" for the trip back to Mobile. It was a tired but happy party of conventioners who reassembled at the Cawthon Hotel before the final good-byes were in order. Mr. Reynolds was given three cheers and a tiger for the tireless efforts he had made in behalf of the Association, and for the wonderful entertainment that he had provided for their stay at Mobile. All of the dealers were unanimous in stating that this year's convention had furnished them with a greater number of practical ideas than they believed could ever be presented at any convention.

## Among Those Present

Among the official registrations at convention headquarters were the following: Mr. and Mrs. J. B. Gressett and Mr. and Mrs. M. A. Taylor, A. Gressett Music House, Meridian, Miss.; R. G. Brice, Parker-Gardner Co., Charlotte, N. C.; S. G. Wilson, Wilson Furniture Co., Greenwood, Miss.; Robt. H. Williams, Williams-Guttenberger Co., Macon, Ga.; A. D. Peden, Laurel Furniture Co., Laurel, Miss.; Dan Orndorff, Knoxville Music House, Knoxville, Tenn.; W. R. Lewis, Elyea Talking Machine Co., Atlanta, Ga.; W. G. Humes, Humes Music House, Columbus, Ga.; Julius Dupont, Houma Mercantile Co., Houma, La.; Geo. J. Emanuel, Reynolds Music House, Pensacola, Fla.; French Nestor, French Nestor Co., Jacksonville, Fla.; A. R. Boone, Irving Bimstein and Roy Weinberg, Talking Machine Co., Birmingham, Ala.; C. W. Troy, St. Claire Drug

Co., Tupulo, Miss.; Mr. and Mrs. John A. Hofheinz, Mr. and Mrs. B. G. Powell, Mr. and Mrs. H. W. Clapperton and E. L. Staples, Philip Werlein, Ltd., New Orleans, La.; E. J. Lovett, Mathis & Youmans Co., Valdosta, Miss.; A. A. Martz and W. H. Smith, Gressett Music House, Jackson, Miss.; C. A. Tyler, Montgomery Talking Machine Co., Montgomery, Ala.; B. B. Burton and E. J. Silliman, Cable-Shelby-Burton Co., Birmingham, Ala.; A. H. Howard, Howard Drug Co., Tuskegee, Ala.; J. J. Davin, Reincke-Ellis Co., Chicago, Ill.; Mr. and Mrs. W. H. Cummings, Cummings Furniture Co., Huntsville, Ala.; E. E. Mitchell, Montgomery Fair, Montgomery, Ala.; R. E. Jones and Miss W. Clark, Clark & Jones Piano Co., Birmingham, Ala.; John G. Paine, D. S. Pruitt and Knight Owen, Victor Talking Machine Co.; V. H. Thompson, Montgomery, Ala.; W. E. Thomas, Johnson Thomas Hardware Co., Dothan, Ala.; J. D. Moore, Maison Blanche, New Orleans, La.; Lee Robinson, Talking Machine World, New York, N. Y.; D. C. Andrews, Andrews Music Store, Charlotte, N. C.; Mr. and Mrs. W. G. Quinn, Adam Glass Co., Mobile, Ala.; Will P. Berry, Dwyer Piano Co., New Orleans, La.; A. H. Williams and T. Williams, Williams Piano Co., Birmingham, Ala.; Martin L. Pierce, Hoover Suction Sweeper Co., Canton, O.; Mr. and Mrs. E. W. Wilson, Jr., Collins Piano Co., New Orleans, La.; Leon Hammond, Foster Jewelry & Music Co., Monroe, La.; Mr. and Mrs. J. C. Dumas and W. J. Laflan, Dumas Drug Co., Foley, La.; Mr. and Mrs. I. M. Rosenbush, M. U. Ulmer, Meridian Chair & Furniture Co., Meridian, Miss.; E. A. Bondreaux, Bondreaux Furniture Co., Franklin, La.; Miss Holliday, P. E. Daniels Music Co., Brewton, Ala.; J. D. Crane, Crane Jewelry & Music Co., Pascagoula, Miss.; Mr. and Mrs. F. G. Murphey, Pincus-Murphey Music House, Alexandria, La.; H. W. Scofield, Bosier,

La.; A. T. Woodruff, Woodruff Furniture Co., Hattiesburg, Miss.; A. C. Dom, Q R S Co., Chicago, Ill.; J. V. Dugan, Dugan Piano Co., New Orleans, La.; Mr. and Mrs. Adam Glass, Jr., Mr. and Mrs. W. G. Quinn, Mr. and Mrs. Barton, Mrs. Sancier, Miss Waller and Mr. Keeney, Adam Glass Co., Mobile, Ala.; W. H. Reynolds, W. D. Miller, M. H. Wheat and Miss Ruth Hoerig, Wm. H. Reynolds, Mobile, Ala.; Robert S. Fee, J. W. Scales, Robert B. Davidson, R. G. Hoyer, A. A. Heldt, W. G. Austin, Sr., W. G. Austin, Jr., Albert Drago, Geo. W. Adams and the Misses Flock, Council, Hinote, Anderson, Crenshaw, Cox, Simons and Jensen, Reynolds Music House, Mobile, Ala.

## Bokaz and Brikbatz

The pre-convention ceremonies were held Tuesday night in the park in front of the hotel. There was a convenient railing around the fountain so that all catastrophes were avoided.

John G. Paine, of the Victor Talking Machine Co., was with "the boys" at all times. He not only provided the most important address on the program, but participated in the aquatic events, danced with all the fair members of the party and proved himself an "all-around good fellow."

Where was "Jimmy" Davin when the boat pulled out? Possibly he was arranging for a special course in advertising for some of his friends down South.

"Bob" McDavid, secretary of the Association, was unable to attend the convention because of serious illness in his family. He was greatly missed, as he is one of the most popular members of the Association.

Governor W. G. P. Harding, of the Federal Reserve Bank, recalled the fact that he purchased the first Victrola XVI to be sold in the city of Birmingham, mentioning, incidentally, that the instrument was still in service.

The Reynolds "dough boys," Judge Miller and



Showing Reproducer of Jewel Needle Equipment Turned Up to Change Needle; Also Position When Not in Use



Showing Reproducer of Jewel Needle Equipment in Position for Playing Vertical Cut Records on Edison Phonograph

# Jewel

NEEDLE EQUIPMENT

## For The New Edison

**NOT**  
Just Another Equipment  
**BUT**

a distinct improvement in Tone Reproduction as well as in Mechanical Construction and Finish.

Send for descriptive circular which contains "HINTS REGARDING THE CARE OF A PHONOGRAPH."

If your jobber does not handle, write us.

Price the same. Liberal discount to dealers.

**GUARANTEED IN EVERY WAY.**

**MONEY BACK IF NOT SATISFIED.**

We handle highest grade Jewel Point Needles.



Showing Reproducer of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph



Showing Back View of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph

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

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

Needle scratch almost entirely removed.

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

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

Needle CENTERS on all records.

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

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

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

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

**JEWEL PHONOPARTS COMPANY**

154 W. Whiting St., Chicago

**"Just A-Wearyin' for You" is one of the most appealing compositions ever written. Hulda Lashanska sings it with her pure soprano voice—a record that people will appreciate and buy. No. 79856.**

**Columbia Graphophone Co.  
NEW YORK**



Buck Wheat, missed a few trains, but their batting average compared fairly well with that of Babe Ruth's 1922 figures.

Messrs. Hofheinz and Clapperton, of Philip Werlein, Ltd., were very quiet during the convention proceedings, but their friends feel sure that they know the reason.

One of the features of the convention was the wonderful window display at the Reynalds Music House. The "Consecration" scene from "Aida" had been worked out in every detail by Robert Fee, of the Reynalds staff.

"Bill" Lewis, of the Elyca Talking Machine Co., wired home for money. It was forwarded with the suggestion that hereafter he carry his own instead of depending on Mobile African wonders.

One of the most enthusiastic convention visitors was Mrs. Ned Wilson, of New Orleans. When she wasn't renewing old acquaintances or making new friends, she was always to be found on the dance floor.

**J. E. CLOKEY'S NEW POST**

Appointed Office Manager of the Sales Department of the Columbia Graphophone Co.

J. E. Clokey, who has been connected with the sales department of the Columbia Graphophone Co., New York, for some time, has just been appointed office manager of the general sales department, and is to take up his active duties there in this capacity immediately. Mr. Clokey will have charge of the requirements of Columbia branches throughout the country. His promotion to this important post was earned through his good work, and it is expected that he will be successful in the management of the affairs of his new post.

Keep after the old "stand-bys." Don't let them slip away during the night to swell the ranks of your competitor's customers.

**"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 2 sizes, collapsible tubes; 1/2, 1, 5, 10, 25, 50 lb. cans.

Manufactured only by **HARTZELL CRUCIBLE CO.**

North Side, Pittsburgh, Pa.

Factory Representative

**LOUIS A. SCHWARZ, INC.**

1265 Broadway, New York City

**S. F. LARRIMORE**

5836 Easton Ave., St. Louis, Mo.

FOR SALE BY ALL LEADING JOBBERS

**HEMPEL SINGS IN THE CHOIR**

Sings in Christ Church, Brooklyn, N. Y.—Closes Busy Season and Sails for Europe

Frieda Hempel, exclusive Edison artist, celebrated Mother's Day by singing in Christ Church, Brooklyn. A special service marked the eighty-seventh anniversary of the church. Miss Hempel sang an old English vesper hymn, "I Know That My Redeemer Liveth," from the "Messiah," and joined the surplice choir in the "Inflamatus" from "Stabat Mater," and the regular hymns. Robert Gaylor, organist and musical director of the church, played Miss Hempel's wedding march four years ago. He is also a phonograph impresario of great renown, being the Gatti-Cassaza of Thomas A. Edison, Inc.

Frieda Hempel closed her season of more than seventy appearances at the Ann Arbor May Festival, as soloist with the Chicago Symphony Orchestra, on May 19. She sailed on the "Aquitania" on Tuesday, May 23, for a five months' trip abroad.

The prima donna will sing in Albert Hall, London, on June 11. Later she goes to Copenhagen, where her debut last year caused such a furore, for a number of concerts. Later she will go up in the Engadine, near St. Moritz, her favorite mountain resort, to follow the trails for a month. In September she will appear in "The Rosenkavalier" at the Royal Opera, Budapest. The King of Sweden has invited Miss Hempel to sing in Stockholm on October 6, the 102nd birthday of Jenny Lind.

**BRUNSWICK GETS RADIO PUBLICITY**

Westinghouse Electric Co. Broadcasts Brunswick Records Exclusively—Springfield Brunswick Dealer Co-operates

SPRINGFIELD, MASS., June 7.—Among the many radio broadcasting stations using Brunswick records in their programs is the Westinghouse Electric Co., according to R. H. Wilson, publicity manager, with headquarters in this city. In a letter to the Brunswick Co. Mr. Wilson states that Brunswick records are used exclusively in the radio programs of his company. M. W. Brown, who has the local Brunswick agency, is co-operating with the broadcasting station.

Other concerns who are broadcasting Brunswick records include the Wanamaker and Gimbel Bros. department stores in New York City and the L. Bamberger store, of Newark, N. J.

**PREMIER RECORD CO. CHARTERED**

A charter of incorporation has been granted to the Premier Record Co., of New York, under the laws of New York State, to deal in talking machine records. The concern has an active capital of \$300,000. Incorporators are: D. Groese and F. A. Desilva.

The Globe Wholesale & Distributing Co., of Wilmington, Del., has been incorporated in that State with a capital of \$100,000, to deal in talking machines and pianos.

**E. R. JOHNSON AIDS WAR MEMORIAL**

Victor Talking Machine Co. President Presents Money and Site for "War Tribute" House to Merion, Pa.—Will Be Community Center

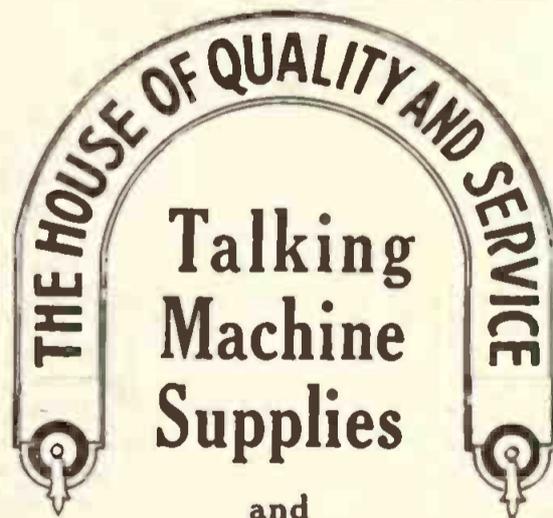
MERION, PA., June 7.—At a community mass meeting recently Merion voted unanimously to accept the magnificent "war-tribute" house jointly provided for by popular subscription and the donation of land and \$250,000 by Eldridge Johnson, president of the Victor Talking Machine Co., of Camden, N. J.

Mr. Johnson was the principal donor for the proposed memorial, which will shortly be erected here. The cost of erecting the structure, \$180,000, will be borne by Mr. Johnson, who has also signified his intention of adding a fund of \$70,000 to the fund of \$71,000 already raised by popular subscription. The ground on which the building will be located was formerly part of the estate of Mr. Johnson in this city.

**SEABROOK PHONO. CORP. CHARTERED**

The Seabrook Phonograph Corp., Mishawaka, Ind., was recently incorporated under the laws of that State with a capital of \$100,000. The firm will engage in the manufacture of talking machines. Directors of the company are: M. W. Mix, W. W. Dodge, Kenyon W. Mix, F. P. Howlett and E. M. Carver.

The Shore Music Shop, formerly located at Tennessee and Pacific avenues, Atlantic City, N. J., is now in its handsome new establishment at 924 Pacific avenue. A complete line of Victrolas, Starr phonographs and Victor and Gennett records is handled in addition to pianos.



and **Repair Parts**

**SAMUEL ESHBORN**

65 Fifth Avenue  
New York

# SAN FRANCISCO

## Industrial Improvement Helps Talking Machine Trade—How the Aeroplane Played Its Part—Sherman-Clay Picnic—Live News of the Trade

SAN FRANCISCO, CAL., June 5.—Industrial conditions on the Coast have improved materially in the last month, but the effect of this as yet has not been felt very much in retail lines. The labor unions have been urging their members to economize on living expenses for a long time, and the effect of such propaganda is naturally felt in the music trade more keenly than in many other lines, but at the same time when the purchasing power of the people increases their desire to spend increases in proportion. The Shriner convention to be held in June will bring in millions of dollars to the city, and this will also help to stimulate the demand for musical merchandise. The outlook is anything but discouraging in the talking machine field.

### Annual Sherman, Clay & Co. Picnic

The second annual picnic of the Northern California employes of Sherman, Clay & Co. was held on May 28 at Kendall-Dell. The picnic was under the auspices of the company's employes' association, and members came from this city, Oakland, Vallejo, Santa Rosa, Stockton, Sacramento and other places. The barbecue luncheon was engineered by Billy Morton, manager of the retail talking machine department of the company in San Francisco. Billy is a famous amateur chef as well as an expert master of ceremonies. The diversions were dancing, eating, games and hiking two by two. A large part of the company was transported to the picnic grounds in the large Sherman, Clay & Co. piano trucks fitted up with seats. Picnic Committee—Harry Anderson, Henry Rasmussen, Charles F. Moore and Miss E. Ireland.

### Miss F. Mattern Is Promoted

Miss F. Mattern, who has been with the New-

berry Electric Co., on Sutter street, since the new store with the talking machine department was opened several months ago, has succeeded to the management of the talking machine department in place of Mr. McKellers, who resigned two weeks ago. The department handles the Sonora line and is enjoying a ready sale on Vocalion records.

### Passing of Morley Somers

The death of Morley Somers, manager of the Phonograph Shop, 109 Stockton street, this city, recently, while not altogether unexpected in view of his late illness, nevertheless came as a shock to his many friends in the music trade. Mr. Somers was respected alike for his personal qualities and his business ability. He was one of those rare souls who make friends, keep them and at the same time do not neglect the work of making a success of their business. He was forty-six years of age and is survived by a widow and a son. For a number of years Mr. Somers represented the Victor Co. as a traveling salesman, and before coming to San Francisco was with Frederick & Nelson, of Seattle, Wash. While with the Sonora Co. he was active both in the retail and wholesale departments and was held in the highest esteem by his late employers.

### Emporium Celebrates Birthday

Last week was the twenty-sixth birthday anniversary of The Emporium, and the event was duly celebrated by a special sale in all departments. The talking machine department won the prize for the largest attendance in proportion to the size of the department and was given a dinner of honor by the management. Charles Mauzy, the manager, was congratulated for his

work in promoting public interest in talking machine merchandise.

### Porter Visits Dealers in Aeroplane

There is nothing slow about the business methods of P. S. Kantor, the local manager of the Columbia Graphophone Co., and this fact is fully appreciated by Robert Porter, field sales manager of the Columbia Co., who is at present making a tour of the Coast territory. Mr. Kantor is a professional aviator with a war record, and he still clings to the aeroplane, making frequent business trips to California cities via the air route. He carried Mr. Porter as a passenger on a trip to visit the Columbia dealers in the Sacramento Valley, and the much-traveled sales manager protests that the aeroplane is the most enjoyable means of transportation he has yet experienced.

### W. Hamilton a Visitor

W. Hamilton, traveling Victor factory man, is in San Francisco for a stay of several weeks, during which he will have a series of heart-to-heart talks with the dealers on salesmanship and other topics kindred to business efficiency. He will also call on the trade throughout the State.

### G. R. Hughes to Attend Convention

George R. Hughes, secretary of the Wiley B. Allen Co., is in the East on a business trip and will attend the Piano Merchants' Convention while in New York. J. J. Black, treasurer of the company, expects to accompany the Shriners on their trip to the Hawaiian Islands after the national Shriner conclave to be held in San Francisco in June.

### News Brieflets

Henry Hauschildt, of the Hauschildt Music Co., has left for a business and pleasure trip to New York with his family.

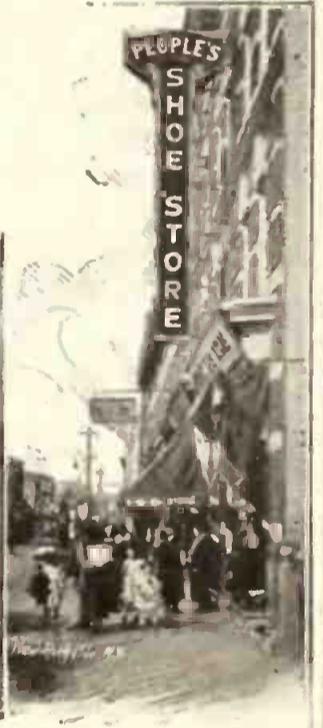
Sherman, Clay & Co. are increasing the facilities of their store at Vallejo, Cal., by adding some new demonstration rooms for talking machine records.

Sherman, Clay & Co. are featuring radio concerts this month. Concerts are given daily from



## Flexlume Signs—

*The Best Advertising  
At Smallest Cost*



IT costs only a few cents a day to operate a Flexlume Electric Sign. For this you get the best advertising in the world—your name and your sales story in letters of light right there where your goods are sold.

Flexlumes are day signs as well as night signs. They have greatest reading distance, lowest upkeep cost, most artistic designs.

*Let us send you a sketch showing a Flexlume to meet the needs of YOUR particular business.*

**FLEXLUME CORPORATION**

36 KAIL STREET BUFFALO, N. Y.

*Flexlumes—Electric Signs Made Only by the  
Flexlume Corporation*

For your customers who like good dance music. "Stumbling," a fox-trot played by Ray Miller and His Orchestra. The coupling is a fox-trot medley of old-time favorites played by The Columbians. A-3611.

Columbia Graphophone Co.  
NEW YORK



the station on the roof of the Fairmont Hotel. Walter King, who conducted a talking machine business at 78 Ellis street, has discontinued his enterprise owing to the demands of his position as an orchestra conductor.

**Twenty-five New Vocalion Dealers**

The Sonora Co. since it took the distributing agency for Vocalion records several months ago has added twenty-five new dealers to the list selling this line.

**Plans Second Columbia Ad. Campaign**

So successful was the first advertising campaign run by the Eastern Outfitting Co. on Columbia Grafonolas and records that plans have been made for a second campaign which will cover 756 inches of advertising in the local papers. Mr. Sircoty, of the Eastern Outfitting Co., reports phenomenal sales. In fact, he advises that he has sold more Grafonolas in the last two months than he sold during the year 1921. This has started quite a few of the country dealers running the second campaign in order to tie up the campaign that is being run in

the city. Dealers in the San Francisco territory who have recently taken on the campaign are as follows: Steinhouse & Eaton, Watsonville; Blue Bird Drug Co., San Mateo; Martin Music Shop, Palo Alto, and the Hartley Hardware Co., Mt. View.

**Dealers Interested in New Grafonolas**

The introduction of the new Columbia portable is being received with a great deal of interest on the Coast, and many orders have already been sent in for a stock of these machines. The new console type Grafonolas which Columbia distributors are exhibiting, but which have not been placed on the market as yet, are also arousing considerable interest among the dealers, who eagerly await distribution.

**CO-OPERATION A BIG FACTOR**

Co-operation is the keynote of success. Co-operate with your sales force and they will work in harmony with you. It is impossible to get maximum results with minimum team work.

**SELECTS SONORA AS FIRST PRIZE**

Winner in School Contest Chooses Sonora—Lancaster Schools Participate in Successful Memory Contest Which Aroused Great Interest

LANCASTER, PA., June 6.—The Examiner-New Era, one of the leading newspapers in this city, recently concluded a most successful memory contest, which was conducted by the entire school system of Lancaster County. This contest had the complete co-operation of both the county and school officials, phonographs being installed in nearly every classroom and tests being given to the school children by their regular teachers during school hours. Seven phonographs were among the prizes donated by different companies to the winners of the contest. The Shippen School won the first prize and selected a beautiful baby grand Sonora as its choice.

**BARONESS POPPER SINGS FOR VICTOR**

First Record by Mme. Maria Jeritza (Baroness Popper), Metropolitan Opera Soprano, Offered in the June Victor Record Supplement

The June record supplement of the Victor Talking Machine Co. marked the formal introduction and addition to the notable Victor lists of exclusive Victor artists of Mme. Maria Jeritza, the new dramatic soprano of the Metropolitan Opera Co., who in private life is the Baroness Popper of Austria. Mme. Jeritza's first record was "Elsa's Dream," from "Lohengrin," and "Lautenlied der Maricetta" (Song of the Lute), from the opera "Die Tote Stadt," both of which demonstrate most forcibly the singer's talents.

**JOHN STEEL IN AKRON**

AKRON, O., June 1.—Earle Poling, member of the Windsor-Poling Co., was a member of the Akron merchants' committee, which this week held a luncheon at the Hotel Portage, in honor of John Steel, noted tenor singer. Mr. Steel recently appeared in a concert at the Akron Armory, under the auspices of the Windsor-Poling Co., which earlier in the year presented three other celebrated artists in concerts.

**HARMONY OF PURPOSE AND ACTION**

Harmony untangles, pacifies, regulates, enlightens and uplifts—it sweetens the task and mellows the day's work. Harmony of purpose and action is essential to highest efficiency in any organization. If we keep our hands in harmony with our heads and our heads in harmony with our hearts we will keep in perfect harmony with ourselves, for the hearts of all men are mostly good.

A. E. Landon, manager of the Toronto branch of the Columbia Graphophone Co., was a visitor at Columbia headquarters recently, where he will confer with H. L. Pratt regarding a Summer campaign among Canadian Columbia dealers.



*For the Man Who Doesn't Know It All*

If you will tell us your connection with the music industry, we will explain how and why we believe you will find The Review a most valuable and informative business paper. And along with our letter we will be pleased to send the latest copy of the oldest and largest trade journal covering every branch of the music industry. Full particulars and sample copies will also be sent to all prospective advertisers.

*Subscription Price:*

United States and Mexico, \$2.00 per year; Canada, \$3.50; all other countries, \$5.00

*Advertising rates: on request*

**Edward Lyman Bill, Inc.**  
373 Fourth Avenue New York City

## The two-fold appeal of the Widdicomb builds new business

Successful merchants everywhere can certify to the two-fold appeal of Widdicomb Phonographs in Period Design.

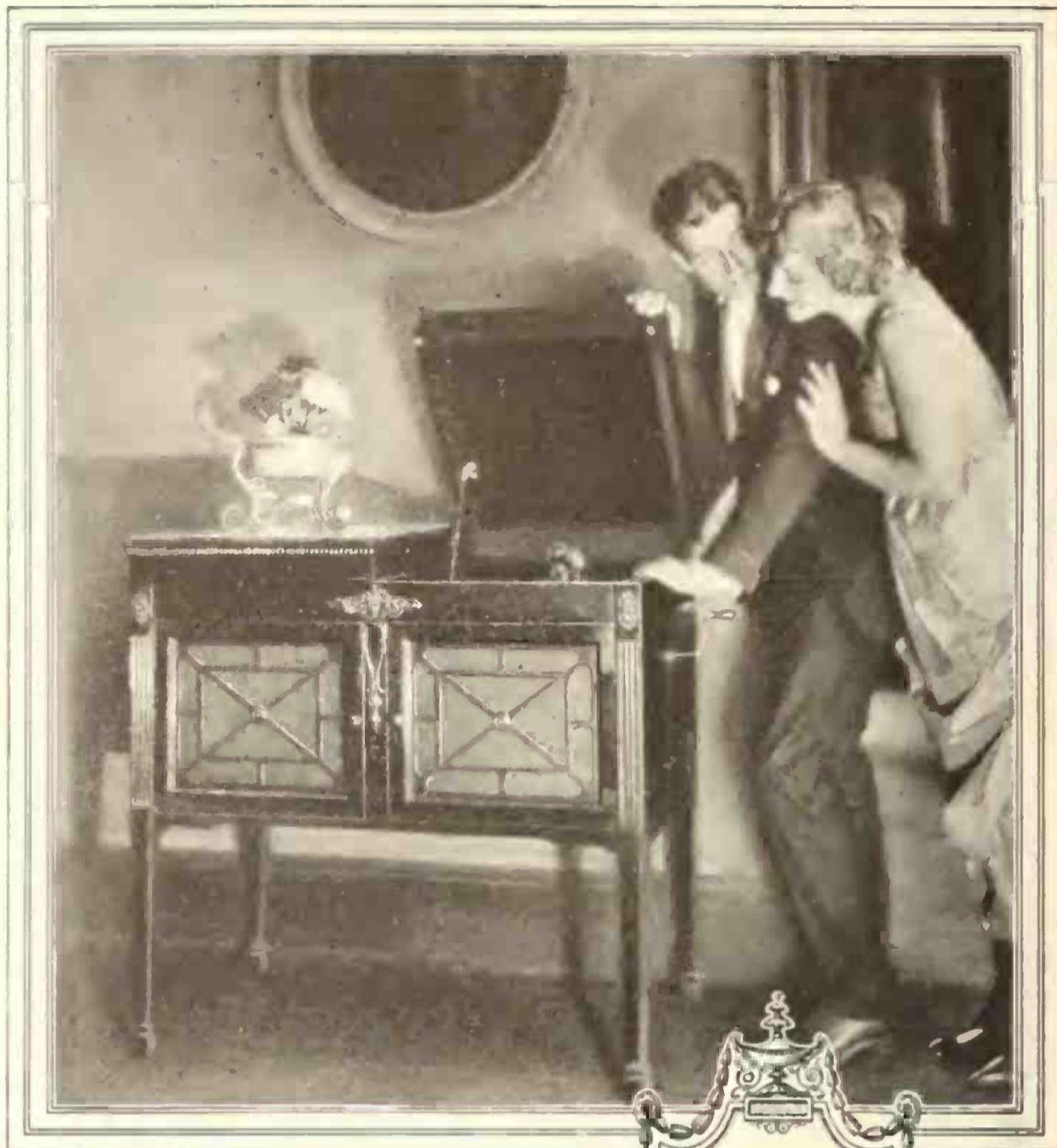
For the Widdicomb is not alone a musical instrument—it is a charming piece of fine furniture in period design, a fitting complement to its companion furniture.

Any home, any room—no matter how tastefully furnished and decorated—is enhanced in beauty by a Widdicomb Phonograph.

Merchants with the Widdicomb franchise have found that these two qualities—musical perfection and beauty of design—have a direct, forceful appeal to people of refinement and taste.

If you are interested in building up your business with this class of trade, the Widdicomb franchise offers you a real opportunity to stimulate sales and increase prestige.

Write for catalog and complete information. Convince yourself that the Widdicomb has unusual sales possibilities for you.



ADAM  
MODEL 2

# Widdicomb

## PHONOGRAPH

*The Aristocrat of Phonographs*

*Widdicomb Console Phonographs in Period Styles are faithful interpretations of the best designs of the old masters of the art of wood-fashioning. The artistic cabinet designs and finish are the handiwork of an organization which for three generations has enjoyed a reputation for leadership as designers of fine furniture.*

*Widdicomb Console models have many distinctive features of design. Chief among these are divided top, partitions for albums, automatic stop and patented tone control. The Widdicomb plays all records. All Widdicomb models are now selling at pre-war prices. New prices range from \$90.00 to \$260.00.*

THE WIDDICOMB FURNITURE COMPANY

Grand Rapids, Michigan

*Fine Furniture Designers Since 1865*

**SALES COURSE FOR VICTOR DEALERS IN WASHINGTON**

Most Resultful Gathering of Victor Dealers in the Nation's Capital, All of Whom Enjoy F. A. Delano's Constructive Talks as Well as the Hospitality of the Local Jobbers

WASHINGTON, D. C., June 5.—A four days' sales course for Victor retailers was held at the City Club here beginning May 22, under the direction of F. A. Delano, of the Victor Talking Machine Co. This course was the regular Red Seal course usually given at the factory in Camden, but in a slightly condensed version.

A good proportion of the dealers in the territory were present and much interest and enthusiasm was manifested from start to finish. An added feature of the course which caused considerable interest was a buying and selling contest staged by the dealers attending. The contest drew forth many interesting angles on salesmanship and was intensely instructive. The judges consisted of the executives of the various Victor distributing houses located in Washington:

boro, N. C.; L. E. Rice, Rice's Music Store, Winchester, Va.; R. A. Sloop, People's Home Furnishing Co., Mooreville, N. C.; Robert L. Shipley, Storm & Shipley, Frederick, Md.; D. E. Odom, Bennettsville, S. C. Washington was represented by the Misses Florence and Rebecca Gordon, S. Gordon Music Co.; Mrs. Barbara Mushake, Wm. Mushake; Miss M. Drury and Jose E. Espinosa, Louis & Co.; Agnes C. Sexton, K. C. Sexton Co.; Harry A. Chick and Basil D. Jones, S. Kann Sons Co.; R. W. Fuller and Theo Gannon, Ansell, Bishop & Turner, Inc., and Thos. Kavanagh and Mrs. G. Skinner, Arthur Jordan Piano Co.

In addition to the executives a number of the members of the staffs of the local distributors took advantage of the course. Those present



Those Who Attended the Four Days' Sales Course Held at City Club, Washington

F. H. Harris, of Cohen & Hughes; Carl Droop, of E. F. Droop & Sons; Robert C. Rodgers and John Fischer, of Rogers & Fischer.

The affair ended up with a dinner party at the Madrillon, after which the entire party went to the Belasco Theatre to see Frances Starr in "Shore Leave." During the dinner Harry A. Chick, of S. Kann Sons Co., accompanied on the piano by Mrs. G. E. Williams, of J. B. Bell Co., Inc., Lynchburg, Va., gave a splendid exhibition of a very fine tenor voice, singing two popular ballads in an attractive way. Mrs. Williams was equal to the occasion, her piano accompaniment being of the highest order.

Among out-of-town dealers present were: R. D. Thomas and Miss Ruth Oldham, Darnell & Thomas Co., Raleigh, N. C.; G. E. Williams, J. P. Bell Co., Inc., Lynchburg, Va.; Charles E. Keefer, Kranz-Smith Piano Co., Baltimore, Md.; G. Ralph Shoop, Sitnek's Drug Store, Altoona, Pa.; Harry M. Shipley, Frederick, Md.; Fred H. Reeves, Andrews Music Store, Inc., Charlotte, N. C.; Andrew J. Oldewurtel, Talking Machine Shop, Baltimore, Md.; Mrs. R. M. Dixon and Miss Hazel Diuguid, Roanoke Talking Machine Corp., Roanoke, Va.; Mrs. Kenneth Hawkins, J. M. Hartley & Son Co., Fairmount, W. Va.; Miss Ellen Renfrow, Royall & Borden, Raleigh, N. C.; Miss Pearl Ham, Royall & Borden, Golds-

were: Miss Mildred R. Miller, S. J. Whitney, A. A. Brandt, J. Fred Saunders, of E. F. Droop & Sons; Leslie Lore; Walter H. Son, of Cohen & Hughes; Charles S. Butler, Theodore G. Fresh, of Rogers & Fischer.

**INVENTS VIOLIN FOR RADIO WORK**

"Magnifying Violin" Has Horn and Can Be Used as Recording Instrument

Radio has caused the invention of a special "magnifying violin." It is the product of Harold Stern, director of a New York hotel orchestra. Mr. Stern has been lately broadcasting violin music from the large stations around New York, using his invention as the instrument. He says he made it especially for this purpose.

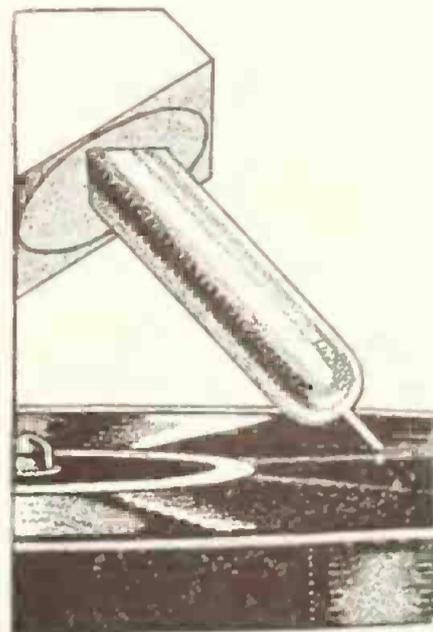
The "magnifying violin" is similar to others except for the body or sounding box. Instead of the body, there is a cylindrical metal box out of which projects a horn. When the bow is drawn over the string a louder sound is produced than out of the ordinary violin.

Another surprising feature about this "magnifying violin" is that it can be used as a recording instrument during the radio concerts. All that need be done is separate the cylindrical sounding box and horn from the rest of the instrument and attach it to the telephone receivers.

**EXCLUSIVE EDISON SHOP OPENS**

ROCKFORD, ILL., June 6.—The Dahlin Music Store is the name of a new concern which was recently opened at 1202 Fourteenth avenue, this city. The store has been handsomely decorated and is equipped with all the latest merchandising devices. The Edison line of phonographs is handled exclusively. Pianos, player-pianos and other music accessories are also carried.

H. A. Dunham, proprietor of Dunham's Music House, Asheville, N. C., returned last week from Hot Springs, Ark., with renewed energy for the future development of his business.



**A Needle with All the Sonora Prestige Behind It**

When you display Sonora Semi-Permanent Needles there is more than merely the needle advertising to bring you sales. All the Sonora advertising and the reputation of "the highest class talking machine in the world" back up every package of these splendid needles.



**Semi-Permanent NEEDLES**

will play almost an indefinite number of times, and they are so constructed that they cannot injure or score the records. Phonograph owners will appreciate your recommending them. They are just the thing for use with the record-repeater.

**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.



**No. 35217 BASKET**

Filled with Flowers; each, 75c; per dozen, \$7.50.

Write to-day for my **SPECIAL CATALOGUE No. 35 of Artificial Flowers, Plants, Vines, etc. MAILED FREE FOR THE ASKING.**

**FRANK NETSCHERT**

61 Barclay Street New York, N. Y.

## RECORDS 200 YEAR OLD TUNE

Interesting Old Melody Incorporated in Vocalion Record of "Mother Machree's Lullaby," by Musical Director Robt. Hood Bowers

A new art has been developed in connection with the musical settings used in the phonograph recordings of to-day. No longer is the song or dance number recorded simply "as is." Instead, the musical director racks his brains for some novel way of introducing a bar or two of some other particularly appropriate piece of music or



Robert Hood Bowers

descriptive musical scenery, such as chimes, bird voices or a saxophone that gives "the merry ha-ha."

An interesting illustration of this is found in the new July Vocalion record of "Mother Machree's Lullaby" (An Irish Mother's Love Song), which introduces in it a quaint old Irish tune over two hundred years old—just such an old folk melody as Mother Machree might have sung.

To find just the right tunes and other novelties to introduce involves considerable research work on the part of the musical director, who in this instance is Robert Hood Bowers, noted com-

poser of the "Chinese Lullaby" and other popular numbers, and musical director of Vocalion records.

## A PROGRESSIVE TORONTO DEALER

The Adams Furniture Co., of Toronto, Can., Enjoys Rapid Growth Through Aggressive Merchandising and Publicity Methods

TORONTO, CAN., June 6.—The Adams Furniture Co., Columbia dealer, is probably the largest and best-known furniture house in this city and possibly Canada. The company has been handling the Columbia line almost ten years, during which the Grafonola department has enjoyed a steady growth under the management of N. A. Little.

The Adams Co. had its best year in 1921. Taking the fullest advantage of the reduction in prices, it sold seventy-eight floor models of Grafonolas on the first Saturday after the reduction was announced, and it has been a small day with them since when they have sold less than thirty instruments on a Saturday.

The Adams Furniture Co. is the type of concern which believes in taking up every reasonable suggestion for publicity purposes, and the number of stunts it has put over would, if described, "fill a book."

## 17,500 RADIO INCORPORATIONS

More than 17,500 incorporations of radio concerns were filed in twenty States since January 1, according to an estimate gathered from various State capitals. These aggregate a capitalization of more than \$90,000,000.

## NEW YORK CONCERN INCORPORATES

The Stettner Phonograph Corp., of New York City, has been granted a charter of incorporation under the laws of New York State, with a capital of \$25,000. Incorporators are M. Stettner, D. Silverman and R. Rosenberg.

# CANTON

*Business Uneven—Prospects Improving—A Satisfactory Summer Business Is Looked For—Talker Section for Seitner—The News*

CANTON, O., June 3.—Although reports gleaned from the music trades the past week indicate a general slowing up in the trade, no dealer interviewed this week appeared discouraged as to the future, and in every instance declared that the let-up was only temporary and that the Summer months held much in store for the trade. Business as a whole has been satisfactory, according to the prominent dealers, and talking machine sales, in some instances, are ahead of those a year ago.

Industrially Canton continues strong and people appear to have more money than at any time in recent months, but the people have many obligations to meet and within a short time will again turn their thoughts towards musical instruments, records and player rolls. Collections are improving each week and a large percentage of the sales, both talking machine and piano, are for cash.

Judging from a survey made the past week, pianos are far more active than talking machines, although sales of the latter are holding up well in the rural district where practically every local dealer has a crew of men at work canvassing and placing machines on trial. The \$150 machine appears to be the best seller at this time.

C. M. Alford, of the Alford & Fryar Piano Co., reports that talking machine sales, the Cheney and Starr, are on a par with those of previous months, but record sales show a falling off. Country trade is holding up well and sales of machines in the rural district are helping the month's volume to a great extent.

George Wille, head of the music firm by the same name, reports that talking machine sales show a slight falling off in May, and can explain no reason for the let-up.

The removal of the talking machine department at the Klein-Heffelman-Zollars Co. from the third floor to the rear mezzanine has helped business wonderfully, according to Mr. Shrake, manager of this section of the big store.

H. T. Hanmer, new manager at the store of the J. W. Brown Piano Co., which store sells the Sonora machine, reports talking machine sales were fewer in May than the previous months. He says business with the store during the month of May has been highly satisfactory and declared considerable merchandise was moved during the month.

At the music section of the William R. Zollinger & Co. store, Manager Pyle, head of the music department, reported business doubled that of May, 1921. He says talking machines are moving fairly good and that record sales are somewhat off compared to a year ago. Mr. Erdman, field representative for the Victor Talking Machine Co., was a visitor at the store this week.

Mr. Pyle says the store plans to push the sale of the new Victor portable machine, which is built especially for use of the camper, autoist and canoeist.

The Edison machine is moving along fairly well, according to Manager Rutledge at Rhines' Edison shop. The Massillon, O., store of this company is doing very well and business at the local store is very satisfactory.

D. W. Lerch, head of the D. W. Lerch Piano Co., one of the largest distributors in the Canton district, says that the piano trade, as well as the talking machine business during the month of May was quiet.

The Seitner Co., owner of department stores here and in many Michigan towns, which recently acquired the W. E. Davis Co., at Alliance, plans to add a talking machine department when the store is enlarged under the expansion program, it was announced by officials of the concern this week.

FALL **1922** WINTER

Will be a Winner

for **VICTOR** products

Summer is the time  
to stock up and plan  
your sales campaign



*We Will Gladly Help*

*Any Victor Retailer*

**KNICKERBOCKER**  
**Talking Machine Co., Inc.**  
**VICTOR WHOLESALERS**  
138 West 124th Street      New York City

## A Real Musical Instrument for Children

**Cabinet**—Durable Diamond construction throughout. Made from selected veneers and hardwoods. Built with infinite care by experienced cabinet makers. Height, 24 inches; width, 14 inches; length, 28 inches.

**Finish**—Enameled in French Blue and Ivory. Washable finish. Blue silk grille.

**Motor**—Heineman motor—cut gears—cast frame—fully guaranteed—removable motor board.

**Tonearm**—Die cast—nickel plated—Artois reproducer.

**Turntable**—Special 9-inch felt faced—plays all records, 10-inch or smaller. Particularly adapted to all children's records, including Bubble Books.



List Price,  
\$25.00 each  
Six machines  
or over,  
\$15.00 ea.  
Less than six  
machines,  
\$16.50 ea.

## DIAMOND JUVENILE CONSOLE

*Why has this great little machine become an overnight success?*

**1st**—because it is the first practical talking machine for children. Perfect juvenile proportions—substantially constructed—beautifully finished—plays all records up to 10-inch and has exquisite tone. Reasonably priced and sells without effort.

**2nd**—because it is the basis for an ideal juvenile booth—attracts interest of children and parents—creates a wonderful selling “atmosphere” and stimulates sales of children’s records.

**3rd**—because it offers dealers generous returns on their investment. Six machines at \$15, cost \$90 and sell for \$150. This is \$60.00 profit on small outlay and turnover is rapid.

*Models on display at New York Show Room  
A few good territories still open to Jobbers—  
Write for Particulars*

## The Diamond Products Corporation

25 West 43rd Street, New York

Factories—Oswego, N. Y.

## DIAMOND JUVENILE FURNITURE

installed with the Diamond Console makes the kind of booth that exerts a powerful influence on the sale of juvenile records. Durably made and beautifully enameled in two finishes, French grey and ivory. High finish is easily kept clean. Also makes an attractive window display.



Six pieces, as  
illustrated,  
\$17.50  
F.O.B.  
Oswego, N. Y.

# T O L E D O

## Optimism in the Trade Grows— J. W. Greene Co. Plans Improve- ments—Activities of the Month

TOLEDO, O., June 6.—Talking machine and record merchants are decidedly optimistic and visualize the immediate future as holding many opportunities. The recent appearance of John Steel in concert at the Coliseum and later as a radio broadcasting star did much to stimulate the sale of his records. Practically every store in the city benefited from these events.

An incident in connection with the Steel concert illustrates his popularity. After the performance Chaplain MacLane, who saw overseas service, presented him with a large bouquet of daisies, the gift of local American Legion Posts. This was in recognition of the pleasure given 300 homeless soldiers last Thanksgiving, when Mr. Steel sang several songs at a dinner given for the boys.

The Toledo Talking Machine Co. is experiencing a gratifying volume of May sales. The demand for the four Victor specials which went on sale on the 20th, and the extra special, "Stumbling" and "Georgia," released for the 26th, is brisk. The numbers are pronounced very pleasing and have caught the popular fancy, according to Chas. H. Womeldorff, general manager.

The J. W. Greene Co., talking machine dealer, has plans formulating for a complete remodeling of the record and talking machine section, says Manager Kopf. The work will start at an early date in order that it may be completed in time for Fall trade. It is the intention to convert this division into one of the finest departments of its kind in this section of the State. The Lyradion line of radio instruments has been added to the talking machine department and will be exploited in a big way.

At Grinnell Bros., Miss Mary Baumann, long manager of the music roll department, has been placed in charge of the record section. This promotion is in line with the policy of the house to advance workers from those inside rather than go outside the organization for material. R. C. Elwell, manager of the Victrola department reports a favorable volume of May sales.

The Lion Store Victrola department is experiencing a very satisfactory demand for horizontal

Victrolas. The total sales volume for 1922 exceeded that of last year, and the May total for 1921 was reached before the 20th of May, 1922, according to A. J. Pete, department manager.

During his Toledo stay John Steel autographed 250 records at an afternoon appearance at the Lion store. These were readily sold. About 500 persons crowded into the department on that occasion to see him. He was also a guest at the weekly luncheon of the Rotary Club, where he sang several selections.

Mother's Day was observed in a special manner at the Lion Store. Each package of Mother records contained a beautiful gift card bearing one of these sentiments: "With love and all good wishes to my dear mother," or "With best love to the best mother." Memorial Day was also commemorated with appropriate selections and assortments of records.

An epidemic of reducing has seized the stout women of Toledo and vicinity. The Colonel's Lady and Judy O'Grady are both victims of the malady. As a result of the demand for Wallace reducing records, and the interest in the exercises, the Victrola department has organized three afternoon classes. About 300 robust women are enrolled in these and are daily trying to lose surplus weight. In order to add zest and wide interest to the work a prize of \$10 will be awarded to the lady succeeding in losing the most pounds of flesh. Many prominent members of society and women widely known locally are enrolled in the classes and are working earnestly to lose a pound a day for the next three weeks, which is in accordance with the promise of the promoters. Miss Adalyne Johnson, of the Wallace Reducing Record Co., and Mrs. Grace Foster, of the Lion Store, are in charge of the work.

Moreover, in order to further this effort and broaden its usefulness, arrangements have been completed whereby the News-Bee, an afternoon newspaper, will work in conjunction with the Lion Store and send out via Radio a Wallace reducing record lesson each week for the next five weeks.

The Madison Music Shoppe is about to launch a drive on portable machines for camp and Summer resort use, Kenneth Rickel states. The Modernola, with complete equipment, will be featured. Another addition to the line of talking machines is the Sonora, and this instrument will be exploited in an early campaign.

Grubbs Music Shoppe is coupling its efforts with the radiophone. Concerts are held each noon at 12 o'clock and every evening at 7:30.

These are so popular that many persons come in and make a purchase in order that they may more freely enjoy the concert. It is felt that this device is an excellent advertising medium.

Frank H. Frazelle, Adams street dealer, is conducting an advertising campaign which has for its main object the assisting of outside salesmen in closing talking machine sales. The Jewett and Sonora are featured. H. G. Pulfrey, sales manager, reports a considerable betterment in collections with a corresponding increase in record sales.

The Whitney, Blaine & Wildermuth Co. has purchased the Victrola stock and good-will of the department of the Wm. B. Duck Co. The W.-B. & W. Co. is about to move into its fine new upstairs store in the heart of the shopping district on Adams street. The acquiring of this Victrola agency gives the company a very complete line of high-grade pianos, players and talking machines and makes it an even greater factor in the local musical merchandise field than heretofore.

The B. H. Broer Co., South Side, Brunswick dealer, reports new activity in records and machines. Railroad employes form a large part of the clientele of this house.

Rae & Maxwell, Columbia, Vocalion and Jewett dealers are exploiting portable machines under the caption: "Summer Time Is Nature's Music Time." A. E. Rae, reports good results. The Columbia portable Grafonola is featured. Among the records favored are: "Jimmy, if You Knew," "Some Sunny Day," "Doo Dad Blues" and the Bert Williams selections "Not Lately" and "You Can't Trust Nobody."

The Record Shop reopened its newly decorated and equipped store with much splendor recently. On account of fire the shop was obliged to curtail operations some time ago, but with the shop again functioning in all departments several additions to the sales force will be made. Brunswicks are featured.

The Goosman Piano Co. has purchased the stock of the local Starr Piano Co. factory branch store. The lease on the Starr location does not expire until July 1, and for that reason no definite announcement as to the disposal of that store is forthcoming at this time. However, much of the stock will be disposed of through a gigantic clearance sale, which will start at once.

The new owners will act as Starr agents for Toledo and vicinity. Gennett talking machines and records will be widely featured through advertising and promotion work. The Goosman Piano Co. will be incorporated with Fred N. Goosman as president.

This Starr change is in line with the new policy of the factory to dispose of many branch stores. It is stated on good authority that a similar plan will be followed in other districts. The Cleveland district, in addition to Toledo, Akron, Canton and Mansfield is affected. C. E. Everingham, manager of the Starr branch, has joined the Chicago Starr sales organization.

The Da-Lite Electric Display Co., North Erie street, announces the following panel releases for June: "California" and "Rosy Posy," two Club Royal Orchestra numbers, and "Pick Me Up and Lay Me Down in Dear Old Dixieland," sung by the Peerless Quartet.

The A. B. Taggart Co., successors to the Ignaz Fischer Music House, has inaugurated a record approval service with a two-day trial privilege. The plan is being developed through a direct mail campaign. Moreover, this house has become distributor for Toledo and vicinity of the Radiola, a newly invented and simplified radiophone. It looks like a cabinet phonograph and is said to be easier to operate than a talking machine. It is sold installed with the Brunswick.

The sales appeal will be directed to the better class of buyers, and it will be sold for cash. Roy Thorpe is in charge of the development work and will direct sales promotion efforts.

The LaSalle & Koch Co. Victrola Shop, in charge of R. O. Danforth, reports considerable sales activity in May, efforts being directed towards closing contracts for Victrola combina-

(Continued on page 66)

### 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



The Lyradion Console

## Lyradion dealers and jobbers are "saying it with orders"—some choice territory still available

The Lyradion radio line offers dealers and jobbers a wide range of sales opportunities. Every owner of a Westinghouse set is a logical prospect for a Lyradion cabinet in one of the attractive models shown on this page. Every radio enthusiast who has not purchased a set is a prospect for a Lyradion non-regenerative receiving set and cabinet complete.

The demand for radio is immediate and world wide—the Lyradion line represents radio in its highest state of development—a complete line of models suitable for the modest as well as the most pretentious homes and clubs.

Lyradion cabinets are equipped with the famous Seabrook loud speaker horn and amplifier, capable of reproducing radio music with the same clarity and purity of tone that characterized its original broadcasting and in sufficient volume to enable a whole roomful to listen in at once.

To the jobber or dealer the Lyradion line offers opportunities for quick turnover and volume sales. There is still some choice territory open for allotment—prompt action is necessary if you are interested in representing this exclusive and popular line in your locality. Write or wire for full particulars.

### The Lyradion Console *Combination Radio and Phonograph*

All instruments, batteries, etc., completely housed and out of sight. Wired for Westinghouse "set" or complete with Lyradion non-regenerative receiving set. Equipped with Seabrook loud speaker horn and amplifier.

### The Lyradion Italian Renaissance *Combination Radio and Phonograph*

A beautiful hand carved cabinet in polychrome finish suitable for large homes and clubs. Wired for Westinghouse "set" or complete with Lyradion non-regenerative receiving set. Equipped with Seabrook loud speaker horn and amplifier. Limited number ready for delivery now.

### The Lyradion Models A, B & C *Radio only*

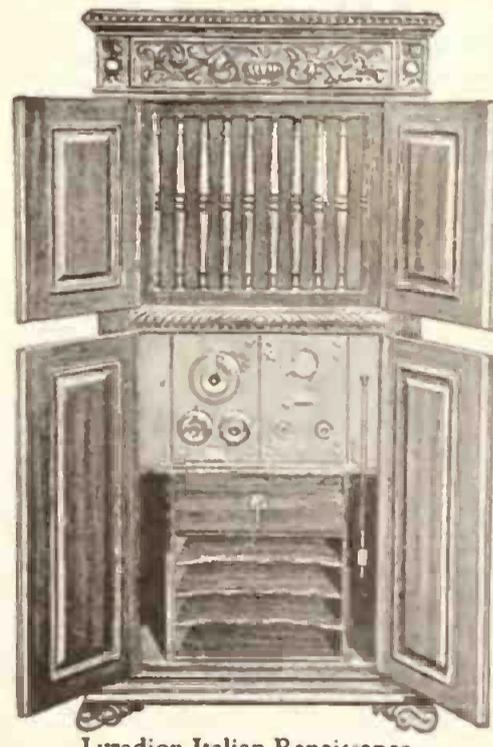
Equipped with Seabrook loud speaker horn and amplifier. Permanently wired to completely house a Westinghouse "set" or complete with Lyradion non-regenerative receiving set. Ready now.

## Lyradion Sales & Engineering Company

which is plant No. 5 of Dodge Mfg. Company  
MISHAWAKA, INDIANA      KENYON W. MIX, Director



Lyradion Model A, B & C



Lyradion Italian Renaissance

**HAPPENINGS IN THE TOLEDO TRADE**  
(Continued from page 64)

tions. The appeal is made to persons of the middle class. The June bride is receiving special attention, also folks moving into new homes.

The J. W. Rowlands Co., of Lima, furniture dealer, celebrated the opening of its fine new store on the Public Square with a banquet in the evening to visiting representatives of manufacturers and jobbers. For this event J. W. Rowlands came from his Hollywood, Cal., home. His son, W. D. Rowlands, is general manager of the enterprise. Coincident with the opening was the thirtieth anniversary of the house. At the banquet in the Barr Hotel guests and visitors delivered short addresses. The Victrola department, which is among the finest in the city, is situated on the first floor, and is easily accessible. The service counter and demonstration booths are in close proximity. The decorative scheme is old ivory throughout. The new building is three stories and basement and has been especially arranged for the needs of a growing business. Souvenirs were given to the 6,000 persons visiting the store on the opening day. Music was also a feature.

R. D. Malcolm, Flint, Mich., has moved his general music house to 134 and 136 East Kearsly street, a large three-story structure. This is a marked improvement over the former location and a fine increase in sales is looked for as a consequence. The talking machine department is on the main floor. There are seven full-length plate glass demonstration booths and excellent service record racks. The store ranks second to none in the city. Interior decorations are French gray and ivory and the wood finish is mahogany. The whole presents a very attractive appearance.

Frank H. Frazelle has returned from a buying trip to the Chicago market.

Chas. H. Womeldorf will attend the convention of the National Association of Talking Machine Jobbers, which will be held week of June 11 at the Ambassador Hotel, Atlantic City.

**DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY**

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

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

**D. R. DOCTOROW**

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

**VICTOR FINANCIAL REPORT IMPRESSES BUSINESS WORLD**

Bankers and Financial Men Accept Statement as Indicating the Stability of the Talking Machine Industry—Figures Quoted Most Favorably in the Newspapers

That the annual balance sheet of the Victor Talking Machine Co. issued recently and which emphasized so strongly the enviable position of that company not only in the matter of production, but in the matter of financing, has made a great impression in business circles generally, and particularly in financial circles and among bankers, is indicated by the number of newspapers that have felt called upon to comment favorably upon the report and its significance.

There was a time not so many months ago when certain bankers were inclined to look askance at the talking machine business and its possibilities. They witnessed a number of the smaller companies liquidating their business or going to the wall and found that there were many concerns that could not be regarded as strong financially or with prospects that were calculated to invite credit.

The statement of the Victor Co. has unquestionably done much to rein the confidence of the banking interests in the talking machine industry. It has shown that the talking machine business properly conducted can be maintained on a sound money-making basis and the effect of this renewed confidence on the trade as a whole

cannot be overestimated in the development of business.

The statement of Eldridge R. Johnson, president of the Victor Co., regarding the 1922 prospects for business, backed as it is by the financial report of the company, has had wide circulation and has done much to impress those outside the industry with the present and future possibilities of the talking machine trade.

In commenting upon the excellent progress made by the Victor Co. in the face of unusual conditions a number of writers in the financial and daily papers are taking occasion to call attention to the manufacturing policies of the Victor Co. in reducing record prices and improving machines, as well as the company's consistency in the matter of advertising. There is no question but that this volume of favorable comment will react directly to the advantage of the industry as a whole.

The E. G. Hays Co., of Pittsburgh, Pa., has been incorporated in that State for the manufacture and sale of musical instruments, with a capital of \$50,000. Incorporators are E. G. Hays and C. H. Wilt.



ST50  
H37W40D23



ST53  
H37W40D23

**A New Model in the Natural Voice Line**

To the models already manufactured to meet the needs of the trade we have added this new style.

The NATURAL VOICE is a high-quality product selling at a popular price. It is a complete line including several period models.

Manufactured by expert cabinet makers it has achieved a position of prominence as a sales creator and profit maker.

Also a Full Line of Cabinets Without Equipment.

Write for Prices

It will pay you to investigate our proposition.

**Natural Voice Phonograph Co.**  
ONEIDA, NEW YORK

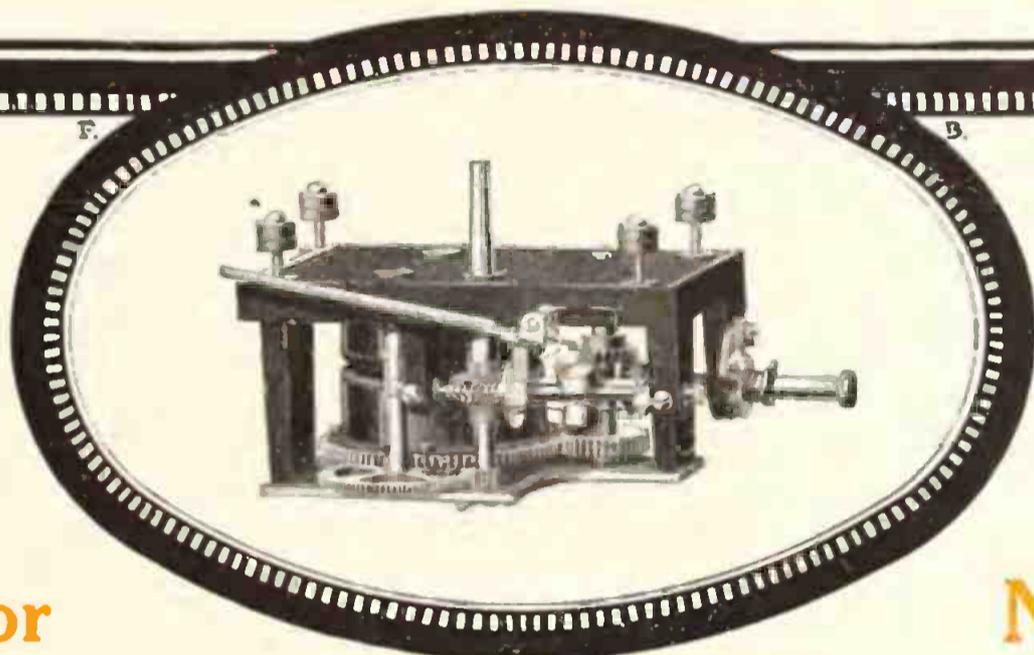


ST9  
H50W23D24

The New Style No. 9 is a worthy addition to this complete line

# QUALITY

*Counts More Than Ever*



**Motor**

**No. 77**

*The Famous Motor of Quality*

Noiseless, powerful, steady  
and continuous

*In these times of keenest competition,  
Machines equipped with*

## HEINEMAN QUALITY MOTORS

*will invariably be the winners.*

**General Phonograph Corporation**

OTTO HEINEMAN, Pres.

25 West 45th Street New York

**HEINEMAN**



**MEISSELBACH**



*The Trade in* **BOSTON** *and* **NEW ENGLAND**

JOHN H. WILSON, Manager  
324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., June 5.—The month of May made a much better showing than some in the trade had looked for. It was an unusual period so far as good weather went, and that is a factor that must be reckoned with when it comes to business prospects. Salesmen got on the track of many desirable prospects and, while some good sales followed, there are enough ahead to warrant the trade at large in taking hope that the late Summer and early Fall are bound to see much improved business. Not a few houses were able to report, and, with a degree of satisfaction, that the May business was considerably in advance of that for April, and there were others, too, which could honestly say it was better than the same month a year ago, so that in either case there was food for encouragement.

**Frank S. Horning Puts It Over**

No one can doubt Frank S. Horning's ability to "put over" anything he starts to do. The head of the Frank S. Horning Co., as president of the New England Music Trade Association, has already presided over two luncheons at the Engineers' Club, and at each there was a creditably large attendance. In fact, at the first one there were so many that the luncheon was late in getting started. At the first luncheon Dan Sullivan, of the C. C. Harvey Co., kept the company entertained during the early part of the luncheon with piano selections; and at the second luncheon the pianist was Arthur Morse, of the Colonial Piano Co. Much credit must be given to the committee of three which cooperated with Mr. Horning in getting up the luncheon details. For the next luncheon, which has been postponed until after the New York convention, the committee consists of Jerome

Murphy, of the M. Steinert Co; Walter Gillis, a Victor dealer, and Leonard M. Wright. The program mapped out for the New England Music Trade Association by way of getting the members together has started off most auspiciously and with good speakers as they have had at the two luncheons there is no reason why the organization should not be one of the leaders among music clubs of the country. President Horning is urging every member to bring another music man to the next luncheon.

**Hallet & Davis Phonograph Grows in Favor**

It is now two months since the Hallet & Davis talking machine has been out and in that time it is astonishing to those close to this product to note the extent to which it has been given attention by the trade. That it is going to be a good seller is now proved to be a fact. No sooner were the samples out than there was a call for them from remote sections of the country, and letters began to pour in to the Hallet & Davis offices, all these communications of a highly commendatory character, some of these communications telling of sales that had been made shortly after the receipt of the samples. These same dealers immediately wired for a consignment of goods and there were urgent calls, too, for the privilege of controlling exclusive territory for the handling of these talking machines. The company very naturally was not in too much haste to allot territory, as it wanted to get the best representation possible everywhere. Now, however, there are well established agencies on the Pacific Coast and in the Western and Middle West field, all of them under the management of dealers whose reputation is of the highest. The regular roadmen

of the company have been most successful in introducing the instrument among its following.

**Mapping Out an Organization**

R. O. Ainslie, that indefatigable worker in the field of music, is now mapping out an organization which will include two special talking machine salesmen for handling this product in New England. Owing to Mr. Ainslie's increased duties incident to his activities in the new national advertising and merchandising campaign which the Hallet & Davis Co. has recently launched, it has been necessary for him to organize an efficient talking machine department which will be under his immediate supervision. The company arranged for a very complete display of its talking machines at the Hotel Commodore, New York, during the big music trade convention, and there also was a full line of samples at the company's New York offices on the fifth floor, 18 East Forty-second street.

By way of indicating the tone of the communications that have been received by the Hallet & Davis Co. touching its new product, let the trade read the following from the Daynes-Beebe Music Co., at Salt Lake City, Utah, under date of May 20:

"I want to take this occasion to say to you that we are very much delighted with the three sample Hallet & Davis phonographs sent us. They just arrived to-day, and we are all charmed. The tone seems to be as near perfect as it is possible for mechanism to make it. I congratulate you upon having achieved such signal distinction. Let's hope that the splendid instruments that you have made will quickly become popular, and that the sales will be in harmony

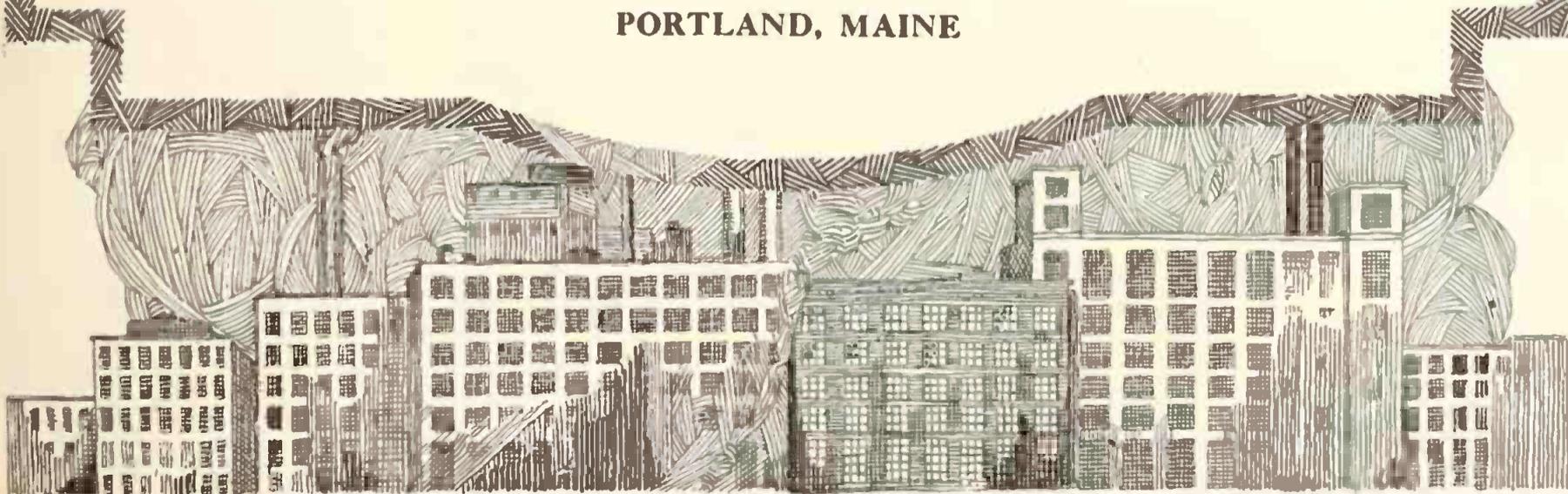
*(Continued on page 68)*

**PROGRESS**

The New England Victor dealer has kept step with the progress of his community, and in many instances is just a few steps ahead of his brother merchants in other lines. New England is fast regaining its place as this country's most prosperous territory, and Victor dealers are sharing in this prosperity.

As heretofore, Cressey & Allen are admirably equipped to offer 100% service and co-operation of the New England Victor dealer.

**CRESSEY & ALLEN**  
PORTLAND, MAINE



## THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 67)

with the standard of the machine." This spontaneous tribute was greatly appreciated.

## Merging of Thomas and Vocation Stores

Nos. 190-192 Boylston street hereafter will be known as Vocation Hall instead of the Vocation Co., as heretofore. The new house represents the combination of two well-known music centers, the old Vocation and the Edison Shop, formerly the music department of the F. H. Thomas Co., which was farther out on Boylston street. Thus, instead of the Vocation headquarters now confining itself to the well-known instruments of that name, the Edison line also will be carried and under the new arrangements one may find the very best models of both lines, some being the very latest in console types. Besides the Edison and Vocation talking machines, it is the plan of the concern operating the New Vocation Hall to carry pianos and reproducing pianos, and of course, a full line of records. The quarters are under the management of W. E. Birdsall, formerly manager of the Edison Shop at the Thomas Co., at which place he has had a long and valuable experience. In the management he will be assisted by Charles Foote, who has been connected with the Vocation Co. for some time. It is understood that there will be very few changes in the personnel of the new house, the leading members of the sales force being retained. E. M. Wheatley, whom Mr. Birdsall succeeds, has gone back to New York, where he continues in the employ of the Aeolian-Vocation Co. at its New York headquarters.

## Makes Survey of New England Field

Manager Joe Burke, of the Musical Supply & Equipment Co., lately entertained President J. O. Morris, of the company, and the two made a careful survey of the New England field, which is now entirely in Mr. Burke's hands. Mr. Morris's visit here followed his return from the Virginia Hot Springs, where he had spent several weeks. Both President Morris and Manager Burke found the local field looking very en-

couraging, better than in some time, in fact, and as they viewed the situation everything pointed to greatly improved business in the Fall. A consignment of the new Queen Anne Sonora models was received here a short time ago and all the instruments were quickly taken by the large stores which handle the Sonora, including the Jordan Marsh Co., which annually disposes of a number of them. This new type of Sonora has a new style of tone arm and new tone chamber as special features. The portable Sonoras which have proved very popular since introduced are in great demand among the dealers. E. B. Shiddell With General Phonograph Corp.

E. B. Shiddell, head of the company bearing his name, is no longer associated with the Boston talking machine industry, having accepted a position as general manager of the distribution division of the General Phonograph Corp. The Outing line which Mr. Shiddell has lately been carrying here for the New England territory has been taken over by Arthur Erisman, of the Grafonola Co. of New England and will be handled by him from his retail store in Avery street. The Shiddell headquarters in the Pope building on Columbus avenue will be continued for a few weeks by John Connelly, lately associated with Shiddell, pending the final transfer of the goods.

## A Popular Brunswick Visitor

A welcome visitor in town off and on for several weeks has been W. C. Hutchings, assistant general sales manager for the Brunswick line. His purpose in coming here from Chicago toward the middle of May was to make a study of the business situation in New England and in company with Harry Spencer, of Kraft, Bates & Spencer, New England distributors of the Brunswick, he visited a number of the leading places in Maine and other of the adjacent states, including, of course, the principal cities in Massachusetts. Mr. Hutchings' trip was an eminently successful one and he was surprised everywhere he went to note the general attitude of

An Antidote for  
Summer Dullness

IS FOUND IN

"LONG QUALITY" CABINETS  
"PEERLESS" ALBUMS

They are both good all-year-'round sellers. If you do not already carry these lines, write today to

L. W. HOUGH

New England Representative

20 SUDBURY STREET BOSTON, MASS.

talking machine dealers, which was different from what he had found in the Northwest. He thinks the local field is ready for a big boom in talking machines of the best makes, and speaking for his own product, the Brunswick, he said that by the time December is reached it should prove in volume of business to be much greater than was 1921. Mr. Hutchings left Boston on June 1 and carried back with him some optimistic views of the future of business in New England and of the up-to-date manner in which Harry Spencer is handling the Brunswick in his territory.

## Fred E. Mann Talks in Dartmouth College

Fred E. Mann, wholesale manager of the Columbia Co., during May went to Dartmouth College and gave one of his interesting talks on the Columbia's merchandising and distributing methods. While in Hanover Mr. Mann was the guest of Harry R. Wellman, professor of marketing in the Amos Tuck School of Business Administration. Mr. Mann has lately finished a successful tour among the Columbia agencies in Rhode Island and Connecticut territory. Mr. Mann found all the dealers in a more hopeful mood than for some time, and all were imbued with the belief that the talking machine industry was on the eve of quite a substantial boom. In the record line he reports that there has been a very heavy demand for the Columbia's latest

## KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

of  
*Brunswick*  
PHONOGRAPHS AND RECORDS

## Brunswick Advantages to the Dealer

Among the business-building helps which belong to the Brunswick dealer the very day he takes on the line is the Brunswick Dealer's Finance Plan.

We will be glad to explain this Plan to you by mail or in person.

It is radically different from any other arrangement for handling instalment paper with which you may now be familiar.

While it is a brand-new idea to most phonograph dealers, it has been in operation with Brunswick dealers long enough to have established its money-making value.

We will be glad to mail you the full details, in the form of a booklet, upon request.

KRAFT - BATES AND SPENCER, Inc.

1265 Boylston Street

Boston, Mass.

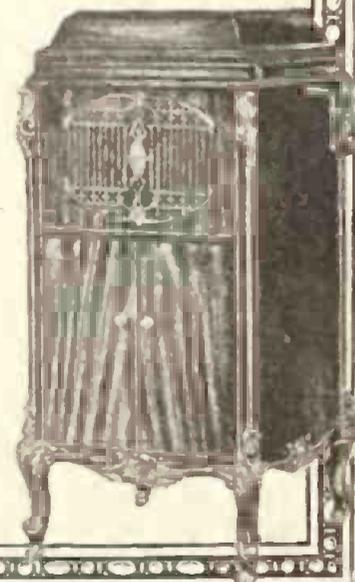
NEW ENGLAND DISTRIBUTORS

Steel Needles

Motrolas

Record Brushes

Khaki Covers



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 68)

numbers, especially in the better class of dance pieces.

**Unico Booths in New Brunswick Shop**

The new Brunswick shop at 60 Washington street, Salem, has closed a contract with the Unit Construction Co. for the installation of a series of artistic booths and when these are in, the store will be ready for a grand opening which is to take place on July 20 and 21. Carl Fenton's orchestra has been secured for these two days and concerts will be given each evening. It is planned to make this shop one of the most attractive Brunswick headquarters in the East. Odell Brothers are the managers, and on the opening day they plan to entertain among others Harry Spencer, the New England manager of the wholesale Brunswick department, and other Brunswick representatives hereabouts.

**New Posts for Hallet & Davis Co. Executives**

The recent announcement by the Hallet & Davis Piano Co. of the advancement of John L. Cotter to the office of vice-president and treasurer of the company, and of R. O. Ainslie to the office of secretary, has been received with much gratification by the many trade friends of the two men.

In both cases the promotion is well deserved. Mr. Cotter not only has had long experience with the Hallet & Davis Co., but in the field of merchandising his years of service have made him an invaluable factor in the company's interests, and he is, besides, one of the best-known piano men in the field.

Never too busy to keep his fingers on the pulse of business conditions, he has a very keen insight into the situation from coast to coast. Up to a few years ago Mr. Cotter spent considerable of his time on the road and developed the big business of the company in the Middle West and Pacific Coast, and even now, despite his busy Boston departments, finds time to take the long trip occasionally. Recently Mr. Cotter

turned his attention to developing the export trade and a marked increase has been shown in this department. The Boston end of the company's new Virtuolo publicity and merchandising campaign rests in the hands of Mr. Cotter. His numerous friends throughout the trade have



R. O. Ainslie

not been slow to congratulate Mr. Cotter on the honor of the new office.

Mr. Ainslie belongs to the younger generation of piano men, but so rapid has been his progress that an unusual interest is focused on him. For the past few years he has acted as treasurer and his appointment as secretary comes as no surprise to those who have come in contact with his work. Joining the company about seven years ago, he has devoted his attention largely to the machine division and he is responsible for bringing forth the Hallet & Davis machine, and has received commendation from all quarters for its unusually high quality.

Having established a complete organization,

Mr. Ainslie is hard at work assisting in putting over the publicity and merchandising end of the business. A strong believer in quality, with an enthusiasm to keep things moving, this young man bids fair to make a name for himself in the rapid development of the Hallet & Davis business.

**Value of Steinert Service Department**

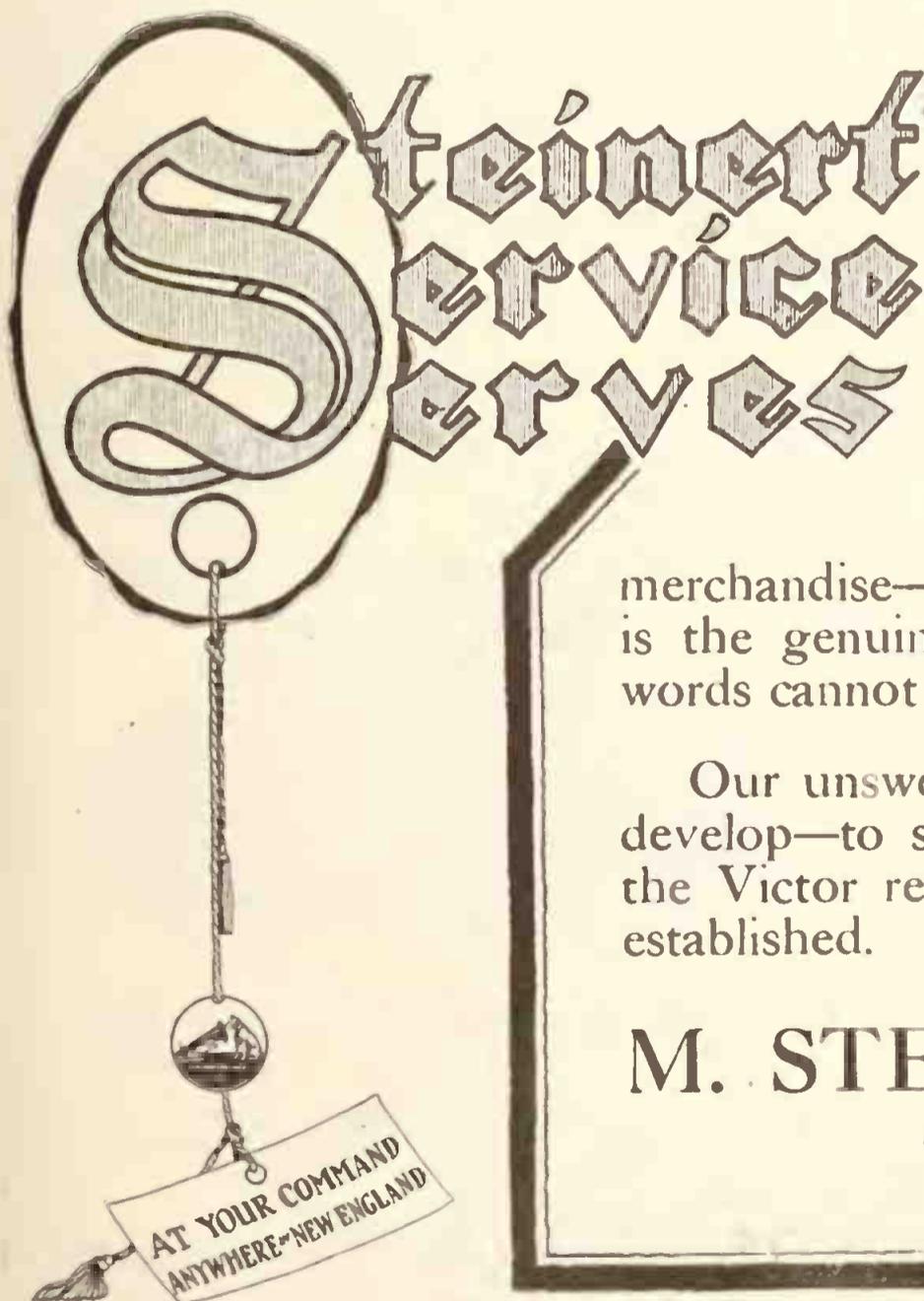
The service department which the M. Steinert Co. maintains for the benefit of its Victor dealers is constantly getting new recognition and there is not a day that its usefulness is not proved. There are three salesmen, all of them competent men who have taken the course at



John L. Cotter

the Victor factory, whose services are always at the disposal of the dealers, and they are regularly approached on all sorts of difficult problems pertaining to salesmanship and other matters which they seem able to unravel to the

(Continued on page 70)



THE proof of the pudding is in the eating and the proof of Steinert service is to be found in the Victor retailers using it.

Steinert service consists of the distribution of Victor merchandise—plus. Covered by the word plus is the genuine sales co-operation that mere words cannot describe.

Our unswerving policy is to protect — to develop—to serve to the limit of our ability the Victor retailers of New England already established.

**M. STEINERT & SONS**

35 Arch Street, Boston

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 69)

# HORTON-GALLO-CREAMER CO.

## VICTOR-SERVICE-SPECIALISTS



**Our Aim**

*"To make two blades of grass grow where one grew before."*

We offer the Victor retailer our specialized services in selling more Victor Merchandise.

**NEW HAVEN CONNECTICUT**

T.M.W.

satisfaction of all concerned. It is the Steinert Co.'s purpose to make this one of its most valuable departments.

#### Stone in Charge of Iver Johnson Store

One would not recognize the interior of the Tremont Talking Machine Co.'s store at 177 Tremont street now that the Iver Johnson Sporting Goods Co. has taken it over for a general ripping out of fixtures. It is now under way preparatory to general remodeling. The ground floor will be devoted to sporting goods, but the entire second floor will be reserved for the Victor product, and this department will be in charge of Edgar Stone, who has been with the Iver Johnson Co. for some time and is familiar with the Victor line.

#### Great Campaign for Strand Phonograph

Arthur Erisman continues to have phenomenal success with the Strand instrument, which he is introducing throughout New England. Besides Arthur Chamberlain, who has been devoting his attention outside to this line, Mr. Erisman now has Henry Blakebrough who has

been with him for some time, and he is focusing his attention on the Strand in the field. There are a number of large houses which Mr. Erisman has signed up with for carrying the Strand.

#### Outing Line With Grafonola Co.

The Grafonola Co. of New England, of which Arthur Erisman is the head, has taken over the Outing line, for which it now has the exclusive rights for the New England territory. This is the line lately handled by the E. B. Shiddell Co. The Grafonola Co. has also taken over the Cameo records, which comprise a rather large catalog of numbers.

#### Attended Convention by Motor

Kenneth Reed, wholesale manager of the Victor department of the M. Steinert Co., is planning to motor over the road on the occasion of the Victor convention. It is possible Robert Steinert may also go over by automobile.

#### Thomas M. McHale a Visitor

Thomas M. McHale, general counsel and credit manager for the Brunswick-Balke-Collen-

der Co., which big house sponsors the Brunswick talking machine, was in Boston toward the latter part of May, making his headquarters at the Hotel Touraine. He was here in regard to the other interests of the company outside of the talking machine industry.

#### Shoemaker Attends Nutting Opening

Herbert Shoemaker, wholesale manager of the Eastern Talking Machine Co., was one of those to be entertained by Bill Nutting on the occasion of the big opening of the Nutting retail store at Nashua, N. H., on May 22. Mr. Shoemaker returned with a pronounced conviction that Bill's reputation as an entertainer was well earned. Mr. Nutting had a fine display of Victrolas at the opening.

#### The Hallet & Davis Salesman

"The Hallet & Davis Salesman" of six pages has made its bow to the trade and with 1,000 copies spread broadcast at the New York convention this little house organ of the Hallet & Davis Co. ought to be pretty well known by the time the second number is issued. Page three is devoted entirely to a consideration of the company's talking machine proposition. In a review of the business for the past six years, it is noted that during the war many new concerns sprang up because the recognized companies could not supply the demand, and this comment is made:

"The public seemed to be too busy to care whether the tone was right or whether the cabinets looked well in the home. Since the war, however, people have become more discriminating; they demand quality, yes, the very best, and at the right price. In the past two years we have seen hundreds of different phonographs fall by the wayside and completely disappear; there was no place for them. When the storm cleared away there were left only four or five well-known makes. Why did they survive? Because they were quality instruments and had been nationally advertised."

There are four cuts of the models of Hallet & Davis machines and several testimonials are reprinted. The whole sheet is a credit to the house in every detail. The editor of the publication ought to be made known. He is J. A. Mango, who has some rather clever advertising ideas up his sleeve. He has lately associated himself with the Hallet & Davis Co. and is a valuable addition to the staff.

#### To Handle Publicity for Retail Stores

John A. Davis, formerly vice-president of the John J. Morgan Advertising Agency, Inc., which has for many years handled the advertising of the American Felt Co. and the Boston Piano Supply Co., has embarked in business for himself

## Announcing Price Reductions of "Perfection" Edison Attachments and "Perfection" Reproducers

The "Perfection" Flexi-Tone Edison Attachment (No. 4 and No. 7) as illustrated, attached to all types of Edison Disc Machines, makes the most perfect attachment available for playing all makes of lateral cut records requiring steel, tungstone or fibre needles. Only first quality mica diaphragms used in "Perfection" reproducers, giving clear, natural tone. The horizontal ball-joint and direct uplift construction give freedom of movement so that attachment may be used with or without lever, giving excellent results.

Retail price \$9.00 Gold. \$8.00 Nickel.

The "Perfection" Pur-l-Tone Edison Attachment (No. 6 Universal) plays All makes of records on New Edison Disc Machine.

Retail price \$10.00 Gold. \$9.00 Nickel.

The "Perfection" Edison Attachment (No. 4 and No. 2) plays all makes lateral cut records on New Edison Disc Machine.

Retail price \$7.00 Gold or Nickel.

The "Perfection" Pur-l-Tone Reproducers to play all makes hill and dale records on Victor Machines.

Retail Price \$6.00 Gold. \$5.00 Nickel.

NOTE—Special Discounts to Dealers, also Quantity Prices on Request



The "Perfection" Flexi-Tone Reproducers to play all makes lateral cut records on Victor and Columbia Machines.

Retail Price \$6.00 Gold. \$5.00 Nickel.

The "Perfection" Pur-l-Tone Reproducers to play all makes hill and dale records on Columbia Machines.

Retail price \$6.50 Gold. \$5.00 Nickel.

**New England Talking Machine Co. 16-18 Beach St., Boston, Mass.**

**EASTERN SERVICE**

NEW ENGLAND SERVICE

FOR NEW ENGLAND DEALERS

Wholesale Exclusively

**Record Sales**

Are an important part of a Victor dealer's business. We realize the importance of proper record service to the retailer and have given special attention to this section of our service.

Prompt service, large stocks, and an intimate knowledge of both the New England territory and the general catalog make Eastern Service well worth investigating.

**The Eastern Talking Machine Co.**  
85 Essex Street Boston, Mass.

with offices in the Old South Building. Mr. Davis will maintain complete publicity service for retail stores and will also provide service for advertising agents and publishers in typographical lay-out service. Another important phase of his service will be editorial and make-up service for house organs.

**Attended Plaut-Cadden Co. Opening**

H. C. Spain, of the Hallet & Davis forces, went over to New London, Conn., Friday for the opening the evening of that day of the Plaut-Cadden Co.'s new store, this being a branch

of the house which this company operates at Norwich. There was a large and beautiful display of the Hallet & Davis and Chickering lines of pianos and of the Hallet & Davis, Victor and Columbia line of talking machines. The store is managed by Adlard Morrin, an experienced man in the music trade. The store was handsomely decorated with flowers and there was a large crowd to give the interior a careful inspection.

**Kammler With Hallet & Davis**

C. E. Kammler, who has been with the

Lansing Sales Co., has become associated directly with the Hallet & Davis Co. and will devote his entire time to the new talking machine which this company now has on the market. He will be the traveling representative and will confine himself to the New England territory. Mr. Kammler has had a valuable experience in the music field and has been with Chickering & Sons, and more recently with the M. Steiner Co. He has a number of friends in the trade who are glad that he has associated himself with

(Continued on page 72)

**DITSON VICTOR SERVICE**



**Are Your Record Racks For Stock or Storage?**

By giving the catalog a real chance and not concentrating on monthly supplements alone your Victor Record business can be increased materially. DITSON SERVICE offers worthwhile suggestions to that end.

**CHARLES H. DITSON & CO.**  
NEW YORK

**OLIVER DITSON CO.**  
BOSTON

## THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 71)

so well-established a house, and is to handle a machine that already is popular in the trade.

**Lansing Sales Co. Changes**

Some interesting changes have lately taken place at the Lansing Sales Co.'s establishment. A. J. Cullen, who has lately been at the head of the concern, has been advanced by the Hallet & Davis Co. and will go to Chicago for the house, making that his headquarters. As Mr. Cullen came here originally from that city, he is especially familiar with that field.

Henry Smith, who was originally with the Lansing Co. and took over the manufacture of the khaki covers on his own account about a year ago, establishing himself close by in Hudson street, has taken over the Lansing Co.'s interests and will remove all his appurtenances back into the old quarters at 170 Harrison avenue, where he originally was, and which is the Lansing store. He will carry all kinds of talking machine accessories and associated with him as manager will be R. G. Lipp, who since coming

from Chicago about two years ago has been closely associated with Manager Cullen.

The Lansing Sales Co. has given up the handling of the Okeh records, all the stock having been turned over to the Bay State Music Corp., at 142 Berkeley street, which has been also exploiting this line for several months past.

**Attends Outlet Co. Opening**

There was quite a party of Boston Victor people who went to Providence late in May for the opening of the Outlet Co.'s Victor department. The All Star Trio was on hand to furnish music together with an orchestra. The department is fitted up with a number of booths. It is estimated that 3,000 persons inspected the quarters. There was dancing that same evening. Among those going there from Boston were Kenneth Reed, wholesale manager of the Steinert Co., and Mrs. Reed; Herbert Shoemaker, of the Eastern Co., and Mrs. Shoemaker; Ted Hersey, of the Eastern Co. staff; James Frye, of the Victor staff, and Mrs. Frye. There were several present from New York also.

**Board Binder for Record Order Books**

The M. Steinert & Sons Co., Victor wholesaler, is supplying its regular dealers with an attractive board binder in black and gold to serve as a cover and protect their record order books. Many enthusiastic words of appreciation have been received from dealers regarding it.

**New Cover for Consoles Popular**

The Henry Smith Co., of this city, manufacturer of the Lansing padded covers for talking machines and pianos, finds business shaping up in good form. The new cover for console types of talking machines has proven an exceedingly popular number of the line.

**R. O. Ainslie a Busy Man**

R. O. Ainslie, of the Hallet & Davis Co., who had his hands full at the New York Convention, left Boston on the evening of June 1 for New York, going over the road in his car. He was accompanied by Mrs. Ainslie. Mr. Ainslie had entire charge of the luncheon arrangements at the Hotel Commodore on Thursday, June 8.

**Decided Betterment in Business**

The New England Talking Machine Co., of this city, manufacturer of Perfection tone arms and reproducers, finds a gradual betterment in business conditions. The recent exhibit of the company at the Home Beautiful Exposition drew large numbers and proved profitable. Comprehensive plans for the further development of business are under way.

**A. J. Cullen Visits the West**

A. J. Cullen, of the Lansing Sales Co., spent a fortnight out in Chicago the middle of May. He came back with a new angle as to business conditions in the Middle West. While away he visited Minneapolis, Minn.; Davenport, Ind., and Des Moines, Ia.

A slightly but steadily increasing demand for all talking machine products distributed by the Lansing Sales Co., of this city, is noticeable, presaging good business ahead.

**Brieflets**

Kenneth Reed, of the Steinert house, had a long holiday over the Memorial Day period, and he with Mrs. Reed went down to Orleans, on the Cape, where he enjoyed his fill of golf. Mr. Reed has leased an estate at Orleans for the Summer and he will motor down each week-end.

Miss Silberstein, who is in charge of the Krey Music Company, of Boston, which is a Columbia headquarters, was lately married, her life partner being T. W. Lloyd. She will continue to boom the Columbia in the Krey shop, however.

This is the wedding month for J. J. Kravitz, manager of the talking machine department at Richardson's, which concern is operated by the Davis Co.

Clarence W. Hill, proprietor of Hill's Music Shop at Meeting House Hill, Dorchester, has become the father of a bouncing boy and it's a youngster to be proud of, too.

Jerome H. Remick Co., of Tremont street has so altered its windows as to allow of a better display of the Columbia line of goods.

**HEADQUARTERS**

For

**Single Spring Motors**

and

**Mica Diaphragms****WILLIAM BRAND**

27 East 22nd St., New York City

**PROOFS OF BUSINESS EXPANSION**

SPRINGFIELD, MASS., June 4.—The new music store of J. G. Heidner & Son, Inc., of this city, has been so successful since its opening the first week in March that it has already increased sales facilities. To the original Unico equipment in Victor and musical merchandise departments the company has now added a new Unico piano room, approximately 15x15. The N. W. Brown Piano Co., also of this city, through its energetic manager, N. W. Brown, is well known within "radio distance" of Springfield. This firm supplies the Brunswick records which are broadcast by the Springfield radio broadcasting station. Mr. Brown has recently moved to State street and has found the record business increasing to such proportions that a new Unico record department has been added to the store.

**THE OUTLOOK IN NEW HAVEN TRADE**

NEW HAVEN, CONN., June 1.—The Horton-Gallo-Creamer Co., Victor distributor, of this city, reports that Victor retailers in the territory it covers are energetically going after business. The new horizontal models are increasing steadily in popularity and exceptionally good Fall demands are predicted. The Horton-Gallo-Creamer Co. is calling attention to the particular seasonal opportunities in the portable model, although it has been found that the No. 50 has enjoyed an all-year-round demand.

**INAUGURATE CHILDREN'S HOUR**

The Cline-Vick Drug Co., operating stores in various Illinois cities, and handling the Victor line of talking machines exclusively, has derived considerable publicity and benefit from the Children's Hour parties which are held occasionally. These events, under the management of Fay Luyster, manager of the talking machine end of the Cline-Vick business, are rapidly gaining in popularity.

**FORMAL OPENING IN COLUMBUS**

COLUMBUS, O., May 29.—The formal opening of the new Goldsmith Music Store at 25 East State street was held on last Friday with music by "Saxy" Strahl's Orchestra in the afternoon, and Donald Abbott's Society Orchestra in the evening. An elaborate display of pianos, talking machines, band instruments and musical merchandise generally was a feature of the opening, which was largely attended.

A man may be on the job many hours each day and only actually work two or three. Think this over.

**LANSING KHAKI  
COVERS**

The Pioneer Moving Cover

High  
GradeGovern-  
ment  
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

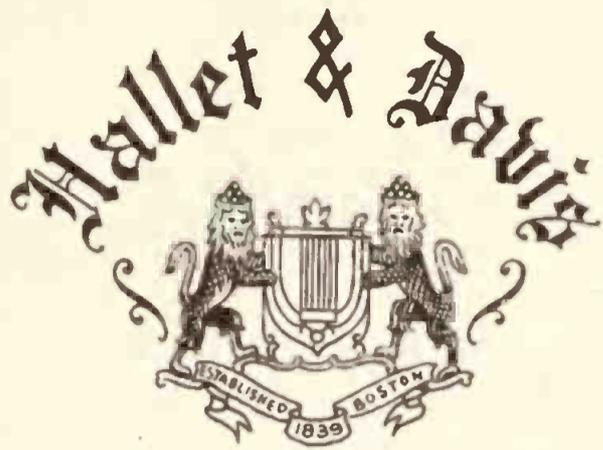
DISTRIBUTORS

170 Harrison Avenue  
BOSTON, 11, MASS.**ACME-DIE****CASTINGS**

ALUMINUM-ZINC-TIN &amp; LEAD ALLOYS

Acme Die-Casting Corp.

Boston Rochester Brooklyn N.Y. Detroit Chicago



Model H  
Louis XV  
Price \$115



## Real Beauty and Worth

*with the added selling Force of a very moderate Price*

THE public have accepted these phonographs. The dealers have endorsed them. "The tone is excellent and the cabinets excel anything I have ever seen in the phonograph field,"—an expression of approval from a prominent dealer, voices the opinion of the trade.

The quality so long linked with the Hallet & Davis name has been promptly associated with these instruments. The beautiful styles and the fine construction have measured up to the high standard expected; the moderate prices have done the rest.



Model J  
Queen Anne  
Price \$135

We offer these four models as the most popular designs to be found, presenting the highest type of artistic blending of a musical instrument into fine furniture. Furnished in English brown mahogany and figured American walnut. All models are equipped with automatic stop, tone modifier and universal tone-arm.

Model L  
Colonial  
Price \$185



### To Dealers

Our merchandising policy is to assign exclusive territories. Write or wire now for full information and merchandising plans. Territory is being taken rapidly.



Model M  
Louis XVI  
Price \$250

**Hallet & Davis Piano Co.**  
*Phonograph Division*

146 Boylston Street

Boston, Mass.

*The Phonograph Beautiful*

# BUFFALO

*Orville Harrold Addresses the Merchants—New J. N. Adam and Kurtzmann Stores—News*

BUFFALO, N. Y., June 8.—Talking machine dealers from three States met in this city on May 26, to hear solos and an address by Orville Harrold, Victor artist, and tenor of the Metropolitan Opera Company, who appeared with the Scotti Opera Company, which was playing an engagement here. There were delegations from Cleveland, Elmira, Waverly, Lockport, the Tonawandas, Hornell, Oakfield, and other cities in New York, Pennsylvania and Ohio. Salesmen, as well as dealers, were present at the meeting.

Mr. Harrold gave a number of his most popular record numbers and then explained the process of making records, which, he said, is a most exacting and often a trying one. The great care which is exercised in the Victor laboratories to reproduce the human voice was described in a most interesting manner, Mr. Harrold proving himself an entertaining talker, as well as an artist of first magnitude. He answered questions at the close of his address.

The meeting was held in the Hotel Iroquois, under the auspices of the Talking Machine Dealers' Association of western New York. At the conclusion of the meeting the dealers present held an executive committee meeting, at which plans were made for an outing, to be held late in June. Acting President B. E. Neal presided at the meeting.

Mr. Harrold was taken to Niagara Falls on a sight-seeing trip by Curtis N. Andrews, Victor jobber, Mrs. Harrold joining her husband here and being a member of the party.

#### Small Machines in Demand

The demand for smaller models is the feature of the talking machine trade just now. Many

portables are being sold for use at the numerous beaches and other resorts in this vicinity. The demand for records runs to lighter numbers, especially for dance records, which are usually most popular at this season of the year.

#### Business Improvement Continues

As a whole, dealers are satisfied that business is on the up grade, although the improvement is somewhat spotted. There is one very cheering factor entering into all of the reports as to business conditions, and that is the steadily diminishing number of returned instruments. Those who buy now do so after careful deliberation, dealers say, and are reasonably certain, before making purchases, that they will be able to meet payments promptly.

#### Siegesmund Visits Mountains

C. E. Siegesmund, former president of the Buffalo Talking Machine Dealers' Association, who recently retired from active business, selling his stock to A. Victor & Co., has returned after a tour of the Adirondack Mountains. Business with the latter company is expanding.

#### New C. Kurtzmann & Co. Store

Two new music stores with well equipped talking machine departments have just been opened here. The new retail store of C. Kurtzmann & Co. has been opened in the new Pierce Building on Main street. The talking machine and record departments occupy most of the first floor space of the new building, which is one of the most attractive as well as one of the most efficiently designed and arranged in western New York. Many talking machine dealers attended the formal opening and complimented Manager Joseph Owenhouse on the beauty and utility of the new store.

#### J. N. Adam & Co. Open Store

The new music store of J. N. Adam & Co., on Washington street, is now open. It is one of the largest in New York State, occupying three floors of the entire building formerly used by the U. S. Rubber Co., and having two additional floors available for future expansion. The talking machine and record departments are on

## MICA DIAPHRAGMS

*Absolutely Guaranteed Perfect*  
We get the best India Mica directly.  
We supply the largest Phonograph Manufacturers.  
Ask for our quotations and samples before placing your order.

**American Mica Works**  
47 West St. New York

the first floor, and are unusually well equipped and most pleasing in appearance. Manager Stephen J. Butler designed the plans for the arrangement of the new store.

#### Presents Two Sonoras

Two fine Sonoras were given away by John G. Schuler, Inc., distributor of the Sonora, following the Better Homes Exposition, at which Mr. Schuler's Sonora exhibit was a pronounced feature. A Sonora was offered to the person guessing nearest the number of talking machine needles in a jar, but when two persons were found to have guessed the exact number both were awarded machines of the model which was to have been given a single winner.

#### New Furniture and Grafonola Store

Joseph Mangus has opened a new furniture and music store, at 334 Niagara street. He is specializing in Columbia Grafonolas and records, and reports an excellent business in this department. Mr. Mangus is specializing in Italian language records, as his store is in the heart of a section in which reside 40,000 Italian-Americans—all potential buyers.

#### Song Shop Creditors Meet

At the first meeting of creditors of Daniel R. Rogers, proprietor of the Song Shop of Jamestown, Attorney Augustus Nelson, of Jamestown, was named trustee by the creditors. Fred Danielson, Howard E. Olson and Arthur E. Laudenslager were named appraisers. Schedules show assets of \$2,524, and liabilities of \$6,609.

#### A Clever Window Display

Max Long, of Olean, recently had an unusual merchandising display in his window, presenting a clever interpretation of Ted Lewis' record, "Down the Old Church Aisle." Mr. Long engaged a trio of musicians and arrayed the cornet player in bridal costume, the trombone artist as bridegroom and the leader as clergyman. A mock wedding was staged by the trio.

#### J. J. Doherty in New Post

J. J. Doherty has been appointed assistant manager of the Buffalo Columbia branch, to succeed H. W. Cardozo. Mr. Doherty was formerly with the Columbia branch at Philadelphia, and although in Buffalo but a short time has already made many friends.

Recent visitors at the Buffalo Columbia branch included Gust Swanson, of Jamestown; G. L. Traver, of North Tonawanda; J. W. Beach, of Gowanda; J. A. Goldstein, of Niagara Falls, and W. A. Phillips, of Rochester. Mr. Goldstein is planning a unique window display, featuring "Who Tied the Can on the Old Dog's Tail."

#### News Brieflets

Concerts which were arranged by A. Victor & Co., and by J. N. Adam & Co., were received in their stores, through receiving sets, and were heard by large audiences. Denton, Cottier & Daniels also presented an attractive program in which the Steinway Duo-Art was featured.

T. A. Goold, of Goold Bros., has returned, after visiting his boyhood home in Great Britain. Mr. Goold also visited several European countries, while abroad. He arrived in New York early this month, sailing from England on May 26.

Three Buffalo music stores with talking machine departments have recently co-operated with the Federal Telephone & Telegraph Co. in presenting radio-telephone concerts through the new Federal broadcasting station here.

Ground has been broken at North Tonawanda, for the new plant of the Artizan Factories, Inc., a new firm which is contemplating the manufacture of musical instruments.

## TONE QUALITY

*par excellence*

Purity, resonance, volume, individuality, sweetness, mellowness, nuance, color—all these qualities are faithfully reproduced by the Violin Spruce Diaphragm. Nature's perfect resonating medium—violin spruce—scientifically adapted, is free from all the inherent faults of mica and other vibrating mediums.

#### Wins Instant Approval

The following excerpts are from letters in our files:

*A famous artist, under exclusive contract with a maker of phonograph records, says:*

"... that is the most perfect, the most beautiful reproduction of my playing I have ever heard."

*From a phonograph manufacturer:*

"... it proves to be first-class and the best we have heard on classical records."

*From a builder of special designs only:*

"We have concluded our tests... it is superior to any we have tested heretofore... we intend to use your tone arm."

*From household owners:*

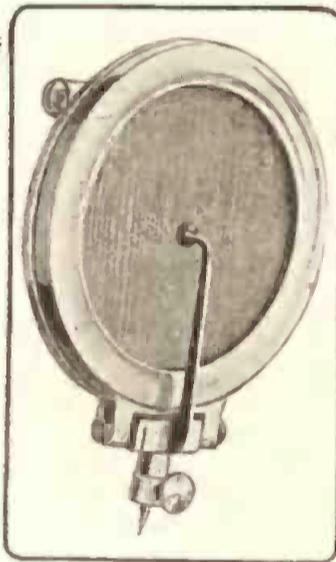
"... is the most wonderful I have ever heard."

"... it has brought out tones from my records I never heard before."

"... I tell my friends it is the perfect reproducer."

*From a sales executive, fourteen years in the talking machine business:*

"... I have tried it (the reproducer) on every kind of record imaginable and the reproduction is excellent."



Of Special Interest to Manufacturers

We are prepared to furnish in any quantity the following items adapted to any make of phonograph: Tone Arm, equipped complete with Violin Spruce Diaphragm Reproducer; Violin Spruce Diaphragm Reproducer; or Violin Spruce Diaphragm alone to assemblers in 2-9/16" diameter only.

Violin Spruce Diaphragm Reproducer as illustrated retails for \$7.50

THE DIAPHRAGM COMPANY  
Cleveland

# Violin Spruce Diaphragm

**EDISON DEALERS WORKING FOR TRIP**

Winners in Sales Contest Inaugurated by Harger & Blish, Inc., Edison Distributors, Des Moines, to Be Conducted on Trip to New York and Through Edison Laboratory, Orange, N. J.

DES MOINES, IA., June 7.—Harger & Blish, Inc., enterprising Edison distributors in this territory, have evolved a unique contest which is resulting in energetic sales efforts on the part of Edison dealers and salesmen throughout the territory. The five winners of the competition, which started April 1 and ends Friday, June 30, will be conducted on a trip to New York, accompanied by Harger Blish, Jr. Stops will be made at interesting points en route, including Chicago and Niagara Falls, and visits will be made from New York to Atlantic City, Washington, D. C., and other points of interest.

The headquarters of the visitors will be in Gotham, where four days will be spent in seeing the sights. One of the most interesting phases of the trip will be a visit to the laboratories of Thomas A. Edison, Inc., in Orange, N. J., where Thomas A. Edison and Charles Edison will welcome the visitors in the famous music room. Each winner will be presented with an autographed photograph of the famous inventor. Following a trip through the Edison plant, dinner and the theatre will be enjoyed.

Harger & Blish, Inc., have mapped out their territory in four divisions, numbered two, three four and five, consisting of dealers in towns of 1,000 population; 1,000 to 3,000 population; 3,000 to 10,000 population, and those in towns of 10,000 population and up, respectively.

Each division is provided with a punch board and the number of punches to which the dealer is entitled depends upon the style of machine sold. Numbers on slips of paper punched from the board determine the number of points with which the contestant will be credited, and the winning dealer or salesman in each division will be entitled to the trip. Trip number 1 will be given to the dealer holding a lucky number. Thomas

Harris, Ediphone dictating machine distributor for Harger & Blish, has charge of the distribution of points.

**RADIO SONG PROVES SUCCESS**

"Kiss Me by Wireless" Being Used by Bands and Orchestras—Okeh Record Division Co-operating With Artists in Publicity Work

The General Phonograph Corp. has been co-operating with the publishers of the new radio song, "Kiss Me by Wireless," toward making this selection one of the popular hits of the day. This number has been played for the Okeh record library by Vincent Lopez and his Hotel Pennsylvania Orchestra, and the record is being used by radio broadcasting stations throughout the country.

The tremendous publicity accorded "Kiss Me by Wireless" is reflected in the fact that the number is being featured by many of the leading instrumental organizations, together with a large number of vocal stars. At the present time "Kiss Me by Wireless" is being used by the following organizations and artists: John Philip Sousa and his band; Pat Conway and his band; Philadelphia Police Band; Vincent Lopez and his Hotel Pennsylvania Orchestra; Ray Miller's Black and White Boys; Joseph Knecht's Waldorf Astoria Orchestra; Natzy and his orchestra; Sophie Tucker, Forrest Lamont, J. Neilson and others.

**FREDERICKSON-KROH ANNIVERSARY**

OKLAHOMA CITY, OKLA., June 7.—The Frederickson-Kroh Music Co., of this city, one of the oldest music houses in the State, recently celebrated the twenty-second anniversary of its existence. The firm is an aggressive Victor dealer. George Frederickson, president of the company, is one of the pioneer music merchants in this territory and during the celebration he was the recipient of many letters of congratulation.

Upon the use of brains does the progress of the world depend.

**CAMPING SCENE PRODUCES SALES**

New York Victor Dealer Features Attractive Display—E. G. Evans Co-operates With Dealer in Preparing an Exceedingly Artistic Window

William Waldman, progressive Victor dealer at 601 Ninth avenue, New York, has been featuring in his window a camping scene that has proven such a powerful attraction to passers-by that it has been necessary to call the police in order to clear the sidewalks. This window display, which features the Victrola portable, was prepared by Mr. Waldman in co-operation with E. G. Evans, traveling representative for C. Bruno & Son, Inc., Victor distributors.

Mr. Evans conceived the general plan of the camping scene, which consists of a khaki-clad figure sitting on a real tree stump, facing a Victrola Portable, which is also stationed on a real tree stump by the side of a camp fire and real logs. Incidentally, the tree stumps and the logs were all furnished by Mr. Evans, who brought them to New York from his Connecticut home.

To add to the reality of the scene, a good-sized tent is used with grass scattered on the floor. The camping scene as a whole is placed against a back drop showing a marine scene or a lake with a canoe drawn on the shore and fringed with a typical lake view. The incidental furnishings to the display consist of a canoe, paddle, camping dishes, etc., all of which were loaned to Mr. Waldman by the Winchester Store in New York City.

A card in the middle of the window bears the following inscription: "The Victrola Portable—Gives an extra ton of pleasure for a few pounds extra weight." In addition to attracting the attention of all passers-by, it is gratifying to learn that this window has produced direct sales of Victrola portables, and Mr. Evans has been congratulated upon the ingenuity he displayed in the preparation of this timely window.

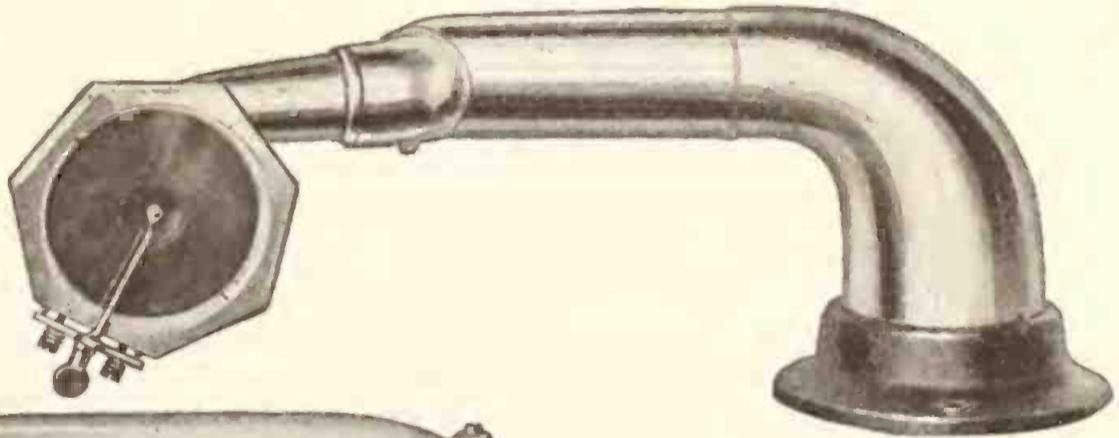
The Daniels & Fisher Stores Co., Denver, Colo., has enlarged its talking machine department.

**THE EMPIRE UNIVERSAL TONE ARMS**

Will Give Your Product Individuality That Will Greatly Strengthen Its Selling Force

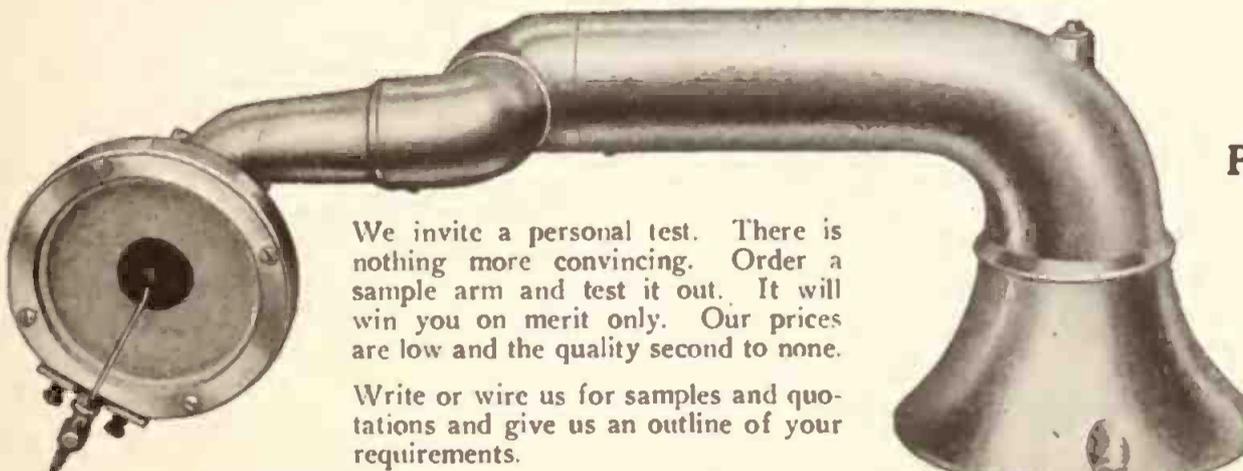
**Ball-Bearing Tone Arm and Reproducer**

Made in Two Lengths:  
8" and 9"



**Pivot Base Tone Arm and Reproducer**

Made in Several Lengths.



We invite a personal test. There is nothing more convincing. Order a sample arm and test it out. It will win you on merit only. Our prices are low and the quality second to none.

Write or wire us for samples and quotations and give us an outline of your requirements.

**THE EMPIRE PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.**

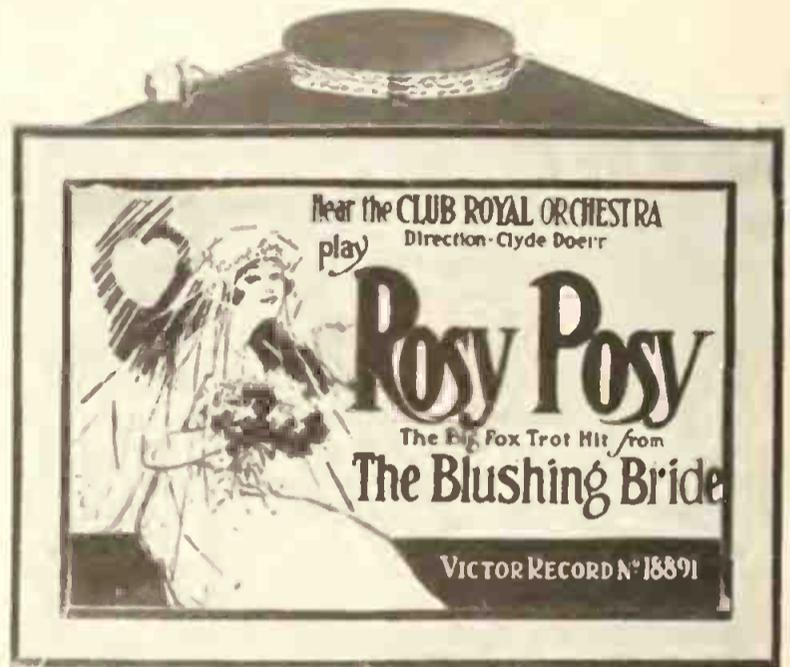
*Established in 1914*

**Manufacturers of High-Grade Tone Arms and Reproducers**

W. J. McNAMARA, President

**"DA-LITE"**  
**ELECTRIC DISPLAY SERVICE**  
 EXCLUSIVELY FEATURING  
**Victor Records**

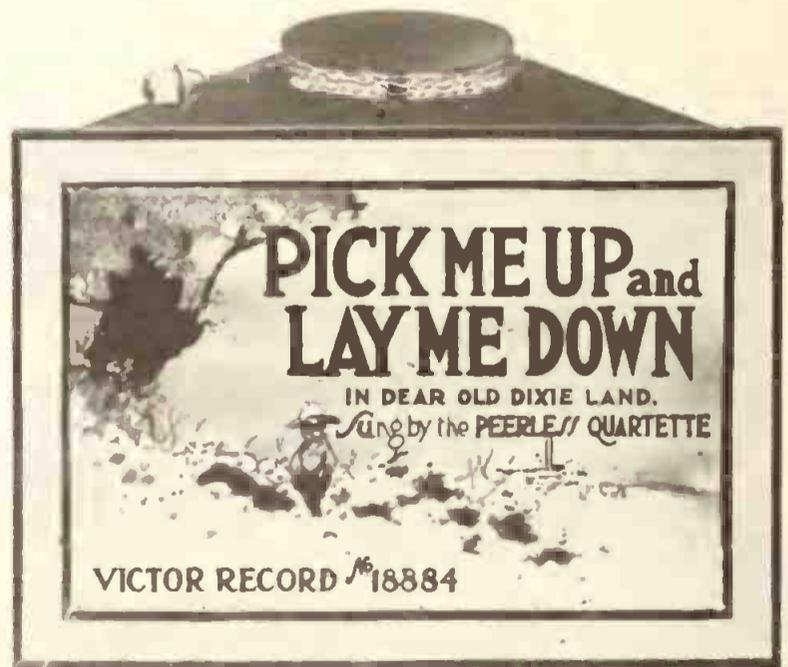
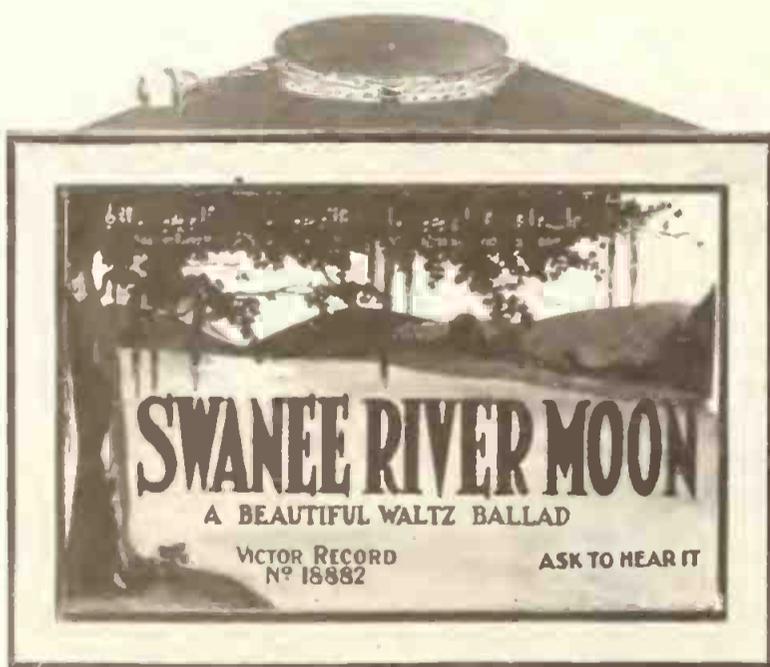
No matter how dull the season there is always **SOME BUSINESS**, and it is more essential to advertise at that time than when business is good, as by doing so you obtain more than your share of what business there is.



The service costs \$6.00 per month and consists of four artistic, hand-colored panels or fronts, featuring Victor Records, selected through information obtained from over fifty wholesale dealers, delivered to you each month before the records are released.

These panels are used in the "Da-Lite" Electric Display, which we sell to you at \$15.00 (the wholesale price). All of the leading Victor Jobbers have the display installed in their salesroom for your inspection and will advise you to order the service if you desire to increase your sale of records.

We can furnish new subscribers with panels for most of the leading Victor Records released since September, 1921, which enables them to sell off any accumulated stock they may have on hand. Write for list.



*Write for Our Descriptive Circular Which Gives the Logical Reason Why Our Display Sells Records*

**"DA-LITE" ELECTRIC DISPLAY COMPANY**  
 116 North Erie Street  
 TOLEDO, OHIO

## SHERIDAN RECORDS FOR BRUNSWICK

Young American Tenor Signed as Exclusive Brunswick Artist—Now Studying in Italy—Highly Commended as Talented American

James Sheridan, a tenor who has done concert work in and around New York for several years past, has been secured by the Brunswick-Balke-Collender Co. as an exclusive Brunswick artist. Mr. Sheridan was an employe of the talking machine department of Hahn & Co., Newark, N. J., and recently when the Brunswick Co. recognized him as an artist with a promising future he realized a lifetime ambition. Last week Mr. Sheridan was the recipient of a sum of money



James Sheridan

which enabled him to take a two years' course in the best schools of Italy. He is now on his way to Italy and carries with him a fine letter of commendation written by John McCormack, well-known tenor, to the impresario of the famous La Scala Opera in Milan. This young artist has established for himself an enviable reputation in this section of the country and made such an impression with John McCormack that this great tenor is manifesting a special interest in this young singer's future. The first records to be released by the Brunswick Co., according to Wm. A. Brophy, director of the Brunswick Recording Laboratories, New York, were sent out to the trade a short time ago, and they have been received enthusiastically by Brunswick dealers.

## PLAN TO FORM RADIO MUSIC CLUB

WASHINGTON, D. C., June 7.—Plans for the formation of a radio music club are rapidly assuming concrete proportions here. Prominent among those interested in the movement are a number of music merchants and musicians. The club, when organized, will devote its efforts to the development and encouragement of musical activities by radiophone and steps will be taken to perfect methods for broadcasting and receiving music by this means.

## PREDICTS VICTROLA SHORTAGE

Howard J. Shartle, Head of Cleveland Talking Machine Co., Looks for Shortage This Fall—Presents Some Logical and Sound Reasons

CLEVELAND, O., June 6.—Howard J. Shartle, head of the Cleveland Talking Machine Co., is predicting a shortage of Victor goods in the Fall. Mr. Shartle said to the World: "I really expect a serious shortage in October, November and December. Jobber stocks are not as heavy as is supposed and dealer stocks are very light. They have been buying on a hand-to-mouth basis since the first of the year and, whereas in June of 1921 they had fairly good stocks on hand, they are to-day at rock bottom.

"With these depleted stocks and general business improving a serious shortage is not only possible, but very probable. I believe the machines retailing from \$150 to \$200 will be most scarce, as it is these types which are better suited to the public's purse this year. Records will not be so seriously affected."

## RECORD HELPS TO SELL REAL ESTATE

New York Auctioneers Send Record Bearing Description of Property Offered at Auction to Several Thousand Prospects

The talking machine record has been adopted by New York's real estate auctioneers, who arouse the interest of the public in prospective sales of tracts of real estate in this city. Joseph P. Day, Inc., and J. Clarence Davies, Inc., the best-known real estate auctioneers in the metropolitan district, recently advertised the sale of a number of lots in the Bronx section, formerly belonging to the Astor Estate, and announced that the first 5,000 people responding to the advertisement would receive a phonograph record, giving a history of the property. The record was of the small six-inch sort, and bore a description of the property with emphasis laid upon the opportunity it presented for securing a home site or making a profitable investment.

It is understood that several thousand people took advantage of the opportunity to get a record for nothing, and the offer itself would indicate that the real estate men held to the belief that there is a talking machine of some sort in practically every home.

## KIMBALL PHONOGRAPHS IN CAPITAL

WASHINGTON, D. C., June 8.—T. P. Culley & Son, Kimball representatives in this territory, are making rapid progress in the introduction of the new Kimball line of phonographs. This instrument is made in both console and upright models, and, although it has been on sale here but a short time, a good demand is reported by T. P. Culley & Son, who have represented the W. W. Kimball Co. nearly a half century.

Clock watchers are wasters and workers are earners.

## THE EDISON BABY CONSOLE

New Product, Most Artistically Designed, Promises to Make a Strong Appeal

A new model, known as the Baby Console, has recently been created by Thomas A. Edison, Inc. The new instrument, as may be seen from the illustration, is of a design and character adaptable for practically any home. It is made in brown mahogany wax finish. Its length is 40 inches, height 35½ inches, depth 20½ inches, and it retails for \$175.

On either side of the amplification chamber are compartments containing the special Edison fil-



The New Edison Baby Console

ing device for records. A bulletin relating to this model reads in part as follows:

"A few years ago Thomas A. Edison, Inc., offered the public the first Console Period Models ever manufactured in the phonograph industry. These were the higher-priced authentic Period designs. In late years has come a desire for finer designs at popular prices and Thomas A. Edison, Inc., has met this desire with the charming Baby Console."

Deliveries on the new model are scheduled to come through in July and, in the meantime, this model has awakened wide interest on the part of Edison jobbers and dealers throughout the country, and according to all indications will be a model which will enjoy a large turnover.

## OPENS FINE VICTOR DEPARTMENT

LOS ANGELES, CAL., June 5.—Bullock's, of this city, has opened an attractive Victrola department. This is one of the largest department stores on the Pacific Coast and the handling of talking machines is a new venture for the company. W. V. Ray has been placed in charge of Victrola sales and Miss R. Johnson, formerly with Sherman, Clay & Co., is manager of the record department.

The Munson, Rayner Corp., of Los Angeles, Cal., has been made a Cheney distributor in that territory.

# RAYMOND RADIO CORPORATION

Manufacturers To The Radio Industries  
Apparatus Designed From The User's Standpoint

Crystal Detector Sets  
Vacuum Tube Sets, From One To Six Tubes  
Sets Of The Talking Machine Type Entirely Self Contained

V. T. Sockets  
Rheostats, Plain and Vernier  
Audio Frequency Transformers

Variable Condensers  
Crystal Detector Units  
Control Panel Units

Executive Offices:  
309 LAFAYETTE STREET  
NEW YORK CITY

Works:  
FARMINGDALE, L. I

# VOCALION

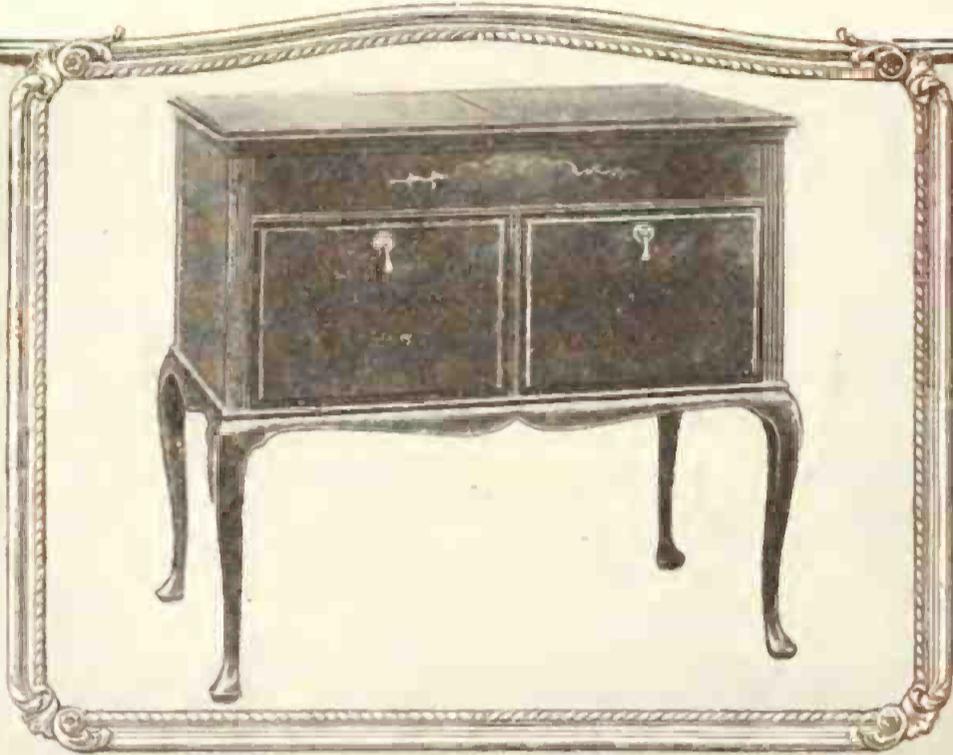
## PHONOGRAPHS



MAY PETERSON



ROSA RAISA



Graceful new Queen Anne Period Vocalion, equipped with the great tone-control, The Graduola, which makes the Vocalion a musical instrument that all can play.



GIACOMO RIMINI



GIULIO CRIMI



MARIE SUNDELIUS



EVELYN SCOTNEY

EXCLUSIVE  
VOCALION RECORD  
ARTISTS  
*Known Throughout the World*



VLADIMIR ROSING



JOSEF SHLISKY



JOHN CHARLES THOMAS



SASHA CULBERTSON



MAURICE DAMBOIS



NELLIE KOUNS



FRANK BACON



GRACE KERNS



COLIN O'MORE



SARA KOUNS

# VOCALION

## RED RECORDS

THE concert tours of the famous artists who are exclusively Vocalion, extend over the entire United States. Every city and town in your territory has a musical center in which their Vocalion Records will have ever-increasing sales value.

*Playable on All  
Phonographs*



### THE DISTRIBUTORS OF THE VOCALION

MUSICAL PRODUCTS DIS. CO.  
37 E. 18th St., New York City  
THE VOCALION CO., 190 Boylston St., Boston, Mass.  
WOODSIDE VOCALION CO.  
154 High St., Portland, Me.  
LINCOLN BUSINESS BUREAU  
1011 Race St., Philadelphia, Pa.  
GIBSON SNOW CO.  
306 West Willow St., Syracuse, N. Y.  
*Vocalion Record Distributors*  
CLARK MUSICAL SALES CO.  
324 N. Howard St., Baltimore, Md.  
SONORA DISTR. CO.  
505 Liberty Ave., Pittsburgh, Pa.  
PENN-VOCALION CO., 16 W. King St., Lancaster, Pa.  
O. J. DEMOLL & CO.  
12th & G. Sts., Washington, D. C.  
VOCALION CO. of OHIO  
323 W. Superior St., Cleveland, Ohio  
VOCALION CO. of OHIO  
420 W. 4th St., Cincinnati, Ohio

LIND & MARKS CO., 530 Bates St., Detroit, Mich.  
THE AEOLIAN COMPANY  
529 S. Wabash Ave., Chicago, Ill.  
LOUISVILLE MUSIC CO.  
529 S. 4th St., Louisville, Ky.  
HESSIG ELLIS DRUG CO. Memphis, Tenn.  
*Vocalion Record Distributors*  
THE AEOLIAN CO., 1004 Olive St., St. Louis, Mo.  
GUEST PIANO CO. Burlington, Iowa  
D. H. HOLMES CO. New Orleans, La.  
STONE PIANO CO. Fargo, N. D.  
STONE PIANO CO.  
826 Nicollet Ave., Minneapolis, Minn.  
CONSOLIDATED MUSIC CO. Salt Lake City, Utah  
COMMERCIAL ASSOCIATES  
754 N. Spring St., Los Angeles, Cal.  
THE MAGNAVOX CO.  
616 Mission St., San Francisco, Cal.  
*Vocalion Record Distributors*

*Let Us Get in Touch With You Regarding the Complete Vocalion Line*

# The AEOLIAN COMPANY

NEW YORK

CHICAGO

ST. LOUIS

BOSTON

## BROOKLYN DEALERS TELL OF BRIGHTER PROSPECTS

Prepare for Summer Trade—The Radio Situation—Bain Bros. & Friedberg Increase Capital to \$150,000—New Sonora Representatives—Islip Dealer Expands—New Quarters for Lyons—Pavloff in Concert—News of Month

Talking machine business in Brooklyn and Long Island during the past month has been rather quiet, but talking machine dealers, considering everything, are getting their share. Long Island, with its many Summer resorts, where a large influx of visitors come each year, is much better off than its neighbors in Brooklyn, as regards sales. Already the demand for small machines, of the portable and table model type, has been evident and the result is that sales have not been far behind those of the previous month. All the new record releases of the different manufacturers have been featured intensively by a great number of dealers and in consequence the revenue from the sales of these records has helped make the month's total a satisfactory one.

As in every other section of the country, there has been considerable radio activity and although talking machine dealers have not taken on any appreciable amount of stock of radio equipment some has been sold. In most cases, however, talking machine dealers have been moving slowly as regards taking on the radio, and those who have done so very conservatively. There is a general feeling among the dealers that there is a field for radio equipment to be developed in conjunction with the talking machine and ultimately dealers, it is believed, will carry a representative stock.

### Developing the Summer Campaign

The American Talking Machine Co., Victor wholesaler for Brooklyn and Long Island, is busy making plans for a Summer campaign among its dealers designed to promote the sale of small table Victrolas and the new Victrola portable. This work is opportune and it is expected that dealers will profit by this timely campaign. Charles Offerman, well-known sales representative of this company, is spending considerable of his time in the Long Island section and reports that dealers are quite optimistic about Summer business. Mr. Offerman will attend the Victor-Jobbers' Convention, which is to be held at Atlantic City, beginning June 12, and will be the representative there of this live wholesale concern.

### New Console Cover Grows in Favor

A. Bruns & Sons Co., manufacturers of the

# THE No. 50 PORTABLE VICTROLA

Should receive your special  
attention at this time

## YOU KNOW ITS MERIT

Your knowledge, properly passed on to  
your prospects, will make many sales

# AMERICAN TALKING MACHINE CO.

BROOKLYN, N.Y.  
VICTOR WHOLESALERS



Brun's "Maderite" moving covers for talking machines, report that the demand for the new console cover, recently placed on the market, has been very gratifying and that dealers are much pleased with it. They have also perfected a cover to fit the new Victrola portable model and are now working on a particular type of this cover that will enable the user of this small machine to play any record without removing the cover. It is so designed as to allow the lid of the machine to be lifted and opened without removing the padded cover. It is expected that this new feature will be received enthusiastically by the trade.

### Increase Capital Stock to \$150,000

Bain Bros. & Friedberg, well-known Victor dealers who conduct retail stores at 1655 Pitkin avenue and 1525 Pitkin avenue, and 1430 St. John's place, report that business with them has more than held its own since January. Last week the Board of Directors voted to increase

the capital stock of the company from \$30,000 to \$150,000, this increase in capital to be used in promoting a larger growth of their already thriving business.

### "The Regal" Makes Its Debut

The latest addition to the Brooklyn retail trade is a modern and up-to-date store, which was opened this month, at 360 Livingston street. This new store is to be known as "The Regal," and will feature several well-known makes of machines and records. Melvin Riemer, who has had considerable experience in the talking machine field, and who has been connected with prominent talking machine shops in Greater New York, is proprietor of this new establishment, and is well-qualified to insure the success of this new venture. The store is attractively decorated in a unique color scheme of black and orange, and as this location is a particularly desirable one from the retail talking machine standpoint, this store should soon become one of the best known in this section. Mr. Riemer is featuring in a very attractive window display, this month, a small imported table machine made entirely of wicker, and he reports that he has already sold a large number, and expects to sell many more before the Summer is over.

### Death of John L. Spillane Regretted

The death recently of John L. Spillane, who was secretary of Collings & Co., Newark, N. J., the well-known Victor jobbers, is greatly regretted by a host of friends in Brooklyn and Long Island, where he was well known through his association with the talking machine trade for many years past. Mr. Spillane's son, James L. Spillane, who is following in the footsteps of his father in the talking machine field, is the manager of the Park Slope Talking Machine Co., Victor dealers, at 310 Flatbush avenue. His many friends in the trade sympathize with him on the untimely death of his beloved father.

### New Sonora Dealer in Brooklyn

Among the new Sonora dealers established recently by the Long Island Phonograph Co., Sonora jobbers for Brooklyn and Long Island, is A. Hielbronn & Sons, who conduct an up-to-date retail shop at Fifty-third street and Fifth avenue. To properly introduce this new line to the people of their immediate vicinity this company featured the entire Sonora line in a very attractive window display, which created much interest and received favorable comment by passers-by. During the week that this attractive window display was in use sales of machines increased surprisingly and being followed up by

WE offer our dealers a Service which is in keeping with the standards of "the Highest Class Talking Machine in the World."

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



The bond between us and our dealers is "more than a business connection." It is said of us that we are "Suppliers to Satisfied Sonora Dealers."

*Any communication from you will have  
our prompt and careful attention.*

**Long Island Phonograph Co., Inc.**

*Sonora Distributors for Brooklyn and Long Island*

150 Montague Street, Brooklyn, N. Y. Telephone Main 4186

advertising in the local papers helped the sales for the month to show a very fine total figure. This account is considered a very desirable one, and it is expected will become one of the best accounts established by this hustling wholesale house.

**T. J. Lyons Opens Margaret Music Shop**

Thomas J. Lyons, well known in musical circles in Brooklyn, has just opened an exclusive Sonora shop at 306 Seventh avenue, to be known as the Margaret Music Shop. Mr. Lyons is to feature the Sonora line exclusively and will carry a complete stock of the well-known Aeolian-Vocalion records. His many friends in Brooklyn are wishing him every success in this new venture and his wide musical acquaintance should qualify him admirably to conduct a music shop in the best possible manner.

**A Progressive Islip Dealer**

H. L. Terry & Sons, Inc., who conduct Victor retail shops at Sayville and Islip, Long Island, are preparing for one of the busiest Summers they have yet experienced. In order to take care of the expected Summer business, the shop at Islip has been entirely renovated, new fixtures and booths installed and the show window enlarged and redecorated. Everett L. Terry, one of the sons, is manager of this store, and is considered one of the keenest retail managers in this section of Long Island. He has built up for this company, through his courteous and efficient service, a thriving Victor business. With this new equipment he will be able to serve the trade much better than heretofore and, in consequence, should show an appreciable increase in sales at the end of the year.

**The Portable a Big Summer Factor**

"Many dealers are taking advantage of the possibilities in the sale of the portable Victrola," said G. T. Williams, head of the G. T. Williams Co., Inc., Victor jobbers. "Those who have made a special point of displaying and demonstrating this machine have found a fertile sales field. Some dealers have called special attention to the portable through the use of their mailing lists, holding to the belief, and justly so, that many owners of Victrolas are logical prospects for the portable."

**New Store for C. Ludwig Baumann**

C. Ludwig Baumann, who conducts a retail store at 1449 Broadway, has just opened a new store at 935 Flatbush avenue, where the Sonora phonograph will be handled exclusively. A splendid new window has been erected with an attractive sign, which adds materially to the retail establishments of this particular section of Brooklyn. The addition of this new store to his already thriving business is certainly evidence that he has sufficient confidence in the future of the talking machine business to warrant this expenditure.

**Sonora Jobbers Make Cheery Report**

The Long Island Phonograph Co., Sonora jobber for Brooklyn and Long Island, reports that business for the past month was very fair; in fact, officials of the company state that the totals exceeded those for the previous month. Considering the quiet condition of the trade, this statement by these officers is very gratifying. Discussing conditions, J. J. Schratweiser, general manager of the company, stated that every effort was being made to establish with their dealers a personal contact and that in every case possible, when a letter might be sent, a personal call is substituted, with the result

VICTROLAS

## The Victor Portable

It is now time to display the Victor portable in your window and give it a conspicuous place in your wareroom.

Many of your record customers, although owners of Victrolas, are prime prospects for the portable.

Refer to it in your sales talks, whenever appropriate, and you will get many responses. The season is now on—get your share of the sales.

VICTOR RECORDS

G. T. WILLIAMS CO. Inc.

217 DUFFIELD ST. ~ BROOKLYN, N.Y.

that a closer contact is established and a service rendered the dealer which he appreciates.

During the month of May four Louis XV DuBarry models, which retail for \$650 each, were placed in the hands of Sonora dealers by this live wholesaler, and evidences the good work it has been doing in merchandising Sonora products in this section of New York.

**New and Larger Quarters for J. J. Jones**

J. J. Jones, prominent Sonora dealer, who has conducted a retail establishment at 1426 Nostrand avenue, for some time past, has found it necessary to look for larger quarters to take care of his increasing business; consequently, Mr. Jones has secured a very fine new store on Church avenue, near Nostrand, which he will equip in the latest and most approved manner. When completed it will be one of the very finest in this section of Brooklyn and will be admirably equipped to give to the people of this vicinity a service of the highest calibre.

**Abraham & Straus Add Sonora Line**

The Abraham & Straus department store recently added the Sonora line of phonographs to the lines of well-known makes already handled. This store, which is one of the largest in Brooklyn, has a fine, spacious talking machine department in which the new line is elaborately displayed.

**Congratulations for Joseph Pavloff**

The many friends of Joseph Pavloff, genial sales representative at the Pease-Behning Co. talking machine shop, 364 Livingston street, are extending their congratulations to him for his successful appearance in a dual concert with Irwin Hassell, held at the Academy of Music two weeks ago. Mr. Pavloff is a baritone singer and has appeared in many local concert events and is also well known as a church soloist. He has had a thorough musical education, which has helped him materially in merchandising talking

machines to a very select musical clientele in Brooklyn. With this distinct qualification as a musician Mr. Pavloff is considered one of the best sales representatives in the Brooklyn talking machine trade and his success as such has been commented on by dealers throughout metropolitan New York.

**NEW OKEH ST. LOUIS DEALER**

Well-known Furniture House Will Handle Okeh Records Exclusively—Artophone Corp. Closes Important Deal With Bly-Moos Co.

St. Louis, Mo., June 5.—The Artophone Co., of this city, distributor of Okeh records, recently closed arrangements whereby the Bly-Moos Furniture Co., of St. Louis, will handle the complete line of Okeh records exclusively. The Bly-Moos Furniture Co. has opened attractive quarters at 4115-17 Manchester avenue, and the music department is one of the important features of its new home. An intensive publicity campaign will be inaugurated in behalf of Okeh records and the Artophone Corp. is delighted to include this prominent furniture house in its fast growing line of Okeh dealers.

**COLUMBIA JOBBER HANDLES RADIO**

WASHINGTON, D. C., June 7.—H. C. Grove, Inc., 1210 G street, distributor in this territory for the products of the Columbia Graphophone Co., recently announced the addition of a complete stock of radio outfits and supplies. Since the company has become interested in the radio line a good business has been worked up and the demand is increasing steadily.

**UNIQUE HONOR FOR IRENE PAVLOSKI**

A unique honor was bestowed upon Irene Pavloski, Brunswick artist, at the close of the season of the St. Cecilia Club, of Tacoma, Wash., when at the final concert of the season she was presented with the baton and was asked to lead the chorus and audience in the singing of America. At the close of the concert she was tendered a reception by the members of the club and her work during the season was given the highest praise by critics in all the local papers. She scored a great success and arrangements have been made for her to appear again during the next concert season in this musical city.

\$3.25 Sample

With 10 inch Turntable  
and All Accessories

# MOTORS

2 SPRINGS

\$3.25 Sample

With 10 inch Turntable  
and All Accessories

We are the Exclusive Manufacturers of

## THE MAGIC MOTORS

Parts for These Motors Always on Hand—Also Tone Arms—Sound Boxes—  
Main Springs, Etc.

MAGIC PHONO SUPPLY CO., 261-273 Lorimer St., Brooklyn, N. Y.

Telephone Starg 1591



## Showing a Good Front!

The largest and most successful retail operators in the country place greater value on their show window space than on any other part of their store. Their gigantic success can be attributed in great part to the "dress" of their show windows. Getting the public's interest is always their plan, for that's more than half the game in selling merchandise.

Well known is the fact that people will enthuse over and patronize a store if only on account of the cleanliness and attractiveness of their display windows.

Many Victor Dealers have yet to learn the value—the real dollars and cents earning power—of their show windows. For the Victor Dealer, they truly have much to do with his success—they are his introduction to the public.

Whatever the make-up of the buyer, he will invariably direct his purchases to the store or establishment that makes a favorable and dignified showing—and what better method is there than through the "eyes of the store"—the show windows? Victor Dealers—who know—are "cashing in" through the agency of their window displays.

Morning, noon and night they are utilizing this most valuable space to the fullest extent and with lucrative results. Your show windows, Mr. Victor Dealer, will do real work for you if you will but lend a hand. Capitalize their use!!

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C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

*Victor Wholesalers to the Dealer Only*




# National Association of Talking Machine Jobbers Holds Convention

*Sixteenth Annual Gathering at Hotel Ambassador, Atlantic City, June 12 to 15, Attracts a Ninety Per Cent Membership Assemblage—Important Subjects Discussed in Reports of Officers and at the Various Business Sessions—A. A. Trostler Elected President—Most Successful Reunion*

ATLANTIC CITY, N. J., June 15.—The sixteenth annual convention of the National Association of Talking Machine Jobbers opened at the Hotel Ambassador on Monday morning with over 90 per cent of the membership represented and ready to give serious consideration to the trade problems of the day as they came up in the course of the program, as well as the suggestions offered by the Association officers and others looking to the betterment of Victor business.

The first session of the convention was given over to the reports of the officers and committees of the Association, the first report being that of Louis Buehn, the president, who reviewed the general situation clearly and at length as follows:

## President Buehn's Report

As your presiding officer it is my duty and I consider it a privilege to give you a brief résumé of the activities of the Association since the last annual convention held in Colorado Springs.

My worthy predecessor at that time made reference to the serious problems that confronted us and suggested that it would be very difficult to correctly diagnose or offer any infallible remedy for them.

Some of the problems to which he referred are still with us and have been augmented by others to which we must give careful consideration and to the solving of which we must lend our best thought and energy.

While 1921 was undoubtedly a very trying year I believe it is quite safe to say that since January of this year we have been experiencing a most unsatisfactory condition in the sale of our product, and particularly in the sale of records.

This situation has become critical with many distributors and dealers, and while it may be difficult to find the precise reason for lack of sale, unquestionably the records that have been marketed at cut prices and the introduction of several makes of 50-cent records have contributed very materially to this condition. In addition, we have the radio craze, which has taken, and is taking, considerable money out of phonograph channels, to contend with.

May I call to your attention that the demand by dealers for an increased discount on Victor products is becoming more and more general—the statement being made that at the present discount first-class stores cannot operate profitably—and comparison being made with the larger discounts being offered by competing lines.

Both of these conditions should have our earnest consideration, so that we may arrive at conclusions that will permit recommendations or action that will correct them, if, in our good judgment, we deem it necessary or desirable.

### Fundamental Business Conditions Better

Available reports indicate that fundamental business conditions throughout the country are better to-day than they have been for many months and a striking illustration of this is the tremendous recovery of the automobile industry, which goes far to substantiate this statement. It is my opinion that when our own line shows a recovery that may be compared to this many of our present worries will disappear.

It is my hope that at these meetings we will consider wisely the problems directly concerning us and reach conclusions that will be helpful to each and every one and make it possible to have

our industry continue on the high plane to which it is entitled.

### Executive Committee Meetings

Since our last annual meeting there have been two open executive meetings, the first held at Chicago at the Hotel Drake on Monday, March 13 and Tuesday, the 14th, and the second in New York City at the Hotel Commodore, on March 15 and 16. At these meetings many questions were discussed vital to our business with which you are all familiar, either having been in attendance in person or having received a report from the secretary. As a result of these meetings two committees were appointed, one to investigate the desirability of recommending favorably or otherwise the financing of dealers' leases through finance companies and the other committee to inquire into the desirability of co-operative buying. Both of these committees will report to this convention. In addition, your president appointed a

your treasurer. May I suggest that close attention be given this report, as we are an organization with constant demands being made upon us and some consideration should be given to our growing needs.

### Membership

There have been some changes in our membership in the past year, which will be given you in detail by the chairman of the Membership Committee.

### Music Industries Chamber of Commerce

It was my privilege to attend two of the meetings of the board of directors of the Chamber and I can endorse heartily the value of this organization to the music trade generally. They are coming to realize more fully the value of the phonograph industry and are working exceedingly hard and efficiently for the good of the music industry in general. They have instituted an excellent system of credit reports, of which I



Hotel Ambassador, Atlantic City—the Convention Headquarters

special committee to meet with the directors of the Victor Co. early in January, a detailed report of which meeting was sent each member, under date of January 12.

### Legislation

Last Fall the chairman of your Legislative Committee, J. N. Blackman, and your president attended a conference held in Washington with the Senate Finance Committee. This was also attended by representatives of many other industries, who were unanimous in recommending a sales tax to replace the present excess profits tax.

The new tax law now in effect removes the excise tax on phonographs. This was accomplished largely through the efforts of the Music Industries Chamber of Commerce, and particularly through special work done by Ralph L. Freeman, of the Victor Talking Machine Co.

### Finance

Our financial situation will be fully covered by

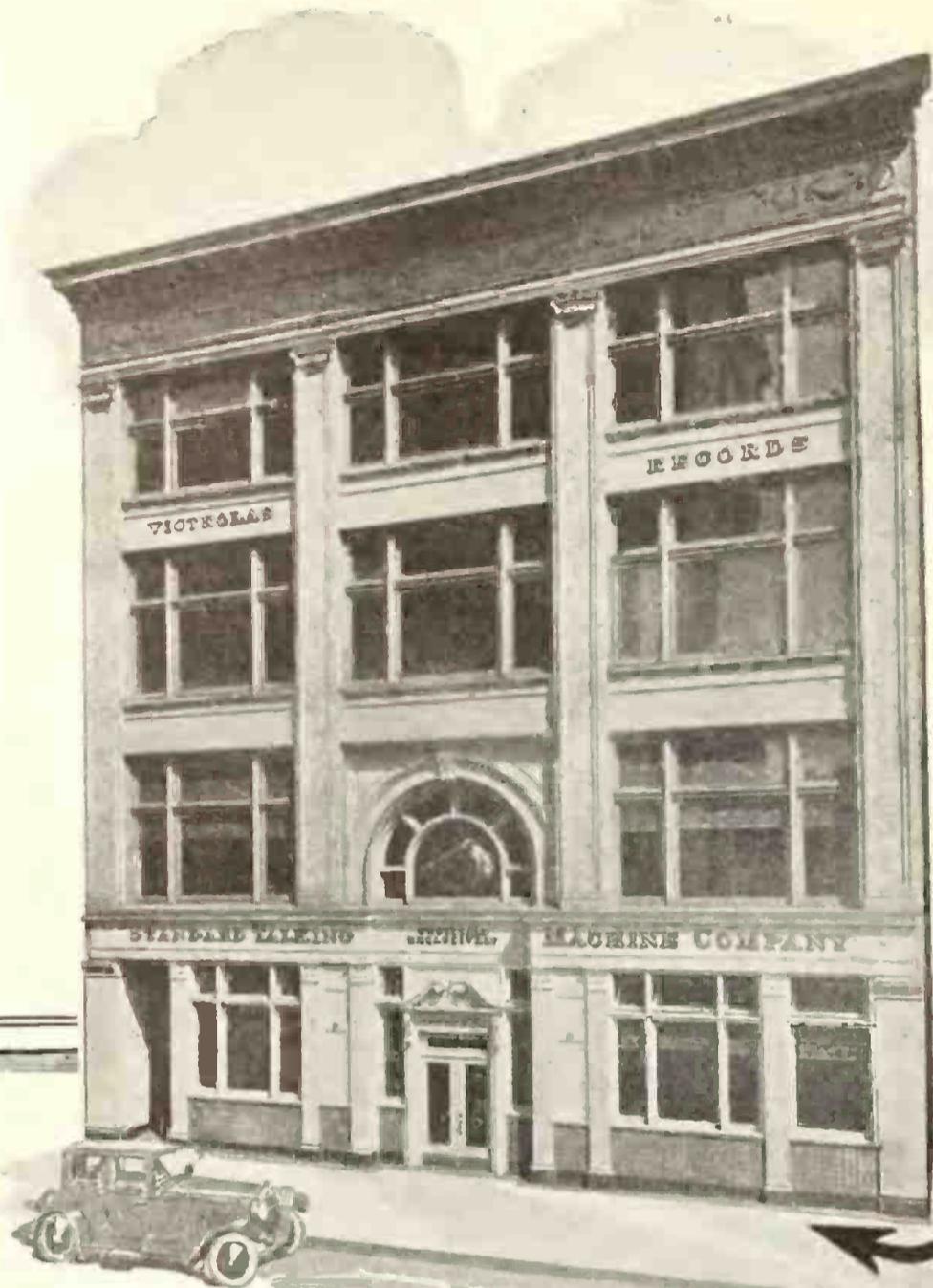
would recommend every member of our organization to take advantage. Their financial report shows an income of something over \$90,000 for the fiscal year, of which amount the phonograph industry contributed \$17,000. Of this latter amount our organization gave \$5,000, and it is my recommendation that we continue to give the Music Industries Chamber of Commerce our financial as well as moral support.

### Committee on Arrangements

Your committee has worked to make this convention not only interesting and enjoyable, but also profitable, and I wish to take this opportunity of thanking the chairman and his co-workers for the excellent manner in which they have accomplished their work.

The annual golf tournament will be held at the Seaview Country Club, under the direction of the chairman, J. C. Roush, who in due course will announce the details of the program.

(Continued on page 85)



## What Ground Floor Service means to Victor Dealers.

- (1) Quicker Deliveries
- (2) Easy to Reach Any Office. Department or Individual
- (3) Saves Dealer's Time—No Elevators, No Stairs to Climb
- (4) Easy to See Samples of Any Merchandise
- (5) Can Park Cars at Curb Indefinitely
- (6) Big Saving in Time of Handling Shipments, Which, in Turn, Means Better Service for Dealer.

## A Ground Floor Victor Jobbing Service All Daily Operations on Street Floor

One often hears that it is next to impossible to devote a ground floor location in the business section of a large city to Victor Distribution, because of excessive costs. It does cost more, but "Standard" holds that the *additional accessibility and quick service justifies the added cost.*

So our new home, just opened, in the heart of down-town Pittsburgh and convenient to all stations, while comprising four floors and basement, each 54 x 135 ft., totaling over 36,000 square feet of floor space, yet provides

### ALL PRINCIPAL ITEMS OF SERVICE ON STREET FLOOR

Entrance and Lobby	President's Office	Dealers' Advertising Room	Record Stock	Print Shop	Shipping
Accounting Department	Manager's Office	Service and Mailing Room	Accessory Stock	Repair Shop	Indoor Loading Room
Record Department	Record Playing Room	Fireproof Vault	Advertising Stock	Packing	

## STANDARD TALKING MACHINE COMPANY

*Exclusively Victor—Wholesale Only*

305-7-9 Penn Ave., Pittsburgh

### You Are Cordially Invited

To drop in any time and inspect what we believe is absolutely the best plant we could build to serve the needs of Victor Dealers. Some outstanding features:

- (1) Display Room for Dealers' Customers.
- (2) Office for Dealers' Use.
- (3) Railroad Siding.
- (4) Indoor Truck Loading Room.
- (5) Gravity Spiral Chute for Quick Handling of Machines and Records.



Impression of Lobby from Street Entrance.

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 83)

The other standing committees of our organization will each have a report to make, so I need not dwell upon them here.

May I refer at this time to the action taken at our two open Executive Committee meetings, the endorsement of the Distributors' Transfer Bureau and likewise the endorsement of the horizontal type Victrolas.

If the Transfer Bureau has not functioned to your entire satisfaction it is not due to any fault of the Victor Co., but to conditions over which they have had no control and which they no doubt will gladly explain.

**The Horizontal Victrolas**

I sincerely hope that our endorsement of the horizontal Victrolas has had the hearty support of each distributor in selling this proposition to the dealer and I am happy to say that such reports as have come to me indicate an increase in business on these types which insures its success and again vindicates the wisdom of the Victor Co. in its manufacturing program.

I would be remiss if I did not make special mention of our secretary, W. F. Davisson. As you all know, the secretary elected at the last



**Louis Buchn, the Retiring President**

annual convention, Charles Bennett, had to give up his duties. Mr. Davisson was the unanimous choice of the executive committee and the excellent manner in which he has conducted his office compels me to single him out for special commendation.

In conclusion, I wish to express my appreciation of the splendid co-operation of the various officers and committees and the hearty support that has been given me during my term by all the members.

**Report of Secretary Davisson**

The next report was that of the secretary, W. F. Davisson, who has accomplished much since assuming the office at the first of the year. His report read:

Since assuming the duties of the secretaryship of this Association, which duties I was requested by President Buehn to assume, about December 1 last, all matters pertaining to the secretary's office have been attended to in a manner which, I hope, has been satisfactory to all of the membership.

Early in January President Buchn appointed a special committee of five, composed of Messrs. Buehn, Blackman, Rauth, Wiswell and your secretary, to meet with the directors of the Victor Co. on January 9. The subjects discussed were horizontal models, record exchange, shortage of supplements and foreign records. The report of this meeting was sent to each of you under date of January 12.

Fully realizing the importance of the Supreme Court's decision, in the Beechnut case, to our members Mr. Montague was asked to prepare a statement as to just how this decision affected our members. A statement was promptly pre-

pared and mailed to the members on January 24.

The only Executive Committee meetings held during the year were two open meetings in March. The first was held in Chicago, March 13, with a good attendance of Western members, and the second held in New York March 15 and 16, with an attendance of members which more nearly resembled an annual convention than an Executive Committee meeting. Many important subjects were very thoroughly discussed at these meetings. The Executive Committee on March 17, immediately following the New York meeting, held a conference at Camden with the directors of the Victor Co. The committee brought to the attention of the Victor officials some of the matters discussed at our open meetings and we presented them with a resolution pertaining to the exploitation of the new horizontal models. This resolution was enthusiastically received. A copy of it was sent to all members shortly after the meeting.

**The Association Roster**

Our Association roster now consists of seventy parent houses and seven branch houses. We have lost during the past year four parent houses, owing to their retirement from the talking machine business.

I am pleased to inform you of the addition to our organization of two new parent houses, the French Nestor Co. of Jacksonville, Fla., and the Oklahoma Talking Machine Co., of Oklahoma City, Okla. We therefore have suffered a net loss of two parent houses during the past year. There is still one Victor wholesaler who is not a member, Orton Bros., Butte, Mont.

This organization has been asked by the National Chamber of Commerce during the past year to vote on three referenda, Nos. 36, 37 and 38. Due to the splendid work of our national councillor and the co-operation of our Executive Committee all ballots have been cast in an intelligent manner.

**Financial Status**

The report of our treasurer at the last convention showed cash and Liberty bonds, mostly Liberty bonds, amounting to \$1,017.26. During the past year the secretary's office has collected and turned over to Treasurer Mairs \$7,250 received for dues and \$7,150 from the special assessment voted at Colorado Springs, the total sum from two sources being \$14,400.

I regret the necessity of reporting \$350 delinquent dues and assessments. One member is de-



**W. F. Davisson, the New Secretary**

linquent in both dues and assessments, while another member who has one parent and one branch membership has not paid the assessment.

My work has been greatly lightened by our very able Arrangement Committee. It has handled every detail in connection with this convention, and all the good times which I am sure you

will have this week will be the result of this committee's work. I want to extend my thanks to members of this committee, not only for the good work done here, but for the share they played in the success of the March open meetings. I also wish to thank each officer and the members for the excellent co-operation extended me. I have frequently asked for assistance or suggestions and the response has been prompt and helpful.

**Treasurer Mairs Tells of Finances**

Next in order came the report of the treasurer, George A. Mairs, indicating that the finances of the Association were in good shape, after which J. Newcomb Blackman, chairman of the legislative committee, presented the following report on legislative and legal matters:

**Report of Legislative Committee**

During the war it was obvious that no legislation was important enough to receive serious consideration other than that having to do with



**George A. Mairs, the New Treasurer**

the conduct and winning of the war. With the signing of the Armistice the mass of legislation of the most important character had to have first attention. Recent events disclose the fact that Congress is very busy in an attempt to pass bills considered by everybody as calling for immediate solution.

**The Stephens-Kelly Bill**

The "Stephens-Kelly" bill in its present form represents many amendments, all of which have been made to conform with the recommendations of the Federal Trade Commission, as well as others influential in the Government. Perhaps at no other time has the outlook been as favorable for passage of this much-needed legislation.

The American Fair Trade League, to which we contribute annually, has been constantly active to keep alive this bill and prepare the way for its passage when those best fitted to know determine it is opportune to have it reported and urge its passage. At a meeting of the Executive Committee of the League, attended by me, our long and tireless fight seemed to be approaching success when the reports of the secretary of the League and of its chief counsel, Joseph E. Davies, were received. Mr. Davies was formerly chairman of the Federal Trade Commission.

**A Friend at Court**

In James M. Beck, the present Solicitor General of the United States, we have a friend for the reason that his former association as counsel for the Victor Co. enables him to know many of our problems, the abuses from which we have been suffering and the merits of our recommendations for legislation supplementing the Sherman Act.

It is unfortunate and very annoying that the

(Continued on page 86)



## “He Profits Most Who Serves Best”

YOU profit most in serving your public through the sale of VICTROLAS and VICTOR RECORDS—

WE profit exactly according to the degree of excellence of our service in supplying you with Victor Products.

“HE Profits Most Who Serves Best—” an ancient axiom, but one whose truth was never more generally recognized and heeded than today. More and more is it coming to be understood that the measure of business success is absolutely determined by the service the institution renders.

*Our aim is to, at All Times, have our service in keeping with the 100% service afforded by Victor Products*

The leadership of Victrolas and Victor Records continually grows more pronounced; the demand for them ever greater; the esteem in which they are held, ever higher—*We strive to serve that the same may be said of us as Victor wholesale distributors.*

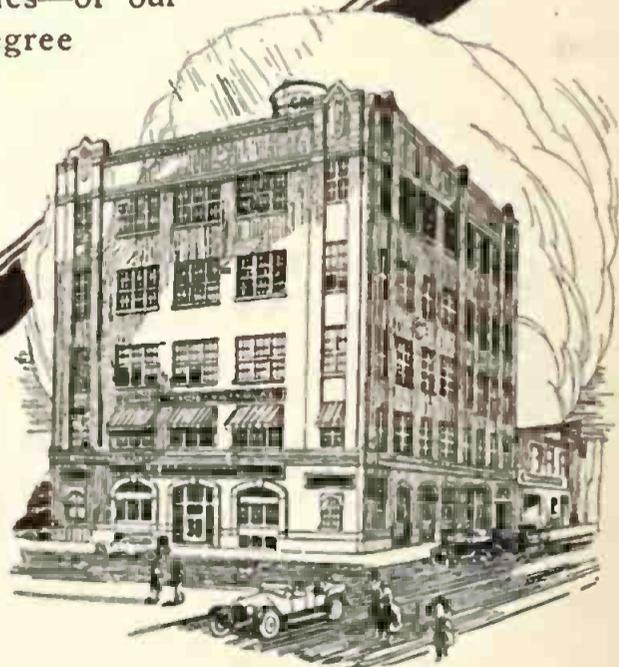
Are you taking advantage of Grinnell service?—of our ever-ready stock—of our undeviating rule of filling all orders same day received—of the superior transportation facilities (train, boat, interurban, auto) at our command, with the quick delivery this provides—of our determination to make our service in greatest degree pleasing to you—*and be a valuable business aid!*

Let us, through supplying your next order of Victor merchandise, prove ourselves justified in asking and expecting your future business.

# Grinnell Bros

Wholesale Distributors  
of Victrolas and Records

First and State Streets  
DETROIT



Building pictured above, located at First and State Streets, Detroit, is the headquarters of our wholesale Victrola and Record business

GRINNELL SERVICE — A VALUABLE BUSINESS AID

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 85)

Victor Co., and we distributors, have been a target in attacks in the courts and through investigations on the part of Governmental bodies. Still, it is my firm belief that the dawn of much better days is ahead. I think we have seen the worst and will eventually be successful in having passed some legislation which will give us the legal right to not only choose our customer, but to enter into a voluntary contract with him under terms and conditions that will foster continued business relations profitable to the parties thereof and insuring honesty in merchandising for the public.

Your Legislative Committee might also be termed a Legal Committee. Therefore your chairman has kept in close touch with the legal situation, following various decisions of the Supreme Court, and our counsel, Gilbert H. Montague, has kept us informed of the progress being made or ground lost through legal action, and particularly court decisions. In this report it will not only be quite impossible, but inadvisable, to attempt to go into detail regarding the activity of what may be termed your Legislative and Legal Committee.

So, I will conclude with the recommendation that we continue our activities along the lines we have pursued and that I be given an opportunity to address our members in convention covering any details that might be important enough to discuss, or to answer questions.

**The Financing of Dealers**

Mr. Blackman also presented a report for the special committee on financing dealers, of which he is chairman, which read:

Your special committee appointed to investigate and report upon the desirability of Victor dealers financing their instalment accounts through the medium of so-called financing companies has given the subject very careful consideration and reports as follows:

We do not believe that in normal times there would be a great demand for supplemental financing of this kind. This conclusion is arrived at because when business is normal there is sufficient turnover and cash transactions.

Broadly speaking, all merchants, including Victor dealers, should be competent to run a business and have due regard for the philosophy of business economics. They should have reasonable capital. This will entitle them to a liberal amount of credit on merchandise, as well as banking accommodation, consistent with their financial responsibility and credit reputation.

**The Wisdom of Conservatism**

There appears to be a natural tendency for the smaller dealer to compete with the large one. In doing so he often attempts to do more business than he can handle safely. In other words, when a Victor dealer has reached the point of having exhausted his own capital, plus bank ac-

commodation, he should consider very seriously the wisdom of expanding his business beyond that point.

The cost of getting money from financial companies is very high when compared with usual bank rates. It is argued, however, that inasmuch as the business done on this plan is over and above the usual volume the overhead is correspondingly lower and it is profitable. Our in-



J. Newcomb Blackman

vestigation discloses the fact, however, that when a dealer assigns his instalment leases and it becomes known by his creditors his credit is weakened and his accommodation reduced.

**Dealers Should Consult Distributors**

We do not feel that we can fairly recommend our Association either favoring or disapproving of the use by Victor dealers of financing companies in connection with their instalment business. It is apparent to us that every case to be decided is one having its own situation to meet and that the Victor dealer should come to his distributor and frankly seek his advice in the matter. Many distributors are financially able and will welcome directly aiding their dealers in the extension of credit, the acceptance of their notes or in approaching their banks, either to get credit or to obtain a larger loan. We believe it is the proper function of the Victor distributor to take on these obligations and not encourage his dealer going to a financing company until he has first frankly stated his need for this help to his wholesaler. Furthermore, the banks are more friendly and will give better support to their borrowing depositors if they seek advice regarding such needs.

**The Right and the Wrong Way**

If this plan is followed by the Victor dealer and he uses a finance plan with the approval of his Victor distributor and his bank he may be sure that he is not courting financial embarrassment at some future time. On the other hand, if he fails to do this and his line of credit is stopped or seriously curtailed by the finance company for any of many reasons which may bring

about that condition he is not in a position to get the support of his wholesaler or of his bank. A condition resulting in bankruptcy has occurred in many such cases.

Most financing plans are not needed by the big dealer with ample capital and credit. Therefore we find this demand largely among the smaller dealers who want to increase their volume or meet the terms of larger competitors. In most cases this involves the endorsement of the dealers' notes by the distributor. If the distributor must endorse for the dealer and become a party to the transaction we believe he should consider seriously first the need for such financing. He should have the courage of refusal and be willing to suffer the loss of that dealer's business rather than encourage an unprofitable transaction and an eventual financial embarrassment.

We suggest that our Association recommend that all Victor dealers accept credit from financing companies only with the approval and cooperation of their principal Victor distributors and bank creditors.

**Report of Traffic Committee**

Next came the report of the traffic committee by Chairman E. C. Rauth, who said:

Since our traffic matters are so ably looked after by the Victor Talking Machine Co. your



E. C. Rauth

committee has had nothing to occupy its attention during the past year.

The 10 per cent reduction in freight rates, to take effect July 1, of which all of our members are no doubt aware, will act as a stimulus to  
(Continued on page 89)

*The*  
**Corley Company**  
INCORPORATED  
RICHMOND, VIRGINIA

"IN THE HEART  
OF THE  
SOUTHLAND"

**Victor Service  
in the South**

Our location in Richmond with its excellent shipping facilities leading in from the North and radiating to all points in the South enables us to render exceptionally prompt service to Southern Victor retailers.

Furthermore, our intimate knowledge of conditions peculiar to the Southland enables us to render to the dealer cooperation of no small value.



HIS MASTER'S VOICE



## PERMANENCY

**W**HAT a wonderful meaning the word "Permanency" really has!  
**W**HAT a world of meaning it holds for the talking machine dealer.

PERMANENCY OF THE QUALITY OF THE INSTRUMENT  
 PERMANENCY OF THE SERVICE RENDERED  
 PERMANENCY OF THE MANUFACTURER  
 PERMANENCY OF THE WHOLESALER

The Victrola has always been a quality product. The permanency of its style and tone and its supremacy of performance make it the most highly desired talking machine in the world today.

The Victor Talking Machine Company has for a quarter-century been engaged in the sound-reproducing art—years of brain, heart and hand, which have produced an instrument without a peer in permanency of sound-reproduction and satisfaction.

The Eclipse Musical Company has been serving the dealers in this territory continuously for the past eighteen years. During this period T. H. and P. J. Towell have uninterruptedly controlled and guided the affairs of this company, and our Manager, E. B. Lyons, has been in daily contact with your requirements for the past seven years, watching conditions, assisting and protecting the interests of the trade—permanency of service which has held the confidence of hundreds of Victor dealers throughout the territory.

Through these many years of merchandising we have won a reputation with our customers which is built upon a Gibraltar of faith and permanency.

Link permanency with durability, dependability and performance and you have all that can be desired in a talking machine. All are of such vital importance that each and every one should have equal weight with you, Mr. Dealer.

We unhesitatingly claim that the VICTROLA has every one of these qualifications.

Do you know any other talking machine that has?

**If a Leader Truly Leads, He Remains—The Leader.  
 That Which Deserves to Live—Lives**

**THE ECLIPSE MUSICAL CO.**

*Exclusive Victor Wholesalers*

CLEVELAND

TMW

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 87)

business generally, as well as to that of our industry.

**Thanks the Trade Press**

The report of the press sent in by Dan Creed, chairman, reviewed the support given the Association by The Talking Machine World and other trade publications during the year and expressed the thanks of the committee for the advance publicity given the present convention by these publications.

**J. C. Roush on Golf Plans**

Joseph C. Roush, as chairman of the Golf Committee, offered a report in which he reviewed the results of the tournament at Colorado Springs last year and outlined the arrangements for this year's tournament, giving a list of the various prizes offered by Association members



J. C. Roush

and others, including a cup presented by The Talking Machine World.

The morning session closed with a report by L. C. Wiswell on a co-operative advertising plan presented to the jobbers, which was held over for discussion at the afternoon session.

**Co-operative Advertising Plan**

The report presented by Mr. Wiswell, as chairman, was that of a special committee appointed to investigate the possibilities of co-operative buying and advertising methods for the sales development of dealers' business and, in full, was as follows:

Inasmuch as your special committee was instructed to investigate and report at this convention on two separate and distinct subjects, namely, distributors' co-operative advertising, methods of dealers' sales-helps and co-operative buying, we will offer our report in two parts, first report covering the advisability of our Association, through some agency, issuing dealers' sales-helps, etc., and, secondly, co-operative buying of such packing supplies as commonly used by our members.

**Report No. 1**

Your committee has individually and collectively studied this question at considerable length, also held a meeting with Reincke-Ellis Co., specialists in Victor dealers' advertising and sales-helps and who at our last Executive Committee meetings presented an outline of their ideas on the subject. The findings of our investigation and conclusions are that while there is obviously a great wastage of effort on the part of various distributors and their salesmen in featuring special advertising and sales-helps to their clientele of dealers, as well as at times a seemingly excessive cost for certain advertising matter (account of lack of quantity output), yet we are apprehensive lest the elimination of this work on the part of the various distributors, having all the promotional work done through one central agency, would, in a measure, have a tendency to destroy on the part of the distributor his initiative and development of competitive sales methods, thus deadening, so to speak, the enthusiasm for sales promotion work. For example: Parents are more concerned in their own offspring than they are in their neighbor's

children, more concerned over their welfare and growth, just so is the distributor more concerned and enthusiastic for the success of his own individual ideas as expressed in his dealers' sales-helps than he would be for the same character of material furnished through some central bureau.

Undoubtedly some central agency, like the Reincke-Ellis Co., which understood the Victor game, distributors' and dealers' problems, especially the dealers' needs in the way of advertising assists and sales-helps, with the help of the Association and the members' traveling representatives, could create such an outlet among the Victor dealers for these sales-helps, etc., to warrant a large run, thus bringing the cost down, hence lower selling cost and consequent saving to the dealer. However, viewing it in a larger sense, would not this slight saving in cost to the distributor and dealer be inconsequential when measured against the loss of distributors' initiative and enthusiasm for sales promotion ideas?

This is an important as well as big piece of work, and despite the work done by your committee they are still of the opinion that there is much unexplored ground to cover and hesitate to make any definite recommendation, rather leaving further action to the pleasure of the convention, and if it be the sense of this convention that workable arrangements could be made, that a new committee be appointed to carry on investigations to a definite conclusion.

At the time of our meeting with the Reincke-Ellis Co. ideas were advanced by Mr. Reincke, namely, that our Association issue a monthly trade publication for distribution to every recognized Victor dealer. It was suggested by Mr. Reincke that the magazine would be issued under the caption or name "Sound Selling" and that the object of the publication would be to disseminate such information to the Victor dealer trade as would be of interest to them and beneficial in their promotion of Victor business.

The publication, while in a measure similar to the Victor Co.'s publication, "Voice of the Victor," would be unlike it in that it would be the mouthpiece of every Victor distributor, broadcasting to his dealers not alone interesting facts about the Victrola game and the success of this or that dealer who by some novel advertising method is putting over a nice sales campaign, but would by illustrated articles vividly teach the dealer how not only to close sales in his store but to really go out after the business.

Through the medium of the publication of this kind the distributor could say much in commendation of the Victor proposition that the Victor Co. would hesitate to say itself; for illustration, the new horizontal type Victrola. There is much the Victor Co. could say about the merits of these instruments but for obvious reason would not like to express itself. However, we as distributors, in a monthly publication (not being handicapped by any reserve), could wave the flag and blow the trumpet, telling Victor dealers everywhere regarding the merits of these particular instruments, why the dealer should put the line over, and other instances innumerable could be cited.

Your committee is of the opinion that a publication of this character would mean much to the Victor trade as a whole. However, as in all things, the element of cost must be taken into consideration. The Reincke-Ellis Co. informs us that it would cost approximately 25 cents per copy to issue a booklet of the character they have in mind and of which Mr. Reincke has samples here at this convention, and I am going to ask that at the proper time the convention permit Mr. Reincke to present his ideas, which will be more concrete and to the point than we could cover in this report, the cost of 25 cents per copy to cover cost of editing, printing, mailing postage, etc. Figuring approximately eight thousand Victor dealers in the United States to

whom a copy of this booklet should be sent, the cost would be \$2,000 per month, and on a twelve months' contract would amount to \$24,000.00, which sum, of course, would have to be forthcoming from our treasury, which would mean either an increase in dues or special assessment.

As a subject of this kind has not a precedent in our Association, your committee would rather offer their findings without specific recommendation, assuming that it would be best that open discussion be had on the subject with our report as basis for such discussion.

**Report No. 2—"Co-operative Buying"**

Under date of April 26 your committee sent out a letter to all Association members requesting certain information as to sizes, cost, quantity used and name of manufacturer of packing material used in their business, such as packing boxes and corrugated sheets. A special form was enclosed for the reporting of this information, and we are happy to report that the co-operation given us by the members in returning the forms promptly was splendid.

Considerable labor was involved in recording this information, reducing all of the reports to concrete form in order that the figure could be properly analyzed. After this work was done the chairman called a meeting of the committee at his office in Chicago, at which time the matter was thoroughly gone into.

Your committee was amazed to find from the reports received the great difference in ideas as to the proper size of record packing boxes as shown by the hundreds of different sizes used by distributors, hardly any two distributors using



L. C. Wiswell

the same size packing boxes. Our members are using over two hundred different-sized packing boxes, which means that each member has his own idea as to what size box to use. In many instances there is only a variation of a fraction of an inch, yet it is a different size, and where material that does not cut into this or that size does not cut to advantage it means increased cost of manufacture.

The conclusion of your committee in regard to packing boxes was that it would be useless to follow the matter up further in view of the great discrepancy in size of the boxes used, and in our estimation and judgment co-operative buying would not be practical until we, as distributors, decide upon and adopt a suitable packing box of uniform size and quality. If this is made possible then prices could be obtained from manufacturers in such quantity lots that we could undoubtedly effect considerable saving.

In the matter of corrugated sheets or boards, 10-inch and 12-inch size, information gathered shows that by co-operative buying a saving could be effected for practically every distributor. From figures given the committee, members are paying for 10-inch cardboard sheets prices ranging from \$3.50 to \$10.65 per M. and for 12-inch size \$3.95 to \$11.60 per M. You will, therefore,

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## NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 89)

readily appreciate from this range in price that there should be no question that if we could get together and pool our business, so to speak, agreeing to purchase through the organization, either through the secretary's office or special committee, all our cardboard sheet requirements, a considerable saving could be effected for us all. To substantiate our statement we have had quotations submitted by various corrugated paper manufacturers, based on .009 stock million quantity lots, LCL and CL shipments, f. o. b. destination, from Hinde-Dauch Co., Sefton Mfg. Co. and Thompson-Norris Co. Quotations from Hinde-Dauch Co. are lower in every instance with just one or two exceptions than that paid by our members, and it is possible in the cases of the exceptions that lighter weight stock of paper is being used, possibly .007 stock, whereas quotations were asked for on .009 stock.

Your committee recommendation, based on their hurried investigation and survey—time would not permit our going into the subject in

complete detail—is that the question of co-operative buying of all packing material commonly used by all our members, corrugated packing boxes and corrugated sheets, is not only feasible but advisable. However, before such scheme could be worked out our members should be a unit in the adoption of a uniform packing box as to size and quality, and it is the sense of your committee that this report be favorably received and that the chairman appoint a new committee to conduct further investigation.

#### Plan Receives Favorable Consideration

The entire afternoon session on Monday was devoted to the discussion of the matter presented in the report, and favorable consideration was given to the plan for getting out a monthly publication. The special committee, consisting of Mr. Wiswell, H. Goldsmith, C. H. Grinnell, J. N. Blackman, French Nestor, T. H. Towell and H. W. Weymann, took the matter under discussion again for the purpose of recommending a plan for financing the project.

### Victor Co. Entertains Jobbers

The opening social event of the week was the dinner and dance tendered to the members of the National Association of talking machine jobbers and their friends by the Victor Co. at the Hotel Ambassador on Monday night. It was a most delightful affair in every particular, being planned and carried out in characteristic Victor Co. style.

During the dinner in the Venetian Room there was some lively entertainment by the Kentucky Serenaders, who sang as well as played, followed by a short concert by Paul Whiteman and his celebrated orchestra. Then came the dancing in the Pompeian Room, also to the music of Whiteman's Orchestra, which kept up until there was very little time to catch a few winks of sleep preparatory to the next day's business. It was a wonderful evening and started the week off most successfully.

### Second Convention Session Tuesday

The Tuesday morning session of the convention was devoted to the consideration of the report of the committee on the publication plan. After a discussion participated in by all the members, it was finally agreed to increase the annual dues of the Association from one hundred to four hundred dollars in order to finance the plan. The balance of the session was given over to general discussions regarding machine types and merchandising subjects, nothing of startling significance, however, materializing.

#### M. P. Campbell Talks on "Better Selling"

The Tuesday afternoon session of the convention opened with an address by Mark P. Campbell, president of the Brambach Piano Co., on "Better Selling," a subject that has a special appeal for the talking machine men. In the course of his talk Mr. Campbell said:

"What a wonderful industry we have!—it has no parallel and no competitor. Its appeal is fundamental and inherent. The lowliest tribe in darkest Africa has its form of music and rhythm. The newspapers have had a fine time exploiting the experiments of music with animals. One paper, commenting on the fact that cows can be induced to give more milk when a Victrola is played near at hand, asks if the bossies would give a milk shake if a jazz orchestra were playing.

#### The Misuse of "Luxury"

"During the past war the word 'luxury' suffered more defining, abuse, contorting and condensing than perhaps any other ever has, as on its interpretation depended the fate of so many industries in the war. So far as I am able to analyze the various activities and occupations that make up the cycle of human endeavor, luxury plays an important part in all of them. The suit of clothes that each of us is wearing has an average cost, say, of \$50. The material is worth about \$6 or \$7. The balance of the cost represents the style—discrimination and vanity—all of which is in excess of the primitive want. If you think I am exaggerating, ask any friend to show you his favorite picture of the best camping trip he ever took. You will find him photoed in a two-dollar sweater, a worthless pair of pants and a happy smile that is absolutely free. Go right down the line—take your house (I don't care whether it is a beautiful Park Avenue apartment, a Long Island estate or a place in the Santa Fe Valley), compare it with the tent or the shack on the picture I mentioned a few minutes ago. Isn't it also true of the things you eat—they, too, are about 90 per cent luxury and 10 per cent necessity.

"Next on the list of life's necessities is music—much or little of it could hardly be put in the extravagance class. To me, if luxury were at-

## Intensive Merchandising

Victor dealers who thoroughly appreciate the value of intensive merchandising will find the 1922 fall season the most productive in their history. There will be a shortage of Victor product this fall, and far-sighted Victor dealers will bear this fact in mind when making their plans.

The C. C. Mellor Co. Victor organization is splendidly equipped to assist you in developing an intensive merchandising campaign.

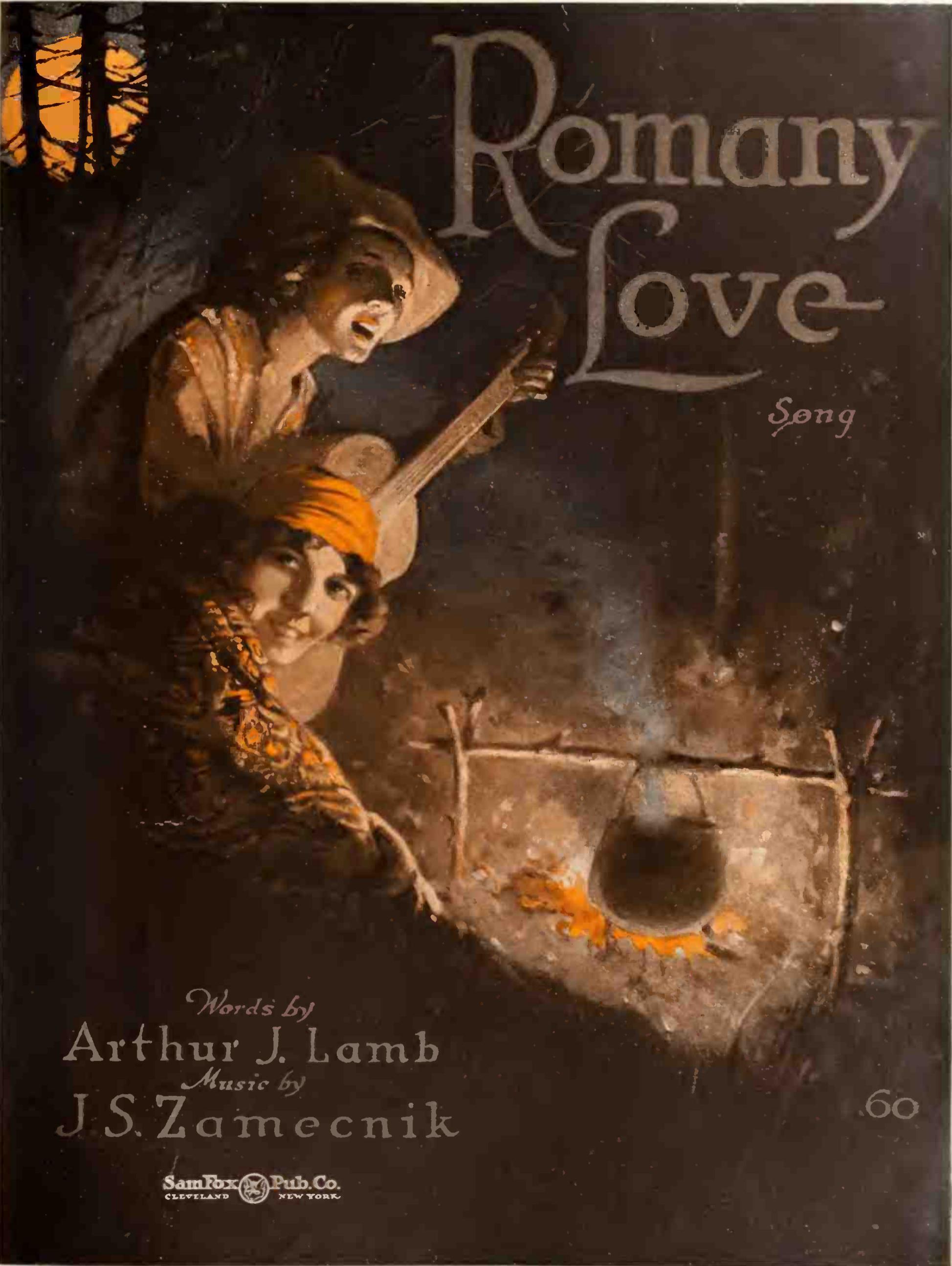
# C. C. MELLOR COMPANY

1152 Penn Avenue

Pittsburgh, Pa.

# Romany Love

Song



*Words by*  
Arthur J. Lamb  
*Music by*  
J. S. Zamecnik

60

Sam Fox Pub. Co.  
CLEVELAND NEW YORK

Advance announcement of our big feature number—ROMANY LOVE—the Fox Trot Song that will prove the sensation predicted for it—Already recorded by many of the leading companies—Watch for releases and hook up with our big campaign—Special introductory price to the trade on sheet music edition—NOW READY.





NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 90)

tempted in this sphere, it would no longer be music.

**Selling a Great Art**

"The manufacturing of anything is a habit—the selling of it is a great art. It is sometimes said that the real selling is done at the manufacturing plant, and an article well made is half sold. And I will ask you to think of so perfect a thing as a true diamond—it is the very pinnacle of quality, yet, gentlemen, I know you realize that before it is placed the finest work in the art of the selling profession must be used.

"Salesmanship has just entered the ranks of professionalism. We are still in the very early stages of its development. It is true that the professors who hold the chair of selling in our University of Industry have taken enormous strides in the metaphysics of the art. But, as Abraham Lincoln would say, it is a long way from their exalted position to the people who break their crackers in their soup.

"Hugo Chalmers says 'Salesmanship is simply a matter of showing your merchandise to enough people.' This old, stand-by method has moved many a piece of old stock.

**The New School of Selling**

"In the floundering around to get a new stand after the passing of the old school of selling, i. e., selling only through friendships, everything has been tried; hunches followed; tips eagerly sought; advertising used extensively, and many things that were all out of balance with industrial continuity of action.

"It was but a few short years ago that business conditions were forecast by quiet whisperings of what the Victor Co. were going to do or what the U. S. Steel Corp. were preparing for. Then this epidemic spread and many who could attach a title to their names sent out warnings and advice, prognosticating what was sure to happen in the following six months. This kind of advice was more common and wearisome than the 'Special Sales' that we now have to endure. Our own Music Week had for counter attractions in the same week Physical Culture Week and Linoleum Week. The banks began to give out selling aids in the way of monthly bulletins, basing their decisions not on oracle-like gossips but on cold facts of exports and imports, bank clearing and deposits. One bank quietly wrote off about \$15,000,000 while it was telling the world how to make money. The professional dopesters have come up like a lot of mushrooms. If we do as they say, where and when, selling will be a mere matter of form. Two firms—one in Chicago and one in New York—have dedicated their business to selling, at high prices, information that gives the secret of success of other companies.

"All of this information is good to have—it charts the sea, but it does not sail the boat. The latter is what we have to do for ourselves.

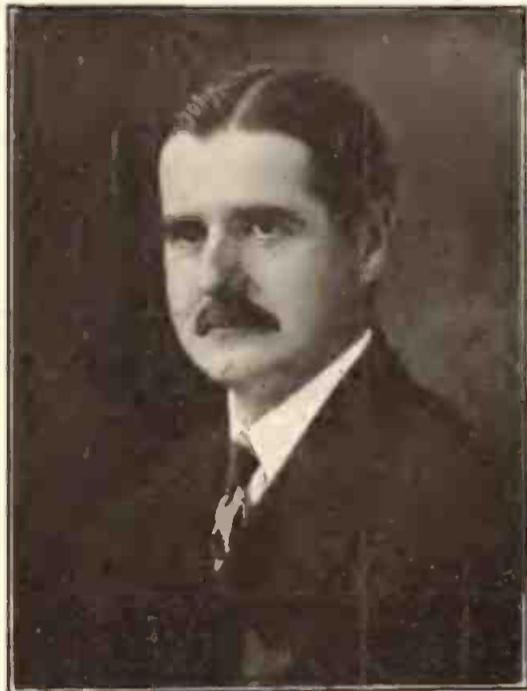
**Market the First Consideration**

"The market is the first consideration, and our fingers must be kept on its pulse at all times to know just what the conditions are. The fact that it has always been strong, healthy and even vigorous is not proof of its continuing so. Strong men sometimes die in their prime. The music box manufacturer was courting a very fickle lady—overnight she turned her fancy to the talking machine. The home organ slipped out to the edge of oblivion. On the horizon comes a mystery about which we know little in a conventional way, but which is causing real heart-flutters on the part of music dealers. Should we call it a foreign competitor and see to it that it does not cross our paths, or should we welcome it with open arms and lend it every possible assistance—develop it and call it one of the family? I do not think that it has taken form, it can't be distinguished yet. Perhaps it is only a mechanical toy and perhaps the greatest of all musical instruments. We must watch it carefully at any rate. What will be the surname of Radio? Its present position reminds me of one of Irving Cobb's stories of the Ozark mountaineers. An old mountaineer said to his wife:

'Be that our kid out by the well yonder?' His wife replied: 'I's been watchin' him off and on for the past two days. Maybe if I get a chanct I'll catch him, ef I can, wash him good and see.'

**When to Change the Bait**

"The psychology of the buying public is applicable to the old saying of the fisherman: If they don't bite, change the bait. How true that is in selling! You are all salesmen and know that the effect of changing the bait has often been to increase the sales. The last change was to the console model, and a dealer told me it had jumped his sales over 100 per cent over a



Mark P. Campbell

year ago. In department stores clerks are told when they have completed the sale to recommend an article of an entirely different nature. The effect is often wonderful—the power of suggestion and the new idea combine to bring action.

"All runners are interested in the condition of the track. A good track means better racing, and that means better prizes to be divided. The problem before us now is fundamental and underlying. Before we get ready with our crack selling forces to break selling records we must get a good track ready. That track is not made of cinders, but of a natural love of music ex-

pressed consciously. For the next few years that is to be the big selling idea.

**Reaching the Children With Music**

"The Bureau for the Advancement of Music has made tremendous strides with the children in the schools—in organizing the Music Memory contests and through the music teachers. Tremendous credit must be paid to Mr. Childs and the Victor Co. for what they have done in the home. It is a positive delight to hear small children talk of operas and show an appreciation of the composers and their work. If you will stand on the side streets just off Broadway in the district of musical publishers you will hear every other person humming a tune, with music coming through the windows. I never go through that section of New York without wanting to sing. That, gentlemen, is the atmosphere that we want to create throughout America.

"It is my opinion, and I say it advisedly, that we should give away as many samples of music as time and opportunity will allow, free concerts, music in the stores—boost choral societies, promote festivals—do everything within our power to have music radiate and fill the air. Edgar Guest says: 'It is pictures for the blind and it is surely food for the heart.'

**The Meaning of Service**

"Now, by 'service,' I do not imply any meaning of the word 'servant' for the salesman. That is quite another thing. The usual meaning of 'service,' as applied to a business, means a large stock of merchandise on hand with prompt deliveries and records on approval without limit. The mechanical part of the business is a subject of which I will say nothing, as it varies so much with the localities, the customs of the neighborhood and the way in which dealers have educated the people. Let me make myself clear on this point in a few words: We should promote service of music, not personal attention.

"Edward Bok puts over a mighty fine text in his book, 'The Americanization of Edward Bok,' in which he preaches: 'Let each one of us live so that this world will be a more livable and happier place in which to dwell.' What a chance we have with music to carry out this ideal!

"Someone has defined a civil engineer as 'a man without a job.' Reflect on this and you will readily see how true it is. Twenty-five years ago our technical schools were turning them out by the hundreds. The demand for them was

(Continued on page 92)

**The Bright Spot of the Middle West**

It is our aim always to lead in the kind of cooperative Victor service that will steadily increase the prosperity of Victor dealers located in our territory.

**MICKEL SERVICE**

*from* **DES MOINES**

"HIS MASTER'S VOICE"  
REG. U. S. PAT. OFF.  
THE PARCA INDUSTRIAL REGISTERED

## NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 91)

tremendous; railroads could not get them fast enough for railroad constructing and for bridge building; cities wanted them for water systems, enlargements, planned cities, etc. Development was the order of the day for the country. Efficiency was the watchword of the factory. Taylor and his school were thought of in terms of admiration because he enabled a man to produce two times as much as he could consume. That left a large surplus for the luxuries of life. Secretary Davis, of the President's Cabinet, said in his speech to the music merchants last week in New York: 'Enable the worker to produce a surplus over his needs and pay him for it so that he may have some of the luxuries. One partaking of the luxuries of life is happy, even if they are small luxuries.'

"Education is a delicate subject to discuss, unless one lauds it generally. So I speak advisedly. I do not believe that the educational system of higher education will continue or be the solution of the future. We have general pity for those who have had riches and have lost them.

To me their troubles are commonplace to those of a man or woman who has been given an education he cannot support. The education of a person should be to the extent of his or her ability to satisfy his desires and no more.

"The best wish that I could give a little girl is that she may have the essentials of life, and for luxuries—a sense of humor and a working



A. A. Trostler, the New President

knowledge of one of the fine arts: music, painting or literature.

"Pleasure or happiness is to be desired over keen efficiency without love and life, or perhaps I had better say living.

#### We Live to Work

"On every hand we are told that the world is improving. That is just a delusion. For, to-day we live to work, instead of working to live. Read your ancient history, from the days of Babylon to Napoleon. See what each succeeding generation has added to the happiness of mankind. Some generations have added nothing; some have taken away. The majority have added. Take our own generation, and what is the one predominating factor? The watchword is Speed, and more speed. To-day we must surpass yesterday and to-morrow to-day. Morse connected Baltimore with Washington to transmit messages in a moment's time. The world took it up and our country alone is entangled in 9,000,000 miles of wire to speed the thoughts of man. In twenty-five years our railroads put a net over our land and through our mountains, so that the people, the products and the merchandise might be delivered sooner. The telephone shouts the human voice 3,000 miles and back in the twinkling of an eye; the telegram was too slow. Eighteen hours to Chicago, because a mail contract hung in the balance, regardless of wrecks and lives that were sacrificed. And now, gentlemen, the aeroplane has left the once magnificent Limited creeping and crawling on its belly of steel.

"If I thought that the men in my factory were making production records for the sake of the records or to return to me my own talent or my five talents, I would stop the factory to-day, give the workmen my ideas on life and how to live, and send them on their way.

"The piano, as a console Victrola, has a mission in life, more than just to be a sale for cash. If that was its only purpose, it would have but one uniform price and that is thirty pieces of silver, regardless of the rate of exchange.

"No—to spread happiness, to endear the members of each family to the shrine of the fireside and to make pictures for the soul—that is Music. That is our mission.

"You gentlemen have within your grasp the most powerful factor with which to do this work—the Victrola, and Mr. Childs' Victor catalog of music.

Everywhere I hear comparisons of the Victor to other talking machines, or rather other machines to the Victrolas—that is the supreme compliment to the Victor.

Rudyard Kipling framed the words for the lips of the director of the destinies of Victor in "The Mary Gloster" when he said:

"I didn't begin with askings. I took my job and stuck; I took the chances they wouldn't, and now they're calling it luck. And they asked me how I did it, and I gave 'em the Scripture text, 'You keep your light so shining a little in front o' the nex.' They copies all they could follow but they couldn't copy my mind, and I left 'em sweating and stealing a year and a half behind."

In closing Mr. Campbell declared that talking prosperity had almost become a cult and that the time had come to stop talking and plan ways and means and go to work. We have had years of prosperity and have been sowing and sowing. Now was the time to profit by that labor and do some reaping.

Following Mr. Campbell's address the regular business of the meeting was again taken up and



Thos. F. Green, the New Vice-president

there were several discussions on problems with a particular bearing on the Victor business from the jobbers' angle.

#### New Officers Elected

Next came the election of officers with the following result:

President—Arthur A. Trostler, the Schmelzer Co., Kansas City.

Vice-president—Thomas F. Green, Silas E. Pearsall Co., New York.

Secretary—W. F. Davisson, Perry B. Whitsit Co., Columbus, Ohio.

Treasurer—George A. Mairs, W. J. Dyer & Bro., St. Paul, Minn.

Executive Committee—Louis Buehn, L. C. Wiswell, J. N. Blackman, W. H. Reynolds, E. C. Rauth, C. H. Grinnell, G. A. Dodge, G. E. Mickel, J. C. Roush and W. T. Haddon.

**Our Co-operation**

Offers the Victor dealer the benefit of our twenty years' experience in the Victor business.

**Our Service**

Offers the efficiency of a wonderful building especially designed as a Victor distributing plant, filling your orders better than 90%, shipping them the same day as received, from Columbus, one of the principal railroad centers of the U. S. A.

**Perry B. Whitsit Co.**  
COLUMBUS, OHIO

## The Annual Banquet of the Association

On Tuesday evening was held the annual banquet of the Association, which proved one of the most enjoyable affairs of the week because the official program was short and snappy and just long enough to prove interesting.

During the discussion of the elaborate menu the guests were entertained by the Kentucky Serenaders and later by Paul Whiteman and his

orchestra, so that there was a continuous round of music. There was also the popular "Angel Chorus" singing the usual songs in the usual way.

Louis Buehn, the retiring president, in introducing James F. Bowers as toastmaster, cited the fact that the past year has been one of accomplishment for the Association, and took oc-

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 92)

casian to thank the officers and committees for the work that had been done. Mr. Bowers, whose fame as a toastmaster may be said to be national, rose to the occasion in his accustomed brilliant style and left with the diners a number of witticisms that were bright and entertaining. He even proposed a toast to the ladies—something as follows: "To the ladies, God dress them."

Ralph L. Freeman's Address

The first speaker introduced by Mr. Bowers was Ralph L. Freeman, director of distribution



Ralph L. Freeman

of the Victor Talking Machine Co., who delivered the following optimistic message to the jobbers.

"It is a natural human instinct to desire to hide our weaknesses and especially from our friends. We shun a comparison of our efforts with those of others who are more expert. Accordingly, you can perhaps imagine my feelings as I stand sandwiched in between your fluent chairman, Mr. Bowers, and your guest to-night, Senator Runyon, who also has and deserves a great reputation as an orator. Indeed, there could be no excuse for my attempting to say anything except for the unfailing courtesy of your officers in inviting me, the fact that at Camden we have facilities to observe a wider range of facts pertaining to business conditions in our industry than anyone whose business is within a smaller area could have and that, at times like the present, it is not right for anyone who has a cheerful outlook on the future to remain silent.

"The Victor Co.'s message to you is one of good cheer. The shock of the inevitable post-war readjustment has not shaken the solid foundation upon which your business and ours was builded. The prospects for the future are much greater than anything than has been realized.

"New conditions, so large and far-reaching that it is difficult to visualize or comprehend them, are developing throughout the world. They represent greater opportunities for conscientious workers than have heretofore existed, and it is plain that we in this country must benefit from the position of advantage we occupy.

"There is, however, a condition that we must fulfill. We must be faithful—unto others as to ourselves—no less. No mad scramble for business can be allowed to benumb our sense of obligation and fairness else we shall deserve to lose and will lose our opportunity.

"This statement is not a mere platitude, referring generally to the public at large, but a definite fact to be applied to each of us individually who have it in mind to contend within our sphere for a share in the prosperity in the future. We must work and we must be faithful to the trust of those whose patronage we desire.

"The Victor Co. is a large consumer of a great number of commodities used in the manufacture

of our product. Our offices are besieged by those who have these commodities to sell. A rather unusual rule prevails there under which every caller is received and has an opportunity to state his proposition. But this obligation of courtesy being fulfilled, do you suppose that vendors who have been even morally delinquent or unfaithful in past performances have a flying start in the race to supply our needs in the present buyers' market? Your trade customers occupy the same position as does the Victor purchasing department and you must count upon winning or losing their trade according to the quality of your service.

"One of the most harmful results of the last era of boom business was the tendency, highly developed in some quarters, for sellers to forget their utter dependency on the people who represent their logical market. It is better for all of us that the time when such forgetfulness was practical is past. It will be a good thing for us all to again learn the value and importance of the homely old words 'Please' and 'Thank You.' In the future business will be more than ever transacted on a basis of good will, and it

behooves the Victor trade to be as far ahead of competition in this respect as Victor products are in quality, in performance and lasting satisfaction.

"I recently came across a quotation whose author deserves a better fate, for he is unknown. Under the heading, 'The Priceless Ingredient,' it reads as follows: 'In the city of Bagdad lived Hakeem, the wise man. Many people went to him for counsel, which he gave freely to all, asking nothing in return. There came to him a young man who had spent much and gotten little and said: 'Tell me, wise one, what shall I do to receive the most for that which I spend?'

"Hakeem answered: 'A thing that is bought or sold has no value unless it contains that which cannot be bought or sold. Go look for the priceless ingredient.'

"'But what is this priceless ingredient?' asked the young man. Spoke then the wise one: 'My son, the priceless ingredient of every product in the market is the honor of integrity of him who makes it; consider his name before you buy.'

"It is a truth that will bear repetition that  
(Continued on page 94)

## The TOLEDO TALKING MACHINE COMPANY

## TOLEDO OHIO

### In 1922 The Victor Comes Into Its Own

Decades of truly creative work and steadfast adherence to the best business principles have brought the Victor through years of war and industrial depression to a position of supremacy that is unique in the commercial world.

We are ready to help the VICTOR dealer share the Victor triumph.

## NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 93)

the Victor Co. at all times makes a very unusual effort to manufacture products by the quality and honesty of which we shall be glad to have our honor and integrity judged. To have the spirit of faithfulness pervade the entire organization has been the unceasing effort of the founder of this business and his associates. There is no thought of any change from this policy, and with it as the basis of our belief we have no great misgivings as to the future. In conclusion, let me say on behalf of the Victor Co.: Thank you for the wonderful business your combined purchases have amounted to and ask that you will please continue to trust us with your confidence and your patronage."

**President Trostler Speaks**

The next speaker was the new president, Arthur A. Trostler, who confined himself to expressing his appreciation of the honor accorded him in electing him president of the Association and who promised to put forth his best efforts in behalf of the organization during the incumbency of his office.

**Address of Hon. W. N. Runyon**

The final speaker was Hon. William N. Run-

yon, former United States Senator from New Jersey, who offered a brilliant piece of oratory in the course of which he referred to those engaged in the talking machine business as a company of Crusaders dealing in romance, music and poetry, and declared that the distribution of music and music-producing instruments was particularly necessary in these parlous times because of the fact that people with music in their

soul were happy and contented people. This was an address well worth hearing.

**Dance to Whiteman Music**

Following the banquet proper, the guests adjourned to the Pompeian Room, where they danced for several hours to the music of Paul Whiteman and his orchestra, forgetting heat and fatigue in response to the enticing strains of the music.

### The Session on Wednesday Morning

The Wednesday morning session was opened with a talk by Ralph L. Freeman, director of distribution of the Victor Talking Machine Co., who spoke on several important subjects which had been discussed by the jobbers during the previous two days. Mr. Freeman specially emphasized the fact that it is the desire of the Victor Co. to furnish the jobbers with production sufficient to meet the requirements of the trade. He also suggested that the jobbers place their orders with the factory with due thought and consideration as to the best interests and welfare of

the dealers to whom they are so ably catering.

At the close of Mr. Freeman's talk there was a general discussion of various important topics of general interest, in which all of those present participated.

Following Mr. Freeman, George W. Smith, of the engineering department of the Victor Co., gave a very interesting and timely address on the subject of radio. Mr. Smith during the course of his talk pointed out that radio need not and should not be considered a competitor of the Victrola, emphasizing various vital points in connection with radio as applied to the interests of the Victor industry. After Mr. Smith had finished his talk the jobbers asked various questions which formed the basis for a general discussion that was one of the most interesting features of the convention meeting.

**Old-fashioned Clambake Greatly Enjoyed**

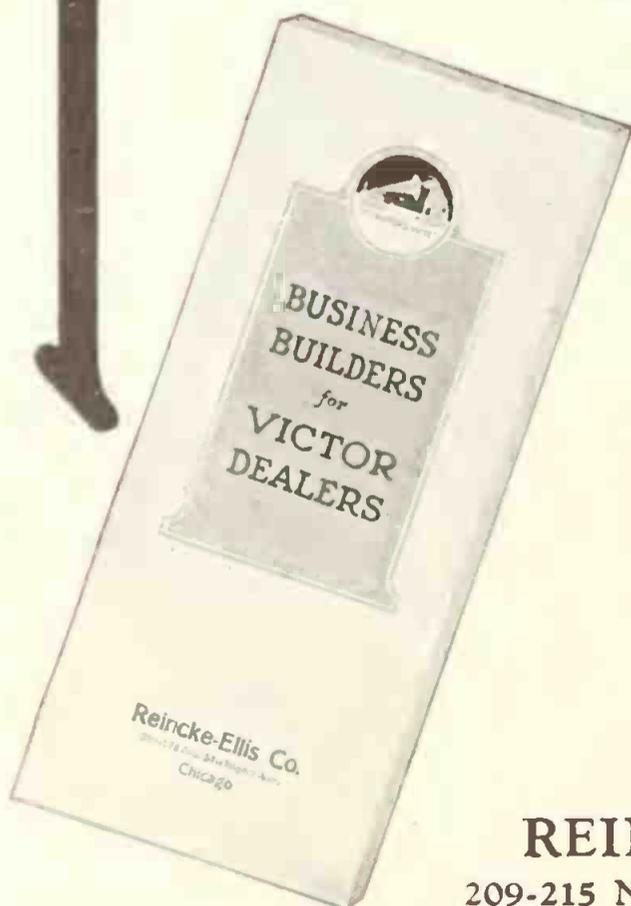
The meeting then adjourned, and the jobbers took a well-deserved rest for a few hours, leaving at 5 o'clock in specially-chartered buses for Margate Beach, where the entire convention party were the guests of the Association at an old-fashioned clambake. This informal party was thoroughly enjoyed by all of the visitors, proving to be one of the most successful and interesting social events that has ever been offered to the jobbers and their guests. After the clambake the party returned to the hotel, where the Arrangements Committee was given a vote of thanks for the care and consideration that they had given every detail of the 1922 convention.

**Those Present at Convention**

The jobbing houses represented at the convention and those representing them were: American Talking Machine Co., Brooklyn, N. Y., Charles Offerman; C. N. Andrews Co., Buffalo, N. Y., Mr. and Mrs. C. N. Andrews; W. D. Andrews Co., Syracuse, N. Y., W. D. Andrews; Badger Talking Machine Co., Milwaukee, Wis., Harry Goldsmith; Emanuel Blout, New York, Mr. and Mrs. Emanuel Blout; Blackman Talking Machine Co., New York, Mr. and Mrs. J. N. Blackman, Albert N. Blackman, Fred P. Oliver and C. L. Johnston; C. Bruno & Son, Inc., New York, W. F. Haussler; Louis Buehn Co., Philadelphia, Mr. and Mrs. Louis Buehn, C. W. Miller and F. B. Reineck; Buffalo Talking Machine Co., Buffalo, N. Y., Mr. and Mrs. O. L. Neal and H. B. Clark; E. J. Chapman Co., Rochester, N. Y., E. J. Walz; Chicago Talking Machine Co., Mr. and Mrs. G. P. Ellis; John Elliott Clark Co., Salt Lake City, Utah, John Elliott Clark; Cleveland Talking Machine Co., H. J. Shartle; Cohen & Hughes, Baltimore, Md., I. Son Cohen, Charles Jacob and the Misses Jacob; Cohen & Hughes, Washington, D. C., Mr. and Mrs. F. S. Harris; Collings & Co., Newark, N. J., Mr. and Mrs. L. W. Collings and Mr. and Mrs. H. A. Amor; the Corley Co., Richmond, Va., Frank Corley and G. W. Greener; Ross P. Curtice, Omaha, Neb., Norman Curtice; Cressey & Allen, Portland, Me., C. B. Snow and David Thomas; C. H. Ditson & Co., New York, Mr. and Mrs. Paul Carlson; the Oliver Ditson Co., Boston, H. A. Winkelman; E. F. Droop & Sons Co., Washington, D. C., W. R. Lyman; E. F. Droop & Sons Co.; Baltimore, W. C. Roberts, W. J. Dyer & Bro.; St. Paul, Minn., George A. Mairs, Eastern Talking Machine Co., Boston, Mr. and Mrs. George A. Dodge, Mr. and Mrs. Herbert Shoemaker; Eclipse Musical Co., Cleveland, O., T. H. and P. J. Towell and E. B. Lyons; H. R. Eisenbrandt, Baltimore, Md., W. A. Eisenbrandt; Elmira Arms Co., Elmira, N. Y., Geo. C. Hamberger; Elyea Talking Machine Co., At-

# Reincke -Ellis

—a byword for  
business building  
in the  
Victor Industry.



SEND for this illustrated catalog—full of constructive ideas for your business. Sent without obligation to Victor Dealers.

REINCKE-ELLIS CO.

209-215 North Michigan Avenue, Chicago

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 94)

lanta, Ga., C. S. Elyea; Frederick Piano Co., Pittsburgh, Pa., George A. Rewbridge, Mr. and Mrs. W. F. Frederick and Benj. Boycott; Grinnell Bros., Detroit, Mich., Mr. and Mrs. A. A. Grinnell and C. H. Grinnell; C. J. Heppe & Son, Philadelphia, W. J. Elwell, Florence J. Heppe and George W. Witney; Horton-Gallo-Creamer Co., New Haven, Conn., Mr. and Mrs. E. C. Gallo; O. K. Houck Piano Co., Memphis, Tenn., Jesse F. Houck; J. W. Jenkins' Sons Music Co., Kansas City, F. B. Jenkins, Jr., Mr. and Mrs. J. W. Jenkins, 3d, and B. L. Plank; Knickerbocker Talking Machine Co., New York, Mr. and Mrs. A. Davega, Jos. Schwetz, Max Berlow, Mrs. I. Davega and Mr. and Mrs. B. R. Forster; Knight-Campbell Music Co., Denver, Col., H. W. Bradford and Clarence G. Campbell; Koerber-Brenner Co., St. Louis, Mo., Mr. and Mrs. E. C. Rauth and A. K. Brandenberger; Lyon & Healy, Chicago, Mr. and Mrs. L. C. Wiswell, Miss Elizabeth Wiswell and Mr. and Mrs. James F. Bowers; C. C. Mellor & Co., Pittsburgh, Pa., W. C. Dierks and T. T. Evans; Mickel Bros., Omaha, Neb., Mr. and Mrs. George E. Mickel; Musical Instrument Sales Co., New York, Mr. and Mrs. C. A. Wagner and C. R. Wagner; French Nestor Co., Jacksonville, Fla., French Nestor; New York Talking Machine Co., A. D. Geissler and C. B. Mason; Ormes, Inc., New York, Clarence L. Price; Ohio Talking Machine Co., Cincinnati, O., Mr. and Mrs. W. T. Haddon and Mr. and Mrs. C. H. North; Oklahoma Talking Machine Co., Oklahoma City, P. A. Ware; Silas E. Pearsall Co., New York, Mr. and Mrs. T. F. Green and sons and Lloyd L. Spencer; Penn. Phonograph Co., Philadelphia, Pa., Mr. and Mrs. H. F. Miller, Mr. and Mrs. E. E. Hipple, Mrs. L. P. Brown and Mr. and Mrs. T. W. Barnhill; Putnam-Page Co., Peoria, Ill., F. H. Putnam and Mr. and Mrs. L. F. Putnam; Philips & Crew Co., Atlanta, Ernest Urchs; Rogers & Fischer, Washington, D. C., Mr. and Mrs. R. C. Rogers, Mr. and Mrs. J. Fischer and L. G. Fischer; Sanger Bros., Dallas, Tex., Lester Burchfield; Schmelzer Co., Kansas

City, Mo., A. A. Trostler; Sherman, Clay & Co., San Francisco, Philip T. Clay; Standard Talking Machine Co., Pittsburgh, Pa., J. C. Roush and Wallace Russell; M. Steinert & Sons, Boston, Robert Steinert and Kenneth Reed; Talking Machine Co., Houston, Tex., T. E. Swan; Talking Machine Co., Birmingham, Ala., A. R. Boone; Talking Machine Co., Philadelphia, Pa., Mr. and Mrs. Eugene M. Stern and Mr. and Mrs. Harry Ellis; Toledo Talking Machine Co., Toledo, O., Chas. H. Womeldorff and J. J. Ryan; W. G. Walz Co., El Paso, F. L. Koons; H. A. Weymann & Son, Philadelphia, Pa., H. W. Weymann and Mr. and Mrs. A. C. Weymann; G. T. Williams Co., Inc., Brooklyn, N. Y., G. T. Williams; Perry B. Whitsit Co., Columbus, O., Mr. and Mrs. Perry B. Whitsit and W. F. Davisson.

From the Victor Talking Machine Co.: Mr. and Mrs. Ralph L. Freeman, Mr. and Mrs. J. S. McDonald, Mr. and Mrs. H. C. Brown, Mr. and Mrs. E. J. Dingley, Mr. and Mrs. B. L. Aldridge, G. T. Werlage, Mr. and Mrs. R. M. Bird, F. Ballard, Mr. and Mrs. D. P. Mitchell, Mr. and Mrs. Frank K. Dolbeer, Mr. and Mrs. C. L. Egner, O. L. May, Ernest John, Mr. and Mrs. F. A. Delano, Mr. and Mrs. W. L. Marshall, Mrs. Frances E. Clark, Alfred Clark (managing director of the Gramophone Co., London) and Mrs. Clark, Mr. and Mrs. H. E. Green, Mr. and Mrs. C. G. Child, Mr. and Mrs. Louis F. Geissler, E. E. Schumacker, Mr. and Mrs. B. G. Royal, Mr. and Mrs. Walter J. Staats, E. K. MacEwan, H. S. Atmore, E. R. Johnson and Mr. and Mrs. G. W. Smith, Jr.

Other official guests of the Association were: Hon. W. N. Runyon, former U. S. Senator from New Jersey, and Mark P. Campbell, of the Brambach Piano Co., New York, both of whom spoke at the annual banquet on Tuesday evening. Paul Whiteman and his orchestra were also numbered among the guests.

In addition to the Association members and Victor Co. officials present at the convention there were seen about the lobbies of the Am-

bassador: Arno B. Reincke, J. J. Davin and L. A. Graham, of the Reincke-Ellis Co., Chicago, and H. A. Beach, of the Unit Construction Co., Philadelphia.

GOLF TOURNAMENT ENDS CONVENTION

Talking Machine Jobbers Try Their Skill at the Ancient Game at Seaview Golf Club

As this form goes to press the third annual golf tournament of the National Association of Talking Machine Jobbers is being held at the Seaview Golf Club. The participants in the ancient game were warned to be prepared to tee off at 9.30, and according to the records on file with J. C. Roush, chairman, and judging from the crowded buses which left the Hotel Ambassador at 8.30 a. m., a red-letter day was in store for the golf enthusiasts in the trade. Immediately after the conclusion of the play, which meant around sundown, the various trophies were awarded. The World is sure that the best men won on Thursday, June 15

PHONOGRAPH EXPORTS IN APRIL

Exports of Machines and Records in April Announced by the Department of Commerce

Exports of phonographs and records now amount to more than a quarter of a million dollars a month, according to figures which have just been made public by the Department of Commerce, showing our export trade in April. The department reports that 4,406 phonographs, valued at \$154,891, and 196,750 records, valued at \$101,912, were reported during that month.

A little more punch; a little more pep;  
A little more cheer; a little less fear;  
An outlook of courage and grit sublime;  
The stopping of leaks and waste of time  
Will bring a reward both big and fine.



ORGANIZATION

Every factor of the Buffalo Talking Machine Co.'s organization is particularly qualified for the work it is doing. There are no round pegs in square holes, but on the contrary, we are fortunate in having an experienced, capable organization that is equipped to serve Victor dealers efficiently and conscientiously.

Buffalo Talking Machine Co.

VICTOR WHOLESALERS

BUFFALO

NEW YORK

# Stray Splinters From the Boardwalk

While a number of Easterners enjoyed the mountain atmosphere and scenery of Colorado Springs last year there is no question but that those who live inland favor strongly the seashore. The attendance indicated the fact.

Those who appreciated particularly the ocean air where the several jobbers who had attended the conventions of the Music Industries Chamber of Commerce and allied organizations in New York the week before, when the temperature kept well above the eighty-degree mark.

It begins to seem as though a convention of jobbers without the attendance of Paul Whiteman and his orchestra would be ranked as a failure and the Whiteman music never seems to get stale or tiresome.

Judging from the number of jobbers seen about the Ambassador Sunday night it would have been possible to have started the convention off with full meetings on Sunday and saved the day had the executives been so inclined.

The Committee of Arrangements denied emphatically that the inclusion of two admission tickets to the Ambassador bath house on the regular convention slip was any reflection upon the bathing proclivities of the delegates.

Although the management of the Ambassador Hotel made every effort to provide for the comfort of the jobbers there were found a number who missed being in the center of things, as it were, and who spent most of their time rolling along the Boardwalk in the direction of the Inlet and back.

There is no question but that prohibition has proven a strong factor in bringing to the surface the inventive genius of man, judging from the variety of clever containers used to carry about the amber fluid prohibited by law.

The officers of the Association were enthusiastic over the selection of the Seaview course at Absecon for the golf tournament, as it is recognized as one of the best courses in the East, lying as it does right at the edge of the ocean. Even a plentiful supply of mosquitoes did not serve to dampen the enthusiasm.

The largest single party at the convention was that of Abram Davega, of the Knickerbocker Talking Machine Co., who brought with him four members of his family, as well as two members of his sales organization.

Frank K. Dolbeer, manager of the traveling

sales department of the Victor Co., was early on hand for the purpose of welcoming the jobbers and the famous Dolbeer smile acted as a tonic for many travel weary talking machine men. E. E. Schumacker, of the Victor Co., was also early on the ground.

Anyone who places confidence in the reports issued by the Government and other agencies to show that the cost of living, and particularly of food, has dropped materially had that confidence rudely shattered after receiving a check for a meal at one of the Atlantic City hotels. If any part of the service breaks down it is not the adding machine.

The genial countenance of Wm. H. Reynolds, of Mobile, was sadly missed at the convention. Mr. Reynolds, however, remained home to be present at the graduation of his daughter from college, which took place on June 13. It is the first convention Mr. Reynolds has missed since the Association was organized.

Over a score of jobbers and their friends came down to the shore on a special car attached to the 12.10 train over the Pennsylvania road on Saturday, in order to get well set before the convention sessions opened. The party had hardly landed here before the click of the galloping dominoes and the chips had cast their spell over the sportively inclined.

An interesting feature of the convention was the presence for the first time of three generations of the Geissler family, Louis F. Geissler, director and former general manager of the Victor Co.; his son, Arthur D. Geissler, president of the New York and Chicago Talking Machine Cos., and his grandson, Kenneth D. Geissler, a young man in his teens.

Several of the jobbers went out to the Seaview Golf Club for a round or two of golf on Saturday morning, but could not withstand the attacks of the notorious Jersey "skeeters" and had to quit after playing five holes. As a matter of fact, citronella was the most popular fluid during the convention period.

Louis Buchn spent considerable time before the golf tournament explaining to some of the golf fans just how a mashie should be used to get the best results.

The popular social center for the men of the convention was Suite 1016, of the Ambassador, where there was generally something stirring for those who craved action.

The showing of the golf prizes, including the

cup donated this year by The Talking Machine World, served to stimulate several of the golfing enthusiasts to special efforts. Secret practice was not unknown.

Norman B. Curtice, general manager of the firm of Ross P. Curtice, Omaha, Neb., arrived at the convention Monday noon. He arrived East a week previous, in order to take in the Jubilee Convention of the Music Industries at New York, and also the reunion of the American Field Service at Plymouth, Mass. He was a member of the latter organization in France during the war.

If Mr. and Mrs. Thomas F. Green's two sons, James and George, missed anything that was going on during the week the fault was not theirs. They saw about everything that was to be seen.

Charles Offerman, of the American Talking Machine Co., spent a pleasant three hours on the train, under competent instruction, trying to match up pictures. He did not prove a very apt pupil.

Fred P. Oliver and Lloyd L. Spencer, who looked after the details of the convention arrangements, duplicated last year's success and everything went through without a single hitch.

It was the first convention attended by Mrs. L. C. Wiswell and that charming lady quickly established a popular place for herself among the delegates.

One of the convention party took great pains to lock his liquid reserve in his suitcase to forestall pilfering and then lost the key. After being duly sworn to secrecy and properly "sweetened" the hotel locksmith prevented a drought.

French Nestor arrived late, but the "baby" of the jobbers' family was given a hearty handshake by all of his many good friends.

P. W. Simon and his man "Monty" were kept busy telling the jobbers just how the eight Famous Victor Artists could win new laurels on next season's tour.

Someone started the report that Mr. and Mrs. J. W. Jenkins III were on their honeymoon, but efforts to congratulate the happy couple brought forth the fact that they had been married for five years.

The various boardwalk cabarets and some on the side streets soon found out the jobbers were in town, for several of them got a strong play,

(Continued on page 98)



The  
**FRENCH  
NESTOR**  
COMPANY  
JACKSONVILLE  
FLORIDA

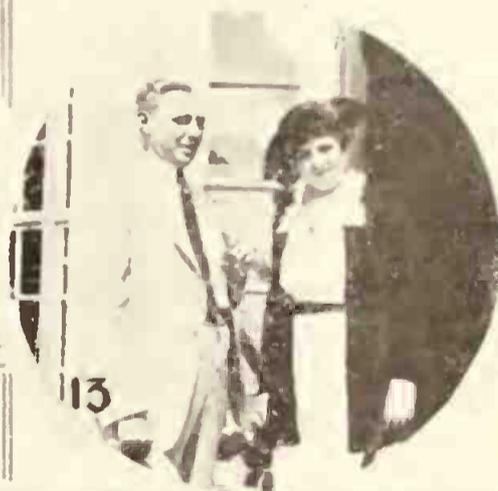
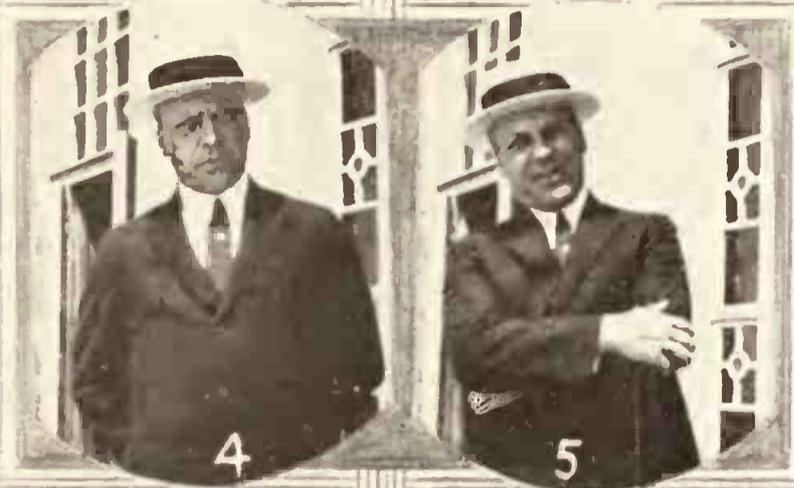
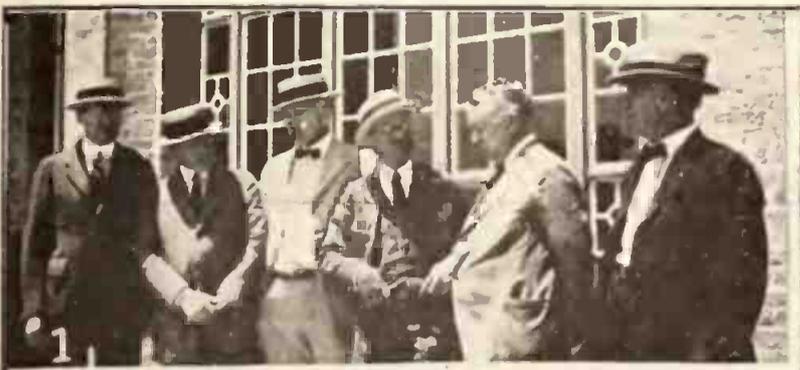
## Loyalty

We feel deeply indebted to the Victor dealers in this territory for the cordiality they have manifested toward this new organization. It emphasizes a loyalty to Victor ideals and aims that is most gratifying.

In turn, we are trying to perfect an organization that will thoroughly understand and appreciate the Victor dealer's problems. The preliminary work is finished, and we are now ready to start work.

We will welcome any suggestion you may offer that will aid us in promoting your interest and welfare as a Victor dealer.

**FRENCH NESTOR COMPANY**  
JACKSONVILLE, FLA.



SOME WORLD SNAPSHOTS OF THE CONVENTIONERS AT ATLANTIC CITY

1—Left to Right: Wallace Russell, J. C. Roush, W. F. Davisson, A. A. Trostler, Geo. A. Mairs, Perry B. Whitsit. 2—T. H. Towell, Mrs. A. D. Geissler, Kenneth D. Geissler (at His First Convention) and A. D. Geissler. 3—Mr. and Mrs. Paul Carlson. 4—Louis Buchn Before the Convention, With Presidential Cares. 5—Louis Buchn After the Convention, Carefree. 6—J. B. Jenkins, Jr. and Mr. and Mrs. J. W. Jenkins, 3d. 7—Abram Davega, Mrs. J. Davega and Mrs. A. Davega. 8—Frank K. Dolbeer Tells A. A. Trostler a New One. 9—Thomas F. Green and His Family. 10—B. R. Forster and Mrs. Forster. 11—A Ljve Quartet—Robt. Steinert, Fred P. Oliver, Thos. F. Green and Lloyd L. Spencer. 12—W. F. Davisson Resting From Secretarial Cares. 13—L. C. Wiswell and Mrs. Wiswell. 14—A Sextet Enjoying the Early-morning Sun

**STRAY SPLINTERS FROM BOARDWALK**  
(Continued from page 96)

especially in the early morning hours after the scheduled affairs at the hotel had ended.

C. R. Wagner, of the Musical Instrument Sales Co., motored down from New York, or at least motored most of the way, though the trip will long be a nightmare to him.

A jobber who changed a bill to get some dimes to tuck into the open hands of hotel help added a new term to his vocabulary when the hotel cashier referred to the change as "pleasure lozenges."

One of the ladies, commenting upon the inconsistencies of men, called attention to the fact that, although they came to the seashore ostensibly to absorb sunshine and fresh air, they spent most of their spare time crowded in smoke-filled rooms wooing the Goddess of Chance in one of her many forms.

Among the well-known supply men around the lobby were H. A. Beach and Geo. A. Lyons, Unit Construction Co.; B. R. Forster, H. W. Acton and Louis Unger, of the Brilliantone Steel Needle Co.; Phil Ravis, Peerless Album Co.; Louis A. Schwarz; Harry Cuddeback, Da-Lite Electric Display Co.; Leon Tobias, A. L. Van Veen & Co.; Mr. Kramer, Martian Display Co., and others.

The Boston delegation arrived in groups, and Monday's trains brought the last contingent. New England was well represented at all the gatherings, business and social.

Albert N. Blackman, heir to the Blackman fortunes, was busy on the tennis courts, where he well emphasized the Brightwaters family achievements. In fact, Albert was so engrossed in his tennis that he forgot his meals, and Mr. and Mrs. Blackman were always among the last to enter the dining room.

Mrs. H. A. Lamar made her first convention trip, and "H. A.," together with L. W. Collings, completed a splendid Newark representation.

The convention pet was little Olive K. Gallo, daughter of Mr. and Mrs. E. C. Gallo, a charming little miss who appeared to enjoy the activities to the utmost.

H. Emerson Yorke, representing M. Witmark & Sons, the prominent music publishers, happened to be at the Ambassador during the convention and proved a most delightful host at several parties.

A. Conan Doyle, the distinguished author and lecturer on spiritualism, was a guest at the Ambassador during the week, but did not pull a séance for the benefit of the jobbers.

**'AIN'T SCIENCE WONDERFUL'**

A camera man, working for the educational department of a film company, met an old farmer coming out of a house in the town where he was working, and explained his presence in these words: "I have just been taking some moving pictures of life out on your farm." "Did you catch any of my laborers in motion?" asked the old man, curiously. "Sure I did." The farmer shook his head reflectively, then said: "Science is a wonderful thing."

It may be only a coincidence, but you will note that the successful houses are those that advertise.

**AN ATTRACTIVE SERVICE CAR**

Richter Music Co., of Casper, Wyo., Speeds Delivery of Talking Machines and Secures Publicity by Means of Delivery Car

CASPER, WYO., June 9.—The Richter Music Co. here has put into service an attractive service car, which is a little different from the usual run of such vehicles. The machine is not only a continual advertisement of the business, but is useful in insuring the quick delivery of machines and records to customers.

The rear of the machine is taken up with a model of a talking machine, large enough to hold a machine for delivery. Attractive notices concerning the lines handled by the company are painted on the sides of the model, acting as a constant reminder to the public.

George E. Richter, president of the company, has been in business here for several years and,



**The Richter Music Co.'s Service Car** starting with a small investment in a stock of sheet music, he rapidly developed his business through aggressive merchandising. He now handles complete lines of Victor talking machines and Brunswick phonographs, records, pianos and musical instruments of all kinds.

**STRONG RECORD CO. CHARTERED**

A charter of incorporation has been granted to the Strong Record Co., of New York City, under the laws of New York State, with a capital of \$500,000. Incorporators are: J. Strong; L. F. Stumpf and G. A. Hopkins.

**DEALERS USING SONORA PUBLICITY**

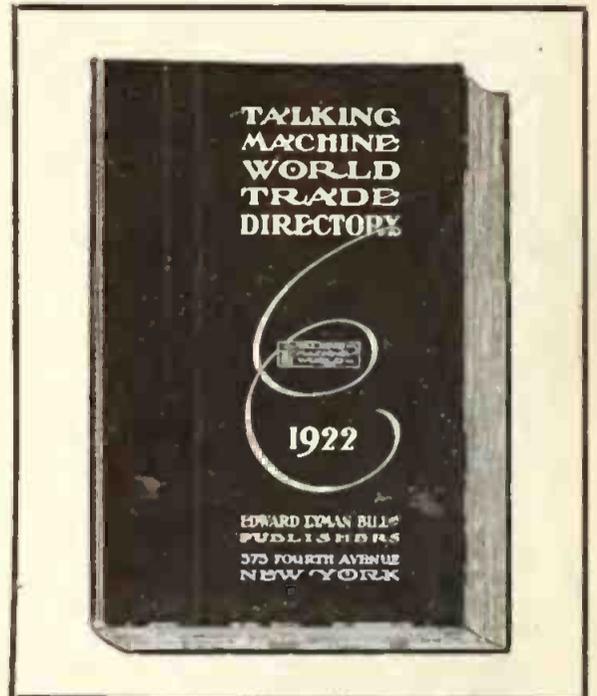
During the past few weeks Sonora dealers in metropolitan territory have been using good-sized space in the local newspapers featuring the Sonora line. This publicity has produced excellent results both directly and indirectly. The advertising used by the dealers has served to emphasize the fact that the Sonora representatives in Greater New York are making plans for an active Fall trade, and are optimistic regarding the future. The very constructive and well-arranged advertisements used by the well-known Brooklyn department store, Abraham & Straus, are typical of this publicity.

**NEW POST FOR J. J. DOHERTY**

J. J. Doherty has been appointed assistant manager of the Buffalo branch of the Columbia Graphophone Co. Mr. Doherty comes to the Buffalo branch as assistant manager from the Philadelphia branch, where he has been stationed for several months past, and takes the place of H. C. Cardoza, who resigned a few days ago.

The Gately-Haire Co., Inc., Albany, N. Y., has filed an answer in the form of a denial in the suit brought against it by the Victor Co. to recover \$43,548, which it is alleged is due for merchandise.

**BRAND NEW**



Here is the handbook of the talking machine industry for which you have long been waiting. It is a directory you can keep on your desk to give you, in an instant, detailed knowledge about this and that company, which would otherwise consume much of your time to secure.

**ONLY 50 CENTS**

For instance, it will give you a complete up-to-date list of the manufacturers and jobbers who comprise the talking machine industry, including invaluable data about each concern, such as location of factories, names of officers, location of branch offices, trade names controlled, policy of marketing product, etc., etc.

**ONLY 50 CENTS**

Also it will give you a full, up-to-date list of the manufacturers who make any given class of product, such as talking machines, records, parts, accessories, store equipment, etc.

**ONLY 50 CENTS**

This book contains the kind of data about each concern which cannot be put into the company's current advertising for lack of space and which is nevertheless a kind of data that is valuable from your standpoint.

**ONLY 50 CENTS**

This volume also contains a number of pertinent articles on highly important topics and much other material too extensive to enumerate here in detail.

**ONLY 50 CENTS**

It is the only book of its kind ever published and is a volume which no enterprising member of the industry can fairly afford to do without. It has been produced by the publishers of The Talking Machine World.

**USE THIS COUPON NOW**

Send Cash, Stamps or Check

EDWARD LYMAN BILL, Inc.,  
373 Fourth Ave., New York City.

Gentlemen:  
Please send me postage prepaid a copy of the 1922 edition of The Talking Machine World Trade Directory, in payment for which I enclose 50 cents.

Name .....  
Firm .....  
Street .....  
City and State.....

**PRICES ARE REDUCED ON COTTON FLOCKS**

THE SAME HIGH STANDARD OF QUALITY AND SERVICE MAINTAINED

May We Have Your Inquiry, Mr. Record Manufacturer?

CLAREMONT WASTE MFG. CO. . . . Claremont, N. H.

# LIMA VICTOR DOG SIGNS

*Business Builders for  
VICTOR DEALERS*

An Attractive  
**OUTDOOR SIGN**  
That Catches Every Eye

And Links Your Store with Victor Products

**DESCRIPTION**

This large cut out metal sign of the Famous Fox Terrier Victor Dog is 12 ft. high and 7 ft. wide, when erected it stands 14 ft. high. The Dog is painted in twelve colors in oil on 24 gauge non-rust steel, the sign is then varnished with spar varnish, making it as durable as possible. The back of the sign is painted with red lead, same as the posts, supports, etc. The posts that are to be placed in the ground are dipped in creosote to prevent rotting. Every sign comes complete and ready to erect—Dealer's name and the name VICTROLAS painted on the body of the dog in red letters outlined with white, the base below the dog can be used for any copy that the dealer may prefer.

The 3 ft. signs are made of 24 gauge non-rust lead and zinc coated steel and the dog is painted on in four colors in oil, holes are punched along the edge of sign for wiring to fences and tacking to buildings, etc. Dealer's name and address and the name VICTROLAS is all the copy that this sign will accommodate.

These signs carefully placed on highways, curves in a road or on the side of a hill catch the eye of every person passing. It means much to a Victor Dealer to have his name before the public at all times in a manner such as this. It immediately connects your store with Victor products and if this can be done the business will follow.

**PRICES TO DEALERS**

25 3-ft. signs.....	\$3.50 each
50 3-ft. signs.....	3.25 each
100 3-ft. signs.....	3.00 each
150 3-ft. signs.....	2.90 each
1 or more 12-ft. signs.....	50.00 each
10 or more 12-ft. signs.....	45.00 each
25 or more 12-ft. signs.....	40.00 each

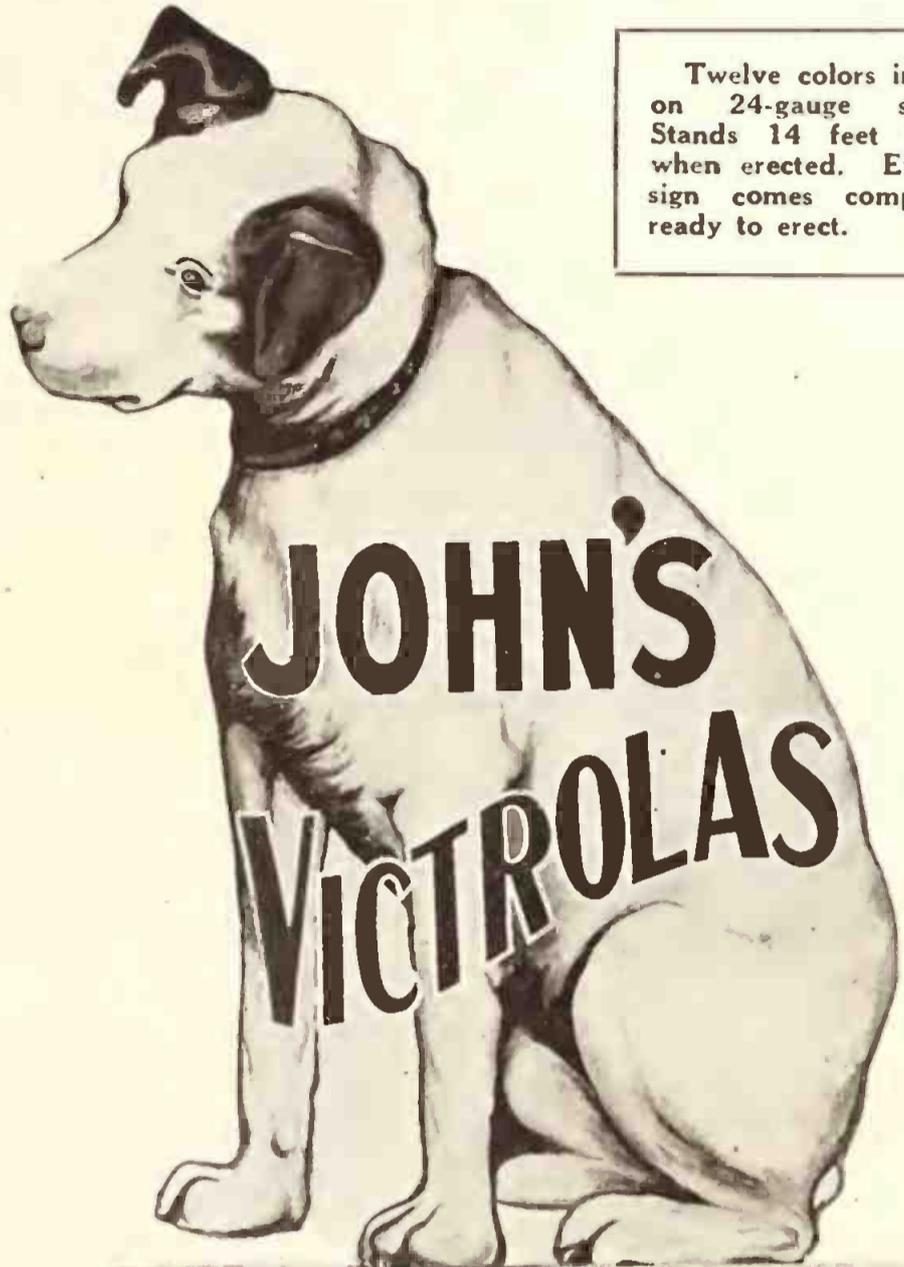
Less 2% 10th of month following shipment.

**VICTOR WHOLESALERS**

Atlanta, Ga., Elyea Talk. Mach. Co.	Mobile, Ala., Win. H. Reynolds
Baltimore, Md., Cohen & Hughes	Newark, N. J., Collings & Co.
Boston Mass., Oltre Ditson Co.	New Orleans, La., Philip Werlein, Ltd.
Brooklyn, N. Y., American Talking Mach. Co.	New York, N. Y., C. Bruno & Son, Inc.
G. T. Williams Co., Inc.	Knickerbocker Talking Machine Co., Inc.
Chicago, Ill., Lyon & Healy	Omaha, Nebr., Ross P. Curtice Co.
Cincinnati, O., Ohio Talk. Mach. Co.	Philadelphia, Pa., H. A. Weymann & Son, Inc.
Cleveland, O., The Cleveland Talking Machine Co.	Pittsburgh, Pa., Standard Talking Mach. Co.
The Eclipse Musical Co.	Portland, Me., Cressy & Allen, Inc.
Columbus, O., The Perry B. Whitst Co.	Richmond, Va., The Corley Co., Inc.
Dallas, Tex., Sanger Bros.	Salt Lake City, Utah, The John Elliott Clark Co.
Denver, Colo., The Knight-Campbell Music Co.	Spokane, Wash., Sherman, Clay & Co.
Kansas City, Mo., J. W. Jenkins Sons Music Co.	St. Louis, Mo., Koerber-Brenner Music Co.
The Schmelzer Co.	Toledo, O., The Toledo Talking Machine Co.
Memphis, Tenn., O. K. Hourk Piano Co.	Washington, D.C., Cohen & Hughes
Milwaukee, Wis., Badger Talking Machine Co.	

Electrically illuminated signs made to order

**Solomon - Edwards Company**  
Offices and Factories  
**LIMA, OHIO**



Twelve colors in oil on 24-gauge steel. Stands 14 feet high when erected. Every sign comes complete ready to erect.

**134 W. HIGH ST  
LIMA, OHIO.**

**ORDER BLANK**

Solomon-Edwards Co., Lima, O.  
Gentlemen:—We want the exclusive use of your Victor Dog signs for our city and county. You may enter our order for:  
..... 12-ft. signs complete, ready to erect @ ..... each  
..... 3-ft. signs complete, ready to erect @ ..... each  
You are to furnish us with sketch showing how our name will appear on these signs before going ahead with our order.

Copy for sign

Dealer's Name.....  
Street and No.....  
City..... State.....  
Base ..... Victor Jobber.....

Photo of Sign for Heaton's Music Store, Columbus, O.

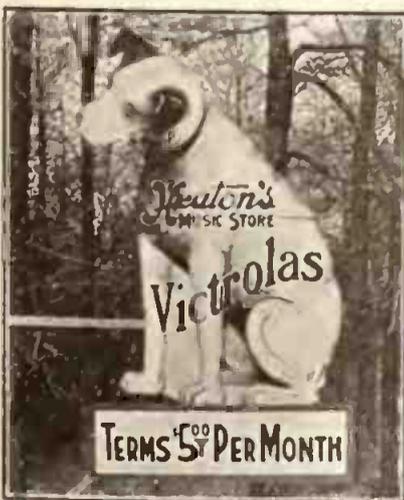


Photo of Sign for DeForest's, Sharon, Pa.

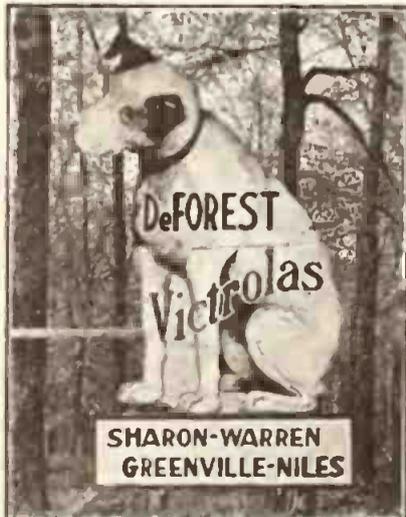
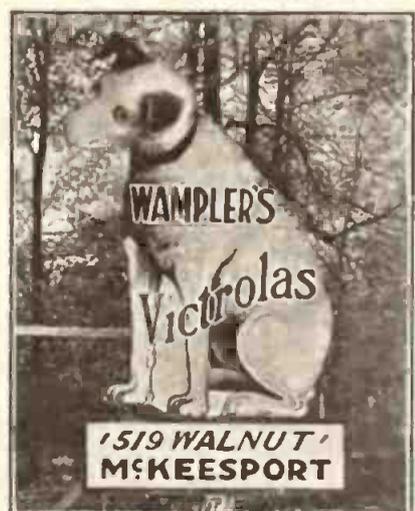


Photo of Sign for Withur Templin Co., Elkhart, Ind.



Photo of Sign for Wampler's, McKeesport, Pa.





Every admirer of Marion Harris will hot-foot to your store for this record. "Maybe You Think You're Fooling Baby" and "Malinda Brown." Both sung by Marion Harris, the popular comedienne. A-3604.

Columbia Graphophone Co  
NEW YORK

### SALT LAKE CITY TRADE IMPROVES

Better Industrial Outlook Has Its Effect in Stimulating Talking Machine Sales—Local Association Discusses Radio

SALT LAKE CITY, UTAH, June 6.—The industrial outlook is highly satisfactory and considerably better than it has been for the past two years. Not only are the metal mines working once more, after having been closed down for twelve months, but the State is to have a new industry that promises to furnish a substantial payroll. This industry will have to do with the manufacture of radio equipment and the whole of the million-dollar stock of the company has been subscribed. Talking machine dealers report business just now as improving.

The O'Loughlin and Utah Music Co., Brunswick dealers, have been using full pages for joint weekly ads in local papers.

The Auerbach talking machine department is to undergo some physical changes in the near future, announces manager Ashworth. This department was opened some months ago and is already very attractive. Mr. Ashworth says he is figuring on something unique.

The members of the Utah Association of Music Industries held a lively meeting at the Hotel Utah a few days ago, when the principal topic was the possible effect on their business of the recent developments in wireless. No real conclusion was arrived at, but most of those who spoke felt that the radio music will not take the place of the talking machine any more than the latter has taken the place of the vocalist and the concert.

The Victor portables are beginning to sell locally, some of the dealers having sold several of them. Their value under certain conditions was demonstrated recently, when a shepherd bought one and took it to his camp. Fellow-workers came from a great distance to hear it play.

John Elliot Clark, head of the John Elliot Clark Co., Victor wholesaler, says he has been unable to supply the demand for the new horizontal models put out by the Victor Talking Machine Co., and also reports an increasing demand for records.

### WONDER OF THE WORLD REPEATING PHONOGRAPH



KEEP YOUR SEAT, IT PLAYS, REPEATS and STOPS. Merely set the Dial, it needs no further attention. The great convenience and superior tone qualities make this instrument the most desirable ever offered to the trade. Lower prices than ever, liberal trade discounts, special prices for thirty days.

BROOKS MFG. CO.

Saginaw

Mich.

### JAZZ WITH A BRINY FLAVOR

How Benny Krueger and His Orchestra Entertained the Dancers at Starlight Park

Recently Benny Krueger, exclusive Brunswick artist, and his orchestra made a decided hit by a unique performance which he gave at Starlight Park, New York. He and his orchestra dressed in special waterproof clothes, waded into the salt water pool at this summer resort and entertained the bathers with the latest popular



Benny Krueger and His Band in Deep

hits. A platform was erected near the pool where the bathers enjoyed the music and held an impromptu dance in bathing costume. Mr. Krueger and his "Salt Water Jazz" certainly made a hit with this unique bit of entertaining, which was cleverly caught by the International.

### T. M. M. OUTING AT SEA CLIFF

Outing of Talking Machine Men, Inc., Will Be Held at Sea Cliff, L. I., July 26

The entertainment committee of the Talking Machine Men, Inc., has selected Sea Cliff, L. I., as the site for the Talking Machine Men's outing scheduled for July 26. A number of likely places on the Island were visited before the selection was made. Karatsonyi's Inn will be the headquarters and in addition to other entertainment bathing will be enjoyed.

E. G. Evans, of C. Bruno & Son, Inc.; Max Berlow, of the Knickerbocker Talking Machine Co., and Al. Galuchie, treasurer of the organization, were the pilots on the expedition.

Musical entertainment will be supplied by one of Paul Whiteman's orchestras. The personnel of the particular orchestra which will accompany the talking machine men has not been announced, but it is understood that some of the best musicians associated with Mr. Whiteman will do their part to make the event a success. Tickets for the outing will soon be mailed to members or, if desired, they can be obtained from Secretary E. G. Brown, 719 Broadway, Karatsonyi's, Bayonne, N. J., at \$6 each.

### NEW CHINESE LACQUER MODELS

Manufacturers Phonograph Co. Introduces Two Attractive Models—Dealers Report Active Demand for Chinese Lacquer Cabinets—Geo. W. Lyle on Extended Trip to the Pacific Coast

The Manufacturers Phonograph Co., manufacturer of Strand phonographs, has felt a sufficiently strong demand for Chinese lacquered consoles to introduce two models in this finish: one a Queen Anne, the other a Louis XV. Both are flat-top consoles, decorated in a handsome black lacquer with polychrome Chinese decorations, the relief set off with mother-of-pearl. No two of these instruments are exactly alike in decoration, as each instrument is distinctive and individual. During the past few months the Manufacturers Phonograph Co. has received letters from its dealers throughout the country stating that the popularity of Chinese lacquer is growing beyond all expectations. Orders for the new Queen Anne and Louis XV Strand models have been received from the dealers generally, emphasizing that the popularity of this cabinet finish is producing sales.

The various other models in the Strand line, consisting of the Queen Anne, Louis XV, Italian Renaissance and Louis XVI consoles in mahogany and walnut, are also winning new friends in all of the leading trade centers, and Geo. W. Lyle, president of the company, is being congratulated upon the splendid cabinet work of the Strand instruments and their tone quality. The two consolettes manufactured by the Manufacturers Phonograph Co., to accommodate the Victor VI and the Victor IX, are proving ready sellers, as is also the case with the two types of mirrors which are made especially to be used with Strand period consoles.

Mr. Lyle left recently for an extended trip to the Pacific Coast and, according to his present plans, he will visit Strand representatives and dealers in all of the leading trade centers. His first reports indicate that there is a healthy undertone to business which augurs well for Fall trade. He has appointed several new representatives, and in all probability will close a number of important deals before returning to the executive offices of the company in New York.

The fellow who thinks he knows it all usually has a great deal to learn.

### LAUTER MADE TALKING MACHINES

GOLDEN OAK  
FUMED OAK  
BROWN MAHOGANY

For Early Delivery

Let us figure today on your requirements, or write us for prices, cuts, etc.

THE H. LAUTER COMPANY

Indianapolis, Indiana

# The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, Pa., June 6.—A distinct feeling of optimism seems to pervade the talking machine and record trade in this city as the dealers, almost without exception, say that business during the past month exceeded their expectations, and moreover that all indications seem to point to a very active business in the Fall.

The different dealers feel pleased over the business done during May owing to the fact that in April they had all resigned themselves to look forward to a distinct slump such as is invariably experienced with the beginning of May and the warm weather. But to their surprise the anticipated drop in business failed to materialize, at least not to the extent that had been expected. The only thing that tended to mar the satisfaction of the dealers last week was the period of frequent showers and rain storms that followed the Memorial Day holiday and that naturally resulted in a very quiet week so far as business was concerned.

#### Victor Dealers Enjoy Live Picnic

All the members of the Philadelphia Victor Dealers' Association are unanimous in asserting that the stag picnic and planked shad dinner held by the Association last week at the Old Mohican Club House, at Morris-on-the-Delaware, seven miles above Camden, was the most successful outing ever held by their organization. As one member of the Association expressed it, "A good time was had by all and everybody seemed to have lost a dollar or two at the great game of 'African golf' except those who won a dollar or two. Those who lost had their fun out of the game, and those who won had their fun, so everybody was happy."

The dealers assembled promptly at one o'clock in Camden, and proceeded by automobiles to the destination. A baseball game started the activities, giving way later to other scheduled sports. The first event, a 100-yard dash, was won by Frank Hovey, of the Victor Talking Machine Co. C. E. Greninger, of the Linton Co., Victor retailers, finished first in the fat men's race. Mr. Moser, an invited guest of Mr. Youngjohn, Victor retailer of Norristown, Pa., took the honors in the hop race. Mr. Moser and Mr. Youngjohn also constituted the winning team in the tennis doubles.

Following the sports all participated in the fine planked shad dinner which was served, during which music and singing were provided by a colored jazz band. At the close of the dinner, G. W. Huver, president of the Association, who presided, awarded the prizes and commended the committee on the great success of the affair.

Representatives of the Victor Co. were present as well as the executives and members of the staffs of the five Victor distributors located in Philadelphia and which were guests of the Association, including F. B. Reineck and William H. Nolan, of the Louis Buehn Co.; T. W. Barnhill and H. F. Miller, of the Penn Phonograph Co.; H. W. and A. C. Weymann, of H. W. Weymann & Son; Eugene Stern and Harry A. Ellis, of the Talking Machine Co., and George W. Witney, of C. J. Heppe & Son.

G. W. Huver, the president of the Association, added a great deal to the jollity of the occasion by his humorous remarks made during the presentation of the prizes to the winners of various contests that were conducted. The committee

members in charge of the affair were frequently congratulated upon their efficient management of the arrangements. The smoothness with which the outing was conducted added considerably to the enjoyment of the one hundred and seventeen Victor dealers and their guests who were present. The members of the committee were: L. F. Quimby, of the Estey Piano Co., Homer C. Davis, Robert McCarthy, of Gimbel Brothers, J. R. Wilson and W. G. Linton.

#### Building Boom Helps Sales

"I am more than pleased with the business we did last month," said H. W. Weymann, head of H. A. Weymann & Son, in discussing present conditions in the talking machine world in general and the Victor business in particular. "Our business has improved rather than dropped off and our Victor talking machine and records sales during the past three months have been considerably larger than for the three previous months and a decided increase is noted in comparison with the same period of last year. Moreover, I believe that there will be an improvement in the demand for Victrolas and Victor records this Fall. One cause for this I believe may be found in the increased activity in the building trades which are now working at full force.

"Hundreds of families are now moving into new homes or are moving from small apartments into their own residences and many of these families will be buying Victrolas for their new living quarters as they have refrained from buying up to the present because they were living in temporary quarters or doubling up with other

(Continued on page 102)

## GREATER VICTROLA SALES

Trial and experiment with odd makes is a thing of the past with Dealers whose business is on a sound basis.

Concentration on a product which the great majority of buyers and sellers *absolutely believe* in—and are permanently satisfied with—must mean a still greater and more profitable Victor business.

We appreciate being the chosen jobber by the many Dealers of this territory, who, through more concentrated buying, are putting their business on a profitable basis.

**The Louis Buehn Company**  
**The Victor Wholesalers**  
 of Philadelphia

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 101)



From our large stock of Victor Merchandise we can "fill 'em" promptly.

But, aside from the actual supplying of goods, our intimate knowledge of Victor merchandising enables us to extend co-operation that will prove invaluable.

## The Talking Machine Co.

*Victor Distributors*

1025 Arch Street Philadelphia, Pa.

**"LET PHIL FILL 'EM"**

families. This condition is rapidly passing away with the increase in building, so I feel free to predict that many of our dealers who share these views and who are in business in places where these conditions exist soon will be placing their advance orders for Fall as their stock on hand will only answer their immediate requirements."

**Local Dealers Expanding**

According to F. B. Reineck, of the Louis Buehn Co., Victor wholesaler, while business was rather quiet last week, sales for last month were most satisfying. He states that Joseph Heim, whose store is located at 3800 North Broad street, has acquired the adjoining property and is making extensive alterations to the building. A number of additional private booths are being constructed to meet the demands of his increasing business.

**Qualifies as Baseball Captain**

Morris C. Rath, one of the Buehn Co. dealers, whose store is located at 6928 Market street, Upper Darby, Pa., has recently been elected captain of the Strawbridge & Clothier baseball

team. Mr. Rath is an ardent baseball fan and has undertaken to guide the destinies of the Strawbridge team on account of his love for the sport and his desire to keep in close touch with the game. He is well fitted for the office through his years of experience in the Big League baseball teams. He was formerly on the Cincinnati team, up to about two years ago when he went with the Pacific Coast League, leaving that organization to embark in his own business.

**Business Good With the Vocalion**

"Business is good, particularly when all things are considered," asserts B. H. Rogers, manager of the Lincoln Business Bureau, jobbers of Vocalion talking machines and records, located at 1011 Race street. "Naturally, there has been some slight drop from the high peak of the winter months but that was to be expected and it is foolish for dealers and others to attribute this to the present popularity of the radio. The way I view the radio business is really as an aid rather than a competitor to the phonograph and record business, because many

people who will hear different selections broadcasted by radio will be led to buy those records, for then they can play it whenever they desire and they will not be dependent upon the program of the broadcasting station."

Mr. Rogers is busy at the present time in arranging for the opening of new territory and in assigning new dealers to the various sections controlled by the Lincoln Business Bureau, which includes Eastern Pennsylvania, Southern New Jersey and all of Delaware.

**Opens New Radio Department**

The Talking Machine Co., whose central city store is located on Chestnut street, below the Adelphia Hotel, has just opened a radio department to its business. This department will occupy a large section of the second floor of its building and while it will be conducted under the trade name of Morton Radio Co., the management is the same as that of the Talking Machine Co., according to Harry Ellis, manager of the company.

**Philadelphians at Jobbers' Convention**

Practically all of the Victor wholesalers in Philadelphia had planned to attend the convention of the National Association of Talking Machine Jobbers to be held in Atlantic City beginning June 12. A large number of dealers also attended the convention of the Music Industries Chamber of Commerce and allied associations in New York this week. Florence J. Heppe, head of the famous house bearing his name, together with Mr. Elwell and Mr. Hillebrand, are in New York and at the close of those meetings both Mr. Heppe and Mr. Elwell will attend the Atlantic City convention. The display of the new portable model Victrola in the Heppe show windows is attracting considerable attention from passers-by, many of whom undoubtedly are planning their vacations at the present time and are figuring on taking one of



# On Guard

Penn-Victor Dogs are the best watchmen of Victor Welfare in the Home.

Sold by most Victor Distributors.  
Write them or us for prices.

## Penn Phonograph Company

913 Arch Street Philadelphia, Pa.  
*Victor Wholesale Only*

# 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 TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 102)**

these new models along, as the plain finish of the case together with its compact size and handsome appearance makes it an ideal instrument for the camp, cottage or auto trip.

**Starr Sales Are Keeping Up**

Benjamin W. Witlin, head of the Witlin Musical Instrument Co., whose salesrooms are located at 807 Chestnut street, in the I. Press Building, reports that business in the Starr pianos and phonographs and the Gennett records is running along smoothly despite the warm weather that has prevailed the last month.

**Expect Record-Breaking Fall Trade**

"Business conditions are good and the prospects for a record-breaking Fall trade are excellent," reports R. M. Nelson, Philadelphia distributor for the Brunswick. This sentiment is also agreed to by Louis Buehn, the prominent Victor wholesaler, who has received numerous fine reports to-day from his salesmen, all of whom were in from the road for the usual periodical conference.

**Now Exclusively Wholesale**

The Sayre-Level Radio Co., Inc., 41 North Tenth street, has announced a change in its policy, effective June 1, whereby the retail end of its business was discontinued and the company became exclusively wholesale.

**Mid-Month Record Suggestion Hanger Popular**

H. W. Weymann, of H. A. Weymann & Son, Inc., Victor wholesalers, reports that the May Mid-Month Record Suggestion Hanger, issued by their sales promotion department, has proved of exceptionally great advantage to the Victor retailer. This was evidenced by the large amount of orders for the numbers from the general catalog which were listed on this hanger. H. A. Weymann & Son, Inc., are putting particular effort behind their sales promotion department, realizing the importance of helping the Victor retailer to keep the volume of his business up during the Summer period. The Mid-Month Suggestion Hanger is only one of the many

ideas created by the sales promotion department and at the same time it is one of the most successful. Dealers report that it is creating extra business from many of their customers who would ordinarily only visit their warerooms at the first of each month. These hangers have proven their worth to such an extent that it will hereafter be a regular feature of Weymann service—one that is evidently appreciated.

**NEW LOCATION FOR AZPELL MUSIC CO.**

ARDMORE, PA., June 9.—The Azpell Music Co. here, which is under the energetic guidance of Barclay W. Azpell, has opened for business in a new and better location. The new store is located in the Ardmore Theatre Building in the center of activity. The excellent appearance of the store is in keeping with the location. Its appointments have already caused much favorable comment and consist of Unico equipment with five rooms and ample record department facilities to assure a trade of maximum service in Victor merchandising.

**NEW DEALER IN ALLENTOWN**

ALLENTOWN, PA., June 5.—A new Brunswick dealer has entered the field in this city and judging from the energetic manner in which he has made his start success seems assured. The new company of Neverman & Gaumer will conduct an exclusive music store. A complete installation of Unico equipment in ivory finish has been made.

**A SURE-FIRE ROAD TO FAILURE**

If you don't care to succeed do as little as you possibly can. At any rate, do not do one iota more than your job calls for. This is a sure-fire recipe for saving energy and staying progress. Under these conditions also you can rest assured that if the boss desires to get rid of any of his help you will be the one selected for an enforced vacation.

**Creates New Interest in Records and Phonographs!**

**The Phono-Toner**

*Renders Softer, Sweeter Music and Reduces Surface Noise*

It is a very handy, simple, essential device, attractively carded, one dozen assorted.

**Retails 35c. In Nickel Finish 50c. Gold Plated**

Distributors' and Dealers' Trade Discounts

*Samples Upon Request*

Phono-Toner

Trade-Mark Registered in U. S. Patent Office

The Phono-Toner (actual size)



Forms handle for needle set screw.

**The Phonotone Co.**

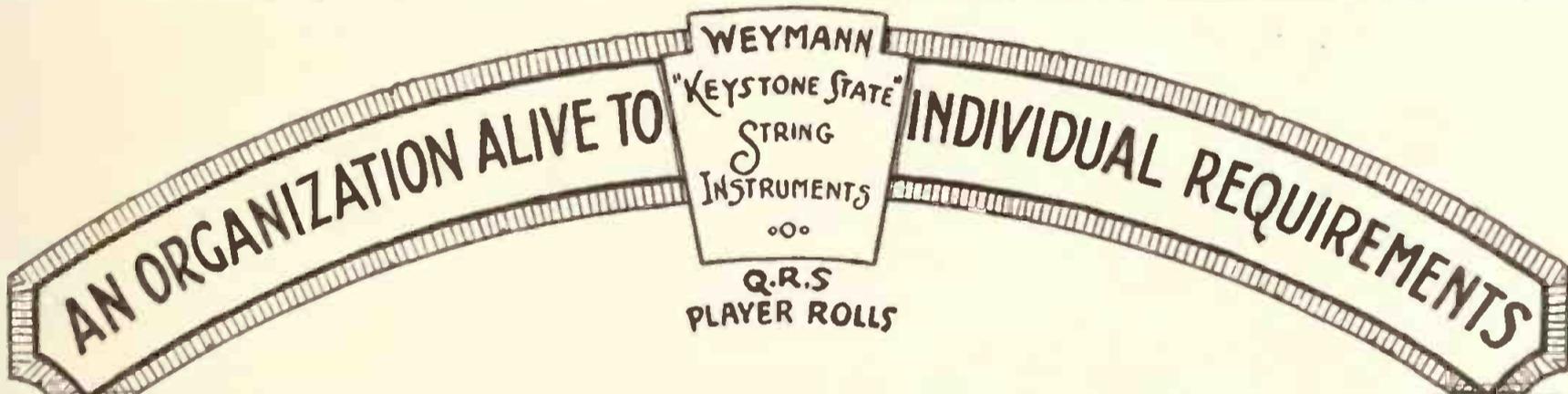
**310 Lincoln Building PHILADELPHIA, PA.**

**HE FOUND OUT WHY SALES DROPPED**

*Inquisitive Executive Analyzing Conditions and Seeking Their Betterment, Is Enlightened*

James B. McMahon, the general manager of the company making Gold Dust, demanded to know from John Lee Mahin, the noted expert, who was then handling the company's advertising, "What's the matter with our advertising in Ohio?" Mr. Mahin replied that nothing was the matter with it. "There must be," snapped Mr. McMahon. "The proof is that our sales in that State have fallen off badly." Mr. Mahin said he would try to locate the reason, but that he knew the handling of the advertising was not

*(Continued on page-104)*



**VICTOR WHOLESALERS**

One of the outstanding features of Weymann Victor Service is our Sales Promotion Department which is ever on the alert with new ideas for increasing our dealers' business.

Our Mid-Month Record Suggestion Hanger, which is proving so successful, was evolved in this department.

Personal co-operation in individual problems is also given.

**H.A. WEYMANN & SON, Inc.**

1108 CHESTNUT ST.

ESTABLISHED, 1864

PHILADELPHIA, PA.



QUAKER CITY NEWS HAPPENINGS

(Continued from page 103)

to blame. And he forthwith proceeded to make exhaustive investigation of competitive conditions and so forth in Ohio. After gathering, compiling and analyzing a mountain of data, Mr. Mahin notified the general manager that he was ready to take up the matter with him.

On a day named by Mr. McMahon, Mr. Mahin arrived with his data. Without examining it Mr. McMahon said, "Sit here while I call in our Ohio salesmen." Eight men trooped in. He asked them what the trouble was, and there was remarkable unanimity among them as to the cause. Then, Mr. McMahon began to address them. Before he got through he had them all assenting that the cause was something totally different from what they had declared—all except one salesman who ventured to disagree with the boss and insisted that in his opinion the trouble was what he had originally outlined. "That's all!" snapped Mr. McMahon, as he dismissed the salesmen.

Turning to Mr. Mahin, he said: "We don't need to go any farther to find the trouble. Eight so-called salesmen and only one man in the whole lot."

Are you executives quite sure that a lot of your people don't think it wisest to "Yes" you? And are you quite sure that you don't encourage them to agree with you rather than speak straight up to you when they think you are wrong?

There is a suggestion here, too, says Forbes Magazine, for those who weakly and meekly "Yes" the boss. "Yes-ing" pays nobody in the end.

VICTOR CO. EMPLOYE WINS PRIZE

After Only One Year in United States Solomon Dabinski Is Awarded Medal for Best Patriotic Essay in English—An Unusual Record

Solomon Dabinski, employed in the factories of the Victor Talking Machine Co., Newark, N. J., was recently awarded a bronze medal by the National Society of Colonial Daughters of Washington for the best patriotic essay in English. The award is particularly notable in that Dabinski came from Poland about a year ago without the slightest knowledge of the English language and so applied himself after his arrival that he was able to write the essay that won the prize, which represents a remarkable example of perseverance.

Life is like riding a bicycle; we can keep from falling if we keep moving. Only a few trick-riders can stand still and not tumble.

JUNE OKEH WINDOW DISPLAY

Latest Display Embodies New Layout and Design Features—Okeh Artists Given Prominence in Display

The June window display issued by the General Phonograph Corp., featuring Okeh records is one of the most artistic that have been issued in this series. It is somewhat different in character from the previous displays, although fundamentally it embodies the main features of the series as a whole.

As before, there are seven units in the June display, but instead of the illustrations being devoted to whimsical characters, illustrating different selections, the units are actual reproductions of Markels' Orchestra, Vincent Lopez and



Novel Window Arrangement for Okeh Dealers

his Hotel Pennsylvania Orchestra, etc. The center panel is devoted to an actual reproduction of a photograph of Sophie Tucker, popular vaudeville star and new Okeh artist. The scheme and layout of the display have been somewhat changed, for the small unit is 22 x 7 inches in width and in the form of huge exclamation points with a solid black background and a white outline border.

It is planned to have each feature displayed differently each month, not only in color scheme and art treatment, but in layout and other details. There will be ample opportunity for changing the displays in view of the fact that new artists are being added daily to the Okeh recording organization.

INVENTS COMBINATION MACHINE

MINNEAPOLIS, MINN., June 6.—L. A. Priess, well-known in local talking machine circles, has invented a combination talking machine and radio outfit that he is introducing to the trade. This instrument is made in two models, Colonial and Jacobean, and embodies a number of distinctive features.

Italian Music Rolls

Largest collection of Italian and other foreign music rolls in the United States. Catalogs and discounts on application.

UNITED MUSIC STORES

619 Cherry Street  
225 W. Mulberry St.

Philadelphia, Pa.  
Baltimore, Md.

PLANS FOR TRADE ARBITRATION

United States Chamber of Commerce Proposes Local and National Machinery for Settling Commercial Disputes Out of Court

WASHINGTON, D. C., June 7.—Arbitration as a means of settling commercial disputes between business men is advanced by the United States Chamber of Commerce which, according to an

announcement last week, intends to use its influence to have American business adopt the idea.

The plan takes into account the present wide use of arbitration in this country and contemplates making it more general by extending it among business organizations making up the national Chamber's membership. As sent to all member organizations, the plan carries suggestions for setting up arbitration machinery

and a statement of the services which the national Chamber can render to organization members supplemental to their own efforts, both in domestic and foreign commerce.

Arbitration, under the arrangement proposed, would consist of settlement of local controversies by local commercial bodies; of settlement of disputes with an industry by trade associations, and of the handling by the National Chamber of cases that do not fall within local or trade jurisdiction. The national Chamber already has provided machinery for handling disputes that may come to it.

The plan provides, aside from arbitration, for the use of good offices by business organizations as a means of settling differences wherever possible by conciliation without resort to arbitration.

The Stahl Music Co., of Puyallup, Wash., has moved to the Green Music House on Meridian street. Mr. Green has been placed in charge of the talking machine department and Mr. Stahl will handle the piano sales. It is planned to carry on an active sales campaign.



Victor quality is internationally known and is of standardized perfection. Heppe service in the distribution of Victor merchandise is also on an appropriate high plane and constantly striving to uphold the high Victor standards.

**C. J. HEPPE & SON**  
Victor Wholesalers  
PHILADELPHIA . . . . . PA.  
"Let Phil fill 'em"

# An Open Letter About Radio

## To the Music Dealer:—

What am I going to do about Radio?  
You are not the only dealer who is  
asking himself this question.

A new business closely allied to the music trades has suddenly taken a firm hold of the public. What stand should the music dealer take toward this business that promises to become one of the largest industries of the nation? Will he deliberate and watch the other fellow in an entirely foreign line take from him a kindred business? The music dealer's position is not as complex as it appears. Why shouldn't he be the largest Radio dealer in his locality?

*The investment is small. No increase in selling force is necessary. He need not enlarge his present quarters. No special technical knowledge is required. It is a huge attraction to his store. The newspapers are giving radio a tremendous amount of free publicity, arousing people to become keenly interested in radio, thereby creating a constant demand.*

It seems almost unbelievable that any music dealer should hesitate about adding radio to his present stock of musical merchandise. A wider scope of business activity is presenting itself for his immediate participation.

It is better to leave radio alone than to decide to retail an unknown and inferior product. When you make the decision to handle radio, consider this. The Radio Corporation of America, of world-wide repute, has appointed Landay Bros. distributors of their radio products manufactured for them by the Westinghouse, Wireless Specialty and General Electric Companies. All of these companies enjoy a reputation that is based upon sound business dealings and mechanical excellence.

Landay Bros. are ready at the present time to help you install adequate radio apparatus in your store and will gladly answer any questions that may be on your mind. Dealers are now being appointed and supplies distributed in order of receipt of inquiries. Now is the time for you to establish your radio department so that you will be prepared to reap the radio harvest this fall.

Respectfully yours,

LANDAY BROS.

*Wholesale Distributors for Radio Corporation of America*

# Landay

BROS.

311 SIXTH AVENUE

NEW YORK



Radio Corporation  
of America



### *Immediate Delivery of*

Aeriola Jrs.  
Aeriola Srs.  
Aeriola Grands  
R. C. Sets  
G. E. AR1300  
G. E. AR1400  
Wireless Spec.  
AR1375  
Brandes Head Sets  
UV 200 Tubes  
UV 201 Tubes  
and other Radio  
Corporation supplies.

# INDIANAPOLIS

*Business Improvement Grows—Optimistic Note Sounded—Edison Activities—Seabrook Incorporates—New Stores and Recent Changes*

INDIANAPOLIS, IND., June 9.—Steady improvement in the general business conditions of this city, arising chiefly from large building activities, is being reflected in the talking machine business. Interest in the radio is playing no small part in the situation, for electrical supply houses, machine shops and various other concerns which have been doing comparatively little business for several months now are working full time to supply the demand for those things so much sought by radio fans.

#### Sound Optimistic Note

George P. Zerkle, manager of the talking machine department of the Carlin Music Co., says: "Comparing the talking machine sales of recent months with the sales of the corresponding months last year shows a healthy increase in business. This is not indicated in the number of sales, but rather in the amount of business turned over. This is true both in the record and machine sales and the condition was brought about by a demand for the higher-priced machines. A gradual increase can be seen now in the sales of medium-priced machines, which is due to the fact that labor conditions have experienced a decided improvement.

"At this particular time of year there always is quite a demand for the portable models which can be used in canoes. These models are also popular with grade school teachers, who use them extensively for class-room work. Our record business is not just what we would wish it to be, but we are planning a direct campaign by which we expect to increase sales largely by the use of personal letters sent to a selected list of prospects."

W. G. Wilson, of the Widener Grafonola Shop; Charles E. Collins, of the Collins Talking Machine Co., and T. H. Bracken, of the Starr Piano Co., all report that by "plugging away" they are developing satisfactory trade. They voice the opinions of other dealers as well as their own opinion when they say that they are finding no cause for complaint even though business is not such as to develop elation.

#### Baldwin Co.'s Redecorating Completed

C. P. Herdman, of the talking machine department of the Baldwin Piano Co., says that record sales have been exceptionally good during the last month. The interior redecorating made necessary by the fire of last November has been completed and business in his department is hav-

ing its first chance since then to get back to normal, Mr. Herdman says.

#### Circle T. M. Shop Edits House Organ

H. E. Whitman, of the Circle Talking Machine Shop, reports a May business that was about up to the average with the console and portable models running a close race for first place in volume of sales. Mr. Whitman is editing a small journal known as Whitman's Magazine of Music, which includes the monthly Victor record lists as well as several articles along musical lines together with a list of special hits.

#### Sonora Sales Growing

C. H. Becherer, of Chas. Mayer & Co., reports the sale of Sonora machines during May to have been greater than during May of last year. This, he says, was the development for the month despite the fact that the class of trade to which he caters has begun its annual Summer exodus.

#### Edison Re-creations Popular

"Conditions in our territory continue to show a very steady improvement," says H. G. Anderson, general sales manager for the Kipp Phonograph Co., Edison distributors. "One of the most noticeable features in the Edison line is the increase in the Edison Re-creation business. We are of the opinion that Edison dealers in this territory will soon be doing an enormous record business as the result of the new attachment which makes it possible to play Edison Re-creations on other phonographs and talking machines. The new flashes from Broadway are meeting with a very wonderful reception among the Edison owners, appealing as they do to music lovers as well as dancing-fans.

"We have noticed a very encouraging improvement of conditions in the farming districts of Indiana and Illinois. While the farmers at this time of the year are unusually busy and hard to talk to, their mental attitude is very much changed from what it was sixty days ago. Consequently, many of our live dealers are having no trouble in getting "Mr. Farmer" interested in the Edison phonograph.

"The new William and Mary as well as the Chippendale console models are meeting with the genuine approval of all our dealers and their customers. Judging by the orders already placed for these models, it will be very hard for us to keep a surplus stock on hand. One of the very recent surprises given by Mr. Edison to his dealers was the introduction of a new Baby

Console model, and this, at \$175, is without doubt one of the most popular merchandising values in our territory to-day."

#### Seabrook Phonograph Corp. Chartered

The Seabrook Phonograph Corp., of Mishawaka, has been incorporated, with an authorized capital stock of \$100,000. The directors are M. W. Mix, W. W. Dodge, Kenyon W. Mix, F. P. Howlett and E. M. Carver. It has been announced that the number of employes of the Seabrook plant has practically doubled within the last two months. This is partly the result of the manufacture by the company of radio sets in addition to the concert phonograph which is being made for the motion picture business.

#### Brunswick Shop Adds Pianos

The Brunswick Shop at Terre Haute has added the Gulbransen player-piano to its line of goods. Jensen Brothers, proprietors of the shop, report increased business in all instruments handled by them.

#### Edison Shop Does Record Business

Business for the Edison Shop during May was the best of any month for more than a year with the exception of last December, according to W. E. Hopkins, manager. The business of the Shop has been stimulated by devoting particular attention to the current record hits, which have been featured with special window and newspaper displays.

#### First Campbell Gennett Record a Hit

The first Gennett records made by Clara Mae Campbell, vocalist, of Richmond, for the Starr Piano Co., are reaching a large sale in Indiana. Four hundred were sold the first day in Frankfort where Miss Campbell formerly lived. "In the Garden of My Heart" is on one side of the record, and "Until" is on the other. Miss Campbell is at present on tour.

#### E. L. Mayer in New Post

Edward L. Mayer has been placed in charge of the Sonora department of the Kiefer-Stewart Co. He says that the improved business conditions this Spring have been reflected most favorably in Sonora sales. "There no doubt is a demand for phonographs," he says, "but dealers must realize that they are required to put forth a great deal more effort than during the 1919-1920 period in order to produce worth while results. Although we are facing the usual quiet Summer months, the future appears most encouraging and we are anticipating an exceptionally large Sonora business next Fall."

#### Hope to Resume Business

Neal Grider, cashier of the People's National Bank, was appointed receiver of the J. D. Hunt Manufacturing Co., early in May. The action was a friendly one and it is expected by Mr. Grider that the company will shortly be in a position to resume its normal operations.

**TONE ARMS for Portable Machines**  
**TONE ARMS for Medium Priced Machines**  
**TONE ARMS for High Grade Machines**

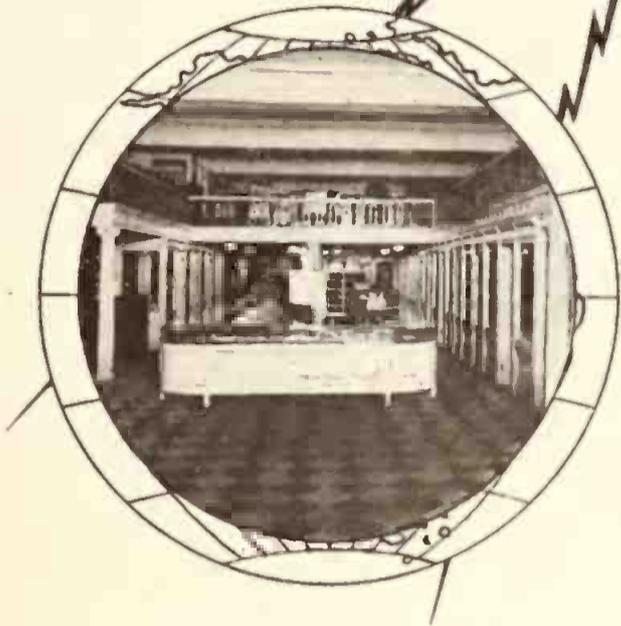
Quantity prices from **\$2** up, including sound box

*Let us know your requirements and we will quote you prices*

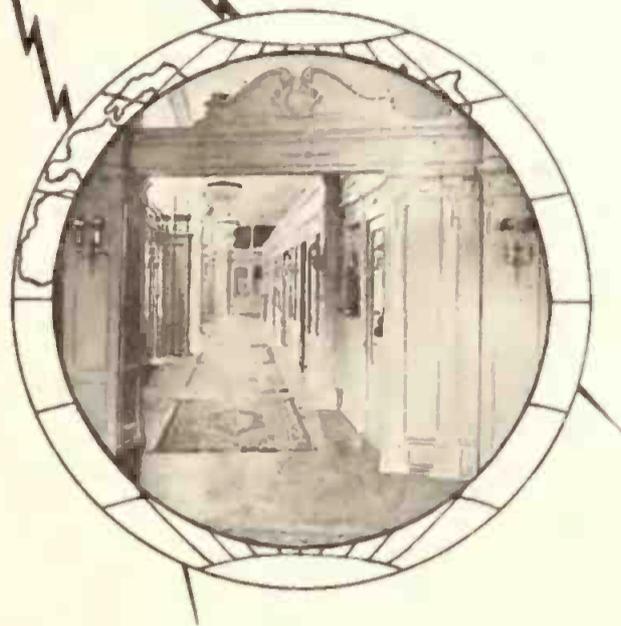
The Phillips Octagon Throw Back Arm No. 5  
 Equipped with No. 3 or No. 5 reproducer  
 Special Quantity Prices on Request

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

**UNICO SERVICE**



*The Geo. J. Birkel Company  
Los Angeles, Cal.*



*The Gramophone Company  
London, Eng.*

**Service Broadcasting Over a 3000-Mile Radius**

FROM London to Los Angeles is 6000 miles by Radio yet Unico Service functioned simultaneously in both these cities as well as many intermediate points.

UNICO SERVICE is Broadcasting Unico Equipment today to every section of the country.

TEN Unico Service Broadcasting Stations are conveniently located in Philadelphia, New York, Chicago, Salt Lake City, Denver, San Francisco, Dallas, New Orleans, Atlanta and London, England.

WITH Unico Service within immediate reach, why consider any other in connec-

tion with your departmental development?

UNICO Equipment has been instrumental in the development of hundreds of the most successful musical merchandising establishments thruout the United States.

THE price of Unico Equipment irrespective of its quality and patented features is no higher than ordinary equipment and ITS COST IS QUICKLY DEFRAYED BY ITS PROFITS FROM INCREASED SALES.

NOW is the time to remodel your department—make your store the musical headquarters of your community—UNICO SERVICE WILL DO IT.

*Phone, wire or write our nearest service branch.*

*No requirements too small for Unico Service.*

*No requirement too large for Unico Facilities.*

**Unit Construction Company**

RAYBURN CLARK SMITH, *President*

58th Street and Grays Avenue, Philadelphia, Pa.

NEW YORK, N. Y.  
299 Madison Ave.

ATLANTA, GA.  
49 Auburn Ave.

SAN FRANCISCO, CAL.  
942 Market St.

DALLAS, TEX.  
209 Dallas Bank Bldg.

NEW ORLEANS, LA.  
506 Marine Bank Bldg.

H. A. MOORE & CO., LTD. (Sales Agents)  
Premier House, London (W.C.I.), England

CHICAGO, ILL.  
30 N. Michigan Blvd.

SALT LAKE CITY, UTAH  
150 Main St.

DENVER, COLO.  
1642 Arapahoe St.

# Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE—This is the twentieth of a series of articles by William Braid White, devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

## 2. THE PATHWAY TO KNOWLEDGE

The function of the talking machine is to stimulate musical pleasure exclusively through the faculty of listening. The salesman who has to sell talking machines and records must first get into his or her mind the underlying principle on which all such salesmanship rests. That principle is simply expressed by saying that it is music which is being sold and not machines or discs. Machines and discs are merely the material media. The buyer wants music and that is why he or she comes into a talking machine store. The salesman has music to sell. The conjunction of the want with its supply constitutes the process of the sale.

### Liking What One Sells

Naturally, then, the salesman ought to like the products he sells. One cannot imagine a butcher who is a vegetarian and a successful meat salesman at the same time. Yet it seems to be regarded as perfectly proper for a talking machine or record salesman not even to possess a specimen of the goods he or she is selling!

The man or woman who sells music ought to like music. Now, most men and women do in reality like music very much, but this latent liking is oftener than not untrained and ignorant, not knowing where to begin or how to proceed. Fortunately, the very process of learning to sell talking machines and records involves a parallel process of constant listening to music. Between mere hearing and intelligent listening there is a great gulf fixed, whose width measures the difference between intelligent and unintelligent sales work in all that concerns musical merchandise.

### Popular Is Familiar

When Theodore Thomas said that popular music is simply familiar music he uttered a great truth. It undoubtedly is true that the general public taste in music is very low, but then, other things being equal, it is easier from the point of view of any brain work that may be required, to follow the mass than to lead it. But when one follows the mass one follows at the very end of the procession. In a word, when we "give the public what the public wants" in musical merchandise we necessarily, in effect, give what the least intelligent members of the public want, and nothing else.

Now, the people actually will listen to fine voices and fine instrumental music and actually will buy it, even though they be neither musical

"high-brows" nor anything else of the sort. This is proved by the sales of the great record-making companies. But wherever average people are buying fine records it is certain that the brand of salesmanship which has been used on them is an intelligent, fine brand. There is no room for unintelligent salesmanship in handling fine music.

Well, the basis of all such intelligent salesmanship is knowledge. The basis of knowledge from the point of view of such salesmanship is familiarity with the greatest possible quantity of fine music through listening.

### The Salesman's Kind of Listening

As I showed last month, this intelligent listening ought to be cultivated by every salesman who expects to sell fine records and fine machines. But such listening is something quite different when the salesman does it primarily for his selling purpose, from what it is when it is done by the owner of a talking machine for the purpose of enjoyment pure and simple. The salesman's listening is to be done in order that he or she may learn to know certain special facts about different kinds of music. These facts, indeed, are artistic facts and quite as interesting and enjoyable as any others of the kind, but the point is that among all the lovely and delightful things which are to be found in listening to music the salesman must select some special things for his selling purposes. The others he may also learn to recognize and enjoy, yet they are not the most important for his own special ends.

### Finding Artistic Worth

The first point towards which the salesman should direct his attention is the point of carefully listening to every new record which exhibits any trace of artistic worth. Such a record is quite likely to be a choice bit of dance orchestra work, or a fine example of musical comedy singing. On the other hand, of course, it is even more likely to be found in the violin playing of the great artists who make records or in the singing of the golden-throated men and women who adorn the grand opera stage. The first point to be considered in listening to the interpretation of any musician, however, is artistic worth, irrespective of grade. And if the effort be obviously sincere and the musician be obviously doing the best that he or she knows how to do, then almost certainly there will be something worth while to be discovered by close listening.

### Artistic Classification

After artistic worth comes artistic classification. Instrumental music divides itself naturally into certain forms. The salesman who will carefully consult the record catalogs will perceive that instrumental music generally resolves itself into three great divisions: Orchestra and band music, ensemble music and solo music.

Orchestra music will be found listed under such titles as symphony, overture and selections from this or that opera. "Orchestra" in this sense refers to what is called the "grand orchestra," a body of instrumentalists containing from fifty up to one hundred and more instrumentalists, playing violins, violas, cellos, stringed basses, flutes, oboes, clarinets, bassoons, horns, trumpets, trombones, drums, etc., with the strings forming more than half of the total. This orchestra, the true orchestra, must be carefully distinguished from the dance orchestra of six or ten instruments specially selected for dance purposes. The generic term for the large organization is "symphony orchestra."

Symphony orchestras have not as yet made a very large number of records, although the practice, fortunately, is on the increase. American record makers have found a large foreign market, however, for the finest orchestral records and so, of course, have the Italian, French and German recorders. Although the great American catalogs show only a small number, comparatively speaking, of fine orchestral renditions, yet those they do carry are almost uniformly of the greatest excellence.

### How to Begin

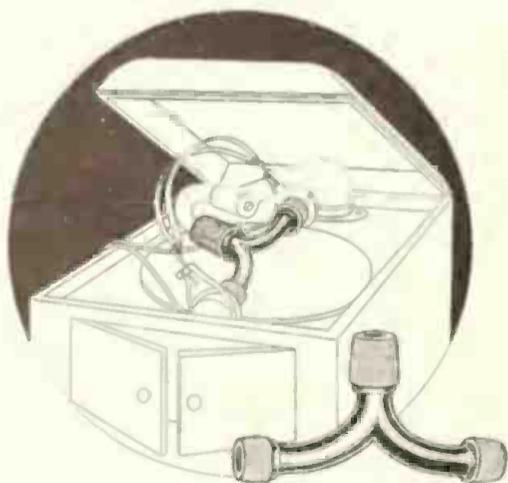
As a starter the salesman who desires to learn to know the orchestra should study the educational records put out by the Victor Co. One set of these consists of four double-faced records with the general title, "The Instruments of the Orchestra." On them are contained specimens of the tones of every instrument used in the grand orchestra from violin to trombone and drums. Each instrument is represented by a musical passage drawn from some famous symphony, overture or grand opera, wherein its voice is set forth to advantage. By listening to these records the salesman may learn to distinguish all the various instruments of the orchestra and thus to "hear"—perhaps for the first time in his life—the inner workings of a piece of great orchestral music.

Stress is laid upon preparatory work of this kind, because it is not only delightful, but highly useful. The familiarity which comes hereby inspires the salesman with new confidence and fits him or her to handle and exploit successfully the finest kinds of high-priced records.

Remember: The money is in the high-priced records, but it takes knowledge to sell this kind.

## SAUNDERS BUYS WELLS' STORES

KANSAS CITY, Mo., June 3.—William Saunders of Ottawa, Kan., recently purchased the music stores operated by Fred Wells in Ottawa and Paola, Kan.



LIST PRICE **\$3.00**  
Immediate Deliveries

*Make Your Phonograph a Radio Loud Speaker*

# PHONOTACH

Trade Mark

A New and Better Loud Speaker  
at a Very Low Cost

Utilizes the scientifically designed tone amplifier of the talking machine to secure mellowness and beauty of tone; using two receivers to give greater intensity. Adjusted instantly without disturbing head set.

**IT SELLS ON SIGHT**

Attractive Discounts to Jobbers and Dealers

**W. A. MILLS**

103 Park Avenue, New York City

# The Right Instrument and the Right Financial Plan for You—

**PHONOGRAPHS**

*"As Good as the Best"*

*Golden Throated*  
**Claxtonola**  
TRADE MARK

Registered, U. S. Pat. Office

**AND RECORDS**

*"Better than the Rest"*

THE sale and distribution methods of the Brenard Mfg. Co. rest upon recognition of the fact that the Job is not finished until the product is in the hands of a satisfied owner. It is a most important factor in the substantial profits of Claxtonola Dealers.

If you want to know the value of the Claxtonola Sales Franchise, ask the merchant who sold some other "machine" before he took up the Claxtonola line.

We are proud of the fact that many of our dealers, as well as our buyers, chose the Golden Throated Claxtonola after careful comparison with other makes.

## Factors Which Have Prompted Over 4000 Merchants to Become Claxtonola Dealers

1. A thorough appreciation of the selling appeal made by a Phonograph which is a true musical instrument with unsurpassed musical qualities.
2. A desire to give the customer dollar for dollar value, inside and out.
3. More Service and less bragging back of the Claxtonola Franchise.
4. Real national distribution.
5. Consistent and effective direct advertising which brings the Claxtonola name and its Golden Throat Fame to the people.
6. A complete line, including Console, five cabinet models, special tea car model, table model and Portable Phonograph.
7. Dealer Helps which actually "help" to make sales and to increase store profits without materially adding to dealers' overhead.
8. No middleman. Every Claxtonola Dealer is in every sense a part of the Brenard organization and gets the direct benefit of his efforts.
9. The Brenard Plan teaches Dealers how to find the hidden buyer and how to reach him.
10. Financial Co-operation.

*Ask for Particulars about the many Advantages of a Claxtonola Selling Franchise*



STYLE A

Another Aid to our Dealers' Success lies in the Triumph of

**CLAXTONOLA RECORDS**

Latest Hits  
Quick Releases  
Play on all Phonographs

**BRENARD MANUFACTURING COMPANY**

*Established 1892*

**IOWA CITY, IOWA**

# IN PITTSBURGH

*Radio a Factor in Trade—Dealers Tie Up With Columbia Artists  
—Dealers Enjoy Dinner—A Unico Model Shop—News of Month*

PITTSBURGH, PA., June 7.—The talking machine trade of the Steel City is showing more interest than ever in radio and radio projects, and a number of firms are featuring radio appliances in connection with the regular talking machine business. Sending music by radio is one of the most vital elements of the talking machine business at present and it augurs well for the trade.

A large number of talking machine dealers have installed receiving stations in their shops and daily concerts are featured. The Double-day-Hill Electric Co., one of the largest in the State, has a broadcasting station that is in operation daily and a large number of Victor record selections are sent regularly. Letters received at the office of the company indicate that Victor record music has been heard as far as 1,000 miles distant from Pittsburgh.

There are some dealers who are hesitant about any definite plans that provide for radio service. These dealers are of the opinion that while the radio has great possibilities, the time is too remote for any talking machine dealer to invest any large sum of money in the operation of the system.

The past month showed a slight increase in the sale of talking machines and records. What business was transacted was business that was "gone after" and gone after in real earnestness. The industrial situation in this district is clarifying somewhat and as it increases there is bound to be an increase in all lines of trade, the talking machine business included.

#### Artists Aid Columbia Sales

Van and Schenk, the celebrated comedians, appeared in this city the week of May 29 and the Columbia dealers were not slow to utilize their appearance as an advertising feature. At Kaufmann & Baer Co.'s talking machine department, Harry Hornberger, the well-known manager, arranged for Van and Schenk to spend several hours during their stay in the Steel City. There was a regular Van and Schenk program rendered and the K. B. radio station sent out the Van and Schenk songs. All of the Columbia dealers featured the Van and Schenk records and sales were reported exceptionally good. The Star Music Co. on Fifth avenue had a fine display of Van and Schenk advertising material and the manager stated that sales had more than surpassed his expectations.

#### E. G. Hays Co. Chartered

The E. G. Hays Co. has been incorporated under the laws of Pennsylvania and Horace Hays has been chosen president and treasurer; E. G. Hays, vice-president and assistant treasurer, and C. H. Wilt, secretary. The firm handles the Brunswick phonographs and Brunswick records. Lloyd Hays, a son of Horace Hays,

has been added to the staff and will learn the business in a thoroughly practical way.

#### Dealers' Dinner and Reception

One of the pleasing events of the past month was the dinner and reception held at the Fort Pitt Hotel by a number of music and talking machine dealers of the Steel City. The dinner was held Monday evening, May 22, and was attended by more than seventy persons. The principal speaker was Rev. C. Wallace Petty, pastor of the First Baptist Church, of Pittsburgh, who spoke on "The Place of Harmony in the World." The message he brought home to the talking machine dealers and their sales staffs was most timely and was highly appreciated. The talking machine dealers who attended the dinner with the sales staffs were Wm. C. Hamilton, of the S. Hamilton Co., Victor dealers; Jacob Schoenberger, L. J. Schoenberger, Homer Schoenberger and A. O. Lechner, of the Lechner & Schoenberger Co., Victor, Columbia and Edison dealers; Theodore Hoffmann and Edward Hoffmann, of the J. M. Hoffmann Co., Brunswick dealers; H. H. Fleer and Thomas T. Evans, of the C. C. Mellor Co., Victor dealer; W. F. Frederick Piano Co., Victor dealer; D. L. Aaron, of Kaufmann's, Victor dealer; C. L. Dawson and Paul S. Mechling, of Dawson Bros. Piano Co., Starr phonograph and Gennett record dealer.

#### Merchants Plan Summer Closing

Leading downtown talking machine dealers will close their places of business during the Summer period, in accordance with the plans of past years. The new closing period starts June 17 and ends Saturday, September 2. On Saturdays the closing hour will be 1 p. m. and on other business days of the week 5 p. m.

**Model Shop Room for Pittsburgh Wholesaler**  
The Unit Construction Co., of Philadelphia, manufacturers of Unico equipment for talking machine warerooms, has equipped the new headquarters of the Standard Talking Machine Co., Victor wholesaler in this city, with a dealer's service, or model shop room. This room is to serve as a model for visiting dealers and represents the latest developments in efficient wareroom equipment.

#### T. B. Niles in New Post

T. B. Niles, formerly assistant manager of the Pittsburgh branch of the Columbia Graphophone Co., is now connected with the executive office, located in New York City. Mr. Niles will edit Columbia's House organ, "Columbia Record," besides writing other sales and advertising literature for this prominent house.

#### Fine Memorial Day Windows

Memorial Day window displays in the downtown section by talking machine dealers were

in keeping with the spirit of the day and "Lest We Forget" was the motto that many of the trade carried. The Lechner & Schoenberger Co. had a fine array of Victor, Columbia and Edison records on display, each one typifying some battle song or soldier hymn. At the C. C. Mellor Co.'s window there was an "In Flanders Fields" spirit shown by a pleasing display in which a large memorial wreath played a prominent part. Victor records were featured. At the National Phonograph Co. American flags surmounted the display of the Brunswick, Cheney and Ultra-phonograph machines.

#### Pittsburgh T. M. Co. Handling Radio

The Pittsburgh Talking Machine Co., Pathé dealer, has taken to the radio demand very pronouncedly and a large section of the Liberty avenue shop heretofore given over to Pathé demonstration booths is now utilized for radio equipment and appliances.

### BETTER CONDITIONS IN SOUTH

E. Bowman, Proprietor of C. B. Haynes Co., Ltd., Richmond, Optimistic Over the Outlook

E. Bowman, proprietor of C. B. Haynes Co., Inc., Edison jobbers of Richmond, Va., was a visitor at the Edison Laboratories the first of the month. He reports a decided improvement in business throughout the region in which his wholesale business is conducted, and said that many dealers, who have been comparatively inactive in the wholesale market for some time past, have again joined the ranks of active buyers. This, Mr. Bowman concludes, is due entirely to the fact that the public is marching forward to buy in a way which has not been the case in this part of the country for some time. Incidentally, he predicts 25-cent cotton by Fall, and feels certain that, with cotton at this price, the phonograph business will prosper all along the line.

### CLAIRE DUX RETURNS FROM EUROPE

William A. Brophy, managing director of the Brunswick Recording Laboratories, New York, is busy making arrangements to receive Claire Dux, exclusive Brunswick artist, who appeared last season with the Chicago Opera Co., and who is expected in New York this week from Europe. Miss Dux has had a very short vacation of a month's duration, and is coming back at this early date to keep her recording appointments and also to take part in the opera season at Ravinia Park, Chicago, where she has been engaged to appear during the entire season.

### NEW EDISON RECORDINGS

Ernest L. Stevens, the popular pianist, has recently formed the Ernest L. Stevens Dance Trio, consisting of a piano, banjo and saxophone. The first recordings of this trio have recently been announced by Thomas A. Edison, Inc. They are, "Suppose the Rose Were You," and "All Over Nothing At All."

## The Madison — ACKNOWLEDGED THE BEST VALUE PORTABLE MACHINE IN THE MARKET TODAY

Dealers Delighted with the MADISON. REPEAT ORDERS Prove Its Worth



Size 13" wide—12" deep—7½" high

### Special Release of Imported Record

Symphony Concert Record No. 2824

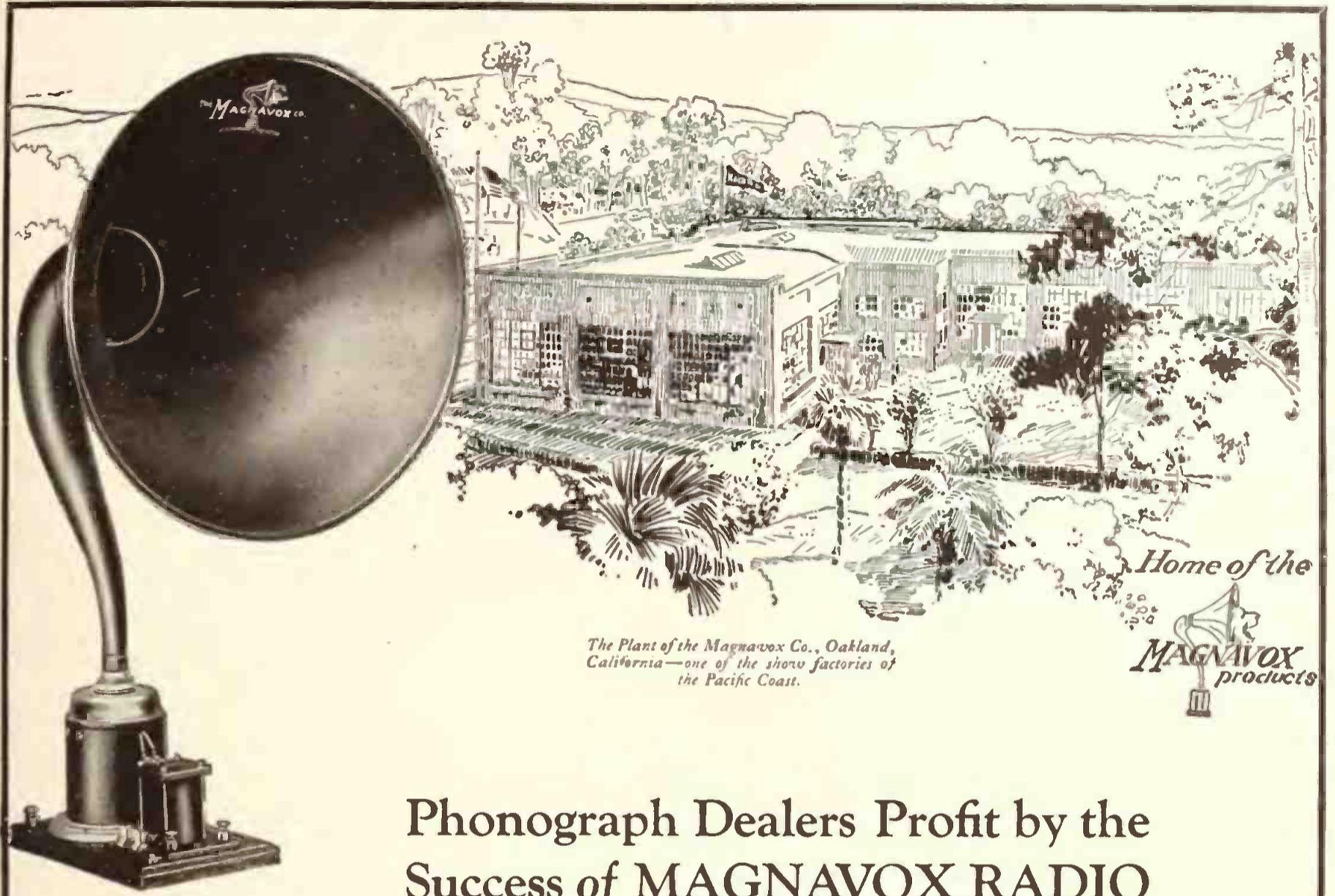
10 Inch

Violin Solo { Souvenir de Drdla } 50c.  
Kubelik's Serenade } RETAIL

and many other numbers. Write for complete list and dealer prices.

An Attractive Jobbers Proposition—Write for Territories

Madison Music Co., 114 E. 28th St., New York, N. Y.



The Plant of the Magnavox Co., Oakland, California—one of the show factories of the Pacific Coast.

Home of the  
**MAGNAVOX**  
products

## Phonograph Dealers Profit by the Success of MAGNAVOX RADIO

A FEW months ago the Magnavox Radio occupied a relatively unimportant position in the list of Magnavox products—today even our greatly increased production facilities are taxed to supply the demand for Magnavox Radio (the reproducer supreme).

When you sell the Magnavox Radio, you cash in on the wonderful daily programs supplied by central broadcasting stations. The Magnavox Radio appeals not merely to the expert, but also to the average family. Push Magnavox Radio and you build new business for all radio supplies.

It is the Magnavox Radio which gives every receiving set its greatest enjoyment and use—doing away with the restrictions and limitations of the individual headset. The receiving set only brings the message, while Magnavox Radio tells it clearly and in full volume to all within reach of its voice.

The most striking National Advertising campaign in the industry is that now conducted for the Magnavox Radio in the Literary Digest, the American Magazine, Popular Science Monthly and a wide range of weekly and monthly magazines of general and also technical interest: as

well as in the leading newspapers of the country.

For every Phonograph Dealer who handles radio, the success of Magnavox Radio (the Reproducer Supreme) brings a real opportunity for profitable business and for improved service to his customers—which calls for immediate action.

Write for name of nearest distributor and information as to how we help you sell Magnavox Radio.

**THE MAGNAVOX CO.**  
Home Office and Factory:  
Oakland, California  
New York Office: 370 Seventh Ave.



### Type R-2 Magnavox Radio with 18-inch Horn

THIS instrument is intended for those who wish the utmost in amplifying power; for large audiences, dance halls, &c., but requires only .6 of an ampere for the field. Price, \$85.00

### Type R-3 Magnavox Radio with 14-inch Horn

THE same in principle and construction throughout as Type R-2, and is ideal for use in homes, offices, amateur stations, etc. Price, \$45.00



3-Stage

### Magnavox Power Amplifier Model C

INSURES getting the largest possible power input for the Magnavox Radio. Can be used with any "B" battery voltage which the power tube may require for best amplification.

With either type amplifier it is necessary to use an amplifying transformer between your receiving set and Magnavox Amplifier.

AC-2-C, 2-Stage..... \$80.00  
AC-3-C, 3-Stage..... 110.00

# MAGNAVOX Radio



Anyone who likes a good baritone voice will be a live prospect for "Mattinata," sung by Riccardo Stracciari. This will be one of the big sellers for July. No. 79701.

Columbia Graphophone Co.  
NEW YORK

## KANSAS CITY

*Music Memory Contest Helps Trade—Radio News—Good Crops Help Trade—Portables in Favor—Business Steadily Bettering*

KANSAS CITY, KAN., June 8.—The musical program for the year in the public schools of Kansas City, Mo., culminated recently in the Music Memory Contest at the auditorium, when more than twelve hundred public school children contested for prizes. During the whole of the school year there has been a vigorous campaign carried on under the direction of Miss Mabelle Glenn, the music supervisor, to stimulate interest and increase the appreciation of music among the school children. Among other things, the campaign was connected up with the programs of the symphony orchestra concerts that have been given in this city during the Winter. Large numbers of the children have attended these concerts, and in each case the concerts were preceded by classes in music appreciation. The selections were played on the talking machine, and the music director would explain the selection.

At the Music Memory Contest given there were twenty selections made from the forty-five numbers given during the season, and the pupils, armed with pencil and paper, were given an opportunity to test their memory. It is announced

that there were a great many perfect papers and that there were many more which were almost perfect.

The music during the contest was rendered on the piano instead of the talking machine, as during the school year. Four of the numbers were played by Mrs. Eva Faith Rider, and the others were produced on the Duo-Art, under the supervision of Walter Ehrnman, of the J. W. Jenkins Sons Music Co.

Prizes were offered to the various school teams by the Kansas City Star, consisting of sets of talking machine records, and the winning team was taken to the Saturday matinee on May 27, given by the Kansas City Grand Opera Co. at the Shubert Theatre. The program for the matinee consisted of a rendition of "Faust." The winners of the second prize were given balcony seats, through the courtesy of the J. W. Jenkins Sons Music Co. In addition to this, each pupil making a perfect score was presented with a silver pin from the National Bureau for the Advancement of Music.

While the direct sales from the records used in the training of the pupils in the schools have

been made practically all by the Victor people, the indirect benefits have been gained by all music dealers. The interest has by no means been confined to the children, but has spread to all classes. The effect on the sales in the past has been gratifying, and the prediction is freely made that it will be much larger in the future.

### Buys Victrola for Radio Broadcasting

Radio broadcasting is on the increase, and the trade in all kinds of radio instruments is growing rapidly. One of the largest stations is connected with the Kansas City Star, which has recently added to its equipment a Victor talking machine and a stock of records to be used in its concerts. A school machine was purchased because it is fitted up with a horn, making it especially adapted for the service required.

### Chappell Music Co. Moving

The Chappell Music Co., of Salina, Kan., is moving. It finds that it is not only a desirable thing to be in the center of the business district, but also that it is worth while to get on the right side of the street. While it is about it, it is also enlarging its quarters and installing Unico equipment.

### Gets Victor Publicity Through Radio

In Wichita, Kansas, the J. O. Adams Music Co. has joined with the Wichita Beacon in broadcasting, and the two have put on some very attractive programs. Recently, besides Victor records, a Victor artist of note was heard. He was Prince Lei Lani, and he took part in the concert given May 25. The hook-up with the daily paper has not only increased the interest in music generally in the community, but has given the music company some very valuable front-page publicity which money alone could not buy.

### Practical Talk to Students

For some months Miss Pratt, head of the science department of the Fort Scott high schools, has been making a practice to take the students under her care to some local plant or institution where knowledge of a scientific nature might be gleaned. Recently the class decided that it would like to look into the subject of talking machine and record making, and John Synnott, a Fort Scott Columbia dealer, was approached on the subject.

Mr. Synnott thought the idea an excellent one and cordially invited the class to visit his store next visiting day, and the invitation was politely accepted. Mr. Synnott told the students, too, that he would endeavor to have a regular phonograph man present for the occasion to talk to them. With this thought in mind Mr. Synnott quickly got in touch with E. A. McMurtry, local branch manager of the Columbia Co. at Kansas City, and as a result Thomas Devine, one of the Kansas traveling representatives of the company, was delegated to take care of the matter.

Mr. Devine spoke to some forty or more students at Mr. Synnott's store, May 23. His talk, of a little more than an hour's duration, covered the history of the phonograph from its inception. The part played by Edison, Bell, Tainter, Smith, McDonald, etc., was touched upon in an

- The Portable Victrolas
- The Summer Dance Records
- The Horizontal Type Victrolas



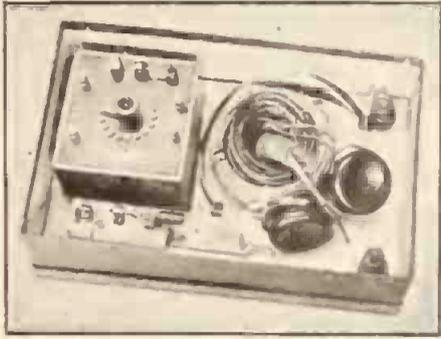
These Three Can Make Business Good Now for Every Victor Dealer.

We are ready and anxious to serve you.

*The Schmelzer Company*

"Exclusively Wholesale Distributors of Victor Products"

KANSAS CITY, MO.



## ATLANTIC JR.

Crystal Receiver

**\$18.00**

Ready for Installation

**Atlantic Instrument Co.**

INCORPORATED

13-21 PARK ROW NEW YORK

interesting way. Record making was gone into also, exhaustively, and the various processes from the wax to the finished product were described in detail, charts being used to illustrate where necessary.

### New Edison Dealers

C. J. Keil, a prominent jeweler of Clinton, Mo., who has been out of the phonograph business for a time, has stocked up with Edison machines and records, again and is ready to serve his community.

The Blackledge Music Co., of Coffeyville, Kan., H. H. Kahn, manager, has added the Edison to its line, which now includes the Edison, the Victor and the Brunswick lines. The Blackledge Sales Co., of Caney, Kan., operated by the same people, has also added the Edison line. The Nicholson Furniture Co. is also a new Edison dealer.

### Co-operate in Brunswick Advertising Campaign

Among the most attractive advertising that has appeared in Kansas City dailies is the series of page ads which pertain to June brides and is run over the names of the Brunswick dealers of this city. This publicity is backed up with a vigorous selling campaign, and good results in the way of orders are reported.

### Good Crops Create Trade Optimism

Fred Jenkins, manager of the Victor wholesale department of the Jenkins Music Co., was one of the Trade Trippers who recently went from Kansas City through Nebraska, Wyoming, Colorado and Kansas. He reports that he found a splendid spirit of optimism all along the way, and that the prospects for good business in these States is fine. Reports from his field men indicate that in all the agricultural districts of the territory, except in southwestern Kansas, feeling is fine, and business is on the increase. There is some depression in the mining districts, owing to strikes which are in effect there. The latest estimate of a wheat crop for Kansas, which is expected to reach 121,000,000 bushels, will explain why Kansas is so optimistic.

### Takes on the Cheney Line

The Victor-Arnold Music Co., which has done a good business in the mail order line, has moved from the Bryant Building to the first floor of the new Mahoney Building, which is located next the new Pantages Theatre. The exit from the theatre is next door to the new music shop. The company has not only improved its location, but has added the Cheney line of phonographs and the Vocalion line of records.

### Edison Club Booming Business

"Only \$1 will admit you to the Edison Club" is the attractive announcement that is adorning the windows of the Edison dealers of this district. Manager Blackman is pushing the cam-

paigned by a personal tour of the territory, and the reports from dealers who have started clubs are to the effect that the plan is popular with the people. Three styles of cabinets are offered in this club campaign, with prices ranging accordingly.

### Growing Demand for Portable Machines

One of the features of the trade this season is the large demand for portable machines. The Victor portable is in such demand even this early in the season that the jobbers are not able to secure machines to supply the demand. The very thought of what it will be when the vacation period begins in earnest brings a broad smile to the faces of the Victor wholesalers.

A. A. Trostler, secretary of the Schmelzer Co., is now East attending the Jubilee Convention and Jobbers' Reunion at Atlantic City. He will also visit the Victor factory at Camden, N. J.

B. L. Plank, of the Jenkins Music Co.'s field force, plans to attend the Jobbers' Convention at Atlantic City.

J. W. Grantham, of Baxter Springs, a well-

known music dealer of Kansas, is attending the Jubilee Convention in New York.

A very decided improvement is being worked out in the arrangement of the interior of the local store in Kansas City of Smith, Barnes & Strohber, by Manager Baldwin. The record department is being brought up to the front of the store and the whole department will be given more prominence.

### HEMPSTEAD MUSIC SHOP OPENS

HEMPSTEAD, N. Y., June 3.—The Hempstead Music Shop is the latest business institution to open its doors to the public here. It is located in the Hempstead Theatre building on Fulton avenue, and is carrying a complete line of Sonora phonographs and Vocalion records. The store has been handsomely fitted up with the most modern equipment for the handling of this line of goods.

The man who allows the other fellow to express an opinion can often learn something to his advantage.

Announcing

**PORTABLE**

**PAL**

**PHONOGRAPH**

**A \$50 portable  
to retail at \$35**

PAL is equal in quality to the finest portable machines in the field — regardless of price!

You will recognize PAL's value at once! Your customers will see it!

They will admire its beauty! They will appreciate its tone! They will be satisfied with its price.

Show PAL to them, if you want this to be a big portable year for you.

Write for details today!

Dealer's Price  
**\$20**

f. o. b. New York

Special  
**Cowhide Case**  
**\$25**

[The same PAL  
machine in a genu-  
ine cowhide case,  
stitched corners,  
to retail at \$40.]

### SPECIFICATIONS

Walnut or mahogany finish, 12" wide, 18" long and 8½" high. Weight about 20 lbs. Equipped with a high-grade motor, playing three 10" records with one winding. Extra fine universal tone arm and sound box playing all types of records, with special sounding board. The cabinet is equipped with 10" record album. Heavy brass, nickel-plated hardware with strong handle for carrying purposes.



**PLAZA MUSIC CO.**  
18 WEST 20th STREET  
NEW YORK

# Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., JUNE 10, 1922.

THERE is a musical instrument manufacturer in the State of Indiana who has been through every panic since 1873. This is the veteran,

A  
Cheerful  
Veteran

Jesse French, Sr., of New Castle, head of the great piano-making house of Jesse French & Sons. The veteran piano maker knows what a financial depression is. He knows by this time just how these economic phenomena arise, and what their after-effects are sure to be. When a man like him, therefore, says that he is full of confidence, business men, especially in the music industries, will stop and take notice. For Mr. French is not only a veteran but a successful business man. The business of which he is the head is a large and successful manufacturing business with a world-wide reputation. When, therefore, such a man says, as he said the other day to a traveling representative of The Talking Machine World, that he considers the business outlook encouraging we cannot withhold our attention. When, further, he shows that he means what he says by preparing to make up a large stock of pianos and player-pianos for Fall consumption he makes his statement convincing. We cannot help feeling that he knows what he is talking about. A man who has seen the ups and downs of American business during forty years is necessarily a man to whom the ways of panics are familiar. He knows how they come, how long their effects are felt and how they go. When such a man declares at a time like the present that he is getting ready, by putting in his money and his skill, for a good business this year we feel that he knows what he is doing. His message is a message which all, particularly talking machine men, may read and from which all may draw practical encouragement.

It does not seem that even the plainest truths have power to penetrate the human consciousness until they have been driven in by repeated blows. One has to say them over and over again, and even then some folks never lay hold of them. Tons of paper have been consumed in talks about radio, not to mention gallons of ink. Yet the most obvious truth about the whole affair seems to have been almost entirely overlooked. Music merchants can sell, and sell profitably, radio outfits. But any music merchant who is foolish enough to suppose that radio is a *substitute* for the talking machine or for any other domestic musical instrument simply shows that he does not understand the essential principle involved. Radio is, in fact, not a music-in-the-home proposition in the sense in which a piano or a player-piano or a talking machine may be so described. Radio is simply a ticket and transportation to a concert. It is a listening-in proposition. It is limited to whatever the transmitting station may see fit to send out. The listener has no more choice as to the program than has the seat-holder at a symphony concert. On the other hand, the talking machine is distinctly a personal possession, shared not at all by the outer world, and affording to its owner the precious advantage of choice. The owner goes to the record cabinet, takes out the record he wants and plays it. How simple, but how important! Music that you want, when you want it and as often as you want it! That is the sign of the talking machine. And it is one which no listening-in mechanism can take away or replace.

Simple,  
Common  
Sense

To put it in another way, we shall be the most foolish of people if we allow ourselves to build an enemy or a cause for fright out of the popularity of our new friend and assistant, radio. Those who make this error simply do not understand their own game. The way to treat radio is to take it up and make use of it. The first thing is to find the right sort of outfit. This must be self-contained and reliable. The music merchant wants something to sell that looks like a musical instrument and sells like one. Then, when he has this, whether as a combination with a talking machine or by itself, let him set to work to sell it for exactly what it is, that is to say for a new medium for getting in touch with music. Radio is a listening-in proposition; the talking machine is a music-maker. One is intermittent, the other continuous. You get radio music when it is sent out. You get talking machine music when you want it. There is the

difference. Neither can substitute for the other. Our job as talking machine men is to handle both, or rather to handle the newcomer while we push the old stand-by harder than ever. Nor let us forget that radio is the best little advertising agent the talking machine record ever had. No advertising comes in effectiveness anywhere near an announcement, made through radio, that a certain song or dance, as recorded on such a record, will now be broadcasted. The listeners listen. They are pleased. They go to the music store and they buy that record for their talking machine. It is good stuff and it works.

A RECENT number of Printer's Ink contains one of the best articles we have ever read and on a subject, too, which is near to the thought

Brunswick  
Principles  
Disclosed

of every music man in these days. The writer of the story has been talking with A. J. Kendrick and others of the Brunswick-Balke-Collender Co., and what he has to say is most instructive. He points out how five years ago, two years before the passage of the Eighteenth Amendment, the great Brunswick house began to shut down on the manufacture of fixtures for saloons, seeing clearly the signs of the time. The great plant must, they then saw, be shut down or else be kept busy by means of some substitute line of manufacture suitable to its capacities. Piano case-making was tried, then cabinets were made for talking machines. Lastly, the heads of the company came to the conclusion that the talking machine had a future, and they went into its manufacture with all the care and all the wisdom which have always characterized their acts. The result we know. But the Brunswick policy itself has never been, in our judgment, so well set forth in a few words as by Mr. Kendrick himself, when he said, in substance, to the Printer's Ink man that the basis of their success lies in getting the right sort of dealer, educating him to the Brunswick idea, then backing him up with the most carefully worked out advertising. One foundation of this advertising is what may be called the Brunswick "Hall of Fame" principle. According to this principle the meritorious newcomer among instrumental and vocal artists is taken up by Brunswick, put into its Hall of Fame alongside the Godowskys and the Hubernans and thus placed before the public at once in the rank where he or she belongs. Brunswick advertising seems to be of the kind that builds up, and Brunswick dealers are naturally profiting by it.

SPEAKING of dealers, why is it that so many will always insist upon taking the line of least resistance? Why is it that we still find dealers

The 23  
Per Cent  
Community

talking about the market for talking machines as if that market had already reached the point of complete saturation? It all reminds us of something else we once heard this same A. J. Kendrick say; this time about a census taken by his company in Ohio to discover the actual condition of talking machine distribution in a certain prosperous community. The local merchants thought the market was glutted, but the census showed that fewer than one-fourth of the families in the community possessed talking machines! The figures will be found to apply to many other communities too if the truth be told. Nor shall we forget that a market is saturated only if and when all the families in a community have been sold. Until they have been sold the community is not saturated. Well, is there any reason why that community—any community—should not be sold to at least the extent of 90 per cent? How much does the average dealer really understand about the attractive power of the talking machine upon the normal man or woman? How much, indeed? A little more enthusiasm and a little more knowledge are the greatest needs of our industry on its retail side.

THE difficulty of the small boy in learning to spell because the teacher changed the words every day is nothing to the difficulty of becoming a salesman and meeting new arguments every day. But one way or another the boy generally learns to spell and, there is no doubt about it, change of argument is what makes the successful salesman.

From our **CHICAGO HEADQUARTERS**  
 REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., June 9.—The Chicago trade, both wholesale and retail, while showing an improving trend, has been more or less spotty during the past two or three weeks. The demand this month has been somewhat similar to that of last month, namely, for small machines, particularly portables. Some retail dealers assert that the record business has picked up materially. In fact, some of them say that in looking over the sales lists of records and paying particular attention to the names of the records sold, they find quite a similarity between them and the musical numbers which are being broadcasted by the radio transmitting stations.

**The Radio Situation Reviewed**

The radio has had quite a large effect on the talking machine trade in Chicago and has done a great deal to stimulate business in many instances. Of course, there are numerous predictions as to what is in store for radio for the future, but from the looks of things most of these predictions may be regarded as far-fetched. Chicago people are of the opinion that radio is still too young for predictions.

One thing that is very striking concerning the retail radio situation is that great numbers of retail electrical concerns handling radio apparatus are not quite so enthused with it as they were a few months ago. The reason, they state, is that they cannot get materials and that people are not buying at this particular time. However, from the regular old-line music merchants who have well-established stores handling talking machines and other musical instruments, one learns a somewhat different story. This other story is that the shortage of goods hampers them in their

sales, but that they have plenty of demand. This demand they are making themselves. They are utilizing their canvassing forces and making house-to-house calls. The canvassing man is not devoting all of his time to radio, as might be expected, but when he calls on a prospect he talks talking machine as well as radio. In other words, he is hitting the prospect from both sides, and if he does not get him on one he does on the other, and so stands a likely chance of getting him on both.

**Dealers' Trade Hurt by Building Situation**

The building situation in Chicago has been hampering the work of the dealers to a great extent. This situation has brought about a sort of a status which is certainly not due to lack of employment. There is plenty of employment to be had in Chicago in the building line and plenty of men to go around, but the influence of the building trades unions is holding the men in check. Anyone who has been keeping an eye on the Chicago papers during the last month or two is well aware of the turmoil that has existed in labor circles for some time past. Many of the workers are alleging that it is unsafe to go to work no matter what side of the fence they are on, so that one can easily see wherein the trouble lies.

**Cut in Freight Rates Helping Business**

The manufacturers and jobbers are jubilant over the announcement that was let loose a week or so ago concerning freight rates. They are all of the opinion that this will have a tremendous influence on every line of business. For quite a number of months there has been more or less of a cry among manufacturers in all lines that

freight rates have not kept pace with the general downward trend of prices, and now that the move has been made along this line we can look forward to increased activities in shipping. Then, again, some say that although this cut in freight rates will stimulate business to a great extent the speed of shipping will not be much affected, in view of the fact that the railroads have not been keeping up their rolling stock. For this latter assertion we do not vouch, but if there is an increase in the amount of shipping it will necessarily mean that the rolling stock of the railroads will have to be replenished. When this condition is taken care of much activity will be seen in districts devoted to the manufacture of railroad equipment, and we can then look for a great spurt in the music business in districts such as Pullman, Michigan City and other railroad equipment manufacturing centers.

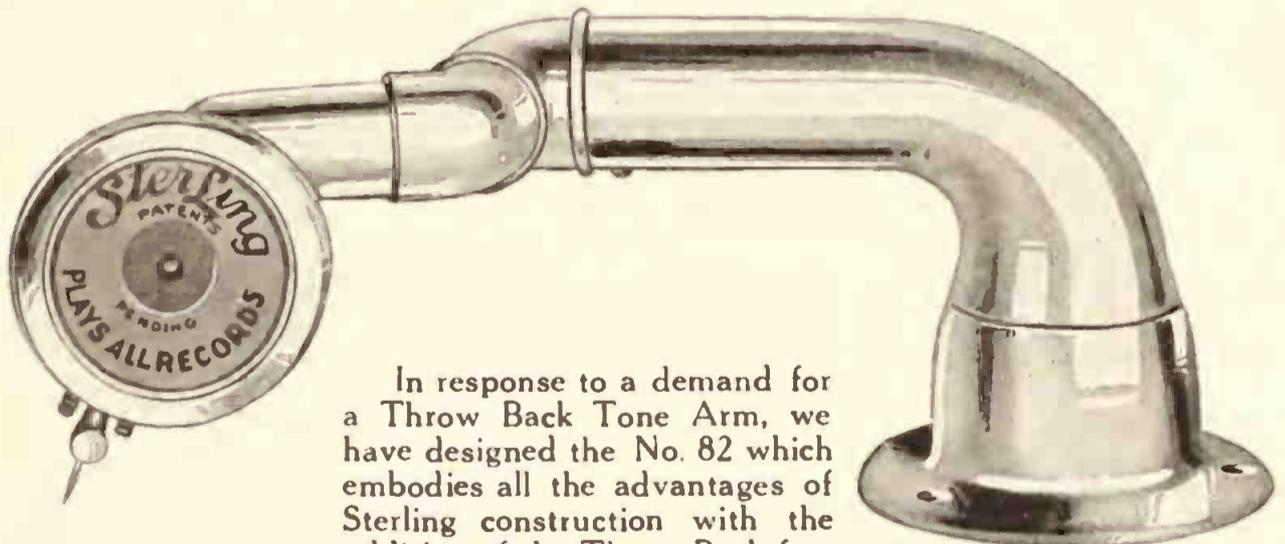
**Frank Westphal Entertains**

Frank Westphal and his orchestra, exclusive Columbians, were the feature attraction at the Chicago Piano Club gathering on Monday, May 22. The story pertaining to the event, as related afterward by one of our bright young men, is given here verbatim:

"Frank Westphal was playing at the Chicago Piano Club. He and his orchestra were announced by the chairman, after which they proceeded to settle themselves in their chairs and make ready to play. There was no particular enthusiasm shown. It was purely a business courtesy with them. The Piano Club had requested them to play and the club contains in its membership some influential men in the music  
 (Continued on page 116)

**STERLING No. 82 THROW BACK TONE ARM**

*A New Member of the Sterling Family*



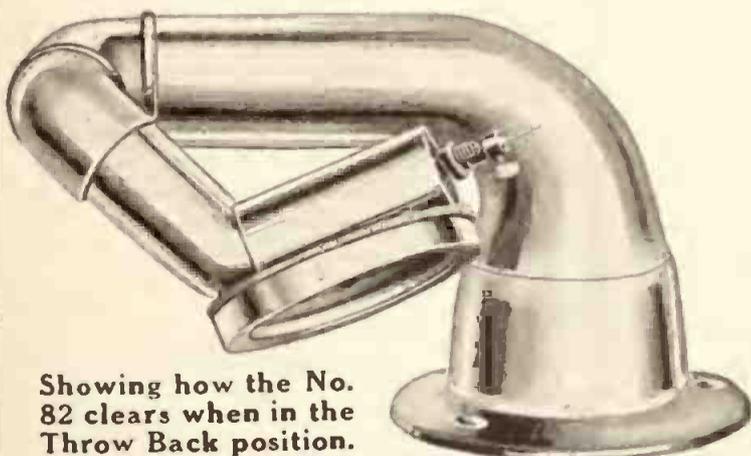
In response to a demand for a Throw Back Tone Arm, we have designed the No. 82 which embodies all the advantages of Sterling construction with the addition of the Throw Back feature. When in its normal operating position the Sterling Reproducer maintains perfect alignment under all conditions.

When in its Throw Back position the reproducer, even when adjusted for Edison or hill and dale records, "clears" the tone arm.

A new and improved needle holder is another added feature.

**STERLING DEVICES COMPANY**

Manufacturers of the No. 11 Sterling Non-infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-set Automatic Stop and the Sterling No. 41 Non-tapering Tone Arm



Showing how the No. 82 clears when in the Throw Back position.

534 Lake Shore Drive

Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 115)

industry. Generally speaking, the place and time (musicians, according to Hoyle, are fast asleep at 12.30) were not propitious to inspirational outpourings. The room was low, everybody had been smoking, and, to cap the climax, everyone knew it was raining outside. They had come in from the rain and had to go out in the rain. On the whole, these were not the best conditions in the world for either music or enthusiasm of any kind.

"The boys settled down to their work. One number was played and everyone clapped. A second number was given. The boys, looking around on the smiling faces, knew that the crowd was with them. Their enthusiasm increased. A third number was played and it was as plain as day that considerably more pep was being put into their work. They had been warmed up by the crowd and after the encore that greeted their third effort they fairly danced into the fourth number. Pleasure was written all over their faces. They were enjoying it as much as the

audience itself. Two numbers, or, at the most, three, was all that had been asked for, but when someone called the name of a fifth selection the musicians without a moment's hesitation accommodated them. They wanted to. They liked it.

"What a contrast between the start and the finish! They caught the real Chicago spirit and something admirable which is always in the hearts of all Chicagoans had been awakened. The Piano Club in return voted Frank Westphal and his organization a humdinger crew—a gang of regular fellows who certainly know how to entertain. It was 'some' event."

#### The Brunswick Dispatch Contest

The editor of the Brunswick Dispatch, a clever little house organ devoted to the exclusive Brunswick trade, has just launched a "Question and Answer" contest for Brunswick sales people. The contest began with the May issue of the Brunswick Dispatch and on the 29th of the month. The day set as the deadline for answers receivable the Dispatch editor's desk was liter-

ally groaning under the weight of numerous replies. The contest is made up of questions which relate to Brunswick artists and Brunswick records and the history of music, and this contest will be a monthly affair. For the best set of answers sent in each month by Brunswick sales people a cash prize of \$25 will be given, with a second prize of \$15, as well as a third prize of \$10. The contest is open to all persons actively engaged in selling Brunswick products and each set of answers submitted must be countersigned by the store owner. A list of the ten questions recently asked is as follows:

"1. Name three violinists now recording for Brunswick.

"2. Name leading dramatic soprano of the Metropolitan Opera Co.

"3. Name leading dramatic tenor of the Metropolitan Opera Co.

"4. Name leading dramatic baritone of the Metropolitan Opera Co.

"5. Who has been recognized throughout the entire world as 'The Master Pianist'?

"6. Name two prominent arias from the opera 'La Boheme' released on Brunswick records March 15, naming acts in which they appear.

"7. What two operatic arias were released on the Brunswick April list as sung by the leading baritone of the Metropolitan Opera Co.?

"8. Is there a story connected with the word 'Tarantelle'? What recording have we recently released bearing this title?

"9. Name the remarkable soprano recording released on April 15, the theme of which was used for a most recent popular dance recording.

"10. How many records were released for sale on April 15, naming number of operatic, piano and violin records included in this list?"

In answering questions relative to Brunswick recordings the record number, color of label and artist's name must be mentioned.

#### Jewett Office Operates

The Jewett Phonograph Co., of Detroit, has just completed the equipment of its new Chicago office at Room 1624, North American Building. The entire line of Jewett instruments, including the new Jewett radiophone, is now on display. Emil F. Sharp, assistant sales manager of the Jewett Co., is looking after the firm's activities at its Chicago office.

#### Papineau Manages Fair Department

W. B. Papineau, who for some time past was the office manager for the Sam Fox Pub. Co. and who for many years besides this was general manager for the well-known chain of retail stores presided over by Col. Goetting throughout the New England States, has just been made manager of the musical merchandise department of The Fair. In conjunction with his managerial duties Mr. Papineau will buy the musical merchandise.

#### Davin Wins First Prize

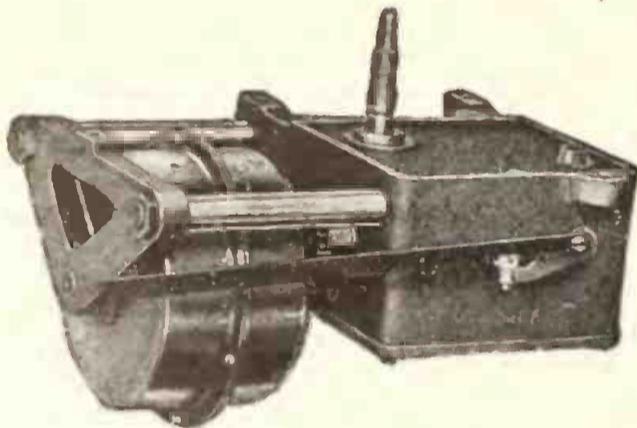
J. J. Davin, secretary of the Reincke-Ellis Co., this city, won first prize in an advertising idea contest introduced at Northwestern University recently, in behalf of the Owl Drug Co., one of the leading retail organizations in this city. Mr. Davin attends the advertising course at the Northwestern University, and when it was announced that a prize would be awarded for the best analysis of the "Owl" advertising and sales campaign he joined with the other students in submitting ideas and plans. Needless to say, Mr. Davin was extraordinarily pleased to learn that he had been awarded the first prize of \$25, and he received the other day a letter of congratulation from A. R. Specht, vice-president of the Owl Drug Co.

#### Lyon & Healy's Victrola Show Week

Lyon & Healy have created quite a sensation in talking machine circles in Chicago, by means of their Victrola show, which lasted a full week, and was carried out on a most extensive publicity scale. One feature of the show was that the entire window space fronting Jackson boulevard and Wabash avenue, comprising over 15,000 feet, was entirely devoted to the Victor display.

Concerts were given daily and many popular Victor artists appeared in person both at the

# The Best Motor Money Can Buy



1. The wick lubricating system, an exclusive feature of our motor, keeps every part in the gear box running in a film of oil. Not a mere smear of grease to dry away and get gummy and hard with exposure to the air, causing noise and variable speed within a short space of time, but constant circulating lubrication.

For at least two years after our motors are installed the wick will circulate pure oil and governor and gears will be perfectly lubricated. Some of the high-priced motor cars have recently adopted wick lubrication—because it is right—continuous, automatic, certain.

2. The enclosed construction makes this lubricating system possible and also keeps dirt, bits of excelsior, lint and phonograph needles, etc., from getting into the works. This prevents those trouble cases that cost the dealer money and cause his customers annoyance.

3. The design of our motor lends itself to accurate alignment of bearing and springs. When our box-like casting is clamped into the holding tools to be machined it does not distort with pressure as open castings do. The reason we have almost no spring breakage is that perfect alignment does away with the side strain which causes crystallization and breakage of springs.

## REAL PRICES

1. We have a modern, complete, specially designed equipment solely devoted to the production of this motor.

2. Our plant is spacious, light, modern in every feature and our organization is seasoned and imbued with spirit of quality.

We have the necessary volume of output and can produce efficiently. Because of these facts we are furnishing a motor of positively unequalled merit, at unmatched prices.

Let Us Furnish You Samples

**United Manufacturing and Distributing Company**

536 Lake Shore Drive

CHICAGO

concert hall and in the Victrola department. One of the big drawing cards was Roy Bargy, director of the Benson-Victor orchestra, who, with his men, played in the retail Victor department each day from 12 to 2. Besides this well-known organization, such artists as Pauline Marshall, Lucille Hayley, Marie Turner, Claire Louise Thurston and Harold Saxler were on the bill.

On the main floor over one hundred different models and finishes were on display, with prices ranging from \$25 for the portable model, to the elaborate period design, at \$850. Announcements of the show were made by means of full-page display advertising which appeared in all of the Chicago dailies.

**W. H. Wade Patents the "Impresad"**

W. H. Wade, of the Wade-Twichell Co., has patented and is now manufacturing a clever little device called the "Impresad." This is a small instrument made of aluminum and consists of two parts; one part forming a base and spindle, and the other part consisting of a circular stamp and hollow handle, wherein the spindle of the base fits. The record is placed on the spindle, and the pad, which has a rubber stamp attached to its under surface, is slipped into space and pressed down. Upon removing the record from this little instrument there is stamped around the margin of the record label the name of the dealer who made the sale.

**Another Lyon & Healy Sales Help**

Lyon & Healy have just completed two of the most handsomely decorated demonstration booths for Victor talking machines that have ever been seen here. One of the big ideas concerned in the decoration of these booths is to teach the dealers in a practical way just how effectively a booth may be finished; and what results may be obtained from such a finish. The booths as they now stand are equipped with the most elegant tapestry and furnishings that money can buy. One big and prominent feature, which stands out and makes its appeal to women, is a group of artistically arranged mirrors placed about the walls.

Another effective piece of Victrola advertising which Lyon & Healy have carried out is located at the entrance of their main doorway. It consists of a very handsome Circassian walnut console Victrola placed upon a blue plush pedestal, which is surrounded by a fence-like arrangement made of gold cord. It is so arranged that the sunlight strikes it in the late afternoon, and if the day is cloudy a large electric bulb is placed in the scenery directly over the instrument, which carries out the same effect.

**The Nobles Entrain**

Very few of the Nobles of Chicago's Medinah Temple were absent from the big turnout of that body on the evening of June 8, when 1,075 of them, accompanied by their wives and families, marched from the Temple to the Northwestern depot. The procession was headed by the Honorable W. H. Wade, Potentate of the Medinah Temple. "Bill" was togged in full dress regalia and perched artistically upon the hump of a very large camel. The reader may rest assured that there were plenty of talking machine boys along the line of marchers. The party was headed for San Francisco, where they went to attend the annual session of the Imperial Council of the Mystic Shrine, June 12, 13, 14 and 15. After the 15th three trainloads of Shriners and their families will make a trip through the Grand Canyon; two trainloads will make the trip North to Portland and the mountains in that section, and several hundred of them will embark for a trip to Honolulu.

**The Piano Club Drive**

The far-famed membership drive of the Chicago Piano Club, under the direction of Harry D. Schoenwald, Chicago representative of the Consolidated Talking Machine Co., and chairman of the membership committee, closed on Wednesday, May 31, in a whirlwind of excitement and a blaze of glory for the winner. We beg to introduce, ladies and gentlemen, the jovial, genial and gentle person of Sidney Sachs, better known as "Sid," who won the drive with a total of

sixteen new members secured. Jack Kapp, of the Columbia Graphophone Co., was second, with a total of thirteen. Both these gentlemen worked hard and late in rivalry to gain the greatest number of new members, and each deserves great credit for his interest. It was nip and tuck right up to the finish, with Jack ahead one day and Sid the next, and if ever there was a successful membership campaign it was that just closed by the Chicago Piano Club. The winner will receive a first prize of \$25 and second \$15.

We must not fail to mention, however, the important fact that Harry Schoenwald himself brought in fifty members, more than three times as many as the winner. Mr. Schoenwald, however, eliminated himself from the contestants because of the fact that he was conducting the campaign.

The total number of new members secured was 124, 100 of whom are resident and twenty-four non-resident. One hundred and twenty-four new members between April 10 and May

31 is some record, we claim, and too much credit cannot be given the boys who put the thing across. The club now has a total paid membership of 366.

**Fletcher-Wickes Co. Expands**

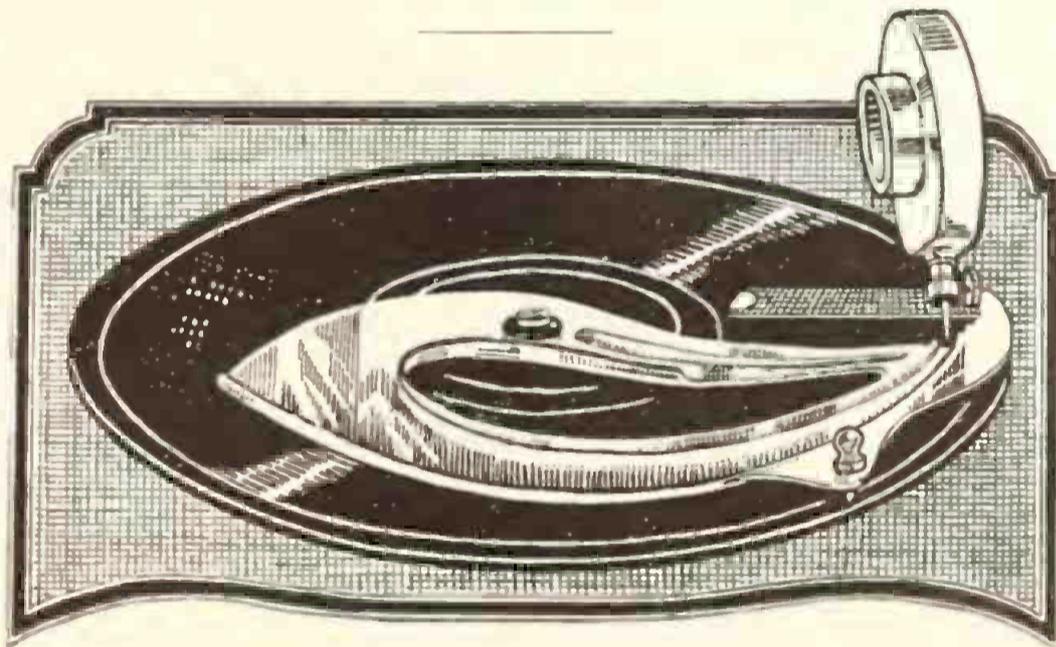
The Fletcher-Wickes Co. is now occupying new headquarters on the same floor of the building where it has been located since its organization. The new headquarters, however, are simply additional space which the constant growth of this company has necessitated. Most of this new space is devoted to offices and assembling department, and, in addition to this space, the company also occupies the third floor and basement of this building.

**Feature Piano Records**

One of the most sensational talking machine advertisements which have appeared in local papers for some time was the full page used in the Chicago dailies recently by the Brunswick Co. These pages feature Brunswick piano records and call attention to Brunswick's remark—  
(Continued on page 118)

# THE GEER REPEATER

Patented November 10, 1914—September 29, 1916—Infringements will be vigorously prosecuted.



**You have the best accessory so far developed in the phonograph field**

A FEW days ago one of the best-known phonograph distributors in Chicago, a man whose name is known from coast to coast, after testing and selling the GEER RECORD REPEATER for several months, said to us: "You have the best phonograph accessory so far developed in the phonograph field." Every month hundreds of phonograph shops are installing window displays of the GEER REPEATER, and pushing it because it invariably stimulates sales of records and machines.

To assist our dealers in pushing sales through Geer Repeater Window Displays, we will furnish FREE, with every order of 12 Geer Record Repeaters, a Special Demonstrating Record that plays through in 18 seconds. We also supply sales helps and beautifully colored window and counter cards. The coupon below is for your convenience.

WALBERT MANUFACTURING COMPANY,  
925-41 Wrightwood Ave., Chicago, Ill.

New York Office,  
200 Fifth Avenue.

Please send by return mail your "Demonstration Package" containing twelve Geer Repeaters—price to be 40% off list—retail price to be \$2.50 each.

Check here if you want Free Window Demonstrating Record and sales helps.

Name .....  
Address .....  
Jobber .....

Terms: C. O. D. to firms not rated.

**DOUBLES THE JOY OF OWNING A PHONOGRAPH**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

able feats in recording which have startled the musical world. Every Brunswick shop in Chicago has its name and address given in the advertisement, suggesting that all interested should visit these shops. The artists featured in this advertisement were Elly Ney and Leopold Godowsky, pianists, exclusive Brunswick artists. The list of the Ney and Godowsky piano records were given, together with their numbers.

During the week special piano recitals were given each day and evening for the entire week in all Brunswick shops in Chicago.

The Geer Repeater

The Geer Repeater has certainly gone over big in Chicago. This may be easily seen in a very short while if one cares to walk through Chicago's trade barometer, namely, Piano Row. In every store, without exception, along this famous Row, you will find the Geer Repeater on sale. Each store has an electric motor equipment placed in the window with turntable, Geer repeater and tone arm in action. This situation

has been maintained for the past two months. The men along the street claim that anything moving is always an attractive drawing card and the Geer Repeater as a moving attraction has proved wonderfully successful.

Elaborate Window Sign

The Victor Shop of Davidson Bros., located in Piano Row, has just had a large and elaborate gold sign lettered on its display window. This new sign is one of the largest gold lettered window signs in the Loop and announces the firm's name as well as its monogram, "Davidson's Service." This show window, by the way, has gained fame far and wide by virtue of its beautiful Victrola window displays.

New Vitonola Agency

Samuel S. Schiff, of the Vitonola Talking Machine Co., gave out the news this month that the company is opening many new agencies and has at present some of the liveliest dealers of the country on its books. All the talking machine

dealers throughout the country are concentrating to put over a Vitonola sales campaign in their respective territories. This campaign is likely to be the talk of the music business before long. Each Vitonola dealer is satisfied that he is going to make his business the most attractive and popular one in his town. The Vitonola Co. is now in the process of manufacturing an entirely new line of uprights and consoles at prices that will make the dealers happy.

Getting Its Annual Bath

The Steger Building, one of Chicago's large skyscrapers, and the home of the Steger & Sons Mfg. Co., manufacturers of the Steger phonograph and pianos, located at Wabash avenue and Jackson boulevard, has gone through the process of having its annual bath recently. A large contracting company was busily engaged with some fifteen employes for over a week in cleaning off the front of the building. This building, like all other Chicago buildings which have a white facing, is indeed a beautiful sight and stands out in all of its whiteness, but Chicago's far-famed smoky atmosphere will cause this whiteness to last but a few months at the most.

New Distributor for Wall-Kane

Charles S. Slack, head of the Melody National Sales Co., has just been appointed Chicago representative for the Wall-Kane needle. This needle is now being given better representation in this territory than ever before, and it is Mr. Slack's intention to keep the Wall-Kane dealers in this section acquainted with the most up-to-date helps obtainable. Mr. Slack reports that the Summer resort territory is creating quite a demand for the Melody portable machine and there are quite a number of dealers who are making great numbers of sales on this handsome little instrument.

Starr Popular in Milwaukee

The Chicago office of The World is in receipt of a letter from Miss O. Wachs, manager for A. G. Kunde, Milwaukee distributor of Starr phonographs and Gennett records, which states that both these well-known lines of goods are going bigger than ever in Milwaukee. Miss Wachs further states that they are signing up numerous dealers to handle Starr phonographs and Gennett records in this territory.

One of the latest accounts in Milwaukee to be closed by Kunde for Starr phonographs and Gennett records is the P. W. Volland Furniture Co., 3202 North avenue. This concern is the largest furniture house on the Northwest Side and has put in a complete line of the above-mentioned goods. This firm, through its many years of experience and its well-known reputation, is in a fine position to put over a real music campaign in its territory.

Lakeside's Portable

The Lakeside Supply Co. has come out with a new portable, to which it has given the trade name of "Chorister." This is a very small model of an outing talking machine, being 18 1/4 inches high and 16 1/2 inches wide; equipped with a double-spring motor capable of playing two and one-half ten-inch records on one winding. The tone-arm equipment is of the universal type, connected to an all-wood amplifier. A compartment is provided which holds about eighteen records and when full the total weight of the machine, plus the records, is around nineteen pounds.

It Was a Proceeding in Equity

In the May issue of The Talking Machine World a story was run about the activities of the Vitonola Talking Machine Co. In this story the word "bankruptcy" was used. This term was used in error and the company has asked us to rectify the mistake. The Vitonola Co. was not relieved from bankruptcy, for bankruptcy proceedings were not taken. A receiver in equity was appointed, who has now been discharged.

Beware of Imitations

The Hall Mfg. Co., originator of the famous Hall Fibre Needle, has again found it necessary to call the attention of the trade to the fact that



Let Them Know You're in Business—

That is the only way you can get a big share of it—NOW. You must keep everlastingly asking the public to trade with you.

And the most forceful, economical way to advertise your business and location to the hundreds of people who pass your store is to use a Federal Electric sign, such as shown above.

12 MONTHS TO PAY

A small payment brings you this wonderful sign—beautiful blue and white porcelain enameled background—big snow-white Silveray glass letters. Costs only a few cents a day for electricity.

Mail coupon for full information and price and free sketch showing how your Federal Electric sign will look. No obligation. Do it now.

FEDERAL ELECTRIC COMPANY

Representing Federal Sign System (Electric) 8700 So. State St., Chicago, Ill.

Please send me full information, price and free sketch of Federal Electric Porcelain-Silveray Sign for my business. Explain your Easy Payment Plan.

Name..... City..... State.....

Street and No..... Business.....

Store Frontage..... No. of Floors.....

T. M. W. No. 6

Federal Electric Signs are the cause of a busy street; not the result.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

several foreign concerns are approaching dealers and jobbers throughout the United States and offering for sale fibre needles, which are a direct infringement on the Hall patents and which are poor imitations. Several times in the past few years attempts have been made by foreign companies to unload spurious goods of this character upon the American market. At one time a few years ago one concern was running over the market in such a roughshod manner that the Hall Mfg. Co. found it necessary to take the matter up in court, when it was found that the Hall patents were valid and infringed. It is now the intention of the Hall Co. to get after all imitators more strenuously than ever.

**That Grand Opening**

Ted Snyder himself and one hundred stage stars were there to greet the public and sing for them at the grand opening of Ted Snyder's big song shop on Saturday, June 3. All departments were open for inspection.

The opening announcement was heralded in the daily papers and called the public's attention to the fact that Columbia, Victor and Cameo records were on sale. Machines of all those makes were on display in twelve beautiful demonstration rooms. Besides having departments devoted to records, talking machines and sheet music, there has been established in this new shop a piano roll department, as well as a radio department. The slogan carried on all

Snyder publicity is a little rhyme, which reads: "A ring on the phone brings a song to your home."

Besides his activities at this grand opening, Mr. Snyder, while here, composed a special song, which his firm, in conjunction with the Chicago Evening American, will publish, as a soldier bonus song. This song was sung throughout the grand opening of the new shop.

**"I'll Be There"**

While we are on the subject of songs and songwriters, we must not fail to state that Lee S. Roberts, of the Q R S Co., wrote a special song for the Jubilee Convention of the Music Industries Chamber of Commerce. The Jubilee singers of Chicago who pulled out for the convention on Saturday evening, June 3, at 6.30, surely made the air ring with "I'll Be There." The first singing of this song was done at the May 29 meeting of the Piano Club, when Billy Collins led the assemblage in a rousing chorus.

**Columbia Activities**

M. G. Peters, dealer service supervisor of the local branch of the Columbia Graphophone Co., returned recently from a successful trip through Iowa and Illinois. Mr. Peters traveled these States in the interest of dealer service and was very much enthused.

John McKenna, manager of the Chicago branch of the Columbia Co., was one of those present on the Piano Club Special to the Con-

vention in New York. Mr. McKenna was accompanied by his wife. While in New York he visited the executive offices.

J. W. Dux, formerly with the Westinghouse Electric Co., has come into the Columbia organization and will travel Iowa.

Chas. Beisel, one of the best-known traveling men in the Middle West, has also come into the Columbia Graphophone Co., with the Chicago branch, and will travel Indiana.

Mr. Stepanek, of Stepanek & Vondracek, of Cedar Rapids, Iowa, was recently a visitor to the Chicago branch. Mr. Stepanek is very much enthused over Grafonola business in Cedar Rapids, and is enjoying a healthy business at this time.

S. R. Lemberg, our North Side salesman, enjoyed his vacation by taking in St. Louis, Indianapolis, Pittsburgh, New York and Boston. In the latter city Mr. Lemberg visited relatives. He was accompanied by Mrs. Lemberg.

**Magnola at Exhibit**

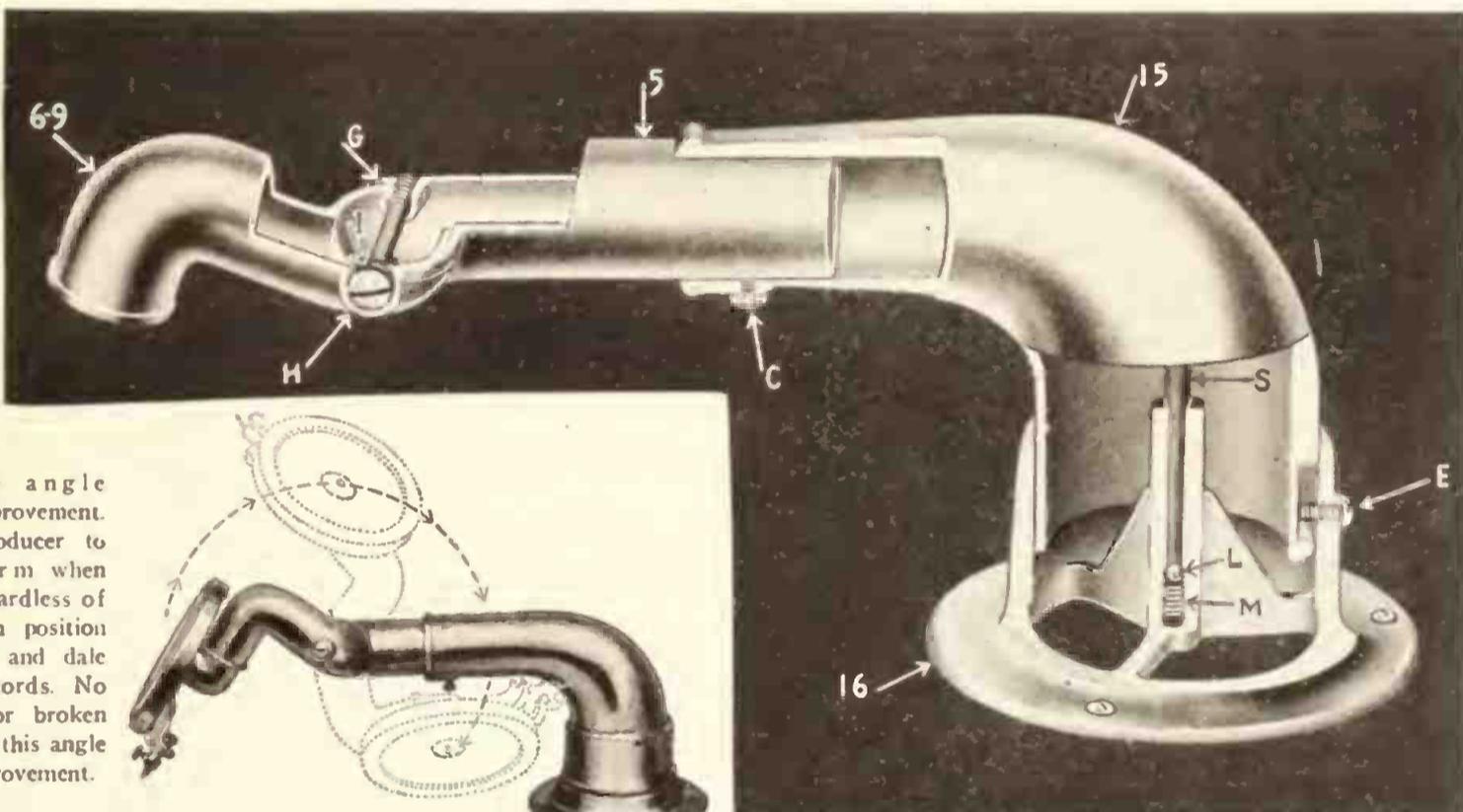
The Magnola Talking Machine Co., of this city, held an exhibit at Suite 1252, Hotel Commodore, during the big national convention in New York. The exhibit was in charge of Messrs. Bassett, Hewitt and Gustafson, of that company. Besides a full line of Magnola instruments, there was on display a full line of Schulz player-pianos and small grands, which are the product of the M. Schulz Co., the parent or-

(Continued on page 120)

This Arm is adjustable in length from 8 to 9½ inches, and adjustable in height up to ½ inch.

Extremely sensitive ball bearing swing or arc.

Illustrating the angle throw back improvement. Permits reproducer to clear tone arm when thrown back, regardless of whether it is in position for playing hill and dale or lateral cut records. No marred covers or broken reproducers with this angle throw back improvement.



PAT. APPL'D FOR.

**A NEW LARGE SIZE ORO-TONE ARM GRACEFULLY PRO-PORTIONED AND SCIENTIFICALLY CONSTRUCTED. POSITIVELY NOTHING TO GET OUT OF ORDER. THIS ARM ON YOUR PHONOGRAPH WILL INSURE CONTINUOUS SERVICE FREE FROM COMPLAINTS.**

BUILT LIKE A WATCH WITH THE STRENGTH OF A HERCULES

**DESCRIPTION OF MODEL O. G. TONE ARM**

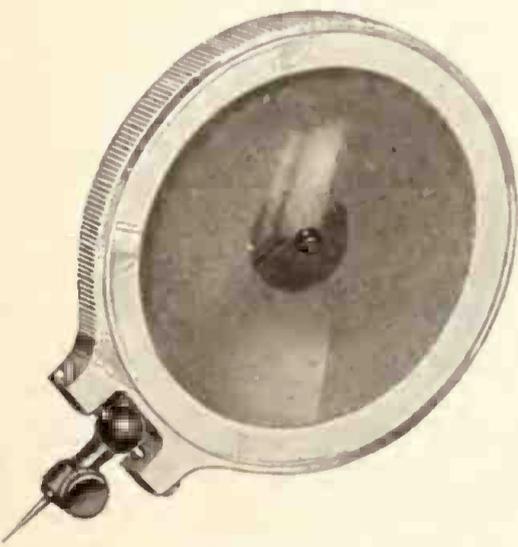
No. 16 Base. No. 15 Large Elbow. No. 5 Adjustable Extension. No. 6-9 Floating Elbow.

M. Height adjustment screw. L. Ball Bearing. S. Fixed Stud in large elbow. E. Stop screw for swing or arc of arm, also holds base to large elbow. C. Length adjustment screw. H. Assembly screw for No. 5 extension and No. 6-9 elbow. I. Hard fibre washer to insure perfect joint and alignment and prevent shake or rattle. G. Lock screw to prevent assembling screw H. from working loose.

**Permit us to send you sample of this new Large Arm and the O-1 Concert Reproducer for your inspection**

YOURS FOR THE ASKING

Lower left cut illustrates our Model O-1 concert reproducer. A wonderful reproducer with powerful, deep, rich tone quality.



Model O-1 Concert Size Reproducer. A wonderful reproducer with a powerful, deep, rich tone quality

**THE ORO-TONE COMPANY**

1000 to 1010 George Street

Chicago, Illinois

## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

ganization of the Magnola Co. Mr. Bassett, who is vice-president of both concerns, reported that the dealers exhibited much interest in the Magnola line.

#### Changes Company Name

The Art Music Shop has just changed its company name to the Brunswick Shop, Inc. This store is one of the most attractive and busiest exclusive Brunswick shops in this territory and plans are now being made to increase their present holdings within a short time.

#### Takes on Diamond Juvenile Console Line

E. A. Fearn, of the Consolidated Talking Machine Co., reports a very active demand for the Diamond Juvenile Console line, which his company is representing as jobbers in this territory. This clever little line is being received with much favor by dealers in this section, who regard it as a real musical instrument for children.

Diamond Juvenile furniture is manufactured by the Diamond Products Corp. and makes an ideal setting for a children's booth and an attractive display window. The set consists of a table, four chairs and a clothes rack, as well as a handsome little console talking machine, which will play ten-inch records.

#### Opens Radio Department

The Bent Music Shop has just opened a new radio department on its main floor and up to date has been doing a thriving business with this line. The shop handles the well-known Amorid line of receiving sets as well as accessories and parts. One of its Wabash avenue show rooms is given over for display purposes and a few of its demonstration rooms are being utilized for demonstrating radio in connection with a full line of Victrolas and Victor records.

Another concern to establish a radio department is the Central Piano Co., formerly conducted by Raymond Healy.

#### Neumeister to Europe

Charles W. Neumeister, Western manager of the

record division of the General Phonograph Corp., of Illinois, left Chicago on June 10 for a two months' business trip and vacation. He was accompanied on the trip by Mrs. Neumeister. England, Holland, Belgium, France and Germany will be visited and Mr. Neumeister expects to re-



C. W. Neumeister

turn to Chicago by the end of July, Mrs. Neumeister following by the end of August.

A most successful trip in the interests of Okeh records has just been completed by Mr. Neumeister, who in his travels covered nearly every city of importance in the Central West. In Minneapolis recently he attended an Okeh demonstration week, which was put on by Vernon T. Stevens, local manager of Doerr, Andrews & Doerr. One of the features of this Okeh demonstration was a radio-equipped car and Magnavox, which created quite a sensation, both in

Minneapolis and St. Paul. It made quite a hit.

#### Returns from Western Trip

Frank P. Whitmore, secretary of the W. W. Kimball Co., has just returned from a very successful six weeks' trip which took him through the Pacific Coast territory. Mr. Whitmore stated that the dealers in that section are anticipating an excellent Summer and Fall business and are placing good orders.

Part of his trip was made in company with George T. Bowen, who has just been appointed to act as general representative for the W. W. Kimball Co. in its coast territory. Mr. Bowen is one of the best-known music travelers in that section of the country and has established his headquarters in Room 1229, Hearst Examiner Building, in San Francisco.

#### Harry Hahn a Visitor

Harry Hahn was one of the trade's recent visitors, coming in from Milwaukee to visit the Aeolian headquarters in Chicago. Mr. Hahn has been representing the Aeolian throughout Wisconsin for a number of months and is to be congratulated in view of the fine work he is doing for his company in that section.

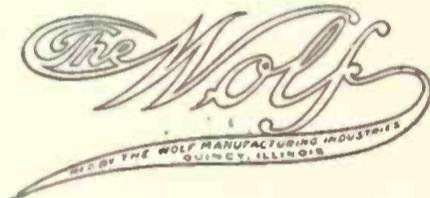
#### The Jubilee Convention Special

The local talking machine industry was well represented on the Jubilee Convention Special which left Chicago on Saturday, June 3, bound for New York. More than 130 piano and talking machine dealers, manufacturers and representatives were on board the train and their trip to New York was thoroughly enjoyed from start to finish.

The Chicago Piano Club and the Piano and Organ Association were represented in force, and M. J. Kennedy, who was in charge of the party, was congratulated on the care and attention he gave to every detail. En route to the convention the party was entertained by Mme. Sturkow-Ryder in connection with the Apollo reproducing grand. The music for the trip was furnished through the courtesy of the Apollo



MODEL 304  
35" Height  
36" Width  
22" Depth



Manufacturers of  
HIGH-GRADE PHONOGRAPHS  
Priced to Sell

## OUR JOBBERS FACTORY PLAN

QUALITY VALUE SERVICE

*We operate a plan that makes*

## OUR PLANT—YOUR FACTORY

NO INVESTMENT NO HANDLING QUICK AND SURE SERVICE

Build your *Business* on *Wolf Service*, a *Solid Foundation* with a *Future*. Save yourself the embarrassment of a false start on models that will be discontinued.

Phonographs Designed with a Sales Appeal  
on Simply Policy of *Just a Square Deal*

WRITE TODAY To THE WOLF MANUFACTURING INDUSTRIES

Sales Office  
123 WEST MADISON STREET  
Chicago, Ill.

Factory and General Office  
110-126 WEST 3rd STREET  
Quincy, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

Piano Co., which provided a reproducing grand and a small upright. Mme Sturkow-Ryder's concert was originally given at Elkhart, Ind., but proved such a success that she was obliged to give another one at Albany, N. Y., in order to satisfy the demands of the travelers.

When the train pulled into Harmon, N. Y., the visitors were welcomed by a committee from New York, and when the special reached Grand Central Terminal, the Westerners were greeted by three Scotch lassies dressed in native costume who provided music in the way of bagpipes and drums.

**Byrne on the Value of Trade Papers**

The value of publicity in trade mediums of responsibility was well set forth recently by Chas. E. Byrne, secretary-treasurer of the Steger & Sons Piano Mfg. Co., who said: "Though the powerful Steger publicity addressed to piano and phonograph merchants includes direct-mail pieces and other effective forms of advertising, the trade paper announcements are really the backbone of the entire campaign. So satisfactory have been the results from the latter that, where a choice is to be made between trade journal advertising as against all other forms of publicity, from the standpoint of interesting dealers, I would recommend the business papers."

This commendation from a man of wide experience in the advertising field is worthy the attention of those arranging advertising appropriations. It is significant that the persistent users of advertising have the least cause to complain about poor business.

**Six Brown Brothers Score**

Tom Brown and the original Six Brown Brothers, famous in talking machine circles as saxophonists, have proven great drawing cards in all the big movie houses around Chicago, where they have been showing lately. At the Riviera and Chicago theatres they had to hang out the S. R. O. sign. Tom Brown has been devoting quite a bit of his time to his "Tom

Brown Saxophone Shop," at State and Lake streets, where he has not only been retailing a big lot of Buescher saxophones, but has been tutoring numerous coming saxophonists as well.

**Magill Takes Radio Line**

Walter Magill is determined to keep himself busy. He has been doing a great amount of work in the talking machine line, selling motors and other parts, but he is not satisfied with this, so he has taken on another line and has formed the Universal Radio Co., Inc. His new firm is putting out a number of cleverly designed Crystal outfits, which range in price from \$10 to \$25 retail. The headquarters of this concern are in Room 1200, Consumers' Building.

**Isham Jones Moves**

Isham Jones and his orchestra terminated their engagement at the Winter Palace on May 1 and began a long Summer engagement, which will take them to nearly every principal city in the mid-Central States. Their first engagement was Cleveland, O., where they put on an elaborate musical program at the opening of the Brunswick department at Halle Bros. After the opening of this new institution they returned to Chicago and played at the Senate Theatre and then started "round the wheel." Their travels will take them to Springfield, Fort Wayne, Indianapolis, Notre Dame, Kalamazoo, Jackson and then back to Chicago, to play again at the big movie houses.

**Enjoying Their European Visit**

The Western office of The Talking Machine World has just received word from Mr. and Mrs. A. G. Kunde, of Milwaukee. They are at present taking in Germany as part of their tour of Europe. They left the States on April 1 and, in all probability, will not return until late in Summer.

**Badger Moves**

The Chicago office of The World is in receipt of a folder sent out by the Badger Talking Machine Co., which shows the new home of the company at 191-193 Fourth street, Milwaukee. This establishment is three stories and basement,



**MELODY CONSOLE**

Height 36½. Width 36. Depth 20½. Helmen No. 77 Motor, Improved Blood Tone Arm and Reproducer. Genuine Mahogany. List Price \$125.00. Dealers' Price, \$60.00.

**MELODY NATIONAL SALES CO.**

190 N. State Street, Chicago, Ill.

Manufacturer

**MELODY PORTABLE PHONOGRAPH**

fifty feet wide by one hundred feet deep, and is located half a block from the heart of Milwaukee. The arrangement of this building will be offices on the first floor, service department, records and repairing shop on the second floor, Victor machines and Victor sample rooms occupying the entire third floor. This company started as a Victor jobber in 1914 at 185 Fourth street and in 1916 it moved to 135 Second street, where it remained until the present move. The announcements were sent out by Harry A. Goldsmith, secretary of the Badger Co., who is one of the liveliest enthusiasts in the Central West.

(Continued on page 122)

# Let Us Help You!

Write for samples of our beautiful Victor Art Window Cards. One month's issue of four cards free.

If you are a Victor dealer doing business in the mid-Western States, Lyon & Healy stand ready to give you the *utmost* in co-operation and sales help.

When you order Victrolas or Victor records from Lyon & Healy, you get them *in a hurry*. That's because our stocks of both Victrolas and records are always complete. And because we have an immense wholesale Victor department with a full personnel of experienced Victor men.

TRY US ONCE—YOU'LL USE US ALWAYS

# LYON & HEALY

Victrola Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 121)

The Vis-Matic Album Being Marketed

A new company known as the Unyversal Utylyty Unyts Co., has just entered the field and is now marketing a new type of record album, to which it has given the trade name "Vis-Matic." The story of the invention of the Vis-Matic album, as told by E. A. Banschbach, its inventor and president of the Unyversal Utylyty Unyts Co., is a very interesting one. Mr. Banschbach was for a long time connected with the sales force of the Burroughs Adding Machine

man tops the list for a certain number of successive years he is given an honorary all-star life membership. The prizes that the top-notchers receive from the Burroughs Co. may be of choice, and it was one of these choice prizes which was the thing that got Mr. Banschbach interested in talking machines.

His choice about five years ago was a high-grade talking machine with an assortment of albums. He had hardly gotten his prize home and started to file a number of records which he purchased, when, as he says, he became dissatisfied with albums and started out to tinker around in order that he might file them in a way which appealed to him. He made quite a number of filing devices of different kinds and finally, about a year or so ago, hit upon the idea which he is now marketing.

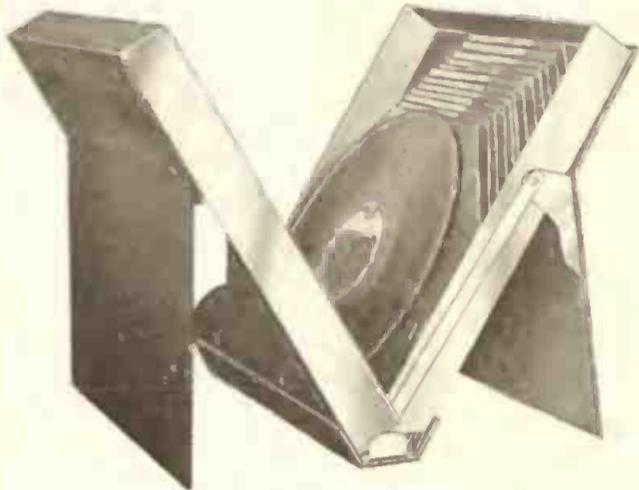
His first affair was a rather clumsy contrivance built in an all-brass case, whose cost of production could not have, under any conditions, been brought down to under \$5. The latest Vis-Matic filing device, however, is a light and handy filing unit which sells at a very attractive retail price.

New Cicero Store

Krall's Music Store is a new establishment, located at 5819 West 22nd street, which opened recently with a complete line of talking machines, pianos, player-pianos, rolls and records. Mr. Krall, the proprietor, is a veteran in the music business.

Artrola Assets Sold at Auction

The assets of the Artrola Player Co. were sold



The Vis-Matic Album

Co. and at present holds an honorary all-star life membership in this organization. Every so often the activities of the sales force are checked up and the names of those with the highest scores or sales records get certain prizes, and if a sales-

**Templar Autostop**  
 It Stops as a Stop  
 Should Stop  
 For Proof of this,  
 order a Sample  
**TEMPLAR MFG. CO.**  
 3225 Lexington Street  
 CHICAGO, ILL.

at auction, by the Michael Tauber Co., on Friday, May 26, to Fantus Bros., who secured the property in its entirety. Fantus Bros. now offer the property for sale, including a small wood-working plant, pianos and players, together with sundry parts and fixtures, to interested parties in the music industry.

Exhibited Compact Radio

John F. Fishbach, head of the Compact Radio Co., of Indianapolis, Ind., held a week's exhibit at the Drake Hotel in Chicago during the Confectioners' Convention. His instrument is a very elaborate radio hook-up of the non-generative type. The hook-up is patented by Mr. Fishbach and has two states of radio frequency and two states of audio frequency. A folding loop antenna is used, which when not in use doubles up and fits into the cabinet.

Electric Sign Features Brunswick

One of the largest and most elaborate electric signs that have ever graced Chicago's Piano Row has been erected by the Wade-Twichell Co., located at 311 South Wabash avenue. This sign carries announcements of all of the goods handled by this company. The largest and most prominent space is given over to Brunswick.

Tone Arm Business Improving

A. B. Cornell, of the Jewel Phonoparts Co., reports that from present indications the manufacturers of talking machines are making great headway in their factories. This is evidenced, according to Mr. Cornell, by the numerous orders coming in for tone arms. Great interest is being shown this season by the Jewel mute, one of the prominent features of their well-known tone arm. This mute is a little addition to the sound box, which controls volume just like the human throat. It is built into the reproducer and the length and strength of vibrations are minutely regulated so that the reproduced tones may be softened or increased as desired with clearness.

The mute operates by means of a small thumb screw located on the edge of the sound box, which gives instant adjustment and perfect regulation. This sound box, by the way, is made with an exceedingly long diaphragm and long stylus bar perfectly balanced with carefully worked ratios. Instead of using mica for the diaphragm entirely the Jewel Co. is supplying its famous "Non-Y-Ka" composition.

Unit Construction News

D. D. Montgomery, district manager of the Chicago division of the Unit Construction Co., gives out the good news this month that during the Summer season Chicago will see more activity in store remodeling and the installation of new equipment than it has ever seen before. The trade, as a whole, has come at last to realize that good appearance makes for better business and the Unit Construction Co. is acting accordingly "the last month or so," said Mr. Montgomery, "I have covered a great deal of Chicago territory calling on dealers and getting their views. All have the same story to tell. Business is going to be better because they are going to make it better. They appreciate the

(Continued on page 124)

**THE NEW ORO-TONE CONCERT EDISON EQUIPMENT**

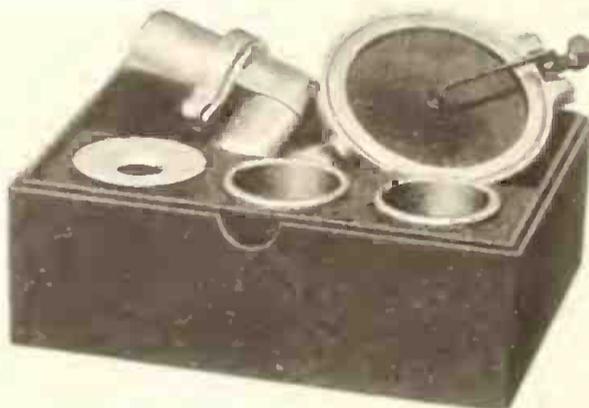
No. 2-E. C.

MAY WE SEND SAMPLE ON APPROVAL?



You and Your Customers will be Delighted with the Deep, Powerful Tone Quality  
 Operated with the raising and lowering lever the same as the regular Edison reproducer.  
 Retail price—Highest grade nickel plate..... \$7.25  
 Retail price—Highest grade gold plate..... 9.25  
 Usual Discount to Dealers

The above prices include this very essential and attractive needle cup case. Substantial and durable mahogany color leatherette. Fitted with gun metal finish needle cups as shown. Just what every Edison phonograph requires for needles and to hold either reproducer when the same is not in use. These cases will be supplied separately at 25c. each, less the usual discount.



Order Your Sample To-day—It Will Be Sent on Approval  
 Send for Folder Showing Wireless Equipment

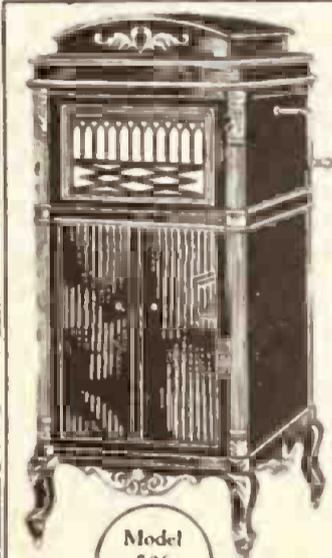
**THE ORO-TONE CO.**

Manufacturers of Highest Grade Phonograph and Wireless Equipment  
 1000 to 1010 George Street, Chicago, Ills.

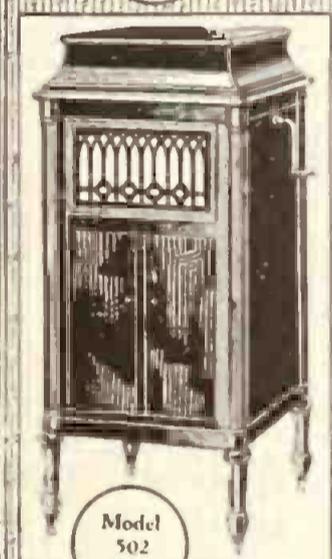


# STEGER

*the finest reproducing  
Phonograph in the World*



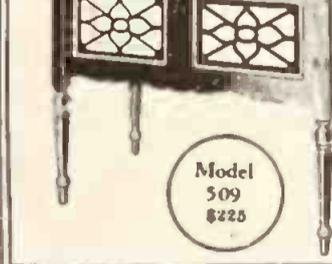
Model  
506  
\$250



Model  
502  
\$175



Model  
503  
\$165



Model  
509  
\$225

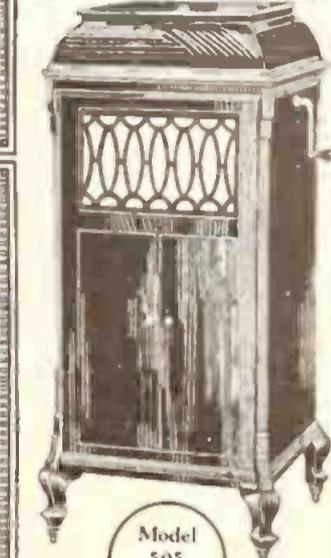
WHEN you listen to the Steger Phonograph, you seem to hear the actual tones of the piano or violin, band or orchestra—and the sweet notes of the human voice come to you as if the singer were in the room. Clear, resonant, life-like is all music reproduced by the artistic Steger.

This supreme achievement of the Steger is due to the exclusive Steger features—the patented, adjustable tone-arm, which plays all disc records *correctly*, without change of parts, the unique Steger tone-reproducer and the vibrant Steger tone-chamber of even-grained spruce.

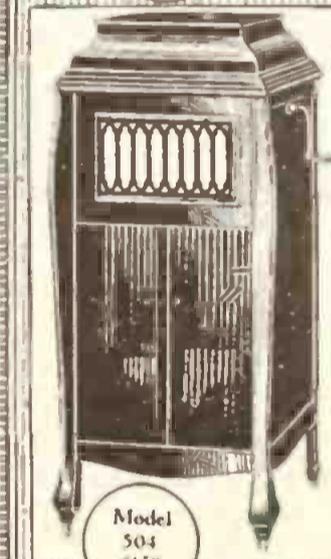
**INVESTIGATE THESE SELLING ADVANTAGES**

From a sales standpoint, the artistic Steger offers great possibilities to the aggressive merchant. It is backed by an extensive and profitable merchandising plan, that adds immeasurably to the value of Steger representation. Desirable territory is still open. Write for the Steger proposition today.

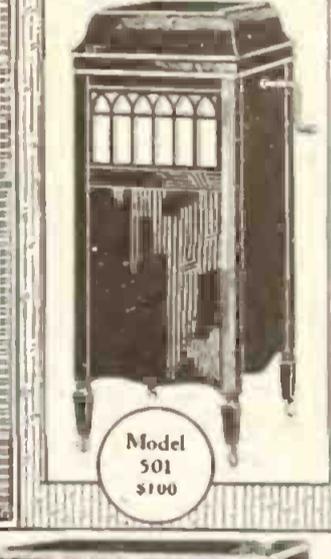
*Phonograph Division*  
**STEGER & SONS**  
*Piano Manufacturing Company*  
Established by John V. Steger, 1879  
Steger Building, - - CHICAGO, ILL.  
Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.  
*"If it's a Steger—it's the most valuable Piano in the world."*



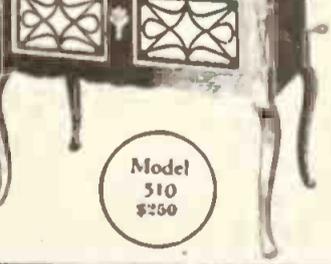
Model  
505  
\$200



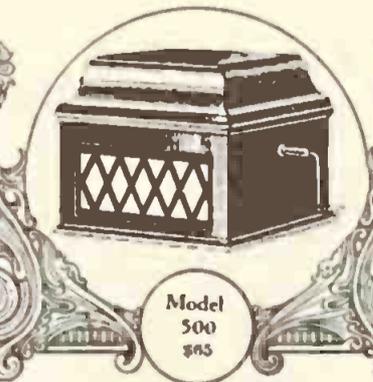
Model  
504  
\$150



Model  
501  
\$100



Model  
510  
\$250



Model  
500  
\$65

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)

value of dress as a selling force and that their customers must be assured of comfortable and convenient audition rooms."

**Lidseen Business Increasing**

The fibre needle cutting department of Lidseen Products, of this city, has just taken additional space in its factory for the production of this well-known little instrument. The Lidseen cutter has met with approval on the part of the trade by virtue of the fact that it is the only fibre needle cutter which permits the sharpening and recutting of a fibre needle without its being removed from the stylus bar of the reproducer. This instrument is built mechanically perfect. The cutting plate is of the wheel type and the rotary motion is produced by the mere pressing down of a small lever. When in position for cutting the instrument is placed on top of the record, with the turntable shaft of the motor inserted through a slot in the base of the cutter. The end of the fibre needle is then placed in a groove of the cutter, the lever of the cutter is pushed down and the needle is thus sharpened.

**Musical Treats of the Movie Houses**

The big movie houses of Chicago are starting out along new lines for Summer entertainment. Heretofore it has been customary to run long pictures and short musical programs. Now, however, beginning with the Summer season, nearly every first-class movie theatre in town is just reversing this program; that is, shortening the pictures and lengthening the musical programs. For example, such artists as Isham Jones, Six Brown Bros., Benson's Orchestra and other well-known organizations have been making the rounds of the theatres.

The Stratford Theatre, the largest movie house in Englewood, instead of trying the modern dance and popular music on its audience, has installed a high-class symphony orchestra for the Summer season, with Bruno Steindel, world-famous cellist, and Richard Czerwonky, eminent violinist and composer, as leaders. It will be inter-

## OLYMPIAN The Big Summer Seller!



Here's a machine that you can retail from \$14.00 to \$17.50 and offer your customer the soundest value that has as yet been introduced. This phonograph is selling like wild fire for use in the summer home, the camp, on the beach, etc.

**Substantial Equipment**

Plays as loud and clear as any upright talking machine. Has a Good Double Spring Motor and Universal Tone-Arm. It is guaranteed to give satisfaction in every respect. The cabinet is 13" wide, 9" high and 15 1/2" deep. Mahogany only. If you are at all skeptical, order a sample, and you will then be fully convinced. Order by No. 45 T. Price

# \$9.75

**EACH**

COLE & DUNAS, 54 W. Lake St., CHICAGO, ILL.

esting to watch the influence of the various musical organizations on the record business.

**The Cheney Resonator**

The Cheney Talking Machine Co. is continuing its publicity campaign with increased vigor. Much attention has been called to the Cheney by means of other propaganda, entitled "The Man With the Spot Light," and its latest publicity has to do with the Cheney resonator and its construction. This advertising literature brings out the points of chief concern in the manufacture of the amplifier in that this part of the machine is actually carved out of seasoned violin wood. The wood utilized in the construction of the Cheney resonator is carved from seasoned spruce and maple, which resonant woods develop and bring forth all of the beautiful violin tones in a rich, sweet manner.

The Cheney publicity further states that the wood used in this resonator is not kiln dried, but is carefully seasoned for a year or more, this seasoning being brought about by time and the elements. Sales Manager A. Harper, of the Cheney Co., reports that this company is going through a very active month of business and that he is making preparations for the opening of the semi-annual furniture market at Grand Rapids.

This big market holds forth twice a year, in July and January.

**Sterling Devices Co. in Radio**

The Sterling Devices Co. is bringing out a supersensitive radio receiving head-set, which will be placed on the market in a short time. These headphones, according to Manager Miessner, of the Sterling Co., are built along unique lines and involve many new and original improvements. Mr. Miessner is an old-time telephone engineer who thoroughly appreciates the peculiar requirements of headphones for radio telephony. He has been working for many months on these new ideas. Besides the headphones the Sterling Co. will probably within the next few months place on the market quite a number of other accessories for radio work.

Mr. Miessner has at last perfected an electrically driven talking machine motor that embodies a new non-set stop principle and offers every promise of filling a long-felt want.

**Roy Bargy Off to Atlantic City**

Roy Bargy, director of the Benson-Victor orchestra, finishes his Chicago engagement on June 21. On the 25th of June he will be with his orchestra on Young's "Million Dollar Pier," at Atlantic City. This engagement will last until

# *The* PORTOPHONE

**The Biggest Value in the Talking Machine Industry Today**

A Portable Phonograph built into a leatherette Traveling Case. Plays all makes of disc records with perfect tone.

The PORTOPHONE is the pioneer in the portable phonograph field, and more than 40,000 have been sold. Equipped with the highest grade, powerful, double-spring motor, regulator and turntable brake.

An instrument that is pleasing to the eye and the ear—a favorite in any home. The tone of the PORTOPHONE is equal to any instrument selling at from 5 to 10 times its price, a fact that is made possible through quantity production and organized distribution.

The Big Season for instruments of this class is just starting—tourists, campers, autoists and people with money to buy will soon be looking for a portable phonograph—and the PORTOPHONE is the answer.

A comparison of the PORTOPHONE will quickly prove our contention that it is the biggest value in the talking machine industry today. Made complete from the motor to the cabinet in one factory and sold through the legitimate channels of trade at a good margin of profit to the dealer.

Write us for full particulars at once.

**The CONSOLIDATED  
Talking Machine  
Company**  
229 West Washington St.  
**CHICAGO**

Branch, 2957 Gratiot Ave., Detroit, Mich.



Open



Closed

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 124)

September 29. The orchestra then moves to New York City for two weeks, where it will play at the Palace and Riverside theatres.

**The New Oro-Tone Amplifier**

In last month's reading columns of The Talking Machine World a short item appeared relative to the new Conchshell amplifier for radio which the Oro-Tone Co. is placing on the market. No further publicity was given to this during the month of May than appeared in the news columns of The World, but in spite of this numerous inquiries began coming in to the Oro-Tone Co. To-day one can hardly go around the Loop stores of Chicago without running across this unique and clever amplifying device, and the dealers in turn are reporting heavy sales and placing more orders to back up these reports.

The Oro-Tone conchshell amplifier is made of a genuine conch shell mounted on a base or support and at the bottom of this base is a receiving receptacle which is provided with a clamp for holding the telephone receiver of the headset in position.

**Brunswick Family Growing**

A. J. Kendrick, sales manager of the Brunswick-Balke-Collender Co., is a firm believer in the old adage that "Seeing is believing." Therefore, instead of merely giving out a report that new Brunswick dealers are being taken on he showed The World representative a long list of Brunswick dealers who have recently signed up with this company. Among the most important of these dealers is the prominent house of Sterchi Bros., of Knoxville, Tenn. Not only has this firm taken on this popular line in its home office, but it has also taken it on in its branch stores at Cincinnati, Chattanooga, Bristol, Tenn.; Atlanta, Ga.; El Paso and San Antonio, Tex. The Bartlett Music Co., of Los Angeles, Cal., one of the oldest-established houses in that territory; the Music Box, conducted by Julius Bolarsky, at Charleston, W. Va.; F. S. Kelley Furniture Co., of Duluth, Minn., and San Francisco's large department store, "The Emporium," are among other newcomers into the Brunswick family.

**Wolf's Mfg. Co.'s Chicago Office**

Carl A. Knittel, representative of the Wolf Mfg. Industries, of Quincy, Ill., has established a sales office for his concern at 123 West Madison street, Chicago. Since the establishment of this office some weeks ago Mr. Knittel has equipped it with a full line of Wolf instruments and has made it one of the most attractive show-

rooms for wholesale in Chicago. Mr. Knittel for the past few weeks has been calling on the trade in the Central West and reports that although business is somewhat spotty dealers everywhere are confident that ere the Summer season passes business will again have come into its own, this time to stay.

**Install Complete Unico Equipment**

In connection with the opening of the Water-son, Berlin & Snyder new establishment referred to elsewhere in this department it should be mentioned that the equipment covering all of the sales facilities of the company, consisting of eight demonstration rooms, record racks, record counter, player roll and sheet music racks and counters, musical instrument, wall and floor cases, as well as the ornamental effects and window back, was installed by the Unit Construction Co., of Philadelphia. The entire installation was carried out in French gray, with a two-tone French gray for the window work.

**Oro-Tone Introducing Portable**

The Oro-Tone Co., of this city, has just introduced to the trade a new portable talking machine, which it is now manufacturing. This little instrument is complete in every detail and is so constructed that it embodies many new talking points appreciable to the trade, among which is the record filing device located on the lid of the machine. This device obviates any tendency on the part of the user to handle the records when looking for a certain one in particular. Another important feature is the tone arm, which is the company's new large-sized concert model, which is adjustable in length and height. It is of the throwback type, which permits the reproducer to clear the arm when thrown back, regardless of whether it is in position to play hill-and-dale or lateral-cut records. The cases come finished with a waterproof "leatheroid" covering which may be had in either black or brown.

**Frank Naese's Artistic Store**

Frank Naese, 4803 West Lake street, recently held the formal opening of his new establishment, which has been completely Unico equipped. There are five rooms, record and player roll departments, and window work all finished in ivory. Mr. Naese handles the Brunswick line.

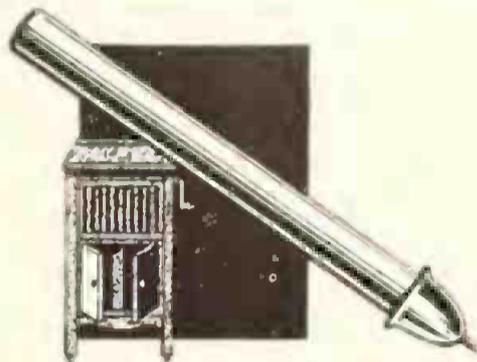
**Joins Wade-Twichell**

J. E. Kurzenknabe, for the past sixteen years with the Rudolph Wurlitzer Co.'s Chicago branch, is now connected with the sales department of the Wade-Twichell Co.

Why Musicians and Careful People Use

*Tonofone*

Flexible Point Phonograph Needles



Because—They reproduce accurately Original Tone.



Ordinary needle after playing one record. Point worn blunt. Will injure record.

Because—One needle is sufficient for all Tones, be they "loud," "medium" or "soft."

Because—They are convenient and economical.—One needle is sufficient for several evenings.



Tonofone needle after playing 20 to 50 records. Point same width as when new. Records never injured.

Because—They positively do not scratch or injure records.

Because—They eliminate metallic and surface noise.

Write for samples and revised price list showing Big Profits to Dealers.

*The Tonofone Company*

Makers

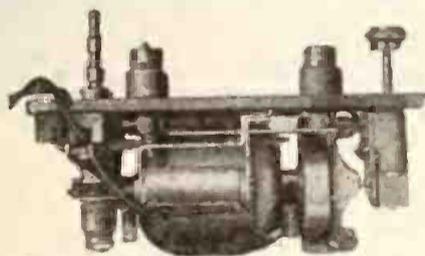
110 S. Wabash Ave., Chicago, Ill.

**TWO PATENTS FOR JOHN GABEL**

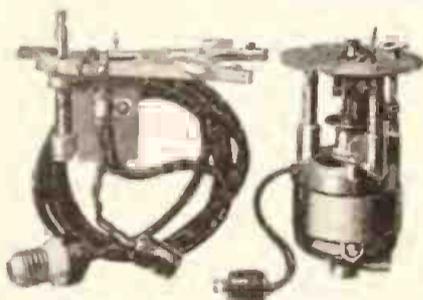
A Number of Important Features Embodied in the Claims of Chicago Inventor

John Gabel, of Chicago, Ill., was last month granted patents No. 1,414,563 and No. 1,414,564, on an invention relating to automatic talking or sound-reproducing machines in which mechanism is provided for changing the records and for shifting the sound box or reproducer. The invention seeks to provide improved record shifting mechanism by which record discs of different sizes are automatically shifted into and out of playing position upon a rotatable record support or turntable, and to provide improved means for automatically controlling the movement of the sound box or reproducer so that it will properly co-operate with record discs of different sizes.

A further object of the invention is to provide improved means for rotating the turntable or record support and for operating the record and sound box shifter mechanism.



View of the Tru-Time Motor with Hood Removed. Built Like a Watch. Send for Sample. Price, \$30.00.

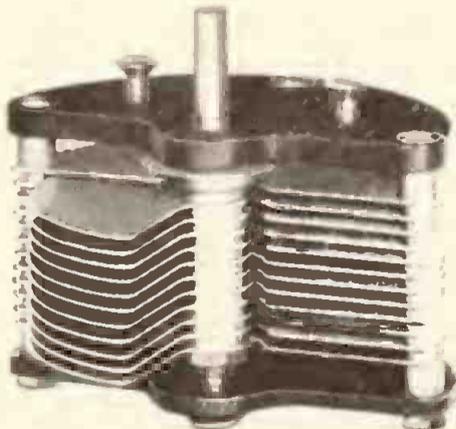


Built for Service and Priced to Use in Moderate Priced Machines. Sample, \$19.50.

**Motors, Tone Arms, Hardware and Accessories**

**Wireless Equipment**

- Head Sets
- Lamp Sockets (Not Porcelain)
- Panels
- Variometers
- Adjustable Jacks
- Vario-Couplers
- Aerial Wire
- Insulators
- Knobs
- Variable Condensers



**LAKESIDE SUPPLY COMPANY**

339 SO. WABASH AVENUE

CHICAGO, ILL.

# Starr

Phonographs  
AND  
Gennett Records



## — ARE PROVING ALL TESTS!

There are many Scientific Reasons why you will have better music on the STARR PHONOGRAPH and GENNETT RECORDS, but the actual proof is a "Hearing"

*"The Difference is in the Tone"*

### A. G. KUNDE

WISCONSIN DISTRIBUTOR

344 E. Water Street

Milwaukee, Wisconsin

We are also Importers and Distributors of HOMOKORD RECORDS

#### TAKES CHARGE AT MICKEL BROS. CO.

Belle Hendrix Smith Now in Charge of Educational Division of Mickel Bros. Co., Des Moines—Has Had Wide Experience

DES MOINES, IA., June 9.—Belle Hendrix Smith, who for a number of years has been connected



Belle Hendrix Smith

with the Victor industry in the State of Iowa, has taken charge of the educational division of

the sales department of Mickel Bros. Co., in this city. Miss Smith's entrance into the Victor work dates back to 1915 and at that time she was associated with Chase & West, who were jobbers for the Victor Co. Later she had charge of the talking machine department of the Haddorff Music House of Des Moines, and after that took the management of the record department of the Cable Piano Co. in St. Paul. Her wide experience in educational matters and musical circles make her especially fitted for service to the Victor dealers in Iowa. Many friends will be pleased to learn of her connections.

#### ANNUAL BALL GAME OF AEOLIANITES

Members of Wholesale Piano and Vocalion Staffs to Cross Bats on June 24

The annual baseball game between the wholesale piano and Vocalion departments of the Aeolian Co. will take place on the grounds of the Hackley School, Tarrytown, on Saturday, June 24, and it is rumored that the contest this year will be an exciting one. After the game the players and guests will adjourn to the Phillipse Manor Yacht Club, where the annual dinner will be served. Charles A. Laurino, assistant retail manager, is, as usual, in charge of the details of the outing.

The first three letters of the word satisfied spell "Sat." Get the point?

#### DEATH OF W. A. BARKER

President of Barker Bros., Inc., Los Angeles, Passes Away Suddenly—Chas. H. Barker Succeeds Him as Head of Big Company

LOS ANGELES, CAL., June 5.—W. A. Barker, president of Barker Bros., Inc., well-known local dealers in housefurnishing goods and musical instruments, died at his home here recently after a lengthy illness, which culminated in an attack of pneumonia. Mr. Barker was 59 years old and for 30 years had been one of the active merchandisers on the Pacific Coast, having started to work for his father here in 1883. He was a



W. A. Barker

member of the Chamber of Commerce, a director in the Merchants' National Bank, and interested in numerous public affairs. He is survived by a widow and one son, C. Lawrence Barker.

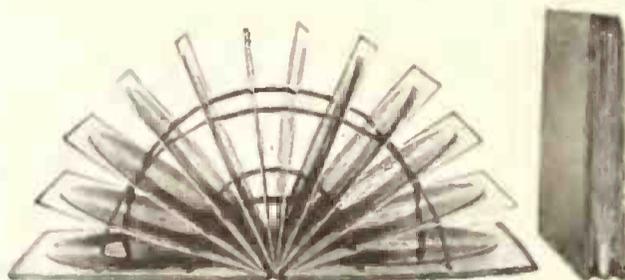
At a meeting of the board of directors of Barker Bros., Inc., just held, Chas. H. Barker brother of W. A. Barker, was elected to the presidency. C. Lawrence Barker, son of W. A. Barker, was elected first vice-president. All other officers were re-elected as follows: Frank A. Barnes, second vice-president; J. W. Beam, treasurer; Frank K. Colby, secretary.

It is announced that following Mr. Barker's death there will be no change in the executive personnel of the company other than to fill the vacant presidency and that the business policy of the house will be maintained as formerly.

*Just What Your Trade Has Been Looking For*

## The VIS-MATIC Record Album

List price, 10-inch Album, \$1.25; 12-inch Album, \$1.50. Usual liberal wholesale discounts to the trade. Special heavyweight for Edison records. Most durable device.



The VIS-MATIC is a new type of record album built along scientific lines with a capacity of twelve records. All records are at all times visible in all compartments. Made of a most durable and lasting material. Its construction will command the instant attention of your most exacting customers. Made in a way that offers both convenience and instant accessibility. Can be utilized for any size records or a mixture of sizes. *Much more convenient, on the floor, or stool or chair, beside the machine, than any album on a large table.* Write to-day for a sample.

### UNYVERSAL UTLYTY UNYTS CO.

6111 Winthrop Ave.

Chicago, U. S. A.

## MOTORS

(Swiss)

### DOUBLE SPRING

Suitable for Portable Phonographs

Stock On Hand, Ready For Delivery

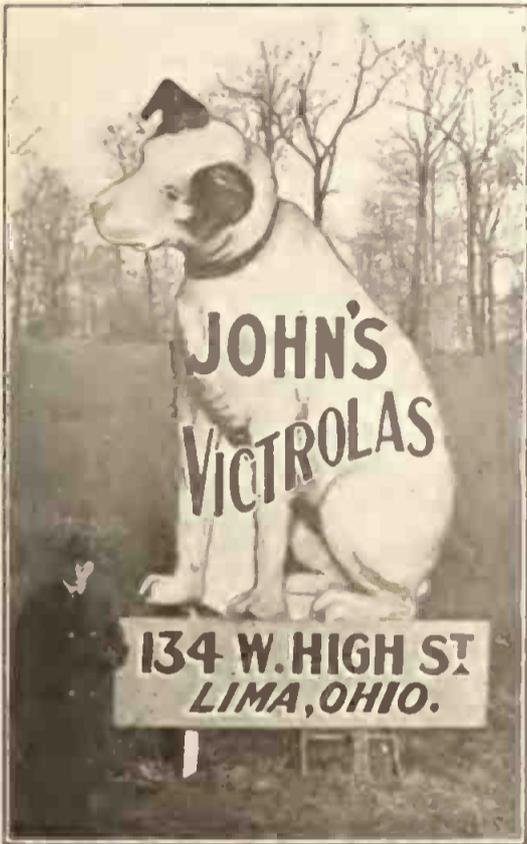
Sample \$3.75—Write for One

MERMOD & CO., 874 Broadway N. Y.

**LIMA VICTOR DOG SIGNS POPULAR**

**New Type of Outdoor Display Sign Meeting With a Hearty Welcome—Solomon-Edwards Co. Increases Factory Space to Meet Trade Demands for This Very Striking Display**

LIMA, O., June 6.—The Solomon-Edwards Co., of this city, has just introduced Lima Victor dog signs, constituting a form of outdoor display for Victor dealers. This new display consists of the famous Victor dog in a large cut-out



One of the Lima Victor Dogs metal sign. The signs are made of twenty-four-gauge steel and are mounted on heavy frames and posts so that they may be used permanently. The signs are sold outright to Victor dealers through the Victor jobbers, and at the present time Victor wholesalers throughout the country are included in the company's distribution campaign.

The new metal signs are being used extensively by Victor dealers, and the sales department of the Solomon-Edwards Co. states that Heaton's Music Store in Columbus, O., has secured exclusive rights for Columbus and Franklin

County; the De Forest Music Co. has exclusive rights in Sharon, Pa.; Greenville, Pa.; Warren, O., and Niles, O. Among the other well-known dealers in Ohio using these new signs are L. Meier & Sons, Cleveland; Earle K. Hawkin & Sons, Springfield; J. C. Welton & Sons, Lancaster, and the Home Furnishing Co., Athens.

There are two types of these signs, one of which is twelve feet high and makes a splendid showing on highways, curves in the road, on the tops of business buildings and other points of vantage. The smaller signs, measuring three feet in height, can be used advantageously on the roads leading into the city and may also be easily and quickly fastened to fences, posts, buildings, etc.

D. John, sales manager of the company, states that the trade has given the Lima Victor dog signs a hearty welcome and that it has been found necessary to increase the factory capacity in order to give the dealers efficient service. The signs are sold to only one Victor dealer in each city and may be used as an important link in the Victor dealer's publicity campaign.

**SOUND LESSONS TO AID TEACHERS**

**Frank E. Morton Develops Plan for Making Music Instruction Easier Through the Medium of the Piano—Details of the Idea**

MILWAUKEE, WIS., June 3.—A series of project lessons to be sent to school teachers in nearly every State in the Union for the teaching of the nature of sound through the medium of the piano is the unique plan of Frank E. Morton, chairman of the board of directors of the Jackson-Morton Piano Co., and an acoustical engineer of national repute.

Great steps have been taken within the last half-century to bring the educational system down to a practical basis, arranged in such a way as to induce individual thought and the habit of inquiry in the child rather than the mere ability to memorize. In connection with this movement has come the practical demonstration of theories through mediums familiar to the child and encountered by him in the course of everyday life.

In this way, through practical demonstration with the prism, color charts and other means, the theory of the division of light into colors has been made clear to every graded school student. But while the development of the sense of sight has been well taken care of, that of the ear, or sound, has not, according to Mr. Morton. Few

**The ORO-TONE PORTABLE**



**AS GOOD AS ITS NAME**

Send for illustrated and descriptive folder of the biggest value ever offered in a quality first portable phonograph.

**A FEW SIDE LIGHTS**

A real two-spring motor hung in cast-iron frame.

Plays two and one-half 10-inch records at one winding.

Oro-Tone concert tone arm and reproducer.

Record compartment holding one dozen 10 or 12-inch records permits you to select or file a record in a moment's time. Records always where you want them when you want them.

**TONE QUALITY**—Play it alongside of a big machine just for comparison. We don't say it is as loud as some large machines or that the tone is quite as deep as some large machines, but—well, you try it yourself.

The case is covered with substantial water-proofed black leatheroid.

**It Will Retail for \$35.00**

*As Usual - Sample on Approval to Responsible Dealers*

**THE ORO-TONE CO.**

1000-1010 George St., Chicago, Ills.

**W.W. KIMBALL CO.**

*Wholesale Distributors*

**OKeh Records**

Latest "Hits of the Hour" in dances and popular songs. The clear recording will delight you.

Remember you can get the famous Odeon Records and also Fonotopia Records by celebrated singers.

*Rapid turnover will mean quick profit.*

Try our Service. Write for Agency terms.

**W. W. KIMBALL CO.**

*Established 1857*

306 So. Wabash Ave., Kimball Bldg. CHICAGO.

*Manufacturers of Phonographs, Pianos, Player Pianos and Pipe Organs*



are familiar with the composite nature of tones, a knowledge of which increases a thousandfold the appreciation of music, he says.

Mr. Morton says this theory can be made clear to the student in a fascinating manner through the piano better than with the elaborate and unfamiliar apparatus of the physics laboratory. Not only will the child understand music far better through these lessons, but he will be a more valuable citizen, since his emotions as well as his intellect are receiving constructive training.

Although jazz is, to quote Mr. Morton, "the appeal of one neurotic to another," he believes it will continue to maintain a place for some time to come, and even has a beneficial aspect in forming a contrast to higher forms of music and as an incentive to progress in the artistic. However, he believes that with the higher education of the child along musical lines we will no longer be used by jazz, but will be enabled to use it to advantage instead.

Mr. Morton will open the course with the beginning of the Fall term. There will be about eight lessons, free to any teacher interested.

# The Phonograph of Marvelous Tone

## VITANOLA

Plays ALL Records - Natural as Life



No. 32

## News of Importance

We are now opening new agencies, and if YOU are a live dealer who appreciates merchandise of the highest quality, carrying a dealer profit, too, that makes it a line far "above par," please write.

We need some new dealers to join the hundreds of *old* Vitanoia dealers who continue to handle and make a success of what one of them characterizes as "the one line we never had a kick on."

When you get our proposition we think you will be glad you wrote, so at least investigate—and "do it now."

We now have in process *an entire new line* of uprights and consoles, at prices that will make them predominate in the customer's eye and attention. Deliveries soon, but you may have descriptions and prices NOW, if you drop us a line.

*"It is easier to sell the Vitanoia than to compete with it."*

*Send orders and inquiries direct to*

## VITANOIA TALKING MACHINE COMPANY

1920 South 52nd Avenue

Phone: Laundale 0460

CICERO, ILLINOIS



No. 34

# THE TWIN CITIES

*Distributors and Dealers Report Trade Betterment—Resumption of Mining Activities and Good Crops Responsible—Month's News*

MINNEAPOLIS and ST. PAUL, MINN., June 6.—Talking machine distributors and jobbers in Minneapolis and St. Paul are making preparations for a spirited revival in trade and the outlook now is for some real fine business. Crop conditions are reported to be excellent and the farmers are able to obtain money on very reasonable terms to carry them along until they can cut their grain and market their potatoes. The resumption of work in the mining districts has had a stimulating effect and has been felt by all the cities having connections with the iron range towns.

"We are all set," declared Sewell D. Andrews, of the Minneapolis Drug Co., distributor of Sonora phonographs. "As soon as mining operations are on in earnest, which will be in a short time, the music jobbers will have an inning after a long rest. Stocks among the country dealers are very light and as soon as they see business in sight they will begin ordering, for they are well aware that people will begin to buy again. There has been a rather brisk demand for portable machines of late, but, generally speaking, matters have been somewhat quiet."

**W. L. Sprague on Trip**

W. L. Sprague, Northwestern manager for the Columbia Graphophone Co., is making a tour of southern Minnesota with one of his travelers, W. F. Warren, to obtain first-hand evidence as to trade and crop conditions. Business is reported as very satisfactory by Assistant Manager Tanner, as a result of the intensive special advertising campaign conducted by the house.

**Cheney Business Gaining**

The Cheney is making steady and sure headway in the Northwest, according to L. C. Kearney, of the Edward G. Hoch Co., Northwestern distributor. "Every Cheney buyer is a perma-

nent friend and a constant booster and advertiser and we can see most decided progress every month." Mr. Kearney left last week on an automobile tour to Denver by way of Sioux City and Nebraska Point. He expects to do considerable business en route.

**Victor Distributors Feel Revival**

Victor distributors, particularly W. J. Dyer & Bro. and the Beckwith-O'Neill Co., find considerable comfort in the revival of business activities in the cities of the iron ranges through the resumption of iron mining on a large scale. Eugene F. O'Neill states that the rural districts are rather quiet, but everybody is in good spirits. Collections are much better and business truly is on the up-grade.

**Many New Brunswick Accounts**

New accounts are being opened right along by the phonograph department of the Brunswick-Balke-Collender Co. Among those recently signed up are O. V. Karlberg, of Albert Lea, and the F. S. Kelly Furniture Co., Duluth, the latter to become an exclusive Brunswick store. A dealers' service department has been established with E. N. Lukas as manager. The latter is a recent arrival from Chicago, but is making himself at home.

**New Edison Headquarters**

Fine new headquarters for the Edison phonographs have been opened in the Arner Building, 17 South Sixth street, Minneapolis, by Laurence H. Lucker, Edison distributor. The quarters are well arranged, with plenty of sunlight on all sides and about 5,000 square feet more space than the former place.

**Miss D. Burling in New Post**

The retail stores of the Minnesota Phonograph Co. have had excellent results and report that the volume of sales is ahead of that of last year

for the corresponding period. Miss Dorothy Burling, formerly with the sheet music department at Donaldson's, has been added to the retail sales force of this establishment.

**New Columbia Shop**

Harry A. Segal and Samuel Eddleson have opened an exclusive Columbia shop in Duluth, with several novel features, such as bungalow rooms, to attract attention.

**News Brieflets**

Davis & Rubin, Victor retailers in Minneapolis, have been enjoying the best returns since the war, possibly on account of the aggressive efforts of Radford Sabra, manager of the Victrola department.

W. S. Collins, vice-president of the Cable Piano Co., will forget about Victrolas for a time, while he is attending the Rotarian Convention in San Francisco.

George A. Mairs is booked as a visitor to the Victor Jobbers' Convention.

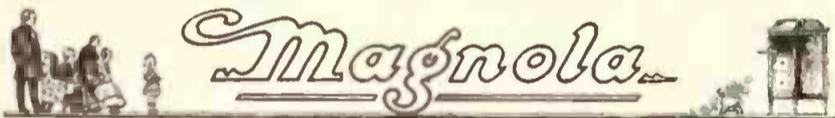
**WILL VISIT PACIFIC COAST**

**Frank J. Coupe Making Plans for Lengthy Trip—Sonora Sales Executives Visiting Trade**

Frank J. Coupe, vice-president and director of sales of the Sonora Phonograph Co., will leave shortly for a trip to the Pacific Coast. Mr. Coupe plans to be away seven weeks, visiting all of the Sonora jobbers en route from New York to the Coast and conferring with the jobbers regarding plans for Fall activities.

E. D. Coots and H. J. O'Connor, assistants to the sales manager of the Sonora Phonograph Co., have just left New York on extended trips which will include visits to a number of Sonora jobbers.

Chas. Arthur Richards, who was recently appointed export manager of the Sonora Phonograph Co., sailed for Europe recently. Mr. Richards will spend some time in London and then proceed to the various European trade centers.



"Built by tone specialists"

## IN ITS SEVENTH YEAR OF STEADY SUCCESS

**4 Cabinet Styles:**

Mahogany, Walnut and Oak Finishes.

**Patented Tone-Deflecting System:**

Unsurpassed Workmanship.

**Vertical Record Filing:**

Mechanical and Acoustic Equipment Beyond Criticism.

Write for our Revised Wholesale Prices

### Magnola Talking Machine Company

OTTO SCHULZ, President

711 Milwaukee Avenue

Chicago



Magnola Style Louis XVI

# MEET ME NEXT SUNDAY

I'LL WAIT FOR YOU

## Jack Snyder's

OVERNIGHT SENSATIONAL SONG HIT

Unquestionably the Greatest Number of Its Kind Published

Chorus

Meet me next Sun - day, that is the one day I'll keep for you,  
 Mon-day and Tues - day, Wednesday and Thurs - day I'm plan - ing, too, Just where to go,

*p-f*

Copyright, 1922, by JACK SNYDER PUB. CO., Inc.

SUNG, PLAYED AND DANCED BY MILLIONS

# IN MAY TIME

(I LEARNED TO LOVE)

By JACK SNYDER

Pronounced by Critics to Be the Most Beautiful WALTZ-BALLAD

Refrain *Waltz Lento*

*Mes doux sen - ti - ments j'a - vou - ais Et tan -*  
 When in May my love I told you In my  
*tôt le noeud se nou - ait Je dis - ais a*  
 arms I'd fond - ly hold you While I whis - pered

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## JACK SNYDER PUB. CO., Inc.

HOUSE OF MASTER COMPOSITIONS

1658 Broadway, New York

EDDIE ROSS, Prof. Manager

Detroit Office, 150 Larned St.  
CHESTER CARPENTER, Jr. Manager,

Philadelphia  
JACK HARRIS

Boston  
BOB WINNINGHAM

# GLEANINGS *from the* WORLD *of* MUSIC

## POPULAR SONGS AGAIN ACTIVE

Several Current Popular Melodies Revive Sales—  
Results Will Be Felt in Record Field During  
the Summer Months When Trade Is Slow

Despite the fact that popular songs have had very slow sales during the past two months, the publishers protest against the statement that this has been caused by the lack of meritorious material. Naturally, any depression in the sales of popular music is reflected in the lack of demand for popular records. It is, therefore, gratifying to know that during the past few weeks there have been two or three popular numbers which have been successful enough to be called "hits" in the fullest meaning of that word.

Particularly is this true of the novelty song and dance, "Stumbling" (Feist), which almost overnight has jumped into national popularity. Seemingly, this is the best sales creator since the appearance of the now famous "Dardanella," and all channels of the industry have been quick to see its great possibilities. Some of the talking machine record companies have made special releases of the number and the whole industry is practically co-operating in exploiting this issue.

The statement of the publishers that there have been other numbers of much merit issued in recent months is quite true, but, with all their merits, few of them have made any decided impression—that is to say, gained national prominence and universal recognition.

No one seems to know just what a song or instrumental number needs to make this universal appeal. We know, of course, that it must have distinct merit, but there is also an indefinable something that a big hit needs to gain popularity on a large scale. When such a number does arrive it hardly needs an introduction, it is so quickly accepted.

It is very fortunate that an exceptional individual number has arrived at this particular period. It will serve to make sales active in the sheet music, talking machine record and player roll field. Not only for "Stumbling," but for other works of merit. Coming at a time when sales were none too active makes it welcome, but to arrive at what can be termed the opening of the Summer season, makes it doubly important, for invariably a hit of this caliber is followed by two or three other numbers having good sales.

There is no reason to doubt but that history of this sort will be repeated. At any rate, the popularity of "Stumbling" will extend well into the Summer and there are possibilities that it will even be popular at a much later period,

particularly inasmuch as its present success is based upon its value as an instrumental number, and while it has yet to be tested for its vocal appeal there are those who believe that it will achieve prominence also from that angle.

## MAKES EMPLOYEES STOCKHOLDERS

Leo Feist, Inc., Celebrates Twenty-fifth Anniversary of Founding of Business by Distributing Common Stock to Members of Company Staff

Leo Feist, Inc., the well-known popular publishing house, announced late last month that in celebration of its twenty-fifth anniversary arrangements have been made for distributing a liberal portion of the common stock of the company among those employes who by their loyalty and earnest efforts have contributed to the company's success.

The following heads of departments have been selected to participate in the first distribution of stock: Philip Kornheiser, Rocco Vocco, Theodore Morse, Lee Olean Smith and Meyer Jacobs.

The announcement further states that what has been done is only a beginning. "Further distribution of stock will be made from time to time to employes selected by the board on the basis of merit and period of service. He who wins the spurs shall wear them."

## DAREWSKI RENEWS WITH BERLIN

Saul Bornstein, Returning From Continental Trip, Reports Herman Darewski Renews Contract to Handle Berlin Catalog in Europe

Saul Bornstein, general manager of Irving Berlin, Inc., who, as announced in these columns recently, returned to his desk after a short stay in Europe, announces that Herman Darewski has again contracted with Irving Berlin, Inc., to handle the Berlin catalog in England for a period of years.

Mr. Bornstein returned to this country ahead of schedule, owing to his mother being suddenly stricken ill. However, at last reports Mrs. Bornstein had shown a decided improvement.

## CHANGES NAME OF SUMMER SONG

Title of "Dear Old Nebraska" Changed to "Meet Me Next Sunday"

Jack Snyder, 1658 Broadway, New York City, publisher of "In Maytime" and other successes, announces that a new song, "Dear Old Nebraska," has had its title changed to "Meet Me Next Sunday." This is a typical Summer song in point of lyrics and its melody is a novelty fox-trot.

MO-NA-LU . MO-NA-LU

IN

EVERY CORNER

A  
BELWIN, Inc.  
Fox-Trot

MO-NA-LU MO-NA-LU

## ORGANIZING COPYRIGHT COMMITTEE

E. C. Mills, of Music Publishers' Protective Association, Organizing Committee to Interest Itself in Copyright Matters Which May Arise

E. C. Mills, chairman of the executive board of the Music Publishers' Protective Association, is organizing an inter-organization copyright committee for the purpose of having the committee take an active interest in all copyright propositions such as the recent resolution in Congress for the entrance of the United States into the International Copyright Union and similar propositions.

Mr. Mills has asked the following organizations to have one of their members or a representative sit in the committee which he is forming: Society of American Dramatists and Composers, American Academy of Arts and Letters, Authors' League of America, Inc., National Association of Book Publishers and the American Society of Composers, Authors and Publishers, and other such organizations interested in copyright matters.

When an important copyright situation arises it is the intention of Mr. Mills to have his committee go into the matter thoroughly and if it merits such they will endorse the bill, and support it in every way possible.

MR. DEALER! *These Numbers Are Advertised From Coast to Coast*

**LONESOME MAMA BLUES**

By the Composer who wrote "Dangerous Blues."  
The feature song of the biggest Blues and Jazz  
singers, and the orchestra favorite Fox Trot.

**SUPPOSE THE ROSE WERE YOU**

By Lucien Denni. He wrote "Starlight Love."  
Kitty Gordon's knock-out Hit.  
Hundreds of other acts using it.

*Make Your Profit—Have Them in Stock!*

### OTHER BIG SELLERS

12TH STREET RAG—Song  
12TH STREET RAG—Instrumental  
KISS ME DEAR

DANGEROUS BLUES  
MANILA MEMORIES

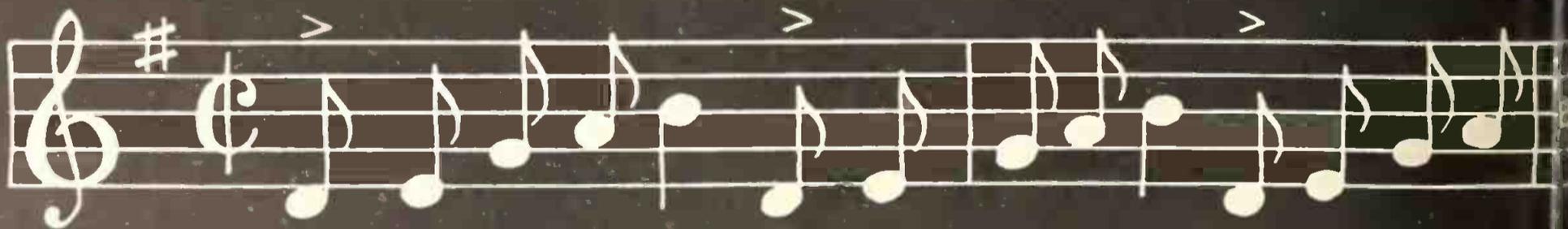
J. W. JENKINS' SONS MUSIC CO.

Kansas City, Mo.

# THE UNEXPECTED-SENSA

# STUM

## A FOX TROT ODDIT



Stum-bling all a-round, Stum-bling all a-round, Stum-bling all a-r

The Dance Records of

# “STUMBLING”

are Selling like “Hot Cakes”

“Stumbling” is the Fox Trot Hit of the Year.

“You  
go  
with  
‘Feis

# ATIONAL - DANCE CRAZE

# BLING

BY "ZEZ" CONFREY



so fun-ny, Stum-bling here and there, Stum-bling ev-ry where And I must de-clare,-

The Vocal records of "Stumbling" will sell just as big as the Dance Records.

The Words to "Stumbling" are as funny as the tune is catchy.

n't  
ng  
y  
ng"

## WILL FILM OPERAS AND SONGS

Series of Viennese Operettas and Many Popular Songs Form the Basis of Film Productions—Idea Found to Be Mutually Profitable to Both Dealers and Film Producers

United Plays, Inc., which last year purchased the rights to film a series of Viennese operettas, are to make releases of one of two of these productions through the Famous Players-Lasky organization during the coming season, according to a recent announcement.

In addition to the above, which applies to works that can be considered more or less classical, there have been produced during the past year several films based upon popular songs, including Gus Edwards' "School Days."

It is said that other motion picture interests are about to film "Sweet Rosy O'Grady," which is to be followed by "Second-hand Rose," and "Broadway Rose."

The Selig-Kalem Features, Inc., was recently organized to film stories based exclusively on songs. Among these is "The Skylark," based upon "Hark, Hark, the Lark." This is to be a two-reeler and, according to the present plans, is to be followed by a series of twelve others.

When Jane Cowl won unusual success in the drama "Smilin' Through," M. Witmark & Sons dedicated a particularly appropriate song to Miss Cowl and the play in question. More recently Norma Talmadge appeared in a photoplay of the same name, a considerable part of which was based upon the musical composition. As a matter of fact, this picture is still running throughout the country and the manner in which the song is used as the musical theme as well as part of the story is unusually effective.

The "Kashmiri Song," from the catalog of Boosey & Co. was used as the musical theme in the photoplay "The Sheik" and several hundred thousand copies of the number were sold by that means of exploitation. Simultaneously, Waterson, Berlin & Snyder issued a song called "The Sheik of Araby." This, too, was linked up with the picture advantageously. Of course, in the case of "The Sheik of Araby" the number would have had a large sale in any season. It would have proved of the hit caliber without any aid other than the usual channels.

Probably the most intensive drive and co-operation on a song in conjunction with a motion picture of the same name was "Mickey," the photoplay in which Mabel Normand starred. The song of the same name was originally published by Daniels & Wilson and later taken over by Waterson, Berlin & Snyder. The Griffith film, "Hearts of the World," closely followed, and the publicity was the means of making this number quite popular.

Following the success of "Mickey" several publishers inaugurated special departments for the release of songs in conjunction with motion pictures. Invariably, they had the promise of the producer's co-operation. These latter interests naturally grasped any opportunity which would add to the publicity of their feature film. However, none of the series of ten or fifteen

## JACK SNYDER NUMBER FEATURED

McCrorry Store in Philadelphia Features "In Maytime" During Music Week

During Music Week the J. G. McCrorry store, of Philadelphia, Pa., made a special point to keep its music counters active. Music was given



Window Display of "In Maytime" at McCrorry Philadelphia Store

a conspicuous position throughout the store and constant demonstrations of songs all day drew large crowds.

A most attractive window display was made of the Jack Snyder, Inc., number, "In Maytime." This served to create attention and hundreds of requests were made at the music counter for the number. Herewith is shown a reproduction of the J. G. McCrorry window, which gives a good idea of its attractiveness.

songs issued in that form was much of a success.

A new idea on the subject of songs bearing film titles seems to have found a place with motion picture producers, as can be seen by the co-operation and the exceptional use made of the song "Smilin' Through."

S. C. Cainc, Inc., has released a song entitled "Isle of Zorda" in conjunction with the Pathé photoplay of the same name, and this firm, too, is receiving unusual co-operation.

The activities as outlined in the opening paragraphs of this article would seem to mark a new era for the combination of song and films and the mutual exploitation of each.

## PLAN LIBRARY MUSIC SECTIONS

General Federation of Women's Clubs and National Federation Working for Music Sections

PEORIA, ILL., June 3.—A music section in every public library in the United States is the joint aim of the General Federation of Women's Clubs and the National Federation of Women's Clubs. Both federations have created a department of library extension, with Mrs. James H. Hirsch, of Orlando, Fla., as chairman. Mrs. Hirsch said the proposed music section would prove valuable in making available information on music to those desiring it.

The committee working with Mrs. Hirsch includes: Mrs. J. LaLacey Harper, Yuma, Ariz.; Mrs. Franklin W. Cochens, Salida Co.; Mrs. J. C. Hancock, Stuart, Fla.; Mrs. Iola Bishop, Savannah, Ga.; Mrs. Frank Cowles, Crawfordsville, Ind.; Mrs. Jacob Van De Zee, Iowa City, Ia.; Mrs. Gordon Kingsbury, St. Clair, Mich.; Mrs. Clara N. Steffers, Brookhaven, Miss.; Mrs. George W. Lamke, Clayton, Mo.; Mrs. Josephine J. Rolfe, Concord, N. H.; Miss Julia E. Williams, Merchantville, N. J.; Miss Marguerite Beard, Fargo, N. D.; Miss Leonora Lewis, Pierre, S. D.; Mrs. Henry Stone, Christiansburg, Va.; Mrs. Anna V. Bassette, Edmonds, Wash.; Miss Edith Ruddock, Manitowoc, Wis.

## FEIST HIT GAINING FAVOR

One of the important successes of this season is the waltz song, "Three O'Clock in the Morning," published by Leo Feist, Inc. The number has had a steady sale since late last Fall, but commencing with the early Spring there was an added impetus to its sales. It now ranks among the leading sellers of the Feist catalog and, naturally, being a waltz, this will continue over a lengthy period.

A. J. Stasny, of the A. J. Stasny Music Co., returned to New York recently after spending several months in Europe. After a short visit at the New York offices of his company he departed for the Middle West, where he will make a circuit of the larger trade centers.

- THE WHOLE WORLD RAVES ABOUT -

# PARADE OF THE WOODEN SOLDIERS

The Hit  
of the  
\$500 Show  
"CHAUVE-SOURIS"



SHEET MUSIC

RECORDS

ROLLS

Wise Dealers  
are stocking  
up now—

Edward B. Marks Music Co

46 Street near Broadway  
NEXT TO THE N. V. A.  
(NO STREET NUMBER NECESSARY).

**GRIFFIN EXCLUSIVE OKEH ARTIST**

Well-Known Irish Tenor Will Make Okeh Records Exclusively—Now Making Extensive Western Trip—Many Commendatory Letters

Gerald Griffin, well-known Irish lyric tenor, who recently signed a contract to record exclusively for the Okeh library, is now on a combined business and pleasure trip through the West. Prior to his departure from New York, Mr. Griffin received many letters from friends and admirers, congratulating him on signing his new contract with the General Phonograph Corp. Among the writers of these letters were W. F. Benedict, assistant secretary to the Mayor of San Francisco; W. F. Hawkins, chief claim adjuster for Hillman's Store, Chicago, and the head of various Irish societies; Wm. Koch, vice-president of the State Life Insurance Co., Des Moines, Ia.; John J. Poulton, well-known Chicago attorney and State senator; Edward W. Quinn, Mayor of Cambridge, Mass.; Jerry Sullivan, composer, and many others.

**AILEEN STANLEY ENTERTAINS**

Victor Artist Sings in the Van Wickle Piano Co.'s Warerooms—Listens to Own Records

WASHINGTON, D. C., June 7.—The Van Wickle Piano Co., one of the most prominent local music houses which handles the Victor line of talking machines and records exclusively, was



Aileen Stanley in Van Wickle Warerooms recently visited by Aileen Stanley, well-known Victor artist.

Many friends and admirers of Miss Stanley were present at the Van Wickle warerooms to greet her, and they were delighted when she sang two of her songs accompanied by Mr. Buttenuth, her manager. While in the Van Wickle store, Miss Stanley had the pleasure of listening to several of her own records being played on the new Victrola console, which the company is featuring.

**HARRY H. WILLIAMS PASSES AWAY**

OAKLAND, CAL., June 5.—Harry H. Williams, author of many popular songs, including some old-time favorites, succumbed to tuberculosis here recently. Mr. Williams wrote the lyrics for many popular hits of the past, including "In the Shade of the Old Apple Tree," "I'm Afraid to Go Home in the Dark" and "Cheyenne."

**BERLIN GETS "ABIE'S LULLABY"**

Irving Berlin, Inc., has just closed arrangements with B. D. Nice & Co., Inc., whereby the Berlin organization has taken over the publication of Lee David's new song, "Abie's Lullaby." It is said this number was written by Mr. David to commemorate the advent of a first-born, Charles Lionel David.

**LONDON FOLLOWS SUIT**

LONDON, ENG., June 3.—Following the example of the Music Publishers' Protective Association, the Associated Publishers of Popular Music have passed a resolution binding themselves not to pay artists to sing their songs.

## The Big New York Hit

Everybody's  
Playing  
IT

I'M JUST WILD ABOUT  
**HARRY**

From  
"Shuffle  
Along"

By **NOBIE SISSLE & EUBIE BLAKE**

M. WITMARK & SONS  
New York

**COPYRIGHT PROTECTION IN GERMANY**

American Authors to Get Same Protection as That Accorded Germans in This Country

BERLIN, GERMANY, May 22.—American authors will be awarded the same copyright protection in Germany as is given Germans in the United States, the copyright law having been passed in the Reichstag last week.

The new law accords protection for the works of literature, art and photography on the same basis as is designated in the law of January 15, 1892, and is retroactive in application to the period between August 1, 1914, and July 2, 1922, although it does not apply to the rights of publication, circulation and duplication of any American product which might have been obtained by a third party previous to December 18, 1919.

Knowledge is like riches. It begets more knowledge.

**NEW CHAPPELL-HARMS ISSUES**

Among this season's new issues released by Chappell-Harms, Inc., and which have shown favorable indications of becoming quite prominent are "Closer" (L'Adoree De Mon Coeur), a waltz song with words and music by Leon Du Parc; Archibald Joyce is the composer of the waltz known as "Sweet William"; the ballad, "There's Silver in Your Hair" (But There's Gold Within Your Heart), is also having a big sale.

**DEATH OF ALBERT H. FITZ**

LOS ANGELES, CAL., June 3.—Albert H. Fitz, fifty eight years old, author of "The Honeysuckle and the Bee" and more than 100 other popular songs, died at his home after a long illness and was buried in this city. Fitz was born in Medford, Mass., but passed most of his life in New York City. His mother was a member of the Peak family of bellringers.

## BLACK SWAN RECORDS

*The Only Record Using Colored Singers and Musicians Exclusively*

**SENSATIONAL SUCCESS**

**The Season's Biggest and Best Hit**

2049

10 Inch

75c

He May Be Your Man

(But He Comes to See Me Sometimes)

---

I've Got the Wonder Where He Went

(And When He's Coming Back Blues)

SUNG BY  
**TRIXIE SMITH**

*Order now and let this record ring YOUR cash register. Big Sales Assured*  
**Remember—BLACK SWAN RECORDS SELL**

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Pace Phonograph Corporation

2289 Seventh Avenue
NEW YORK, N. Y.

# C I N C I N N A T I

*Trade Betterment Gains Momentum—A. H. Bates' "Flag" System—Widener-Werner Deal—H. L. Chubb's Window Display—The News*

CINCINNATI, O., June 7.—Continuing the trend of April, trade with Cincinnati dealers in talking machines and auxiliary lines gained still greater momentum during May and the first few days in June. Regardless of the fact that "out-of-door" time always cuts substantially into this business, progress in Cincinnati indicates that the back of the slump has been broken. Cash business is good, as it has been, owing to the limited class of buyers. Now there is more gross business than before.

Most dealers, while hardly enthusiastic, still maintain a feeling of considerable pleasure over the trade outlook of the present and for the future. Practically everyone believes things to be on the upgrade. Energetic efforts are being made by all houses to stimulate this encouraging advance, and advertising and hard work are producing results.

A. H. Bates, of the Ohio Talking Machine Co., one of the largest Victor jobbers in this district, who worked out an extensive "flag" system of classifying at least a thousand best standard records as an aid to the not infallible memory of even the best salesman, reports that Cincinnati dealers are eager to obtain this system as soon as he has it ready for use. Mr. Bates expressed appreciation of what assistance the publicity given his plan in *The Talking Machine World* brought to the venture.

#### Record Classifying System in Demand

Mr. Bates reports an encouraging run of business, and remarked: "The prospects are very bright. Our business this month, in spite of the growing number of usual Summer attractions, was better than business in April. It looks like a very good year."

#### Widener's Secures Werner Stock

Widener's Grafonola Shop took over early this month the stock of the Race street store of the Werner Industries. This store handled Victor goods. The Widener concern plans to operate the Race street store on its present basis until the end of June, when the lease on that property expires. The Victor stock then will be removed to the Widener Shop, West Fourth street, and will be handled in connection with the Columbia and Granby lines which the shop now handles.

E. B. Follin, general manager of Widener's Grafonola Shops, with an office in Boston, was in Cincinnati for a few days superintending the taking over of the Werner Industries stock.

#### Report Business Betterment

Morris L. Fantel, of Widener's, reported a fine business during the month of May. Mr. Fantel said: "Our business has increased every month since the first of the year. Our May trade was 50 per cent better than the same month last year. No doubt the tremendous volume of building being done in the city is one of the main factors in this increase. One can hardly drive over a Cincinnati street without seeing homes or larger structures going up."

#### Steinway Doing Well With Brunswick

Steinway & Sons, who installed booths, record racks, etc., early this month and contracted to sell Brunswick products, report a good business, although the talking machine department was not ready for business as early in the month as was expected. Mr. Browning, who made a great success of the H. & S. Pogue Victrola department, has carried his energy into the Steinway store.

#### Exhibits Jackie Coogan's Clothes

Carrying further his innovations in the matter of show windows, Howard L. Chubb, of the Chubb-Steinberg Music Shop, East Sixth street, has obtained the tattered clothing worn by Jackie Coogan, juvenile film star, in the popular picture, "Trouble." This picture was shown at a local theatre, and the theatre manager contrived to obtain the garments for Mr. Chubb. This "Huck Finn" apparel—consisting of profusely patched pants, makeshift suspenders, battered cap and much worn-at-the-heel shoes—adorn the Chubb-Steinberg window, draped upon a wax figure. The background is formed by a flour barrel, such as Jackie Coogan inhabits in the picture, and as a chum in penury, there is a Victor dog. The old clothes, because of the popular interest in them, are to be auctioned off by a Cincinnati newspaper in an effort to take up a \$5,000 mortgage which encumbers a free day nursery in this city.

In another recent display, Mr. Chubb had in his window the gold, silver and bronze trophies

to be awarded to the victors in a Y.M.C.A. water carnival. Alongside of this athletic display, Mr. Chubb had advertisements calling attention to Walter Camp's physical culture records.

"Our business," said Mr. Chubb, "is excellent—growing all the time. We are making every preparation for a real spurt in trade during the Summer months."

Mr. Golden, of the Superior Phono Parts Co., New York, was a visitor at the Chubb-Steinberg establishment the other day.

#### Some Dealer Sold Them

A long canoe trip up the Ohio and Great Miami rivers last week-end revealed the fact that the Summer campers—who are just now flocking to their camps—must be excellent customers of the talking machine dealers. It seemed that hardly a cottage, however unpretentious, but had a talking machine and a selection of records, and most of them were doing Spartan duty.

#### New Columbia Console Favored

Much favorable comment is being made at the Cincinnati branch of the Columbia Co. regarding the new console model put out by the Columbia Co. When information was had that a shipment of these models was being made, Columbia dealers in this district fairly outdid themselves to reach the local branch and inspect the machine, and, incidentally, to give orders.

M. Polasky, Sr., of Georgetown, O., visited the Cincinnati branch of the Columbia Co. recently. Mr. Polasky recently returned from a nine months' trip through England, France, Spain, Italy, Palestine, Turkey, Switzerland, Germany and Poland.

#### Jones Drug Co. Secures Columbia Stock

The Jones brothers, of the Jones Drug Co., Waverly, O., have taken over the entire stock and fixtures of E. T. Tetrick, Columbia dealer, in that city. They will handle the Columbia line.

#### News Brieflets

The S. Fred Co., Lebanon, O., celebrated its thirty-first anniversary recently. This company, which sells Columbia stock, is an example of what an energetic concern can do. In the thirty-one years of business the company has grown to be exactly eighty times its original size.

It is reported that M. Dietrich, of the Rose City Pharmacy, New Castle, Ind., has acquired a machine with all of the very latest improvements and a remarkable tone volume. We refer to the baby boy which came to boss his home and business the first of May.

According to S. Reis, of Brunswick Products, Brunswick enjoyed a very good month, doing a business which eclipsed that of last month and continued the general increase that has been noted since the beginning of the year.

Silverstein Bros., Terre Haute, Ind., agents for the Columbia Co., recently sold a machine to a party in Jerusalem. The Cincinnati branch of the company is to pack and ship the machine.

E. I. Pauling, of the Starr Piano Co., as well as Mr. Craig, manager of the Victrola department of the Baldwin Piano Co., reports an encouraging business for the month.

The Aeolian Co., West Fourth street, which handles the Aeolian-Vocalion, reports a good business for the month of May.

#### GRAFONOLA AT SCHOOL EXERCISE

Pushmobile Grafonola and Magnavox Used at Delaware Celebration—Teachers Delighted

NEWARK, DEL., June 6.—The school children from the State of Delaware congregated at this city a fortnight ago to conduct their annual May Day. The Columbia Grafonola Parlors of Wilmington agreed to furnish the music and at the appointed time a Pushmobile Grafonola and a Magnavox were placed in an automobile and the parade started from the public school grounds to the athletic field of the University of Delaware. Moving pictures were taken of the entire affair and the field activities were conducted through the Magnavox. The day proved very successful and the teachers were delighted with the way in which the Grafonola served their purpose.



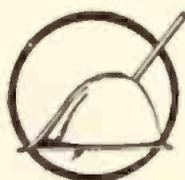
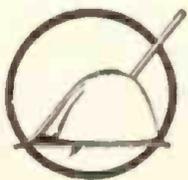
**Most Natural Tone**  
from your Phonograph

Mr. Dealer and Mr. Consumer  
both want this.

Bell Hood reproduces

**Most Natural Tone**

**BELL HOOD NEEDLE COMPANY**  
183 Church Street, New Haven, Conn., U. S. A.





## THE ORSENIGO PERIOD PHONOGRAPH



A word as to Policy and Price.

For the benefit of the dealers who are not familiar with the class of merchandise manufactured by us, we wish to announce we have no job lots nor bankrupt stocks for sale.

We have placed on the market cabinets at prices which the middle class can pay without feeling they have been overcharged, as well as cabinets of luxury and utility combined.

Featured on this page is a moderately priced cabinet which will make any living room more livable, and its deep rich colors and hand decorations will be a source of happiness to the purchaser for years to come.

May be had in Parchment, Blue or Black ground colors.

Our years of experience acquired through catering exclusively to the decorative trade enables us to suggest color combinations that will be harmonious.

We gladly place ourselves at your service.

## THE ORSENIGO COMPANY, Inc.

*Factory:*

Skillman Ave. and Rawson St.  
Long Island City, N. Y.

*Showroom:*

112 West 42nd Street  
New York City, N. Y.

## FORMAL OPENING OF THE STANDARD CO.'S NEW BUILDING

Great Gathering of Victor Dealers and Prominent Guests Enjoy Hospitality of Standard Talking Machine at Dedication of New Home—Speeches by J. S. Macdonald, J. G. Paine and Others

PITTSBURGH, PA., June 5.—The Standard Talking Machine Co., of this city, Victor wholesaler, formally opened its new four-story-and-basement building in the heart of the Pittsburgh business district with an all-day housewarming on May 24. Everyone of the 150 Victor dealers who visited the "Standard" plant saw demonstrated the fact that a ground floor Victor jobbing service is possible even in a city the size of Pittsburgh.

The officers of this enterprising jobbing house have so planned their building that practically all the every-day functions are conducted and all the constantly used equipment is located on the street floor, including a spacious and beau-

Luncheon was served on the Hotel Chatham Roof, a few doors away from the Standard Building, following which the formal addresses of the day were begun. J. C. Roush, president of the Standard Talking Machine Co., presided and introduced the speakers. Dr. J. T. Holdsworth, vice-president of the Bank of Pittsburgh, talked on the business outlook, with particular reference to conditions in and around Pittsburgh.

### The Address of J. S. Macdonald

J. S. Macdonald, sales manager of the Victor Talking Machine Co., followed with a very excellent talk on the outlook for the coming season's business, viewed from the sales manager's office. Among the many interesting subjects dis-

their Victor jobbers the new building which the Standard had just opened and the constantly increasing investment and advertising by the Victor Co. He assured his audience that an excellent Fall and Winter business was in store for Victor dealers.

Martin L. Pierce, of the Hoover Suction Sweeper Co., Canton, O., was the third speaker on the program. He devoted his address entirely to selling ideas, which he believed a Victor dealer could use profitably and which had been worked successfully by his company. His address made an excellent impression on the dealers present, many of whom made notes during the progress of his talk.

John G. Paine, of the legal department of the Victor Co., delivered the closing address, which was replete with oratory and good common-sense advice on subjects connected with Victor merchandise. This was the first occasion that Mr.



(1) Main aisle of stock and packing room; (2) New home of Standard Talking Machine Co.; (3) Standard's service print shop; (4) View of beautiful lobby from street entrance; (5) Corner of shipping room of new plant, showing gravity conveyor; (6) Attractive display room in new building.

tifully decorated lobby, offices, record stocks, packing, shipping, printing and repairing rooms all working toward and terminating in the inside loading platform at the rear of the building and opening on a public alley.

Other interesting features of the Standard plant include its own railroad siding of the Pennsylvania Railroad, a spiral chute for handling stock from the second floor to the shipping room, a display room on the second floor, beautifully equipped for dealers' customers, and which can be converted into an assembly room as needed, and an attractive board room, admirably adapted to small group meetings of dealers and to other uses of the trade, all covering 36,000 square feet of floor space.

The Standard Co.'s housewarming furnished a busy day for the Victor dealers of western Pennsylvania, eastern Ohio and West Virginia. From early morning until a reasonably late hour at night the friends and customers of Standard were alternately instructed and entertained to the best of the company's ability, which any dealer of that section will tell you goes a long way.

The morning was devoted to an inspection of the Standard Building with President J. C. Roush, Manager Wallace Russell, assisted by J. E. McCormick, H. A. Davies, E. A. Ferguson and C. E. Willis, of the Standard staff, as guides; auto trips to Pittsburgh and nearby points of interest.

cussed by Mr. Macdonald, all of the keenest interest to his audience, were the record exchanges, which, he stated, would follow the exchange recently announced until all existing "cut-outs" were returned and many additional records which had not yet been announced as "cut-outs." He bespoke the cordial support of Victor dealers for the new line of horizontal models, for which there is a rapidly increasing demand. He pointed out that, while the Victor Co. had no objection to the flat top talking machine, yet his company would certainly refuse to build a flat top Victrola, because it had, up to this time, been found impossible to build a talking machine with a flat top which at the same time would develop the musical qualities on which the Victor Co. must continue to insist in the construction of its product.

In referring generally to radio he saw no reason why dealers should view this with any apprehension, because, while the great volume of radio sales during the past very unsatisfactory business period undoubtedly affected sales of Victrolas as well as other products, yet the same sales of radio during a more satisfactory period would affect the average dealer very little, if at all.

Mr. Macdonald had some excellent suggestions to offer the trade as to an aggressive campaign for Victor business, and gave as positive proof of both the sincerity and the optimism of

Paine had spoken in Pittsburgh and the dealers enjoyed a rare treat in his fine address.

### Great Time at Bongiovanni Inn

The afternoon meeting adjourned at five o'clock and the following hour was spent at the Standard Building. At six o'clock all were loaded into two large interurban cars, decorated with Victor banners and with toy balloons imprinted with the Victor trade-mark and the word Standard. A merry crowd it was which left promptly at six o'clock for, as the program stated, "parts unknown." A negro orchestra in costume enlivened this trip with plantation melodies and songs.

The "parts unknown" developed an hour later into the famous Bongiovanni Inn at Wildwood, where an evening filled with entertainment and good-fellowship was spent, including an interesting vaudeville program of twenty acts. One of the novelties of the evening was a solo dance by a pretty little girl of six years, who emerged from a Victrola to the strains of a new popular dance hit. A beautiful miniature Victrola 300, with a lid which raised, disclosing the Standard trade-mark and compartments for pins, ink and paper clips, was found at each place as a desk souvenir. The party was returned to the city in the special cars about 10:30 o'clock.

In addition to the speakers of the day the guests from a distance included: Leslie Wiswell, of Lyon & Healy, Chicago, Ill.; Perry B. Whit-

sit and Frank Davisson, of the Perry B. Whitsit Co., Columbus, O.; Edward B. Lyons, Eclipse Musical Co., Cleveland, O.; Rayburn C. Smith, Unit Construction Co., Philadelphia, Pa.

**Those in Attendance at Standard Opening**

Among the visitors at the Standard housewarming were the following: Louis Menzer, Menzer Music Shop, Pittsburgh, Pa.; Joseph Matthews and Geo. B. Matthews, Geo. B. Matthews Co., Barnesville, O.; Clyde Anent, Apollo, Pa.; W. S. Holloway, Flushing, O.; W. T. Bock, Weirton, W. Va.; Louis C. Mather, Mather Brothers Co., New Castle, Pa.; R. R. Meyer and B. Tron, Spear & Co., Pittsburgh, Pa.; Howard Riley, Robinson Music Co., Steubenville, O.; F. C. Gebhard, care P. W. Simon, Uniontown, Pa.; Geo. Swoger, Wilkinsburg, Pa.; Leo Half, Half Brothers, Homestead, Pa.; C. L. Hamilton and T. E. Shortell, S. Hamilton Co., Pittsburgh, Pa.; Jacob Schoenberger and John Haggerty, Lechner & Schoenberger, Pittsburgh, Pa.; W. A. Steadman, Butler, Pa.; F. C. Wampler and W. P. Wampler, F. C. Wampler & Sons, McKeesport, Pa.; Chas. A. Ellis, A. I. Ellis & Sons, Uniontown, Pa.; R. D. Raugh, Aaron Furniture Co., Greensburg, Pa.; J. Mac Ely, Ely Brothers, Jeannette, Pa.; John Johns, Beechview Pharmacy, Beachview, Pa.; Boyd Hunger, Dayton, Pa.; Clark Wright, Valley Furniture Co., East Pittsburgh, Pa.; W. A. Kulp, Braddock, Pa.; Charles H. Schaefer, Schaefer's Drug Co., N. S. Pittsburgh, Pa.; Chas. Hutson, New Bethlehem, Pa.; D. O. Jones, Booth & Flinn, Ltd., Pittsburgh, Pa.; T. E. Lewis, Lewis Brothers, East Liverpool, O.; D. Krasik, Monessen, Pa.; Wm. Joseph, Beaverdale, Pa.; Harry Diamond, Diamond Pharmacy, Natrona, Pa.; T. B. Windsor, Windsor's Music Store, Tarentum, Pa.; Russell Cooper, Will Copper and John Cooper, Cooper Brothers, New Kensington, Pa.; W. J. Mullen, Sewickley, Pa.; J. O. Clawson, Belle Vernon, Pa.; E. E. Smith, Clearfield Talking Machine Co., Clearfield, Pa.; C. F. Milleman, The Milleman Co., Zelienople, Pa.; H. I. Ellis, A. I. Ellis & Sons, Uniontown, Pa.; E. J. Delahoyde, Delahoyde & Wuller, Oil City, Pa.; Floyd Hipp, F. A. North Co., Johnstown, Pa.; W. J. Raush, Swank Hardware Co., Johnstown, Pa.; Jos. Amster, Clairton, Pa.; Frank L. Hill, Jr., W. R. Reynolds Co., Canonsburg, Pa.; Russell Burt and Edwin M. Brannen, The Mellott Co., Bellaire, O.; C. Gould Hyatt, Aaron Furniture & Carpet Co., Connellsville, Pa.; Geo. S. Hards, Dormont, Pa.; Walter E. Leedom, Leedom's Drug Store, Hollidaysburg, Pa.; W. J. Benjamin, Vandergrift, Pa.; D. G. Jones, W. L. Noble, Martins Ferry, O.; E. E. Schellhase, Waynesburg, Pa.; John F. Bork, Aaron Co., Connellsville, Pa.; J. H. Phillips, N. S. Pittsburgh, Pa.; Paul Gerecter, Aaron Furniture & Carpet Co., Brownsville, Pa.; Mr. Dalton, Carnegie, Pa.; W. F. McLay, Carnegie, Pa.; Chauncey Parsons, Rosenbaum Co., Pittsburgh, Pa.; Fred Hatfield, Aaron Furniture & Carpet Co., Brownsville, Pa.; Gus Hellman, Yahring-Rayner Music Co., Youngstown, O.; M. H. Gardner, Tozer Jewelry

Co., Patton, Pa.; M. O'Conner, Brown's Music Store, Ford City, Pa.; W. P. Brown, Brown's Music Store, Kittanning, Pa.; L. R. Collins, Meyersdale, Pa.; Geo. K. Barkell, Geo. K. Barkell & Co., Scottdale, Pa.; W. B. Pfelehardt, Jr., Charleroi, Pa.; Samson Rosenshein, Masontown, Pa.; Herman Bigg and Harry Diamondstone, Miller & Bigg, Latrobe, Pa.; Harry Hornberger, Kaufmann & Baer, Pittsburgh, Pa.; Henry Wood, Boggs & Buhl, Pittsburgh, Pa.; John V. Borgerding, S. Hamilton Co., Pittsburgh, Pa.; Ray H. Sayre, S. Hamilton Co., Pittsburgh, Pa.; Leander P. Kirstein, Kaufmann's Department Store, Pittsburgh, Pa.; Rayburn Smith, Unit Construction Co., Philadelphia, Pa.; A. R. Meyer, Joseph Horne Co., Pittsburgh, Pa.; W. C. Dierks and Tom Evans, C. C. Mellor Co., Pittsburgh, Pa.; George Rawbridge, W. F. Frederick Co., Pittsburgh, Pa.; J. H. Evans, Union Trust Co., Pittsburgh, Pa.; J. S. MacDonald, J. G. Paine and E. J. Marx, Victor Talking Machine Co., Camden, N. J.; Dr. J. T. Holdsworth, Bank of Pittsburgh, Pittsburgh, Pa.; Martin L. Pierce, Hoover Suction Sweeper Co., Canton, O.; J. C. Roush, Wallace Russell, H. A. Davies, E. A. Ferguson, J. E. McCormick, C. E. Willis and Stanley L. Roush, of the Standard Talking Machine Co., Pittsburgh, Pa.; H. C. Burchinal, Pittsburgh, Pa.; Ralph Hukill, Pittsburgh, Pa.; H. M. Schaefer, Pittsburgh, Pa.; J. S. Brookes, Pittsburgh, Pa., and H. B. Salked, Oliver Building, Pittsburgh, Pa.

**W. F. FREDERICK CO. ELECTS**

**Annual Meeting of Stockholders and Directors in Uniontown, Pa., Elects Officers**

UNIONTOWN, PA., June 5.—The W. F. Frederick Piano Co., which operates a chain of retail piano and talking machine stores in western Pennsylvania, Maryland and West Virginia, recently held its annual stockholders' and directors' meeting at the general headquarters of the company in this city.

The election of directors for the ensuing year resulted as follows: W. F. Frederick, president; E. B. Heyser, vice-president; A. V. Williams, vice-president; William Shafenberg, vice-president; C. G. Hugus, secretary, and F. Snider, treasurer.

The W. F. Frederick Co., in addition to a complete line of pianos, handles the Victor line of talking machines and records in all of its stores.

The Davis, Burkham & Tyler Piano Co., an allied company, with retail branches in Wheeling and Clarksburg, W. Va.; Steubenville, Cambridge and East Liverpool, O., also held its annual meeting here and elected the following officers: W. F. Frederick, president; E. B. Heyser, vice-president; N. E. Davis, vice-president and manager; C. G. Hugus, secretary, and F. Snider, treasurer. The directorate consists of W. F. Frederick, F. Snider, A. V. Williams, E. B. Heyser, William Shafenberg and N. E. Davis.

**LANDAY NEW RADIO DISTRIBUTORS**

Well-known Talking Machine House of Landay Bros., Inc., Becomes Distributor of Radio Products of Radio Corp. of America

Landay Bros., of New York City, the well-known talking machine distributors, who operate a number of successful retail establishments in New York and New Jersey, were recently appointed wholesale distributors of radio apparatus by the Radio Corp. of America.

Landay Bros. have given the wireless telephone and its relationship to the music industry much attention, and in order to become versed in the possibilities of radio distribution for the music dealer they have, for the past several months, sold such goods in their retail establishments.

Following their success along these lines they were appointed distributors for the products of the Radio Corp. of America, by the Westinghouse, General Electric and Wireless Specialty companies. Thus Landay Bros. have secured some of the very highest class products in the radio field.

In a recent statement to the press Benjamin Landay, general manager of the wholesale radio division of Landay Bros., said: "The present demand for radio apparatus will be greatly overshadowed during the Fall months. Dependable merchandise will be persistently in demand and the consumer will naturally seek out the better grades of instruments, those with established reputations and with whose names they are familiar."

While the company received the appointment some time ago, distribution was held up due to a shortage of supplies. Landay Bros. are now in a position to take care of dealers and are determined to use every means of pushing the new line.

**ROBERT B. WHEELAN MARRIED**

Robert B. Wheelan, well known throughout the talking machine industry as the president of Health Builders, Inc., was married on June 8 to Miss Dorothy Demarest. Immediately upon the conclusion of the ceremony Mr. and Mrs. Wheelan left for an extensive motor trip of about three weeks' duration. Much of the time will be spent among the Adirondack Mountains and other nearby beauty spots.

**TELLS OF IMPROVED BUSINESS**

William Phillips, president of the Wm. Phillips Phono Parts Corp., New York City, reports that his company is doing exceptionally good business. Mr. Phillips stated: "Business is good. We have just passed through one of the best months in the history of our organization. This good business is continuing and I firmly expect that we will experience satisfactory business straight through the Fall and Winter seasons."



**Where Service**

to Victor Dealers is Backed by Long, First-hand Experience in the Field of Distribution.

**EMANUEL BLOUT**

VICTOR EXCLUSIVELY

2799 BROADWAY, at 108th STREET  
NEW YORK

# NEW ORLEANS

*Dugan Enthusiastic Over Success of Dealers' Meeting in Mobile  
—Business Conditions in City and State Continue to Improve*

NEW ORLEANS, LA., June 5.—The New Orleans delegation to the Southern Victor Dealers' convention, numbering twelve or more, returned from Mobile filled with enthusiasm and anxious to put into practice a number of sales plans which they had learned at the convention. They brought back with them two new officials of the Association, J. V. Dugan, of the Dugan Piano Co., who was elected president, and E. W. Wilson, Jr., of the Collins Piano Co., who was elected secretary. To a man the sentiment was that the convention was the biggest and best ever held and that everyone who attended profited by his attendance.

President Dugan stated that the spirit that prevailed among the dealers was inspiring. Competitors in the same town who had never met before were brought together and left the best of friends. The convention seemed to create a sort of fraternalism among the dealers and there they substituted the word co-operation for the old word competition.

The discussion on the question of "interest charges on time contracts" served to bring out the feeling that once existed and that now prevails among the dealers. Two dealers from the same town were called upon to explain just why they did not charge interest on time contracts. They both answered, "Because their competitor did not." Result. They both charge interest now.

Talks made by John G. Paine, of the Victor Talking Machine Co., and by M. L. Pierce, of the Hoover Suction Sweeper Co., were inspiring as well as instructive. The attendance totaled about 128 dealers.

#### Improved Business Reported

Practically every talking machine store in town reports an improvement in business during the past fifteen days. It is claimed generally that May has been a better month than April and in a few instances the improvement has surpassed the business of May, 1921.

#### New Demonstration Rooms at Gruenwald's

Robert Young, Victor manager of the Gruenwald Co., reports a wonderful improvement in record sales. The Gruenwald Co. has just completed the remodeling of its demonstration rooms and has added five new ones downstairs and two upstairs. Particular attention was paid to the layout of the record department. It is now arranged so that the largest kind of a crowd can

be handled expediently and comfortably. Mr. Young claims it to be the best in the city.

#### Horizontal Types in Demand

J. D. Moore, at Maison Blanche, reports that the horizontal model Victrolas are very popular sellers and that business is ahead of last May. "In fact," says Mr. Moore, "our business has kept ahead of last year's business all during 1922."

Manager Wilson, Jr., at the Collins Piano Co., reports the horizontal types in demand with an increasing amount of records being sold.

#### Big Demand for Portables

Manager Powell, of Werlein, Ltd., has just completed a Spring drive which has about cleaned him out of the portable model Victrolas. He has noted a big improvement in trade within the past fifteen days with increased interest shown particularly by the middle class of people. Both jazz and Red Seal records are big sellers at Werlein's.

#### New Edison Console Model

Manager Billet, at the Edison Co., announces a new Console model that is just being offered at prices ranging upward from \$295. Though only on sale a week it has proven very popular and he has sold all in stock.

#### New Columbia Ad Campaign

The Columbia Graphophone Co. is now in the midst of a "Selected Dealers' Advertising Campaign," in which dealers buying new stock are given a certain amount of advertising in their community by the Columbia people. This has proven to be quite an attractive offer and though only in progress two months has been a big success.

Mr. Sparrow, local district manager, is one of the leaders in the race among the districts for the best showing. Though about fifth on the list, when everything is considered, that is, the size of the district and the population therein, the percentage is in Mr. Sparrow's favor, ahead of the list.

#### Columbia Dealers Recovering From Flood

In spite of the floods and the heavy rains which are delaying and ruining crops, Mr. Sparrow says that the country business is running better than the city business throughout the Gulf district. The flood completely wiped out twenty Columbia dealers, but they have already sent in their orders for more machines and merchandise and are planning to come back stronger than before. The city dealers, Mr. Sparrow has found, are pessimistic but not discouraged. They ex-

pect a much bigger business in the Fall than they have had for some time and they are already putting in their orders for Fall goods.

One of the feats accomplished in the Gulf district by the Columbia line was obtaining the services of Ben Martin, known throughout the Delta country, and around Jackson, Miss., as one of the biggest phonograph men in that section. Mr. Martin has accepted the position as manager of the Columbia department of the Feld Furniture Co. store in Vicksburg. The Feld store was one of those which accepted the Columbia agency and sent in a big order even while the flood waters were still in the backyard. This is the kind of courage that wins.

It is understood that F. E. Mahoney, a Victor dealer, of Chattanooga, is moving to New Orleans. His plans are not known.

#### Recent Visitors

Among the visitors in town during the past fortnight was J. F. Bennett, assistant manager of the Brunswick-Balke-Collender Co., of St. Louis. He visited the Harris-Loeb Piano Co., local agent for the Brunswick Co.

#### DISTRIBUTORS OF DE FOREST RADIO

**A Number of Important Talking Machine Distributors Arranging for Distribution of DeForest Radio Line in Talking Machine Trade**

The DeForest Radio Telephone & Telegraph Co., which recently moved into greatly enlarged quarters in Jersey City, N. J., in a building occupying an entire city block, has been enabled through increased production to make deliveries in substantial quantities to several music houses which have been appointed its distributors. The DeForest products, which are among the best-known in the wireless field, are recognized as among the leading products in the world of radio.

Among the firms in the music industry which have been appointed distributors by the DeForest Co. are: Lyon & Healy, of Chicago; Owens & Beers, Inc., New York City; S. B. Davega Co. and the Triangle Radio Supply Co.

#### OUR CONGRATULATIONS, MR. UNGER

The announcement was recently made of the engagement of L. J. Unger, of the sales staff of the Brilliantone Steel Needle Co. Mr. Unger has traveled extensively throughout the trade in the interest of Brilliantone steel needles and numbers many friends among the talking machine dealers in all sections of the country. The announcement of his engagement has already caused him to receive many expressions of a congratulatory character.

Model 17. Mahogany, Golden Oak or Fumed Oak, 75-record file. Emerson music-master horn. Exposed metal parts gold plated. A beautiful machine worth many, many dollars more than we ask.



## Emerson Phonographs

at startling low prices

WHAT would it mean to you to be able to offer your customers a beautiful, nationally known, high-grade Emerson Phonograph at a price so low that it seems ridiculously impossible—and yet be able to make a fine profit on them? You can do so. We have a number of Emersons, fine, new machines, which we made up for the Emerson Co., which we can sell you at a price you will scarcely believe possible. We want to break even and that's all. You and your customers get the benefit. You know the Emerson—how really high grade it is—and what a splendid reputation it has. Cash in on this real buying opportunity!

Write for full information

**The UDELL WORKS :: Indianapolis**  
28th Street and Barnes Avenue

—**Summertime**  
 —**Outdoor Sports**  
 —and **WALTER CAMP'S DAILY DOZEN**  
 On **HEALTH BUILDER RECORDS**

A warm-weather life-saver for the talking machine dealer.

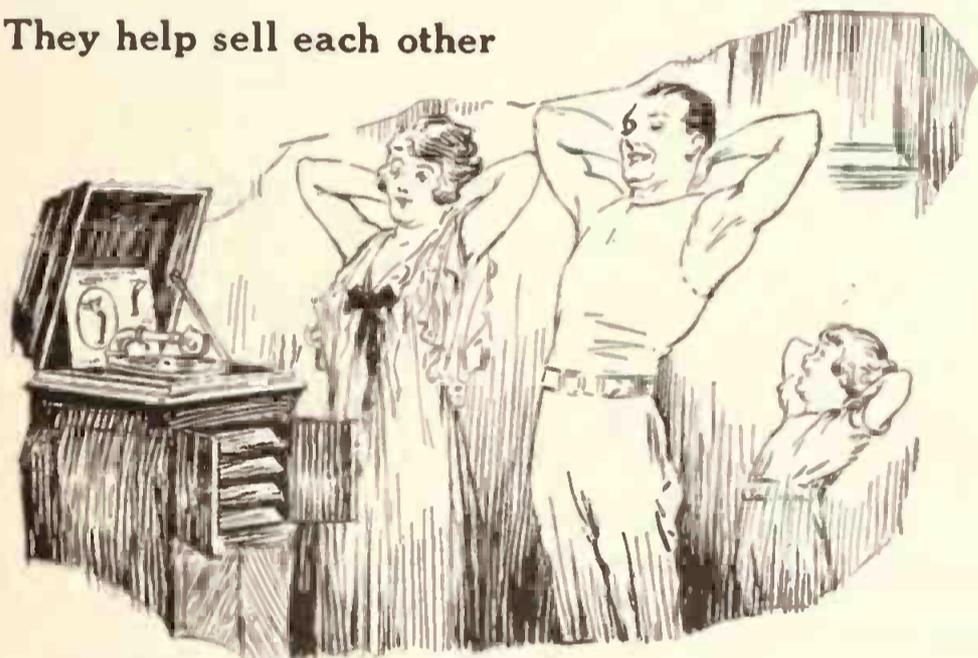
Summer is the time when men, women and children are proudest of their physical fitness.

Any dealer, with little effort, can sell the **DAILY DOZEN** to every golf, tennis, baseball and swimming fan or near-fan in his neighborhood.

The profits are exceedingly liberal.

Feature the Health Builders sets with your portable machines.

They help sell each other



**Remember!**

Health Builder Records  
 Alone Give You

**WALTER CAMP**

Football star and rules expert, physical director of thousands of men in the A. E. F., sportsman and gentleman in all respects, **WALTER CAMP** is known to every red-blooded American of two generations.

Walter Camp's "Daily Dozen" makes you fit and builds up good hard flesh and muscle; eliminates useless and excess flesh without undignified and irksome positions or harmful exercises that injure the heart, body or health.

It takes a few minutes to demonstrate a standard musical record.

It takes only a few minutes longer to demonstrate a Health Builder's set. And your profits are **20 TIMES GREATER.**

**Try a Health Builder Week in Your Windows**

Put some of our sets on display.

We will furnish attractive literature, cut-outs and hangers free.

Stage a demonstration of the exercises at certain hours each day with the aid of some athletic member of your sales force, or a young husky from your neighborhood.

Invite the children in for calisthenic drills.

There are hundreds of ways for live merchants to make money on **THE "DAILY DOZEN"—NOW.**

**ORDER NOW FROM**

**HEALTH BUILDERS**

Dept. W6

334 Fifth Avenue

New York, N. Y.

# M I L W A U K E E

*Trade Looks for Busy Summer—Badger Co.'s New Home—Dealers Interested in Association—Recent Trade Changes and Other News*

MILWAUKEE, Wis., June 6.—This is not going to be the usual "quiet Summer" in the Milwaukee talking machine trade—not if local jobbers and dealers can help it. While the first five months of the year were not far behind the average of former years in volume of business, there has been enough of an incentive to give every factor in the local trade the desire to go out and do some real business at a time when in the average year nearly everyone was complacent about the character and scope of trade until the vacation season and torrid spell were over and out of the way.

It is really surprising to make the rounds of the local trade and find the optimistic spirit that prevails. It is optimistic in more than one sense, for it is predicated not alone upon a good May business following a fairly active April, but upon the prospects of a relatively brisk trade in June, July and August. These three months usually have been slow save in respect to sales of records, for at the beginning of June there has been a rush for the lake and resort country which did not end until the new school term was in view. This exodus was aggravated in the last two to three years by the fact that housing conditions in this city were miserable and the only alternative for many families was to seek refuge in the country.

#### Unemployment Decreases

This year a great many people are going to the lakes, as usual, but in most instances the feeling is far less depressed than it was last year and two years ago. Most heads of families are now employed, while in 1920 and 1921 they were without jobs and without steady income. The stage has been reached where almost every family has been fortified against necessity and has some-

thing left over to spend for the better things in life—needed pleasures and enjoyments.

#### Business Stability Returning

Reports from distributors and jobbers in this city, who as a rule handle the entire Wisconsin and upper Michigan trade, are unanimous that business has more than sustained the "turn for the better" which set in some time ago. There is nothing spectacular about business; in fact, leaders in the trade are rather glad that this is so, for they have come to learn that the "boom" is an inflation, and the less there is of this sort of business the better the industry will be in the long run.

"We are gratified with the state of business and the prospects," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "Personally, I would rather have volume grow slowly but steadily than jump forward like a frightened deer and then drop dead in its tracks from a single bullet. Our retail trade is ordering goods with much more eagerness than usual at this time of the year, but in view of the cautious buying which they have been doing so long we are not surprised. On the other hand, this is testimony that the public is buying, for no one knows better than we that dealers are adhering to a 'hand-to-mouth' buying policy, and whenever their orders increase it can be traced directly back to better consumer demand. We look for an active Summer—in fact, it looks as if we shall have a better business than the average hot period has ever produced."

#### G. F. Ruez on Trade Extension Tour

George F. Ruez, president of the Badger Co., spent a solid week visiting the trade as a member of the party which went forth under the banner of the Jobbers' Division of the Milwaukee Asso-

ciation of Commerce, May 21 to 27. It was the nineteenth annual trade extension tour and the twelfth which Mr. Ruez has taken in. While the territory circumscribed by the route was relatively limited, and mostly in southeastern Wisconsin and northern Illinois, nevertheless Mr. Ruez was able to get a mighty good slant at current conditions. He is satisfied that things are decidedly on the mend and in the music line some big things are to be expected.

#### Demand for New Edison Grows

The New Edison, according to reports emanating from the Phonograph Co., of Milwaukee, State jobber, is showing steady increases in sales, while the Edison record line is actually establishing some new sales records in this territory.

#### Columbia Record Sales Increasing

Columbia business in the eastern half of Wisconsin has made giant strides against unusual conditions affecting general business adversely, according to R. H. Walley, representing the line in this part of the State. Mr. Walley, too, speaks especially of the remarkable advance made in record sales, although the Grafonola itself is keeping pace with other of the leading makes.

#### Sonora Campaign Successful

Fred E. Yahr, president and general manager of the Yahr & Lange Co., jobber of the Sonora line in Wisconsin and northern Michigan, is one of the real optimists in the musical instrument business and his views are backed up by a most satisfactory selling result of the last three months' special campaign.

#### Dealers Co-operate in Advertising

While record trade is active, and perhaps more so than ever before, probably due to the much larger number of instruments in use now, local dealers are not content with the business that is coming to them through ordinary sources. For instance, on the last few Sunday mornings, the local newspapers have carried joint advertisements of numerous dealers, featuring the favorite songs of various denominations and creeds. Last week the Badger Shop, Harry W. Krienitz, Inc., and W. E. Vollmar & Co. combined in advertis-

# Qualitiphone

## A Small Phonograph Which Will Last



**A Success With Dealers Everywhere**  
—It has proven its worth

Neat, compact and sturdy, with all the features of the high priced instrument.

A real motor — silent and durable.

In perfect balance—tested by experts to the thousandth part of an inch.

Equipped with automatic speed regulator—start and stop device, genuine mica sound box.

**Fully guaranteed**

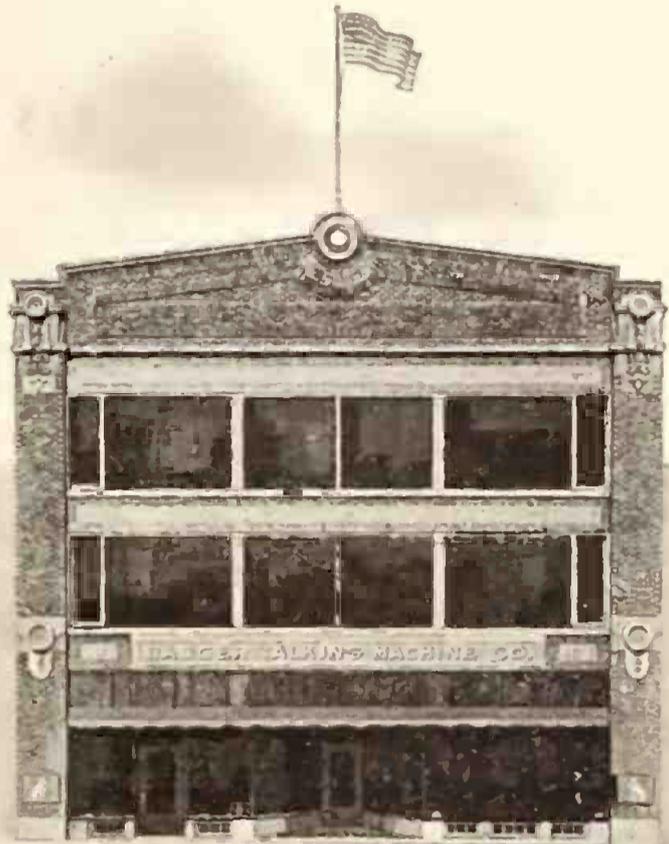
*Attractive Proposition for Jobbers — Write for territories*

**QUALITIEPHONE SALES CORP. 17 EAST 42nd STREET  
NEW YORK CITY**

ing popular Christian Science records of Victor origin. It was quite a success.

**Brunswick Records Enjoy Favor**

There is something about the smile of Thomas I. Kidd, manager of the local branch of the Brunswick-Balke-Collender Co., which is full of meaning. Brunswick instruments and Bruns-



**Splendid New Home of Badger Talking Machine Co., Victor Distributor**

wick records have been leading a merry pace for many months, and those who believed this was to be short-lived have been disappointed to find that there is a great deal of substance in Brunswick popularity. The records have been going especially well, while instruments have at least held their own with the other leading makes.

**Dealers Pushing Reducing Records**

Special records such as the Wallace reducing course have been pushed vigorously by all talking machine shops with excellent sales results in recent weeks. Many of the stores have put into effect novel means of attracting public attention to the records. Dealers report many amusing experiences in selling discs to "stylish stout" women, and some of them have told The Talking Machine World representative that after this experience they might be able to qualify for positions as corset salesmen.

**Merchants Active in Association**

Talking machine men are taking an active part in the rejuvenation of the Milwaukee Association of Music Industries, and their interest is partly responsible for the generous attendance Milwaukee furnished the annual conventions in New York this month. The new president, Frederick Carberry, is a Brunswick dealer as well as Chickering representative, and he has manifested a very broad conception of the needs of the talking machine trade in addition to the requirements of piano dealers. Leslie C. Parker, head of the Badger Victrola Shop, has been appointed chairman of the membership committee, which is one of the most important bodies of the organization under its plan of getting into the fold every person connected with an establishment that deals in talking machines, records and musical instruments and equipment of any sort.

**Badger T. M. Co. in New Quarters**

The Badger Talking Machine Co. is now located in its spacious new quarters at 191-193 Fourth street. The new building is centrally located and offers excellent facilities for the presentation of the Victor line, for which the company acts as distributor.

**Boom Victor Dealer for Postmaster**

A boom for Peter F. Piasecki for appointment as postmaster has been started by his friends,

and it is daily gaining momentum. Mr. Piasecki is a prominent South Side Victor dealer. He holds the rank of colonel, in which capacity he served as commander of the 127th Infantry of the famous Thirty-second Division in France.

**A. G. Kunde Pushing Gennett Records**

A. G. Kunde, formerly one of the best-known Columbia dealers in this city, and more recently engaged in the foreign record jobbing business has turned his attention to marketing the Gennett record as a wholesaler in this territory. Mr. Kunde is operating from his old headquarters at 344 East Water street. He instituted an active campaign early in June, using the monthly catalog of the Starr Piano Co.'s talking machine division as the basis. Excellent results already have been secured.

Among the newer industries engaged in the talking machine industry here is the Everplay Needle Co., with headquarters at 2502 Burleigh street. The Everplay needle is something new, and in tests has played 27,000 times

without replacement. The item sells for \$1 each.

**New Columbia Shop**

A new music shop has been opened at 254

South Howland avenue, Kenosha, Wis., by Joseph Cardinal, a furniture dealer and funeral director of that city. The original business is being operated at the original location, while the newly developed music department has been made a distinct business and established by itself. Mr. Cardinal is a Columbia dealer and also represents the Kimball line.

**Presents Brunswick to Y. M. C. A.**

R. W. Bailey, a well-known retail jeweler of Beaver Dam, Wis., who has worked up a large talking machine department in recent years, has presented the local Y. M. C. A. with a console type of the Brunswick, which has been made the subject of much favorable comment in the newspapers of Beaver Dam and vicinity.

**PICCAVER WELL-KNOWN ARTIST**

**Okeh and Odeon Records by Alfred Piccaver Proving Popular—Has Attained Success Here and Abroad—Has Sung in Berlin and Vienna**

Alfred Piccaver, whose records are being produced under the Odeon label by the General Phonograph Corp., is a native-born American who has achieved considerable success abroad. His records are meeting with a wide popular demand, and the General Phonograph Corp. is planning to bring out additional recordings in the near future.

After several years of study at the School for Opera at the Metropolitan Opera House, New York, Mr. Piccaver went to Europe to continue his musical studies and his European career has been replete with success. He is now considered one of the foremost tenors in Europe, having sung in the Royal Opera Houses at Vienna and Berlin.

His first record, released by the General Phonograph Corp., was the "Flower Song" from "Carmen" in the Okeh catalog, and this has been followed by "Thou Hast Spread Thy Wings," which will be issued next month under the Odeon label.

**64% ARE VICTROLAS**

An Independent Musical Survey of the City of Milwaukee Was Recently Taken by the Milwaukee Journal. Among Other Interesting Facts Disclosed Was This:

More Than Five Out of Every Eight Talking Machines Owned in the City of Milwaukee Are

**VICTROLAS**

The survey shows the following standing among various makes owned in Milwaukee:

Victrola	64.021%
2nd make	13.263%
3rd make	3.498%
4th make	3.394%
5th make	2.193%
6th make	1.697%
7th make	1.357%

Of 44,551 talking machines owned in Milwaukee 28,513 are Victrolas: THERE'S A REASON—Badger Service. Try it.

**Badger Talking Machine Company**

*Exclusive Victor Jobbers—Wholesale Only*

191-193 Fourth Street

Milwaukee, Wis.

# SAINT LOUIS

## Radiophone Still Interests—Music Memory Contest at Hannibal— Leading Jobbers and Dealers Conduct Big Campaign for Business

St. Louis, Mo., June 7.—The talking machine business in this city the past month has been fair, when adverse conditions are considered. The radiophone has continued to encroach, not so much as an actual business competitor, although it is becoming that, but in the way of dividing the interest which has heretofore been enjoyed by the talking machines exclusively.

### Stix, Baer & Fuller Handling Radio

At the Stix, Baer & Fuller store, which was the first to go into radio in connection with talking machines, the sales last month were actually greater, in money volume, than the sales of talking machines. The department has an assortment of outfits ranging in price from \$15 to \$700, but the range of most of the sales is between \$100 and \$200. Manager Ennis expects the radio to hold its own from now on. Most of the sales of phonographs also are at prices ranging from \$100 to \$200. There is also quite a good demand for smaller machines. More portables are being sold by the dealers than ever.

### Sounds Cheering Note

William McC. Martin, Federal Reserve agent for the Eighth District, in his monthly report said: "A decided turn for the better during the past thirty days is almost universally indicated in replies to questionnaires addressed by this bank to leading business interests throughout the Eighth Federal Reserve District. The improvement affects both actual volume of transactions and sentiment. In all branches of activity notable strides have been made in the direction of normal, and there seems to be more confidence in values and the future of business than at any time in more than eighteen months. This confidence is being manifested in a disposition to deviate somewhat from the recent practice of purchasing only enough for immediate requirements on the part of merchants, and among agriculturists, to enter with greater enthusiasm upon the tasks incident to heavier production of crops and live stock.

### Addresses Salespeople on Music Tendency

Mr. Durham, who books the artists for the International Concert Bureau, New York, was in St. Louis recently and when Manager Hosier, of the Scruggs, Vandervoort & Barney talking machine department, learned of it he secured Durham for a talk to the sales organization on the personal characteristics of famous artists. He showed the salespeople the human side of the artists. Mr. Hosier declared that from an educational point of view the talk was one of the best that he ever heard. Mr. Durham had been to New Orleans and was passing through on his way back to New York. He said he was delighted to find that there is a tendency in the country toward a reversion to a higher class of music. The better sort of popular music is still in vogue, he said, but the jazziest kind of jazz is dying out. He urged the encouragement of the tendency toward better music by inculcating it in children through the schools and children's concerts.

Manager A. W. Hosier, of the Scruggs, Vandervoort & Barney talking machine department, says that business was better during the second half of May than in the first half. Wallace reducing records are doing well, with women as the principal purchasers.

### A Unique Brunswick Ad Campaign

Brunswick dealers here have been co-operating in an advertising campaign of "A Club for Married Men" whose wedding anniversaries come in June and for the fathers of girl graduates and June brides. It takes the form of the June-day Gift Club. The following dealers joined in it: Arco Furniture Co., Baldwin Piano Co., Demerville Music Co., Famous-Barr Co., Field-Lippinan Piano Stores, Tyler B. Hawk Music Store, Home Phonograph Co., Kaemmerer Music Shop, Kirkland Piano Co., Lehman Piano Co., Mengel Music Co., Meyer Piano Co., Schmitt-Baker Music Co., Stock-Peterman House Furnishing Co. and Trorlicht-Duncker.

### Columbia Dealer Gives Concert

The Music Shop & Record Exchange, of this city, Columbia dealer, gave a concert recently which was quite a success. G. S. Moul, of the Music Shop, had the program very nicely arranged, and the demonstration of Columbia goods was given the second place on the program. The Columbia demonstration was followed by the orchestra, and then after several other musical numbers Mr. Moul raffled off an E-2 fumed oak Columbia, which was won by the No. 13. Following this dancing was enjoyed.

### Music Memory Contest at Hannibal

A most successful Music Memory Contest was put on in Hannibal, Mo., recently. The enthusiasm it aroused was largely due to the Federated Women's Clubs, assisted by the civic and business organizations, the public schools and the music merchants of the city. Prominent among the latter was E. A. Parks, Victor dealer, who loaned four Victrolas during the contest. There were twelve numbers rendered in the junior test and eighteen in the senior test. There were twenty-eight perfect papers in the former and to each child a sterling silver perfect score pin was presented by the women of Hannibal. The first prize to the school with the best average was \$15 worth of records, and \$7.50 worth of records as the second prize, given by the P. E. O. and Study Club.

In the senior class there were five perfect scores for the eighteen numbers played and a banner donated by the National Association for the Advancement of Music was won by the Eugene Field School.

The program was given by four of the leading musicians of Hannibal, including two vocalists, a violinist and a pianist. The vocal numbers were hummed.

At the close of the program, while the papers were being graded, Mr. Parks, of the Parks Music House, gave a talk on the Music Memory Contest, its origin and development.

### T. E. Clark Sells Store

T. E. Clark, of the T. E. Clark Music Co., Cape Girardeau, Mo., has disposed of his store and expects to locate in California. The new proprietors are Claude R. Juden and Walter Kempe, both of whom have been in Mr. Clark's employ for several years and have gained a reputation for industry and knowledge of the music business. They expect to continue as exclusive Victor dealers.

### Clever Merchandising Plan

R. L. Berry, Victor dealer, of Springfield, Ill., has just issued a folder describing a "New Kind of Record Service." It offers to send out each month three of the best sellers of the month, with the privilege of exchange within forty-eight hours. The cost is charged to his account. This gives to the customer the certainty of receiving

the choicest numbers on the first day these records are released without effort on his part. The record selection is suited to the taste of the customer.

### Gets Standing Record Order From Japan

Miss Fleeta Trout, in charge of the talking machine department of the Taylor Music Co., of Columbia, Mo., reports the sale of a large bill of records to a Japanese customer, a student at the School of Journalism, and a standing order since his return to Japan of six records each month of Miss Trout's own selection.

### News Brieflets

Mr. Peabody, one of the four proprietors of the Emerson Piano House, of Decatur, has withdrawn from the company and has identified himself with a dental supply house of Decatur. Mr. Peabody has been interested in the Victor educational work in Decatur and his loss will be felt.

Mr. and Mrs. Lloyd Parker, of the Parker Music Co., of Harrisburg, are planning a three months' vacation in the West.

The T. E. Clark Music Co., Victor dealer, of Cape Girardeau, Mo., gave the silver loving cup offered as first prize in a Music Memory Contest, held in connection with the recent field-day events at the Southwest Missouri Teachers' College.

J. F. Ditzell, manager of the Famous & Barr Co.'s talking machine department, is in New York attending the convention.

J. E. Maunder, manager of the local branch of the C. D. Smith Drug Co., St. Joseph, Mo., Sonora distributor, has returned from a successful trip through Missouri. One of the important accounts recently opened by Mr. Maunder was with Paul Whitten, Moberly, Mo.

J. H. Bennett, assistant manager of the Brunswick Co., has returned from a trip through the South.

The recent visit of the Isham Jones Orchestra greatly stimulated the demand for the Brunswick records of that organization.

The Silverstone Music Co. reported Edison business better than the preceding month. The radio supplies for which the firm contracted some time ago have been shipped and the firm will soon be distributing them through its territory.

Miss Marion R. Fox, of the Silverstone Music Co., broke her record on retail sales last month.

J. L. Moore, of the Hoops Mercantile Co., Crocker, Mo.; A. E. Baldwin, of Kennett, Mo., and J. Fiquart, Lincoln, Ill., Edison dealers, were recent visitors to St. Louis.

Miss Vivian Dewes has joined the retail sales organization of the Silverstone Music Co.

## NEEDLE SITUATION SATISFACTORY

B. R. Forster, president of the Brilliantone Steel Needle Co., New York City, reports that the needle situation is satisfactory and that the buying public is continuing to demand good needles. The quality of the American-made needle has earned for it the highest place. During the Music Convention in New York City the entire facilities of the offices of the Brilliantone Steel Needle Co. were placed at the disposal of visiting dealers and distributors and open house was kept.

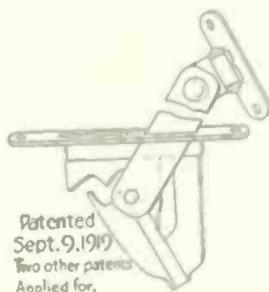
Keep your word, no matter what the cost. The man known as one who lives up to his promises is bound to be recognized for his integrity.

## HIGH CLASS PHONOGRAPH RECORDING

FOR THE TRADE AT EXCEEDINGLY LOW PRICES

Estimates furnished on complete records in any quantity

Newark Recording Laboratory  
15 West Park St. Newark, N. J.



### The Most Dependable and Inexpensive Lid Support on the Market

The new channel support is constructed of one piece of metal and it works automatically perfect. The hinges are made in two styles—flexible and bent. Samples on request.

STAR MACHINE & NOVELTY CO.  
81 MILL STREET BLOOMFIELD, N. J.



Patent Pending  
 Size: 8 in. x 14 in.  
 x 15 in.  
 Weight: Complete,  
 including album,  
 22 lbs.

*"One handle handles it"*

# Outing

TALKING MACHINE

Perfection in a Portable  
 Phonograph

**JOBBERs:**

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 PHONOGRAPH CORP.**  
 New York Distributing Division  
 15 West 18th Street  
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 145 East 34th St.,  
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**A. J. HEATH & CO.**  
 27-29 So. Seventh St.  
 Philadelphia, Pa.

**IROQUOIS SALES CO.,**  
 210 Franklin St.,  
 Buffalo, N. Y.

**E. B. SHIDDELL,**  
 221 Columbus Ave.  
 Boston, Mass.

**WALTER S. GRAY CO.**  
 942 Market St.,  
 San Francisco, Cal.

**DAVENPORT PHONO.  
 & ACCESS. CO.,**  
 217 Brady St.,  
 Davenport, Ia.

**UTICA'S GIFT &  
 JEWELRY SHOP,**  
 Utica, N. Y.

**J. R. POLK FURN. CO.,**  
 294 Decatur St.,  
 Atlanta, Ga.

**VOCALION CO.  
 OF OHIO**  
 Cincinnati, O.

**VOCALION CO.  
 OF OHIO**  
 Cleveland, O.

**BURNHAM, STOEPEL  
 & CO.,**  
 101 East Larned St.,  
 Detroit, Mich.

**WM. ANDERSON  
 PIANO CO.,**  
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 Minneapolis, Minn.

**GEO. C. ULRICH & CO.,**  
 718 Lincoln Bldg.,  
 Philadelphia, Pa.

**CANDIOTO PIANO CO.,**  
 120 So. Limestone St.,  
 Lexington, Ky.

The OUTING is the most complete and up-to-date portable phonograph ever made.

It is unique and attractive in design. Superior tone quality.

Built to give years of satisfactory service.

Made in Mahogany and Fumed Oak finishes.

*There are still several good States and large Cities open. Full details or samples will be furnished responsible jobbers on application.*



*Dealers in Mexico and Cuba should send orders and inquiries to*  
**R. C. ACKERMAN**

291 East 162nd Street

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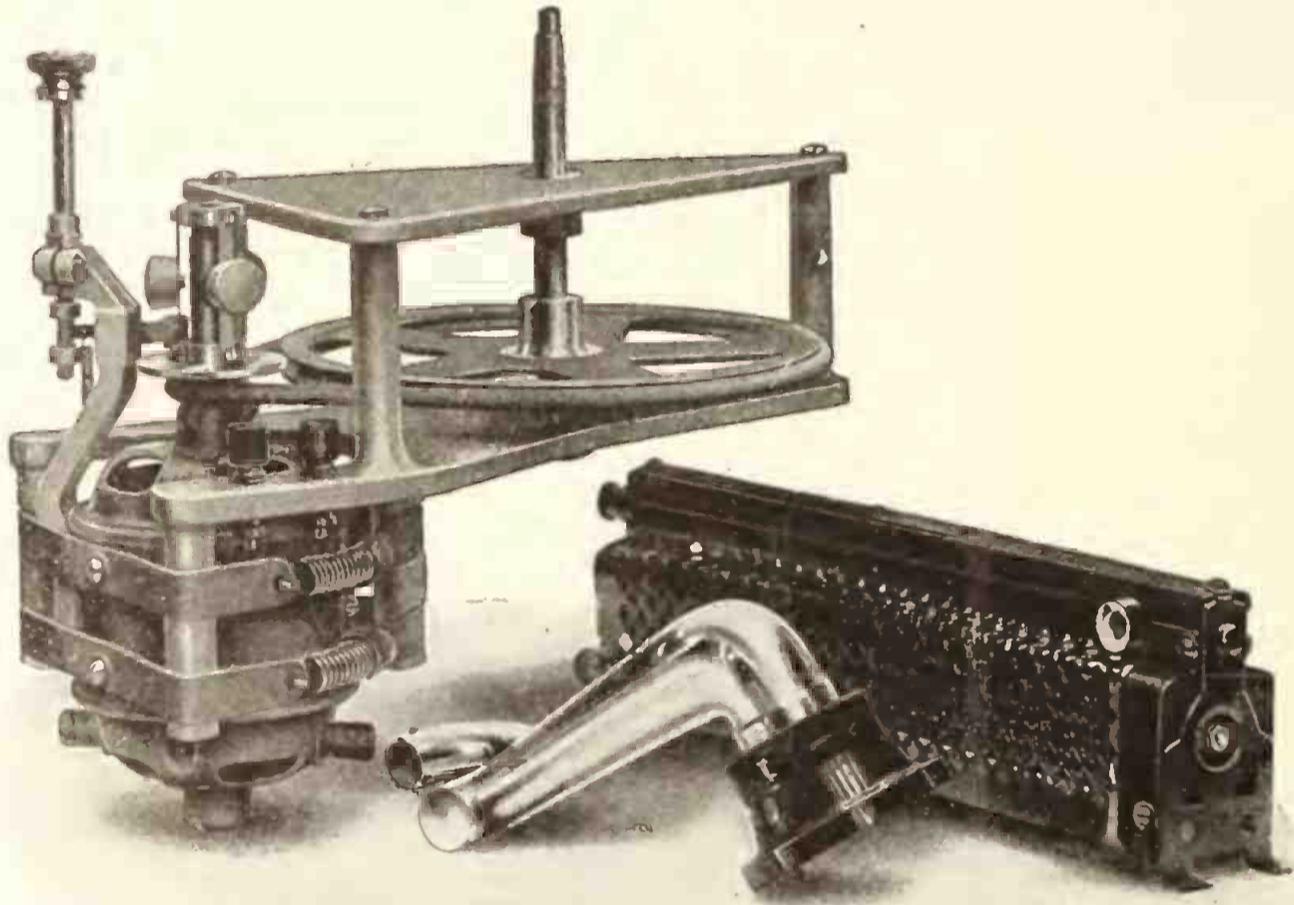
# Outing Talking Machine Co., Inc.

A. J. COTE, President

MT. KISCO, N. Y.

# *The Last Word in Electric Phonograph Motors*

Make this *your*  
leading line for  
the coming  
s e a s o n



## **The Electromophone**

**Absolutely Silent**

Adjustable to any voltage. Tone arm equipped with electrical stopping device, which operates in conjunction with the Electromophone—Record stops automatically on last note—Never fails!!

*The Sole Selling Rights of This Unique Mechanism Are in the Hands of*

**THE STERNO MANUFACTURING CO.**

19 CITY ROAD

LONDON, E. C., ENGLAND

DAVEGA SPEAKS ON MERCHANDISING

Monthly Meeting of Knickerbocker Talking Machine Co. Well Attended—Many Interesting Features on Program—Little Roslyn Louise Davega Scores as Dancer—Makes Big Hit

The monthly meeting held under the auspices of the Knickerbocker Talking Machine Co., Inc., Victor wholesaler, for the benefit of the metropolitan Victor retailers, was held on Friday, June 2, in the West Ballroom of the Commodore Hotel. The meeting opened promptly at 9:30



Roslyn Louise Davega

a. m. and continued until 4.00 p. m. with intermission for lunch, which was furnished in an adjoining room by the Knickerbocker Talking Machine Co. The entire list of July Victor record releases was played and a number of novel events made the meeting interesting from start to finish. During the playing of the dance numbers those present were invited to avail themselves of the opportunities offered by the clear space of the ballroom floor. There was also a waltz dancing contest.

Abram Davega, president of the company, spoke interestingly on Victor merchandising and gave many excellent suggestions for increasing business. Perhaps the most interesting feature of the program was a suggestion contest on "How to Improve Victor Business." No special judges were appointed, but the general consensus of opinion of those present was relied upon in determining the winner. Many excellent suggestions were given and the meeting was highly beneficial to all who attended.

A special entertainment feature and one calculated to well demonstrate the importance of the Victrola in child entertaining was a Hawaiian dance in costume given by Roslyn Louise Davega, young daughter of the president. This petite young miss gave an excellent performance and received great applause from those present. Later in the day she danced again to the accompaniment of the Victrola and again scored in the applause that followed.

SOPHIE TUCKER SCORES "HIT"

Well-known Vaudeville Star Winning New Friends Abroad—"Okch" Records Popular

The recording laboratory of the General Phonograph Corp., manufacturer of Okeh records, has received information from London that Sophie Tucker, well-known vaudeville and musical comedy star, has attained phenomenal success in her tour of Great Britain. Miss Tucker has been appearing in two of the leading theatres in London, and in order to satisfy the demands of her audiences she has been obliged to deliver numerous songs outside of her repertoire, which incidentally includes over 250 numbers.

The sales department of the General Phonograph Corp. states that Sophie Tucker's Okeh records are meeting with an exceptional sale with Okeh jobbers and dealers everywhere.

TO ORGANIZE NEW PATHE CO.

Committee in Charge of Affairs Recommends New Company to Enter Radio Field Supplemented by Phonographs and Records—Project Favored by Creditors of Old Company

A comprehensive report was recently issued by the temporary committee reporting the bank creditors of the Pathé Frères Phonograph Co., which is at present operating under receivers in equity. The report includes a definite plan for an entirely new company to engage in the business of manufacturing and distributing radio instruments and accessories, supplemented by phonographs and phonograph records. It is reported that the suggested company is in process of acquiring certain promising patents, licenses and devices which it expects to exploit and market and it is planned to add to the staff of the organization experienced men now actively engaged in radio. Negotiations will also be undertaken with the Pathé Co. in Paris with the idea of arranging, if possible, for the continuance of

the use of the Pathé name in connection with the business of the new company.

From a report of the receivers issued at the same time it is found that a complete liquidation of the present company would not yield a large return to the creditors, whereas the acceptance of the new plan by the creditors gives a possibility of receiving 100 cents on the dollar. The new plan is being submitted for the approval of the creditors and calls for the changing over of the temporary committee into a reorganizing committee. It is planned to issue to the creditors of the old company, who shall become party to this agreement, income bonds in the new company to the extent of 100 cents on the dollar. It is stated that the banks who hold the present mortgage on the property have indicated their willingness to enter into this new plan and immediately upon receipt of the approval of the required majority of creditors steps will be taken for the formation of the new company.

The Grafonola Store, 123 East Main street, Waterbury, Conn., was recently damaged by fire.



PIANO BOOKS

THE Edward Lyman Bill, Inc., technical library represents the only books written in English for the men who constitute the piano and player-piano industry of the United States. Each book covers its respective subject clearly and completely. Each volume is the standard work of its particular field. Every one of these books should be in the hands of every progressive man who wants to help keep the American piano industry the world's leader, both from an artistic and commercial standpoint.

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A very comprehensive book covering principles and practices of tuning, regulation of piano action, elementary principles of pneumatics, general construction of player mechanisms, repair of old pianos or player mechanisms. 331 pages, \$2.00.

Theory and Practice of Pianoforte Building

An essential book for every manufacturer, scale draftsman, superintendent, dealer or piano salesman. The only work of its kind in the English language. 160 pages, fully illustrated, tables, diagrams, etc., \$2.00.

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The best available source in English for player-piano knowledge. Principles of construction, regulation and use of pneumatic mechanisms. Descriptions of leading mechanisms. For salesmen, tuners, repairmen, etc. 195 pages, illustrated, \$1.50.

Regulation and Repair of Pianos and Player Mechanisms

Indispensable for salesmen and executives in piano factories, two books in one, illustrated, tables, diagrams. 158 pages, \$1.50.

Mail This Inspection Coupon

Edward Lyman Bill, Inc. 373 Fourth Ave., New York City.

You may send me on five days' free inspection the book or books I have marked. I will return them to you within five days or remit \$..... in full within ten days.

Name .....

Address..... City.....

Mark which books you want to see

Table with 2 columns: Book Title and Selection Box. Rows include: Modern Piano Tuning, Theory and Practice of Pianoforte Building, Regulation and Repair, The Player Pianist, Player-piano Up to Date.



**"Siam Soo," the oriental dancing doll, makes a wonderfully novel window display. Attracts crowds. It sells "Siam Soo" and Grafonolas, too. Ask your Dealer Service Man about it.**

**Columbia Graphophone Co.  
NEW YORK**

## CLEVELAND

*Opening of New Stores Shows Trade Betterment—Columbia Dealers Tie Up With Artists—Health Records Popular—The News*

CLEVELAND, O., June 8.—Plenty of openings of new establishments by firms long in business and others new in the talking machine world of Cleveland and vicinity have supplied pep for the industry during the month.

Topping the list may be considered the Halle Bros. Co., exclusive Brunswick department, which, as referred to in *The World* last month, was created under the careful guidance of the Cleveland district branch of the Brunswick-Balke-Collender Co., of which J. L. DuBreuil is district manager and E. F. Hughes service director. Norman H. Cook is manager of the new department, and the selection of Mr. Cook is attested to by the business already booked in the new department.

Not only is this one of the largest exclusive divisions in this section, but also one of the most elaborate, equipment and decorations in three machine display rooms amounting to \$10,000. A feature of one room is an imported Italian Renaissance fireplace and mantel of Carrara marble, while all rooms have expensive tapestries and furniture, with rare bronzes for decorative purposes. Fifteen record demonstration rooms have been installed. The entire front of the Halle store, eight windows, was used to display Brunswick instruments on the opening day, this being the first thing of its kind ever seen in Cleveland in the talking machine field, or in the history of the thirty-one years of Halle activities here. At the opening were A. J. Kendrick, general sales manager, and A. L. Fran, manager of the record sales division, of Brunswick, both of whom came from Chicago.

### New Buescher Victor Store

Official opening of the new Buescher Co. Victor establishment was held June 10. This firm adds one more music establishment to the Huron road musical center. Twice as much space is available in the new location. Fifteen record rooms and three large machine display rooms have been provided, and a stock of 40,000 records will be carried. Local orchestra and Cleveland musical talent entertained through the day, and the

greater part of the 7,000 persons invited attended the official opening.

### H. B. Bruck & Sons in New Location

At the same time the H. B. Bruck & Sons Co. opened its new downtown location, also in the same locality. Essentially a piano house, this firm has not overlooked the importance of the talking machine, and a large separate department is provided on the mezzanine floor, where Edison and Granby instruments, as well as other lines, will be featured.

### Dreher's Featuring Victor and Vocalion

The B. Dreher's Sons Co. establishment, likewise in the same vicinity, now is an accepted fact, this being the first of the several to open during the month. A feature of this event was the dinner to celebrities and newspaper folk by Henry Dreher, at which Mayor Fred Kohler spoke. A mezzanine floor will be used here for machine displays, and half of the main floor for record sales and demonstrations. The event marks the introduction of the Victor line on a large scale, which with the Vocalion will be featured by this establishment. William Gordon Bowie will be manager of the department.

### New Vocalion Accounts

Many new accounts for Vocalion have been opened in and near Cleveland in the last few weeks, according to T. W. Wade, manager of the Vocalion Co., of Ohio. Among these are the Sumac Bros. and the Mintz Piano Co., both new in the talking machine field.

### Dealers Add Sonora

Sonora interests likewise have opened two new dealers in one week, which is considered quite a stroke at this time, and two more for early closing are in prospect.

### Edison Console Models in Demand

New console models by the Edison interests have arrived at the Phonograph Co., but not in sufficient quantity to take care of the orders previously booked, according to E. S. Hirschberger, advertising manager. The Chippendale and William and Mary models so far are the most popular, it appears.

Several orders for these instruments already have been taken at the Bailey Co., according to E. A. Friedlander, talking machine department manager. Equally good results are being obtained by Mr. Friedlander with the new Pooley instruments, which seem to appeal because of appearance as well as price.

### L. Meier Gets Publicity Through Truck

Favorable publicity was obtained by the L. Meier & Sons Co. in the use of its truck, depicting a mammoth Victrola, the only device of its kind in this section of the country, when this instrument was used at the outdoor exercises at Gilbert School. Children drilled and danced to the music from the truck, while thousands of fond parents and others looked on.

### Orville Harrold Addresses Victor Dealers

The biggest meeting of the year of talking machine factors in the Cleveland district was held in connection with the appearance here of the Scotti Grand Opera Company, more than 150 members from Cleveland and nearby cities gathering at the Lattice Room, Hotel Statler, to hear his version on record making from Orville Harrold, opera tenor. The affair was arranged jointly by Edward B. Lyons, Eclipse Musical Co., and Howard J. Shurtle, Cleveland Talking Machine Co., and served to bring home more forcibly than ever the importance of the Red Seal Victor record as a business getter and holder.

### Columbia Dealers Tie Up With Artists

Another plan that was successful in bringing the artist as a record maker before the public was achieved by the staff of the local Columbia branch when Van and Schenck, appearing at the Hippodrome Theatre, autographed records in the Hippodrome Music Shoppe for the greater part of one day, while a Columbia instrument played their records. Twelve dealers hooked up with this event, which was arranged by George Krauslick, Columbia branch service manager. S. S. Larmon, branch manager, took the vaudevillians to William Taylor Son & Co., where they met the girls in Manager Davies' talking machine department. H. C. Cooley, assistant branch manager, showed them over the Cleveland Columbia plant.

### Miss Grazella Puliver Weds

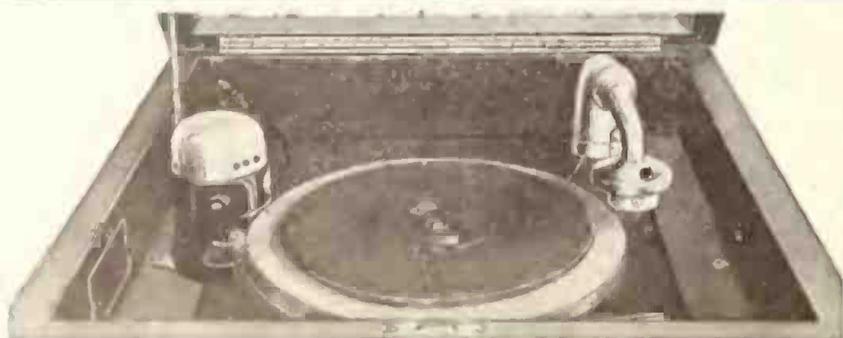
Miss Grazella Puliver, well known in local and Eastern talking machine circles, announces her marriage to Arthur Shepherd, assistant director of the Cleveland Orchestra.

### Dealers View New Sonora Display

The Paco Building, West Superior street, has been the Mecca during the month of dealers from all parts of the city and adjoining territory, to view the new display of Sonora instruments, in which standard and period models are shown, this having been arranged by the C. L. Marshall Co., wholesaler.

### May Co. Rushing Health Records

Further development of the health records, which have been featured in the May Co. talking machine department, is being made by Dan E. Baumbaugh, department manager. Heads of other departments and sales staffs have been advising customers of the benefits derived from this



### THE SHELTON Electric Motor

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

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

system, and in such divisions as corsets and the like stout people have been advised to try the courses. Many have, and these have told others, with the result that much new business in this and the regular line of records is coming forward. Many of the employes are now regular devotees of the courses, since they are part of the recreation in employes' rooms.

**Clever Columbia Windows Sell Records**

"Smilin' Through," the motion picture that made a three weeks' stay at a local picture house,



**Columbia Window on "Ten Little Bottles"**

was the basis for a strong tie-up for Columbia dealers by the Cleveland Columbia branch. The window created for this purpose was set up in the Columbia branch model shop and many deal-



**"Smilin' Through" a Columbia Window**

ers took turns using it through the campaign. Equally good results were acquired with the record. "Ten Little Bottles" was featured, in which ten "little" bottles were displayed.

**Policeman Stops Music, Buys Columbia**

Another new firm in the local field is Fleischer Bros., who will feature the Columbia lines. During the opening event a Magnavox was used, and this attracted too large a crowd to please a certain policeman, who asked that the device be discontinued, if only for a little while. Otto Fleischer did not let the opportunity pass—he sold the policeman a Columbia instrument before the argument was settled.

**Analyzes Radio Effect on Trade**

Investigation of the effect of radio concerts on the talking machine industry by S. S. Larmon, branch manager, the Columbia Graphophone Co., brings forth the following conclusions: That the radio, instead of diminishing interest in the talking machine, increases interest in music, because the radio concert is not lasting, while the graphophone record remains indefinitely. Likewise the radio concert brings new music into the home and increases the desire to possess records of the music given by the wireless method. In short, it is the belief of Mr. Larmon that radio will be a boon rather than a handicap to the music industry generally and the phonograph division particularly.

**John Steel Helps Sell His Records**

The personal appearance of the artist idea had an adequate demonstration when John Steel, Victor artist, appeared at the Windsor-Poling Co., Akron, and sang and autographed records. Mr. Steel's appearance was made doubly impressive, since he was one of the stars at a bazaar conducted by a fraternal organization.

**NEW BUILDING IN OKLAHOMA CITY**

**Ground Broken for Commodious and Specially Equipped Structure for the Use of the Oklahoma Talking Machine Co., Victor Jobbers**

OKLAHOMA CITY, OKLA., June 5.—Ground was broken this week for a new building on Main street, Oklahoma City, to house the Oklahoma Talking Machine Co., Victor distributors, and which will be one of the few buildings in the country designed especially for the handling of Victrola instruments and records at wholesale.

Work on the side walls of the structure is well under way and will be pushed to completion so as to be ready for occupancy in July.

The building will be two stories of modern brick and concrete construction. The location is in the 600 block on Main street within a stone's throw of the retail music district and easily accessible to the hotel district.

The building will have a store front to allow for arranging demonstration window displays for the edification of visiting dealers and it will include an advertising display room in addition to the usual office arrangement, which will be in the first floor front. At the rear will be the record racks and bins, together with a shipping room arranged for the rapid handling of record releases.

A modern repair department and parts room will also be included on the ground floor. The top story will be given over to instrument storage space and the arrangements include adequate elevator and freight dock facilities.

This will be the first structure in the Southwest devoted exclusively to the housing and merchandising of Victor goods as the Oklahoma Talking Machine Co. is the only distributor in the Southwest handling Victor goods exclusively.

A feature of the arrangements for the construction of the building typical of the Southwest was that the corner stone was laid and work commenced within two hours of the signing of the construction contract.

Notwithstanding this speedy arrangement, E. L. Gratigny and P. A. Ware, of the company's board of officers, and Thomas LaRue Husselton, the Victor Co. representative in Oklahoma, staged an impromptu corner stone dedication which was followed by an appropriate affair in which knives and forks took a prominent part.

**DISTRIBUTION RAPIDLY EXPANDING**

The Qualitiphone Sales Corp., manufacturer and distributor for the Qualitiphone small table talking machine, reports the demand for this little machine has been country-wide and that many of these small machines have been shipped to many points throughout the entire world. The company has received orders for quantities of these machines from Australia, Japan, China and two of the largest cities in South Africa. Repeat orders have been received from two of these far-off clients, which have greatly confirmed the opinion of the officials of the company as to the merits of this little machine.

One of the most desirable outlets for which the company recently completed negotiations is with the chain of Winchester sporting goods stores, which are featuring the machine in a special camp outfit. Considerable numbers have already been sold by the Winchester stores and it is expected that during the coming months the sale of these little machines will be given an impetus that will more than put it over the top in sales totals. William V. O'Brien, general manager of the Qualitiphone Co., is keenly enthusiastic over the reception received by this machine from the trade.

**NOW COMES THE ESKIMO SONG**

A few years ago who would have dreamed that ice cream could be covered by hot chocolate without melting and served up as Eskimo pie! Along with the vogue of this concoction, comes an Eskimo popular song, "Oogie-Oogie Wa-Wa," just recorded on a new June Vocalion record and featuring an Eskimo dance played on the piccolo.

**CLEVER TIE-UP WITH ARTIST**

**Ed Patton, Omaha Victor Dealer, Takes Advantage of Galli-Curci's Appearance to Boost Her Records in a Novel and Successful Way**

OMAHA, NEB., June 6.—Ed. Patton, an exclusive Victor dealer, 1522 Farnam street, this city, recently took advantage of the appearance of Amelita Galli-Curci, Victor artist, in a song recital, and by a rather clever plan drew attention to her Victor records and the fact that he handles them. In the program each song by this famous Victor artist, which had been recorded was marked with a star, while at the bottom of the program a similar star was placed before the words "Victor Records," which naturally emphasized the fact to those present that Victor records of these songs could be obtained. On the back of the program was the firm's advertisement announcing that every Galli-Curci record could be obtained there. There was also an announcement concerning the line of machines handled.

**Henry Smith Company**

2 Hudson Street Boston, Mass.

*Manufacturers of the*  
**Original Lansing**  
**Piano and Phonograph**  
**Moving and Wareroom**  
**COVERS**

*Announcing the new*  
**CONSOLE**  
**PADDED COVER**



*Factory Distributors for the*  
**GREEN MT. VIOLIN CO.**  
**NEW YORK ALBUM & CARD CO.**

# LOS ANGELES

*Important New Agencies Established—Console Models Grow in Favor—Cheney Distributors Open Up—Records for Stammerers*

LOS ANGELES, CAL., June 1.—The Music Trades Association dance which was held last month proved a great success, so much so that it has been voted to hold similar ones at least annually. The weather was not very propitious, but in spite of that there was an attendance of about 250 and it is anticipated that at least twice that number will be present at the next dance. Talking machine departments were well represented, managers, salesmen, record salesladies being there. The music, consisting of eight pieces, was supplied by Hancock's Vista Del Artoyo Orchestra. Mr. Hancock owns a Brunswick phonograph shop in Pasadena.

**Broadway Department Store Victor Agents**  
The Broadway Department Store has ob-

tained a Victrola agency, which it will handle exclusively. A. G. Faulkner, general manager of the music department, reports that the new stock was received in the early part of May and that the public has readily responded to the advertisements announcing the new department and he expects that the large clientele which the Broadway Department Store possesses will soon show their appreciation and that a large increase will result.

#### **New Cheney Distributors Open Offices**

The Munson-Rayner Corp., California distributor of the Cheney phonograph, has opened handsome offices in the Homer Laughlin Building. E. R. Darvill, who has been appointed sales manager by Munson-Rayner Corp., left for

the New York Convention on May 30 and will visit the Cheney factories before returning to Los Angeles. Mr. Darvill is very well known throughout the territory through his former connections with the Aeolian Vocalion Co. in the distribution of Vocalion records. The Munson-Rayner Corp. announces that, in addition to the Cheney phonograph, it will handle a line of phonograph accessory supplies.

#### **Console Models in Greater Demand**

Harold Jackson, manager of the phonograph department of the Wiley B. Allen Co., states that the demand for console models is showing a rapid increase and that sales of these types are exceeding those of the upright models. He is placing advance orders accordingly, believing that this choice on the part of the public will increase in the near future. Mr. Jackson also drew attention to the tendency—which will increase—of customers to apply for exchanges of their upright models; he has, therefore, found it necessary to make a rule that no exchanges of this kind will be made unless the price of the console, which the customer desires, exceeds the original price of the upright, which the customer wants to turn in, by at least \$100; an allowance under these circumstances will be made on the basis of the price at which the upright can be resold less the usual cost for handling and reselling.

#### **Bullock's Victor Department Opens**

The new Victrola and record department of Bullock's was opened on May 1. Mr. Crawford, merchandise manager of the department, has appointed W. V. Ray to be in charge of Victrola sales. Mr. Ray is well known in Los Angeles and was formerly in Canada, where he had several years' experience both in retail and wholesale Victor departments. Miss R. Johnson, formerly with Sherman, Clay & Co., is managing the record department.

#### **Series of Records on Stammering**

O. H. Ennis, who has made a national reputation in the public schools as a lecturer of a method for the curing of stammering, has made three double-sided records on which a complete course for the cure of stammering has been recorded. The set, which will be sold to the public and placed in the public schools, will be distributed by jobbers to dealers throughout the country.

#### **Fitzgerald Installs Brunswicks**

The Fitzgerald Music Co. has opened a Brunswick phonograph and record department. The announcement was a great surprise to the trade in Los Angeles, and the Brunswick Co. is to be congratulated on securing this well-known music house as its representative. The Fitzgerald Music Co. has always been a very large advertiser and it has already launched a large Brunswick advertising campaign.

#### **Radio Outfits Selling Big**

I. Lessor, special representative of the Blue Bird Talking Machine Co., returned last week from San Francisco, where he had been working for some time. He reports excellent sales both from the radio supply departments and also large orders for Blue Birds and special cabinets.

#### **Long Beach Dealer Enthusiastic**

George M. Parker, manager of the phonograph department of the Fitzgerald Music Co., reports fine business in the Long Beach Edison department. He states that the Edison has always been a favorite in that section and that the outlook is most favorable.

### **IMPORTANT PATHE CHANGES**

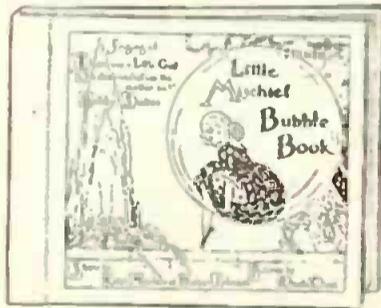
Several important changes have been made in the sales staff of the Pathé Frères Phonograph Co., Brooklyn, N. Y. Charles Usher, formerly of the traveling staff of the Emerson Phonograph Co., has joined the Pathé organization and will occupy an important position on the Pathé sales staff. S. A. Price, also an ex-Emerson man, is now on the Pathé sales staff. James Watters, for many years secretary of the Pathé Frères Phonograph Co., recently severed his connections with that company and has not as yet announced his future plans.

## There's a Curious Thing About BUBBLE BOOKS

The first Bubble Book sale isn't the whole story—by a lot. It's only a scratch on the surface.

That first sale really means that you've got a prospect lined up for thirteen other sales, and it's up to you to make them. For there is one sure thing about Bubble Book buyers—they always come back for more. And that's where your profits lie.

It's easy to make sales, but Bubble Books do more than that—they make customers.



When you sell one you sell a habit and when you sell a habit, you're building business.

**HARPER & BROTHERS, BUBBLE BOOK DIVISION**

Established 1817 Franklin Square New York, N. Y.

# A New Field of Profit For the Music Dealer

## DISBECKER Radio Products



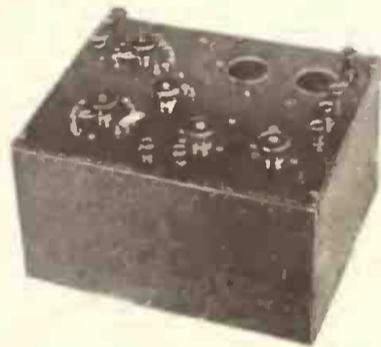
**Western Electric Loud  
Speaker**

The quality is due to special design of component parts. Music and speech are reproduced with perfect fidelity. All characteristics, inflections and modulations of speaker's voice are accurately preserved.



**Disbecker Console  
Cabinet**

Contains our complete receiving outfit with Western Electric Loud Speaking Telephone Outfit, batteries and accessories. May be attached to outdoor or indoor aerial.



**Disbecker D.M. 2 Tuner  
and Amplifier**

Covers full range of broadcasting wave lengths. Completes the Western Electric Loud Speaking Telephone Outfit.

### Prompt Delivery

By placing your order with us you will have the unusual experience of prompt delivery, not only of units, but of complete sets in quantity

Music Dealers! *Attractive Discounts. Communicate for Particulars*

# DISBECKER & CO.

15 West 35th Street, New York City

TELEPHONE 3977 FITZ ROY  
3978



**Nora Bayes scores again with her new July record. "All Over Nothing At All" and "Kindness." Nora Bayes' records automatically sell themselves—and this one is no exception. Stock it. A-3601.**

**Columbia Graphophone Co.  
New York**

## BLACKMAN CO. TO INCREASE ITS CAPITAL TO \$1,000,000

Announcement Made at Dinner Marking Twentieth Anniversary of Founding of House—J. N. Blackman's Interesting Address—Participants in Profit-sharing Bonus—Dance Follows Dinner

At the thirteenth annual banquet of the employes of the Blackman Talking Machine Co., Victor wholesaler, held at the Hotel McAlpin, New York, on Saturday, June 3, J. Newcomb Blackman, president of the company, announced that arrangements had been made whereby the company's capital stock would be increased from \$200,000 to \$1,000,000. This announcement was received with tremendous applause, as it indicated that the Blackman Talking Machine Co. had made phenomenal progress, and, in fact, had attained an exceptional degree of success for a wholesale concern. Mr. Blackman stated that the company had decided upon this important move in order to meet the demands of its fast-growing business and to take care of certain vital plans which the board of directors had decided upon recently.

This dinner also marked the twentieth anniversary of the Blackman Talking Machine Co., which, as announced in last month's Talking Machine World, took place officially on May 1 of this year. Prior to the dinner the employes, officers and guests of the Blackman Talking Machine Co. visited the Palace Theatre, where a top-notch vaudeville show was keenly enjoyed.

After the culinary achievements of the Mc-

Alpin chef had been thoroughly appreciated Mr. Blackman gave an interesting and inspiring address, calling attention to the ideals and attainments of the Victor Talking Machine Co. and emphasizing the increased prestige achieved by Victor products during the past year. He also spoke briefly of the Blackman Talking Machine Co.'s activities as a Victor wholesaler during the past twenty years, giving his employes some idea of the principles and policies which had served as a foundation for the business.

For the past thirteen years the employes of the Blackman Talking Machine Co. have partici-

P. Oliver, C. L. Johnston, secretary and sales manager; James F. Ashby, Geo. Thau, Frank Roberts, John Mills, Edgar S. Palmer, Miss May V. Johnston, Miss Elizabeth Reighton, Miss Mae Dranow, Miss Lauretta W. Haggerty, Walter R. Grew, Arthur C. Herman, Geo. Geise and A. L. Davidson.

Subsequent to the close of the dinner a lively jazz orchestra gave the Blackman forces an opportunity to display their dancing ability. In addition to those mentioned there were present at the dinner the following: Mrs. Frank Roberts, Mrs. C. L. Johnston, Mrs. James F. Ashby, Mrs. Clara Per Lee, Mr. and Mrs. H. I. Lundquist, Mr. and Mrs. Lewis Kay, Mr. and Mrs. A. C. Barck, Lee Robinson, Talking Machine World; Miss Peters, Mrs. Edgar S. Palmer, Glad Henderson, Mr. and Mrs. E. M. Sheetz, Mr. and Mrs.



Thirteenth Annual Banquet of Employees of Blackman Talking Machine Co.

pated in a profit-sharing plan, whereby all employes who have been in this company's service for a fiscal year share in the company's profits. This broadminded movement was instituted by Mr. Blackman as a means of co-operating with and stimulating the activities of his employes, and the Blackman profit-sharing plan has undoubtedly been a vital factor in the success of the company. In addition a number of employes have become stockholders of the Blackman Talking Machine Co. and at each annual banquet receive a dividend check besides their profit-sharing bonus.

At this year's dinner the following officers and employes received stock dividends: Fred P. Oliver, vice-president and general manager; James F. Ashby, assistant treasurer, and Geo. Thau, assistant secretary. Among the other stockholders present were: Mrs. J. Newcomb Blackman, Mrs. Fred P. Oliver, Mrs. A. A. Houghton, Albert M. Blackman and Frank Roberts. Mr. Roberts, who has recently retired, has the distinction of being the first employe in the Blackman organization. He joined the Blackman forces twenty-one years ago, at the time when J. Newcomb Blackman entered the talking machine industry, and until a year ago was one of the most active employes in the organization. He is beloved by every member of the staff and no Blackman dinner would be complete without his cheery good-fellowship.

Among those who participated in this year's profit-sharing bonus were the following: Fred

Geo. A. Baker, Mr. and Mrs. W. H. Bishop, Mr. and Mrs. C. A. Wessell, Mrs. John Mills, Miss M. Erhardt, Miss Frances Koehler, Miss Anna O'Connor, Miss Marion Franks, Miss Lillian Weiss, George Skroblus, Leonard Graham, Arthur Harrington, Carlton Schissel and L. E. Fournier.

## REMOVES PLANT TO PLAINFIELD

The Stephenson Laboratories, manufacturer of tone arms, sound boxes and the "Stephenson Precision-made Motor," recently moved its plant from Newark, N. J., to Plainfield, N. J. In addition to continuing its activities in the talking machine field, the company is also manufacturing radio apparatus. Agents are now being appointed for the distribution of its radio products.

The North American, a Philadelphia newspaper, has inaugurated a music section, which is a departure from the usual musical department conducted by newspapers. Instead of merely listing the records manufactured by the various record companies, a paragraph is devoted to an analysis of the quality of the music of each record.

## COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

## Radio Service to Talking Machine Dealers

We take pleasure in announcing the opening of our salesrooms at 122 Fifth Avenue, Suite 311-12, near 18th Street, New York, where we are fully equipped to take care of your radio requirements, selling at wholesale only.

We are distributors for:

DeForest Radio Tel. & Tel. Co.  
General Apparatus Co.  
Elsemann Magneto Corp.  
Dictagraph Phones  
Frost Head Phones  
L. S. Beach Mfg. Co.  
Cutting & Washington Regenerative Receivers  
Deveau Products  
A. F. Tubes  
Horne Mfg. Co.  
Facent Electrical Co.  
Thordarson Mfg. Co.  
And others

Our organization includes Mr. H. A. Linde, a former radio instructor in the U. S. Navy.

Triangle Radio Supply Co., Inc.  
LAMBERT FRIEDL, President

RED SEAL SCHOOL FOR NEW YORK

Victor Wholesalers in Metropolitan District Make Preliminary Arrangements for Holding Red Seal School Here Next Month Under the Personal Direction of F. A. Delano

At a meeting of Victor wholesalers of the metropolitan district held at the headquarters of the Blackman Talking Machine Co., New York, on June 1, preliminary arrangements were made for the holding of a Red Seal School in this city under the personal direction of F. A. Delano, head of the Victor Salesmanship School, and with the co-operation of all the jobbers.

J. Newcomb Blackman, of the Blackman Talking Machine Co.; Lloyd L. Spencer, of Silas E. Pearsall, and Charles B. Mason, of the New York Talking Machine Co., were appointed a committee to look after the details in connection with the school. It is very probable that the sessions will be held in the Hotel Pennsylvania, although definite arrangements toward that end have not yet been made.

The first class will open on July 10, and will last four days, to be followed immediately by a second class covering a similar period. It is believed that a sufficient registration will be made to warrant the holding of two, and perhaps three or more, classes, judging from the interest that has been shown in similar Red Seal Schools conducted in Buffalo, N. Y.; Washington, D. C., and other cities.

HEALTH BUILDERS RECORDS POPULAR

Good All-Year Proposition for Dealers—Important Recognition from Australia—Canadian Campaign Opens—C. A. True Joins Force

The Health Builders set of records, consisting of Walter Camp's Daily Dozen set to music, is proving a good all-year-round sales proposition for the talking machine dealer. At the headquarters of the company in New York City it was stated that the sales volume of these sets is continuing in a satisfactory manner and it would seem that many dealers are planning to feature them strongly during the Summer months.

Robert B. Wheelan, president of the company, reports that considerable foreign recognition of these records is being received. S. P. England, noted physical culture authority of Australia, who was recently in this country, took back with him several sets of the Health Builders' course. As an aftermath of this visit, Mr. Wheelan received a cablegram for a substantial number of sets to be shipped immediately.

Mr. Wheelan also makes the important announcement that arrangements have been completed with the Berliner Gramophone Co. of Canada for the manufacture and distribution of Walter Camp's Daily Dozen set to music in the Dominion.

C. A. True, who was for many years manager of the talking machine department of Bamberger's store, Newark, N. J., has severed his connection with that company and joined the staff of Health Builders, Inc. It is Mr. True's plan to immediately thoroughly canvass the dealers throughout the State of New Jersey and actually demonstrate to them not only the best method of selling Health Builders' records but how Summer sales can be increased with the Health Builders' set.

OPENING NEW VICTOR ACCOUNTS

PEORIA, ILL., June 6.—The Putnam-Page Co., of this city, Victor wholesaler, is opening a new account in East St. Louis, Ill., and another one in South St. Louis, Mo. The Jamerson Music House in East St. Louis promises to be one of the finest music establishments in this part of the State, and E. E. Baker, of South St. Louis, who has bought out the Kleekamp Piano Co., at South Grand avenue, is opening a very fine Victor store there.

Many a man thinks he knows more than he does.



Radiophones For Dependability

Reg. U. S. Pat. Off

De Forest Radio Telephone and Telegraph Co. has pleasure in announcing the following distinguished music houses as Jobbers of De Forest Radio Products

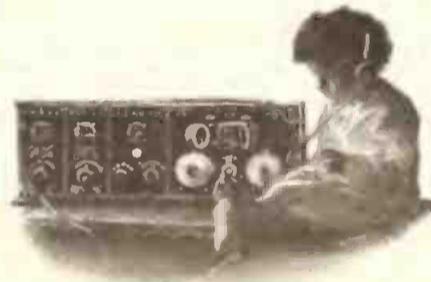
- LYON & HEALY ..... Chicago, Ill.
- OWENS & BEERS ..... New York City
- TRIANGLE RADIO SUPPLY CO. New York City
- SILVERSTONE MUSIC CO. .... St. Louis, Mo.
- ROCHESTER PHONO. CO. .... Rochester, N. Y.

Other appointments to be announced as rapidly as deliveries permit

The history of the radio telephone goes back twenty years—to the discovery of the three element vacuum tube. For twenty years De Forest Leadership in this field has been acknowledged and unquestioned.

Dr. Lee De Forest is the inventor of the present-day vacuum tube. It was he who applied it to the wireless telephone. Since 1902 every notable advance, every radical improvement has been a De Forest achievement. The Unit-Panel System was brought out by De Forest; the Interpanel Arrangement of Apparatus was a De Forest creation.

The De Forest Reputation and Prestige is ably upheld during the present popularity of radio by five well-known instruments: The Everyman Receiver, the Radiophone Receiver, the DT-800 Amplifier, the Radiobest Receiver and MR-6, the 150-20,000 meter Receiving Set. A complete line of parts is also made by De Forest for those who "build their own."

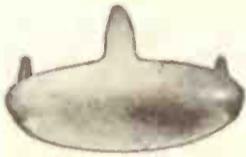


General Offices:  
Franklin Street and Central Avenue  
Jersey City, N. J.

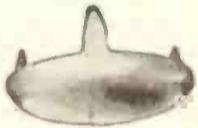
Factories:  
Jersey City, N. J.  
Jackson, Mich.



Made of High Grade  
Hardened Steel  
Specially Treated  
to Give  
Frictionless Surface



Extra Heavy  
Size—1 3/4 in.



7/8 in.



3/4 in.



5/8 in.

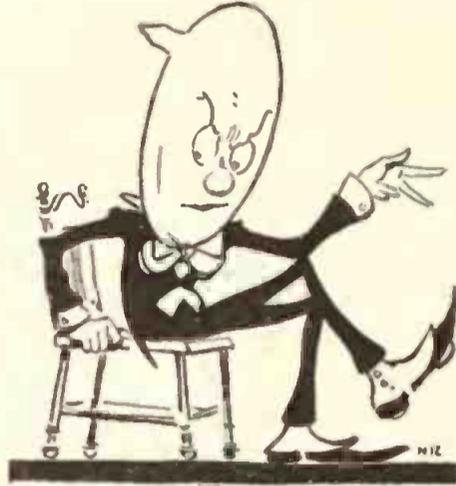


1/2 in.



3/8 in.

Reg. U. S. Pat. Off.  
No. 905758 which will  
be strictly enforced



## Furniture Footwear

## Economy

The necessity of economy is before us every day.  
What greater economy can you make than to use

### DOMES of SILENCE

When this is combined with the many other important qualities of these slides you have an ideal furniture footwear device.

To remind you—these other qualities, which ordinary devices do not possess, are

*Simplicity*

*Silence*

*Invisibility*

*Adaptability*—Suitable for covered and uncovered floors alike.

*Service*— Long wear.

Protection to furniture, floors and rugs.

The perfect footwear for furniture—

### DOMES of SILENCE

"Better than Casters"

Henry W. Peabody & Co.

DOMES OF SILENCE DIVISION

17 State Street, New York City

In All Your Talking Machine Orders,

*Specify* **DOMES of SILENCE**

F-54

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

# ATLANTA

*Trade Outlook Brightens—  
"Progress and Prosperity  
Week"—News of the Month*

ATLANTA, GA., June 10.—The outstanding feature at the present time is the strong feeling of optimism, of certainty that business during the coming months will be good. This feeling was first apparent in the southern counties of Georgia and Alabama. This section, because of its earlier season, began to get returns from early crops weeks ahead of more northerly districts.

The same feeling that conditions are sound is now evident in practically all sections; so much so that the Atlanta Constitution recently referred to the situation in the following paragraphs:

"Last year and the year before the cotton boll weevil ruined the farmers of the Southeast; but during those two years the farmers learned how to farm successfully in spite of the weevil. The results of that severe two years' schooling are becoming manifest now.

"Diversified farming and stock raising obtains all over the South now, in contrast to all-cotton a few years ago. At this season in years past the farmers went to banks and supply stores to borrow money to carry them through the Summer or until they sold their cotton in the Fall.

"This Spring they have garden truck, fruits, grain, hogs, cattle, chickens, eggs, etc., to sell for cash, and they are selling and getting cash. Papers of the Southeast teem with news items of hog sales, cattle sales, the shipping of fruits and vegetables by carloads, and with the exception of peaches from Georgia and early vegetables from Florida, this is an innovation in the South."

The above coincides with the views expressed to the writer by Westervelt Terhune, manager of the Columbia Graphophone Co.'s local branch, who has spent several weeks recently in thoroughly covering a great part of this Southeast territory. Since Mr. Terhune is of almost twenty years' experience in the phonograph business here, it is most encouraging to learn that the conditions in our line are fully in keeping with the general improvement.

Further assurance of betterment is to be found in the fact that Atlanta felt the time was now ripe to stage a "Progress and Prosperity Week." Everything has been carried out on a large and lavish scale, beginning with a street pageant, "The Story of the Rose." The richly decorated monster floats as used at this year's Mardi Gras were brought here from New Orleans. The parade was followed by a ball and carnival at Lakewood Park; and the general program was continued with a series of fetes throughout the entire week. An abnormal amount of rain caused the postponement of several events.

Walter Waldman, of the Cable Piano Co., has recently been transferred to the Jacksonville branch, where he is in charge of the Victrola department.

Handsome salesmen's portfolios for use by the retail dealers when at work outside the store are now being distributed by M. E. Lyle, Southern representative of the Strand consoles. They will be an invaluable selling aid to those dealers who realize that the way to do business is to "Go Out and Get It."

P. C. Brockman, who is in charge of the wholesale phonograph division of the Polk Furniture Co., has recently spent a couple of weeks North visiting the offices and factory of the General Phonograph Co., and stopping at Philadelphia in connection with his recently organized accessory supply department. Before leaving Atlanta he finished the rearrangement of his warerooms, as it was found necessary to add space to the record stock department. Growing Okeh record business has made it necessary to add Charles Ray to the staff. Mr. Ray should prove of great value as he has had a long experience here with the Southern Sonora, Elyea and other talking machine firms.

## THE FINEST PHONOGRAPHS MADE

Bear one of the oldest and best known names in America's Musical History

The Great  
**KIMBALL**

**KIMBALL**

Line is Priced \$90 - \$95 - \$110 - \$115 and up

A Beautiful  
Model to Fit  
Every Purse

Many Phonograph  
dealers have more  
than doubled  
previous profits  
by taking on

### The KIMBALL

proposition, which  
means Better  
Merchandise, Bet-  
ter SALES, Big-  
ger, Surer Profits.

There will be  
a Kimball deal-  
er near you.  
See if your ter-  
ritory is still  
open.



More than a Mil-  
lion Homes in  
America have had  
an instrument  
from KIMBALL.  
The Kimball  
method of

### FINANCING SALES

is a direct co-op-  
erative plan which  
contemplates a  
service which  
cannot be ob-  
tained through  
any other meth-  
od.

Style R  
Equipped with Albums  
37 in. High 40 1/2 in. Wide  
23 1/2 in. Deep  
**W. W. KIMBALL CO.**  
KIMBALL BUILDING  
Wabash & Jackson Ave., Chicago, U. S. A.

Write to-day  
for Special  
Sixty-day Of-  
fer.

The Victor department at Cable's has been without its leader for the past few weeks. Herbert Brown, the manager, has been ill in the hospital, but is once more up and about.

M. E. Lyle had a Console cabinet on display during the Southern Victor Dealers' convention at Mobile, May 17 and 18. Many dealers were intensely interested in this flat-top authentic period design.

It was unfortunate that the convention of the Georgia Furniture Dealers was held in Atlanta on the same days as the Victor Dealers' convention at Mobile. Many furniture dealers carry the Victor and it was impossible for them to be in both places at once. Walter Wood, of the Rhodes-Wood Co. (Pathé dealers), was chosen president of the Furniture Dealers' Association for the coming year.

### LANDAU'S IN FINE NEW STORE

Quarters in Wilkes-Barre One of the Finest in the State—Victor Line of Machines and Records Are Featured—Radio Handled

WILKES-BARRE, PA., June 8.—Landau's, Victrola and jewelry dealer, and one of the oldest concerns in this city, is now located in its handsome new quarters in the firm's own building at 34 South Main street. The new establishment is without a doubt one of the finest stores of its kind in the State and its favorable location, together with its fine appearance and spaciousness, is expected to make it one of the most popular

musical shopping centers in that part of the city.

A public radio receiving station is another feature. Other features of the store are forty rooms for demonstrating Victor records and handsome display cases.

The firm will make a specialty of handling radiophones. A broadcasting station has been erected on the roof of the Hampton Building from which programs will be broadcasted nightly for a distance of ninety miles for the present, the distance to be increased later.

The heads of this prosperous concern are Hyman Landau and Harry Michlosky, who through their energetic merchandising policies have built up a large clientele. Branch stores are also operated in Pittston and Hazleton, Pa. Thompson H. Rowley, well known in the musical circles of the city, has been placed in charge of the musical instrument department.

### ISHAM JONES ENTERS TRADE FIELD

SAGINAW, MICH., June 8.—The Isham Jones Brunswick Shop, carrying a complete line of Brunswick machines and records, will be opened about July 1 at 127 South Washington avenue, this city. Isham Jones, leader of the Chicago Dance Orchestra and widely known as a Brunswick artist, Thomas Jones, Frank Jones and Gerald Marks compose the company.

### HEARN ADVERTISES THE STRAND

James A. Hearn & Son, the well-known department store, of Fourteenth street, New York, carried a very attractive advertisement in last Sunday's papers in which they featured the Strand Queen Anne console model phonograph, made by the Manufacturers' Phonograph Corp. The announcement also contained a very striking illustration of this instrument, which is greatly in favor.

Much of the success of a business depends upon the morale of those engaged in it.



Celebrating Opening of New Landau Store in Wilkes-Barre

# Oké Records

The Records of Quality

*Will Build Bigger Business  
For You!*

## **CONSOLIDATED SERVICE**

---

Enables you to handle the business with greatest efficiency. Dealers can depend upon their orders being filled immediately upon receipt. Newest Records and biggest hits, to be of value, must be coupled with goods on hand to meet the demand. That's where we serve by keeping complete stocks at all times.

*Write Us For Our Dealers' Proposition*

# Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.

## PRESIDENT WILLSON DISCUSSES COLUMBIA CO. AFFAIRS

With Financial Status of Columbia Co. Now Satisfactorily Arranged an Aggressive Campaign With New Policies of Production and Dealer Co-operation Has Been Inaugurated

"Six months' work on the part of the creditors of the Columbia Graphophone Co. has culminated in a satisfactory arrangement whereby the indebtedness of the company, both principal and interest, at the discretion of a readjustment committee, is postponed for a period of three years, leaving the company free from embarrassment through individual actions and in position to proceed aggressively with its new policies of production and dealer co-operation," says H. L. Willson, president of the company, in his public statement since the readjustment plan was effected.

"The Columbia Co. is not and never has been in the hands of a receiver. A petition for such action was filed by small holders of stock but the plea was dismissed promptly. The agreement of a majority of note holders against the company to defer payments both on interest and principal from April 1, 1922, to August 1, 1925, after deducting an amount not in excess of aggregate bank deposits on September 15, 1921, is healthy indication of the faith they have in the earning capacity of the Columbia Co. under normal conditions. This plan could have been blocked by objections from 25 per cent of the note holders, but not three per cent objected.

"All of this means that the company has cleared its decks of the unfortunate situation created by the sudden stoppage of business, the sudden falling off in sales and the accumulation of inventories, and the management is in a position to devote its entire energies to carrying forward the company's business of serving the public demand for the best that can be produced in the way of instruments and records, and it is the earnest intention of the management to devote itself to carrying out this policy.

"The volume of business in the last month, considering the season and the uncertainty as

to the success of efforts to effect a reorganization plan that would fully meet the approval of all concerned, has been more than satisfactory. Improved products, the closest possible rela-



H. L. Willson

tions with our family of dealers and strictest economies in production we are confident will combine to develop a steadily improving business outlook for the company. Through the period of depression, we did not let up on experimentation tending to improve our products. As a result, we can say definitely that discoveries have been made in our plants that are of significance to all lovers of phonographic music."

With the financial policy of the company determined, additional confidence has been created through the type of man at the head of the company. Mr. Willson has eighteen years of practical experience in all phases of the business and is recognized as being fully familiar with the details of production, dealer policies and publicity. His record is one of progress tempered with conservatism.

## MORE SPACE FOR VICTOR SHOWROOM

Peoria Dealer to Give More Prominence to Victor Department—Furnishes Shakespearean Records to English Classes of High School

PEORIA, ILL., June 5.—P. A. Bergner & Co., of this city, are planning to move their Victrola department to a more prominent place in the store. The balcony is at present being considered, and it will probably be the home of the department in the future.

The Victrola department in this establishment recently loaned the senior English classes of the Peoria High School all of the Shakespeare Victor records, which were used to entertain the students through their class period. It is quite likely that many of these records will find a permanent place in the English department of the High School for the entire year. The loan resulted in some excellent publicity.

## WELCOME GEO. W. LYLE ON COAST

LOS ANGELES, CAL., June 5.—George W. Lyle, president of the Manufacturers' Phonograph Co., Inc., arrived in Los Angeles Saturday. Mr. Lyle, who has a multitude of friends and admirers on the Pacific Coast, reports excellent sales in all parts of the country of the Strand line of phonographs. He expected to meet W. S. Gray, of the W. S. Gray Co., Pacific Coast representative of the Strand, but the latter was summoned to San Francisco on account of the death of a near relative.

# Puritan Records

## SUMMER SALES

To keep the sales volume up during the summer months has two important requisites—a well defined sales campaign and merchandise that provides quick turnover.

Puritan records provide quick turnover. They make this turnover possible because of our policy of issuing hits while they are hits. Two new releases are made each

week. You are selling and making your profits on a popular number before it has reached its peak.

Dance records enjoy good summer sales. Puritan dance records are good and the price is right. There are good profits in it for you.

*Dealers East of the Ohio and North of the Potomac are invited to investigate the Puritan proposition. Write NOW, in time for the summer months.*

**The BRIDGEPORT DIE & MACHINE Co.**  
170 ELM ST. BRIDGEPORT, CONN.

CABLE ADDRESS REG'D  
"FILASSE—PHILA."

Send for Samples and Special Quantity Quotations

LONG DISTANCE 'PHONE  
BARING 535

# IMICO INDIA RUBY MICA DIAPHRAGMS INTERNATIONAL MICA COMPANY

GENERAL OFFICES AND FACTORY: 37th and BRANDYWINE STS., WEST PHILADELPHIA, PA.

PHILADELPHIA, PA.  
YOKOHAMA, JAPAN  
CHICAGO, ILL.

## DETROIT

Increased Employment Aids  
Trade — Dealers Optimistic  
—Activities of the Month

DETROIT, MICH., June 5.—Industrial conditions in Detroit are probably better than in any other large city of the country. Everybody is working, savings are increasing in the banks, and the outlook is for a very busy Summer. Talking machine



KEEP BUSY DURING THE  
SUMMER

DRESS UP YOUR  
WINDOW WITH

UKULELES

THEY ARE POPULAR SUMMER  
VACATION INSTRUMENTS, AND  
SELL QUICKLY, BECAUSE THEY ARE

INEXPENSIVE  
EASY TO PLAY  
EASY TO CARRY  
EASY TO PACK

ADD A FEW MANDOLINS,  
GUITARS and BANJO  
UKULELES

WRITE FOR OUR SPECIAL SUMMER  
SUGGESTIONS—No. 115—CONTAINING  
THE BEST SELLERS OF THE SEASON

**DURRO** VIOLINS  
BO WS  
STRINGS

Always in demand regardless  
of season



**BUEGELEISEN & JACOBSON**

5-7-9 Union Square  
NEW YORK

dealers report that while they have not as yet noticed much of a difference in sales, as compared with previous summer months, collections are showing great improvement and people are paying up their back accounts.

The talking machine dealers of this city have certainly shown a wonderful spirit of co-operation in connection with the Music Memory Contest being conducted by the Detroit News, and which is attracting widespread interest all over the city from every class of people. The News is so interested in the success of the contest that it is now devoting anywhere from two columns to one page every day and has a staff of three of its best writers assigned to getting human interest news. These men visit the music stores every day and write up anything that is worth while. Each day this newspaper also announces the concerts or special stunts at the various music stores. Some of the stores are giving concerts every night, while others are giving them at least once a week. As in all affairs, you will find some dealers going further than others in endeavoring to create interest. One dealer told The World representative that it was not with an idea of securing direct sales that he was spending so much time in furthering the contest, but rather because he felt it was his duty to stimulate all the interest he could in music itself—that ultimately results would certainly come in abundance. He feels that whatever he does is "sowing the seed" and that the harvest will take care of itself. Among some of the stores which deserve special mention are the Edison Shop, Grinnell Bros., Gardner-White Furniture Co., McCarron Music Co. and Waite & Co.

The Brunswick Shop, on East Grand River avenue, has been doing things lately. In fact, this store is forging to the front because of its wide-awake methods. Several weeks ago it gave daily demonstrations of the Wallace Reducing Records and a great many people took advantage of the free concerts or demonstrations, a special instructor having been engaged for the occasion. When Margaret Young, who makes Brunswick records, played a week's engagement at the Capitol Theatre the Brunswick Shop spared no expense to let everybody in Detroit know about it. These are the things that make a store talked about and "live" in the minds of the public. It brings the crowds and the people to-day like to go where the crowds go.

Fred Underwood, general manager of the Jewett Phonograph Co., reports that business is exceedingly brisk. In fact, so much so that the factory is way behind in its orders on both uprights and consoles. The latest addition to the Jewett line is the Jewett radio-phonograph, made in several models, which is taking the country "by storm." Mr. Underwood states that sales are merely a matter of production. "We can sell the radio-phonograph machines as fast as we turn them out," he declared. A. A. Fair, sales manager of the company, has been away considerably of late, visiting different sections of the country and meeting with great success everywhere. From St. Louis alone he brought back one order for three carloads of Jewett phonographs. Mr. Underwood believes that this will be a big year for the phonograph industry, especially for those concerns making a quality product and selling it at lowest possible prices.

A. J. Kendricks, general sales manager of the Brunswick, was a recent visitor to Detroit.

Sam Lind, of the Lind & Marks Co., says that Summer business is better than a year ago and so far this year sales of Vocalion phonographs and records are more than 100 per cent ahead of a year ago. Mr. Lind is very optimistic about the Fall. He has been very active on the committee

that arranged with the Detroit News for the Music Memory Contest.

C. A. Grinnell, president of Grinnell Bros., was among those from Detroit who attended the New York convention of the piano merchants the week of June 6. He also attended the Victor Jobbers' Convention at Atlantic City, as also did A. A. Grinnell and C. H. Grinnell, of the same firm.

Henry S. Doran, of the Doran Phonograph Co., on Michigan avenue, is seeking another location downtown on account of his lease expiring the first of August and he having received notice to vacate, as a twenty-story office building will be erected on the same site. Mr. Doran admits that downtown locations are hard to find at a reasonable rental.

The Woodward Talking Machine Co., formerly located in Highland Park, near the Ford Motor Co. plant, is moving this month to its own building on the same street at the nine-mile road in the village called Ferndale. Mr. Oppenheim, proprietor, believes that he can do considerably better in his new location, while he has cut his overhead very materially.

The Pier Music Shop, located at Jefferson and the Belle Isle bridge approach, Detroit, is doing a very good business, handling the Jewett line of phonographs and the Vocalion line of phonographs and records. Being located in the heart of a public amusement park, where thousands and thousands of people congregate every afternoon and evening, the opportunities for business are above the average. Records are kept playing constantly, which are amplified through a large horn that can be distinctly heard all over the park.

### NEW SONORA PERIOD MODEL

"Marquette" Is Added to Sonora Line—Has  
Many Important Constructional Qualities

The Sonora Phonograph Co. announced recently a new Sonora period model which will be known as the "Marquette." This instrument,



Sonora Marquette

which will retail at \$125, embodies all of the tone and cabinet quality which has made the Sonora one of the popular lines of the industry. The "Marquette" is finished in walnut, brown mahogany and mahogany. It measures 30 inches in width, 33 inches in height and 19 inches in depth, with all trimmings nickel-plated and the cabinet design is patented. The mechanical equipment includes a double-spring motor of standard construction, tone modifier, automatic stop and envelope filing system. The advertising department of the Sonora Co. has just issued an attractive folder featuring this new model.

# HAPPENINGS IN THE DOMINION OF CANADA

## NOTABLE TRADE BETTERMENT IN TORONTO AND VICINITY

Talkers in the Schools—The Radio Situation—Two Bad Fires in the Trade—Montagnes & Co. Expand in the States—Plan Extensive Handling of the Vocalion—News of Month

TORONTO, ONT., June 6.—At the annual meeting to be held shortly of the Canadian Bureau for the Advancement of Music a plan is being arranged whereby it is expected that the sale of talking machines for use in schools will be greatly increased. While all retailers of phonographs can appreciate the business possibilities in their respective communities resulting from the installation of talking machines in the schools, the selling in this market has not offered returns for the work involved sufficient to cause dealers to give it as much attention as the more indirect returns might justify.

That the General Phonograph Corp., Ltd., will be actively engaged in radio business in Canada has been definitely decided, said C. J. Pott, Canadian manager, to *The World*, when asked about its plans in this field. At this date, however, developments were not sufficiently matured to permit of the announcement of particulars that will appear in the near future.

One of the four biggest sufferers in the fire which recently visited Elmira, Ont., was the Phonola Co., which maintained its offices uptown in one of the destroyed buildings, where also the stock of thousands of Phonola-Okeh records was carried. *The World* understands that the stock was adequately insured.

The fire does not in any way affect the stock of Phonola phonographs, as the factory warehouse, where these instruments are carried, is on the outskirts of the town.

The Scythes-Vocalion Co., Ltd., Toronto, has secured the services of two strong Vocalion wholesale representatives, Wesley Mason and H. W. Johnston, who have been assigned to Eastern and Western Ontario territory.

E. H. Van Gelder, of I. Montagnes & Co., Canadian Sonora distributors, informs your correspondent that the Sonora phonograph equipped with a radio attachment will be available for the Canadian trade shortly.

Due to a fire which started in the bowling alley adjoining the factory of the Starr Co., of Canada, Ltd., London, that firm lost probably 50 per cent of the \$70,000 to \$75,000 stock carried at the factory. After the management had had a chance to ascertain all the facts it was found that the loss through fire was not as heavy as the loss from water. Fortunately a good stock of Starr phonographs is carried at the London warehouse, quite separate from the factory, and in addition to the stocks at other branch warehouses, so that their business could proceed without interruption. No records at all were stocked at the factory, so that the record end of the business is not concerned. The management of the company believes that the insurance will take care of the loss that has been sustained.

Claude A. McMurty, sales manager of the Gold Medal Mfg. Co., Ltd., was married recently to Miss Rosamond Denton, of Toronto. R. J. Purdy, head of the Purdy Phonograph Co., Toronto, has announced that his firm has been appointed Canadian agent for Constat wireless equipment, made by the Stevenson Laboratories in Plainfield, N. J., the home of the well-known Stevenson Precision phonograph motor.

Emil H. Van Gelder, of the Toronto music house of I. Montagnes & Co., Sonora distributors for Canada, was in New York lately on business connected with the proposed opening of a branch of the Montagnes interests in that city. The plan of the Canadian company is to develop in the United States a general phonograph supply business, including steel needles, albums, envelopes and a large number of accessories, as well as small musical instruments and supplies.

Arrangements made by Mr. Montagnes and Mr. Van Gelder during recent trips to Europe call for heavy importations of such merchandise by the Montagnes interests, and it is their plan to develop the United States as well as the Canadian market in these lines.

C. Kavanagh, of Orme, Ltd., Ottawa, recently conferred with the head of the Scythes-Vocalion Co., Ltd., Canadian distributor, Toronto, and the Aeolian Co. of New York regarding plans for extensive handling of the Aeolian-Vocalion and Vocalion records by Orme, Ltd., starting next Fall. Orme, Ltd., is already handling this line, but proposes to push it more vigorously.

The R. S. Williams & Sons Co., Ltd., Ottawa, made special announcements regarding the reductions in the price of the New Edison. Various models of the New Edison were also shown simultaneously with revised prices in a special window display.

Messrs. Leach, Clegg & Leach, one of the leading piano and phonograph firms in Ottawa, have opened a radiophone department in their business. This firm proposes to hook up the music of pianos and phonographs with the operation of local broadcasting stations.

Seventy-five per cent of the pianos and 60 per cent of the talking machines are purchased by women, estimates Herbert N. Casson in an article in *Marketing*.

Announcement has been made by the Starr Co. of Canada, Ltd., that in future it is the intention to supply all Gennett dealers with a set of record dummies monthly for window display purposes.

E. C. Scythes, of the Scythes-Vocalion Co., Ltd., Toronto, in company with R. M. Kempton, head of the Vocalion division of the Aeolian Co., New York, lately paid a visit to London, Hamilton, Ottawa, Montreal, Quebec, Boston and New York. While business conditions haven't been such as to cause complete satisfaction, Mr. Scythes found signs of returning stability that warrant the hope of better selling conditions the coming Fall. One of the pleasing reports Mr. Scythes received in New York was the rapid growth of Vocalion record sales.

R. G. Ashton, who formerly had charge of the phonograph department of Moutrie & Co., Shanghai, China, is home in Canada on a visit.

A. E. Landon, Canadian manager of the Columbia Graphophone Co., was a recent visitor to the New York headquarters.

A public offering of \$400,000 capital stock of the Jewett Radio-Phonograph Co., Ltd., of Windsor, was made recently by a syndicate. The company has acquired numerous patent claims in connection with wireless receiving apparatus used in combination with phonograph reproduction and amplifying of sound, and will specialize on the radio-phonograph.

The official figures on imports of phonographs into Canada for the month of February show total imports valued at \$98,680, of which \$96,442 came from the United States, compared with \$73,880 in the same month of 1921. The total imports of records for February amounted to \$10,736, of which the imports from the United States amounted to \$10,466, as compared with \$15,868 for the same month of 1921.

## TRADE CONDITIONS IN MONTREAL

H. S. Berliner Discusses Conditions in Europe—New Console Types of Victrolas Popular—Protest Against Interference With Stores

MONTREAL, QUE., June 8.—H. S. Berliner, president of the Compo Co., Ltd., returned from a visit to England a short time ago. Asked by *The World* as to the state of business, he stated that he found conditions very little improved over what they were on the occasion of his European trip in August last, but the general feeling he found to be better. The radio craze, as it is in Canada, had not yet reached England.

The Compo Co., Ltd., of Lachine, Que., which has been incorporated with a Dominion charter, as previously announced in *The World*, recently held an organization meeting, when the following directorate was elected: H. S. Berliner, president; T. Nash, of Toronto, vice-president; W. J. Olmstead, secretary; J. McWilliam, treasurer; Messrs. F. Fridberg, Toronto; Elmer Avery, and Saint Eve, Lachine, directors.

In addition to other makes, The Compo Co., Ltd., manufactures Apex records.

John Burgoyne, manager of the St. John, N. B., branch of the Starr Co. of Canada, Ltd., is finding an improvement in business conditions in New Brunswick and Nova Scotia.

The Berliner Gramophone Co., Ltd., recently announced five new console models of Victrolas, all of them decided departures from the usual Victrola line. With these new models, "His Master's Voice" Victor dealers can now secure Victrolas in no less than 198 regular styles and finishes, not to mention special finishes and special order period models. As already mentioned in these columns, Victrola 50, a portable machine, has made quite a hit with the trade.

Phinney's, Ltd., Halifax, N. S., has the full and exclusive distribution rights for Marconi wireless radio receiving sets and equipment for the Province of Nova Scotia and Cape Breton.

New companies recently registering in Montreal include Standard Phonograph Accessories & Supply Co., Rod Lamoureux, phonographs, Montreal Sales Agency, phonographs.

A delegation of music store owners, headed by A. A. Gagnier, proprietor of the Canadian Graphophone & Piano Co. (Columbia dealers), waited on the city executive recently to protest against the police interfering with gramophones that discourse music through windows of the stores. Several of these owners have been summoned to the Recorders Court.

## Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY      NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.  
MONTVALE, NEW JERSEY

# BALTIMORE

## Opening of Shore Resorts Will Help Trade—Dealers Enjoy Jobbers' Hospitality—Columbia Activities—New Stores and Changes

BALTIMORE, Md., June 10.—The talking machine business, generally speaking, is quiet, due to the fact that Summer weather started in about a month ahead of time this year, as it has been "hot," not warm, here since shortly after the first of last month. This has had a tendency to drive a number of people away from the city, who usually do not leave until around the end of June. Dealers, however, are looking forward to a good trade when all the shore resorts open up and thousands of city dwellers here take up their residence on the shores of the numerous water resorts in the vicinity.

This usually takes place after the close of schools and already a noticeable increase in the sales of portable machines is reported. This also means a proportionate increase in the sale of records, especially the dance records.

### Great Time at Dinner and Outing

Victor dealers are still talking about the dinner and outing given by the three Victor jobbers, Eisenbrandt's, Cohen & Hughes and E. F. Droop & Sons, at the Hotel Bayou in Havre de Grace on the eighteenth of last month, when about seventy-five dealers accompanied by their wives, sweethearts and daughters were the guests of the above jobbers. The dinner was given as a wind-up of the ten-day salesmanship school conducted by F. A. Delano, director of the salesmanship school at the Victor factory, in the concert room at the Chickering warerooms, and was attended by a very large number of the local dealers and their salesmen. The outing was preceded by a dinner on the seventeenth at the Southern Hotel at which Mr. Delano was the principal speaker and outlined a number of plans for going after new business. He gave a budget of new ideas in salesmanship and a number of dealers report excellent results already from the school of instruction.

### Columbia Broadcasting

The local Columbia agency has adopted the plan of broadcasting its latest records through WKC, which is the local broadcasting station, and reports excellent results from the experiment. Only the other night Record No. 3580—Stars and Thrills—was sent out and before the next number on the program could be flashed the telephone rang and one of the radio fans wanted to know the name and number of the record and where it could be bought, which, according to John H. Marshall, sales manager of the Co-

lumbia Co., is about the limit for quick results.

The Columbia Co. also has on display one of its "fool-proof" motor period design machines, which is being thoroughly tested out before being put on the market in this territory. After it has been given every test at the agency it is the intention of Manager Parks to put several of them in the hands of the consumer through certain dealers and have them tested out in the home before they are finally placed on sale through the dealers generally. The machine at the agency has stood every test that could be thought of so far, and it is with the idea of giving it a test along the lines of some things that a dealer or salesman would never think of doing that the machines are going to be placed in several homes.

### Aggressive Newspaper Campaign

Under the management of Charles F. Shaw, the Brunswick is rapidly coming to the front in this territory. He has adopted an aggressive line of newspaper advertising and this is supplemented by the efforts of his sales force working in connection with the Brunswick dealers. Since the first of the month he has been featuring the "June Bride" series of advertisements and the June-Day Gift Club plan, which are attractively displayed in quarter-page advertisements with a list of Brunswick dealers at the bottom.

### Looks for Big June Business

W. C. Roberts, of E. F. Droop & Sons while reporting business last month as not up to his expectations, says he has very good reasons to believe that business this month will run ahead of that for the same period last year. He reports an increased sale in the portable variety of machines and for the first time in several years is now up with his orders on the horizontal types, which are still popular despite the many period and other models which have been put on the market since.

Albert Eisenbrandt, I. Son Cohen and W. C. Roberts were among those who attended the Jobbers' Convention in Atlantic City on the twelfth.

### Found Improvement in the South

Manager W. S. Parks, of the Columbia agency, has just returned from a trip through Virginia and North Carolina and reports business outlook as considerably improved. While at the Furniture Dealers' Convention in North Carolina he

met Manager Terhune, of the Atlanta branch, and the latter said business generally was improving in the South.

Sol Freidberg, of the Grafonola Shop of Norfolk, Va., was a recent visitor who reports business as being very good. He had just completed an advertising campaign at an outlay of \$4,000 which he said had been very profitable, as his shop had practically been cleaned out of every machine that he had in stock.

### New Stores and Changes

R. H. Fox, who recently opened a Columbia Shop in Lexington, Va., is one of the live wires of that section, according to salesmen who have visited his place. He is conducting an intensive campaign of country trade solicitation that is "bringing home the bacon," to quote one of the salesmen.

Boschen & Smith, who recently opened up in the old Knabe Building, are going after the high-class trade exclusively and meeting with excellent results, according to the number of machines that they have placed in Baltimore and vicinity in the short time that they have been open.

David Weintraub has opened a new music shop at 603 East Baltimore street, featuring the Phonolamp, but handling other makes of machines as well.

The Red Record Music Shop at 2113 North Fulton avenue is another new place that is meeting with big success. It is the only exclusive record shop in this section of the city.

Andrew J. Oldewurtel, of the Talking Machine Shop, 305-307 North Howard street, and C. Edward Keefer, of the Kranz-Smith Co., Charles and Fayette streets, who were unable to attend the Victor salesmanship class here last month, went over to Washington the first part of the month and joined the class which was conducted there by Mr. Delano.

Hofferbert Bros., who recently opened up an up-to-date music shop at 3133 Greenmount avenue, report business as improving every day. They are pioneers in this section and save residents of the neighborhood a long trip down town.

The Talking Machine Shop, of Hagerstown, had its formal opening last week and according to H. T. Bosse, sales manager of Cohen & Hughes, who attended the opening, it is one of the most complete and up-to-date establishments in that section of the State.

### S. S. SPIVAK NOW THE OWNER

S. S. Spivak, jeweler and talking machine dealer of East Hampton, N. Y., has purchased the Victrola business of I. Meyer. Mr. Spivak will handle the Columbia line in addition to Victrolas.

## ANNOUNCING THE Zimmerman-Bitter Construction Co.

Specialists in Store Equipment—Sound-Proof Hearing Rooms  
Record Racks—Counters  
And All Interior Fixtures and Decorations

We are in a position to Manufacture and Install Complete Store Equipment in the  
*shortest possible time at the lowest cost*

ALL WORK DONE IN OUR OWN PLANT—UNDER PERSONAL SUPERVISION

*We Guarantee to Save You Money on Your Needs—Let us show you how*

AN INQUIRY WILL BRING YOU FULL PARTICULARS

325-327 E. 94th St. ZIMMERMAN-BITTER CONSTRUCTION CO. New York City

TELEPHONE: LENOX 2960

Just compare any record of any make with the needle cut Pathe Actuelle and then you will know why the Pathe Actuelle is—

# The Best Record in the World

For Example, try "Stumbling"—Our Record No. 020746

*Play on any phonograph with steel needles*

Double Disc  
Classical  
Records by  
famous Artists



Standard  
Selections  
also  
First with  
the hits

~ RECORDS  
Needle Played

**2 for \$1.00 - 55c each**

*(59c in Rocky Mountain States)*

### Partial List of Famous Artists—

- Tito Schipa
- Yvonne Gall
- Adamo Didur
- Margarethe Matzenauer
- Rudolph Ganz
- Anna Fitziu
- Eleonora de Cisneros
- Claudia Muzio
- Luigi Montesanto
- Kathleen Howard
- David Bispham
- Grace Hoffman
- Alexander Debruille
- Helen Yorke
- Roberto Rotondo

### DEALERS—

Write to us at once for information regarding the Blue Ribbon Order.

**PATHÉ FRÈRES PHONOGRAPH CO.**

20 Grand Avenue

Brooklyn, New York

# SIMPLEX

## Electric Phonograph Motors

*The SIMPLEX Electric Phonograph Motor Represents a New Phase in the Development of Sound Reproducing Instruments.*

**NOISELESS**

**ELIMINATES WINDING**

**TROUBLEPROOF**

Make This Your  
**LEADING**  
Line for the  
Coming Season

Sample  
Price **\$19.50**



**GUARANTEE**  
The SIMPLEX Electric Phonograph Motor is guaranteed Trouble-proof throughout and any parts or part thereof that should prove defective at any time, we will repair or replace same by a new motor, free of charge.

Particulars,  
Quantity Prices, etc.,  
on Application.

TRADE

MARK

The Mission of the SIMPLEX Electric Phonograph Motor is to reproduce music just as it was originally rendered. For its perfect and faithful reproductions of all disc records the SIMPLEX Electric Phonograph Motor will play any record you wish to hear and play it as it should be played.

It has an absolute constant speed under variations of voltages and frequency and records may be set at any speed desired—and it is built absolutely without a governor.

### BETTER BUILT

### BETTER DESIGNED

The SIMPLEX Electric Phonograph Motor has no competition because it is the only electric phonograph motor of its kind in the world. There are many features by which one can determine the efficiency of the SIMPLEX Electric Phonograph Motor. The essential features are:

No Gears	No Commutator	No Springs	No Oiling
No Governor	No Brushes	No Winding	Noiseless
No Adjustments	No Transformer	No Belts	Troubleproof

**Record Stops Automatically on Last Note**

It represents the very best of inventions and improvements and we therefore confidently say that the SIMPLEX Electric Phonograph Motor is combined with the highest precision of workmanship and select material.

### TEST A SIMPLEX ELECTRIC MOTOR ON OUR 30-DAY TRIAL OFFER

When a Simplex Electric Motor is sent out, it is not sold until the motor has demonstrated in your own shop, in your own cabinet, during a 30-day test, that it will do all we claim. An extremely fair proposition in which the Simplex Motor is judged by its performance in your cabinet under your inspection. No strings to this offer. Your decision is final.

*Manufactured in United States and Canada by the*

## Simplex Electric Phonograph Motor Co.

104 NEW WILDER BUILDING, 321 BLEURY ST., MONTREAL, CAN.

**RAY MILLER SIGNS WITH COLUMBIA**

**Popular Dance Orchestra Leader Will Make Columbia Records Exclusively—Signs Two-year Contract—First Records Are Issued**

R. F. Bolton, director of the recording studios of the Columbia Graphophone Co., announced this week that arrangements had been completed whereby Ray Miller and His Black and White Melody Boys would record exclusively for the Columbia library. A two-year contract has been



Ray Miller

signed with this well-known organization, and the first recordings under the new contract were released recently.

Ray Miller and His Black and White Melody Boys need no introduction to the talking machine trade or to dance enthusiasts throughout the country, as this organization is recognized as one of the finest dance orchestras now playing. For several years past Ray Miller has appeared at the leading dance palaces in the country and in addition has been a headliner at the Winter Garden in New York when that house played Shubert vaudeville. Ray Miller and his band have also appeared in several very successful musical comedy hits and Mr. Miller has a host of admirers throughout the country who proclaim him one of the foremost exponents of modern dance music.

**EDISON PHONOGRAPH IMMORTALIZED**

**Continues to Sing, Although Charred and Twisted in Big Fire in Wichita Falls, Texas**

Crowds of persons gathered around the charred remains of an Edison phonograph which reposed on a box in front of the Phonograph Shop, at Wichita Falls, Texas. "The Soul of a Phonograph From the Phonograph With a Soul," read the placard that hung in front of the instrument. A big fire had swept a portion of Wichita Falls' business section and a store in which the Edison was being demonstrated was burned to the ground. The toasted phonograph was removed from the smouldering ruins and was placed on the sidewalk in front of the Phonograph Shop. The Re-creation of "When You and I Were Young, Maggie," which also survived the blaze, was played. The tones of the instrument, which had been a victim of the \$200,000 conflagration, seemed sweeter because of the injury. All who congregated around it listened intently and all were charmed by the sweet refrains of a song that has never grown old with the years that it has lived, but has really grown more refreshing.

**SHELTON NON-SET STOP POPULAR**

The Shelton Electric Co., New York City, reports that the Shelton non-set-stop, which was initially introduced during the early part of the year, is proving very popular and that orders for this device are being received in substantial quantities.

**MUSIC WEEK AIDS DENVER TRADE**

**Activities of Merchants During Music Week Productive of Results—Pattison's New Quarters**

DENVER, COLO., June 5.—The outstanding event of last month in the Denver talking machine trade was the Music Week held during the week ending May 27. The energetic efforts of the dealers in the matter of attractive window displays, advertising, etc., were noticeably felt in a stimulation of business.

T. P. Pattison, one of the veteran music dealers of the city, recently moved his business into attractive new quarters at 1540 Glenarm street. Features of the establishment are a number of large mirrors on the walls of the booths and the main display room and sound-proof record demonstration rooms constructed of plate glass. The Victor line of talking machines and records is handled exclusively.

A window display which attracted considerable attention among music lovers and the general public recently was staged by the Denver

Music Co. A piano constructed by the Bacon Piano Co. in 1767 and sold to Jacob Astor, of New York, founder of the Astor fortune, was exhibited.

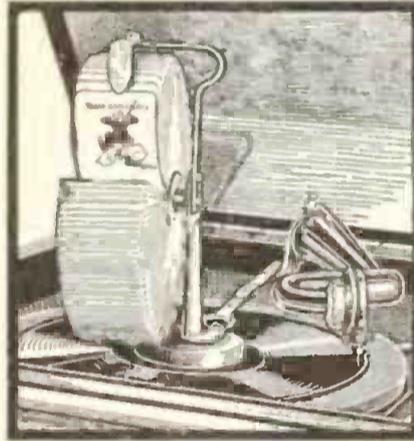
The Moore-Bird Phonograph Co., distributor of the Sonora phonograph and Okeh records, has added the line of radio outfits and accessories of the General Wireless Co., of New York, which it will distribute in the States of Colorado, Wyoming and New Mexico.

Milton L. Leve, Starr phonograph dealer here, has added Gennett records to his stock.

**RADIO PHONO. CO. CHARTERED**

The Radio Symphony Phonograph Co., of Huntington, W. Va., has been granted a charter of incorporation under the laws of that State, with a capital of \$500,000. The concern will engage in the manufacture and distribution of talking machines, musical merchandise and radio equipment and supplies. Incorporators are James A. Young, E. W. Ward, J. H. Steenberg, E. E. Winters and C. C. Thurmond.

**PHONOREEL**  
TRADE MARK REGISTERED



(Patents Granted)

The Phonoreel is a device for reproducing Moving Pictures with appropriate music at a moderate cost. This device can be used on any phonograph. The first subjects now ready for release were made by the famous artists, M. G. Viafore and Max Fleischer, creator of "Out of the Inkwell" films:

- 1001 The Tramp's Adventures . . . . . By M. G. Viafore
- 1002 Dancing Bear . . . . . By Max Fleischer
- 1003 Jazz Monkey . . . . . By M. G. Viafore

Other Moving Pictures are now in preparation, such as Mother Goose Stories, Physical Culture Exercises, Dancing Lessons and other appropriate features, and will be released in the near future.

- List price of Picture Machine . . . . . \$3.50
- List price of each reel . . . . . \$1.25

This device makes an interesting window or store display, is a ready seller and opens up an avenue for new and repeat business.

Dealers wanted. Send for our application blank.  
Complete outfit—consists of three different reels and one machine.

Dealers' Price, Complete, \$4.83

Remit check with order

**PHONOREEL CO.,** 57th St. and Broadway  
N. Y. C.

Fiske Building—Room 1008

Eastern Distributors:

PHONOREEL SALES CO., 37 East 18th Street, New York

Pennsylvania Distributors

FOX PHILADELPHIA CO., 723 North 26th Street, Philadelphia

**LONG**  
QUALITY  
HANOVER, PA., U.S.A.

MAXIMUM  
SALES VALUE

# LONG CONSOLES

were the first cabinets introduced to the trade to accommodate table machines. They "made good" from the very start and today are recognized leaders in their field.

LONG CONSOLES have maximum sales value for the dealer knows that the purchaser of a LONG CONSOLE will be a satisfied customer. They are quality cabinets produced by a company with years of experience to its credit.

You will find that LONG CONSOLES are invaluable sales producers, and this popular line of cabinets coupled with our regular line of record cabinets will undoubtedly prove one of the most profitable departments of your business.

*Write for Complete Catalog.*

**The Geo. A. Long  
Cabinet Company**  
HANOVER, PA.



Style 600  
Sheraton



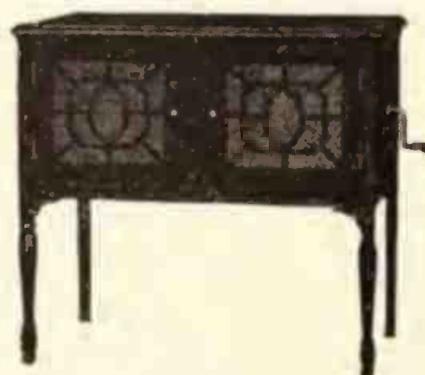
Style 601  
Colonial



Style 602  
Louis XV



Style 603  
Chippendale



Style 604  
Hepplewhite

**FINE NEW EDISON SHOP OPENS**

**Wahl & Sons Formally Open Attractive New Establishment in Paducah, Ky.—Large Number of People Attended Opening**

PADUCAH, KY., June 7.—Wahl & Sons, who enjoy the reputation of having the oldest firm name in this city, have opened an exclusive Edison shop at 518 Broadway. This location has been a music shop for the past twenty years, having been previously occupied by the Gibson Piano



**Wahl & Sons Artistic Warerooms**

Co., which sold the Edison line. The picture above tells the story as to the go-getting stuff these Wahl boys possess. The construction of booths is of the Swiss cottage type, color scheme of ivory and green. A rest-room with all conveniences is furnished most exquisitely with Reed furniture. L. M. Schlude, of the Silverstone Music Co., St. Louis, attended the opening and reports that it was a grand success in every way. One thousand carnations were given to the ladies, who were particularly pleased with the attractiveness of the new Edison shop. Mr. Schlude says that Wahl & Sons will sure make things hum in and around Paducah, also that they should develop to be one of the best Edison accounts in the South.

**ACTUELLE RECORD PRICES REDUCED**

**New Price Is Fifty-five Cents Each or Two For One Dollar—Sales Greatly Stimulated**

On June 1 an important announcement was issued from the headquarters of the Pathé Frères Phonograph Co., Brooklyn, N. Y., relative to the Actuelle needle-cut records. On this date the price of these records was reduced from 75 cents to 55 cents each, or two for \$1.00. It was announced by Eugene A. Widmann, formerly president of the company and now one of the three receivers in equity, that the change in price was made in response to the demand of the

trade for popular-priced discs and also through extensive production economies effected by the company.

There will be no other change in the sales plan of these records other than the price. The same Actuelle wholesalers will distribute these records. In order to provide quicker delivery, however, it was announced that deliveries will be made direct from the factory in quantities of 100 records, ten of a number, at the regular retail discount, orders and payments to be received through Actuelle jobbers as usual. Operatic and other standard selections will continue to be available on Actuelle records at the reduced price. It was stated that this change of price has already increased sales of Actuelle records.

The price of the Pathé Sapphire records are not affected and remain at 75 cents as usual.

**VICTOR DEALERS ENJOY OUTING**

**Three Victor Jobbers of Baltimore Entertain Retailers of the City at Dinner and Dance at the Bayou Hotel, Havre de Grace**

BALTIMORE, MD., June 7.—A most enjoyable outing was given to the Victor dealers of this city at the Bayou Hotel, Havre de Grace, recently by the three local Victor jobbers, Cohen & Hughes, E. F. Droop & Sons, and H. R. Eisenbrandt & Sons. The dealers and their wives and sweethearts were taken to the hotel in machines sup-



**Victor Jobbers of Baltimore Entertain Dealers at Outing**

plied for that purpose by the dealers. One of the features of the event was a real, honest-to-goodness Maryland style dinner, prepared under the personal supervision of Manager "Pink" West. Following dinner the party enjoyed dancing until the wee sma' hours of the morning, when they were driven back to Baltimore.

L. G. Evans, of Lancaster, Pa., has secured a lease on spacious quarters at 225 West King avenue, that city, where he will locate a talking machine and piano business.

**NEW COLUMBIA CONSOLES**

**New Line of Console Models Announced by Columbia Graphophone Co.—Moderate Prices a Feature—Eight Models Ready for Delivery**

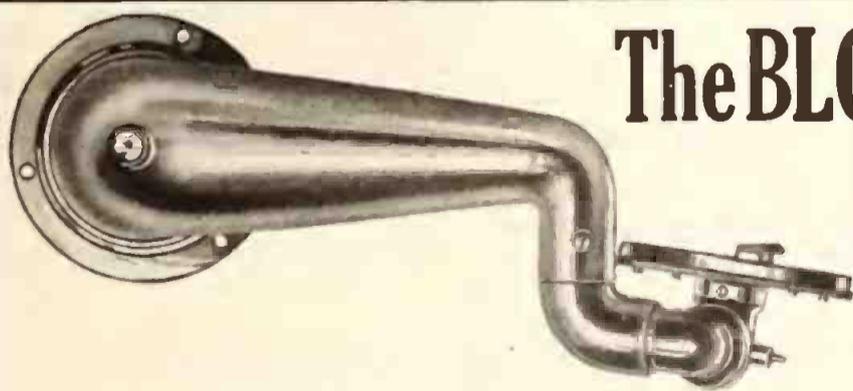
The Columbia Graphophone Co., New York, has announced a new line of Columbia console period models which, from all indications, will meet with a ready sale throughout the country. Columbia dealers who have visited the executive offices during the past few weeks have evinced keen enthusiasm regarding the new models, stating that they are well qualified to meet the requirements of the most discriminating purchasers.

There are eight models in the new line and the prices are exceptionally moderate for console models, ranging from \$175 to \$225. Before establishing these prices the Columbia Graphophone Co. made a careful study of merchandising and trade conditions throughout the country and finally decided upon this price list as being in accord with present-day conditions.

The new Columbia console models with their retail prices are as follows: Queen Anne, spring motor \$185, electric motor, \$200; Heppelwhite, electric motor \$200; Adam, electric motor \$200; Louis XV, spring motor \$200, Louis XV electric motor \$225; William and Mary, spring motor \$200; William and Mary, electric motor \$225; Heppelwhite, console table, electric motor

\$175; Jacobean, console table, electric motor \$175. The cabinet designs of these new period models, illustrations of which are shown in this issue, are true to the period styles they represent and the cabinets are produced by a well-known manufacturer of high grade furniture.

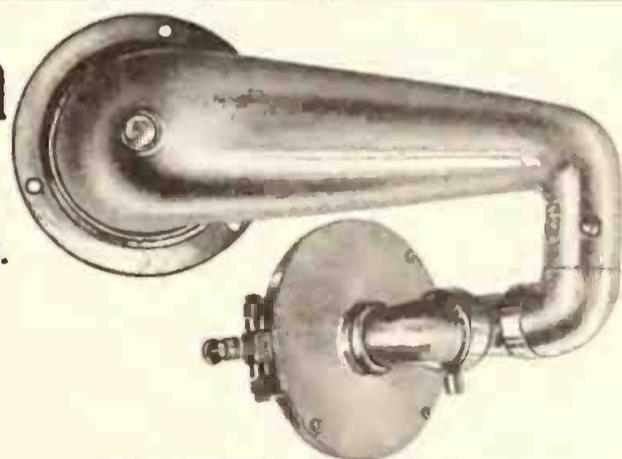
The Standard Music Co., 293 South Main street, Akron, O., has leased attractive new quarters adjoining its present place of business. The firm is engaged in selling musical instruments and leather goods.



Notice perfect alignment of Arm and Reproducer

**The BLOOD Arm**

made exclusively by  
**Blood Tone Arm Co.**  
326 River Street  
CHICAGO



Observe throwback when in Edison position

This arm is the consummation of all that is sought after in such a device. Beauty, durability and efficiency are its merits. The high mark of distinction attained by "Blood" products is admirably upheld by this equipment.

We want every manufacturer to prove our statement. The price is very low compared to its high quality. We are also ready to supply a radio arm, which is interchangeable, on the base of our regular arm, designed to meet the demand of the manufacturer who builds combination radio and record machines. Don't forget that the name "Blood" is a positive guarantee.

## NEW RADIO CABINET SET INTRODUCED

H. P. Disbecker & Co.'s New Outfit Will Be Known as the Consolette—Handsomely Designed and Possesses Individual Features

Harry P. Disbecker & Co., New York City, are introducing to the trade a new radio cabinet set designed for the drawing room of the home, which will be known as the Consolette and be manufactured in mahogany and American walnut finishes. The entire radio equipment is concealed within the cabinet and consists of a Western Electric non-regenerative vacuum tube detector, a tuner and one stage of amplification. This in turn is hooked up with the Western Electric loud-speaking telephone equipment, which "steps up" the sound enough to fill a good-sized room. The amplifier is a two-stage vacuum tube outfit, and is considered in its entirety one of the very finest receiving sets on the market to-day. In a chat with Mr. Disbecker, he stated that this product of Western Electric engineers is built entirely on sound and tried scientific principles. Many combinations of amplifying and receiving stages have been tried, and this particular set is specially designed to do away with any foreign noises and to reproduce faithfully. The circuit is compensated in a manner that will insure the best possible result.

It is the belief of Mr. Disbecker, who conceived this new radio cabinet outfit, that "the ultimate set to be marketed will be one of this type and that prospective radio-purchasers will not be satisfied with the unsightly radio receiving set unless it is enclosed and a thing of beauty that can be brought into any drawing-room where it will fit in with the home surroundings." Simplicity of construction is the keynote of this particular outfit and any amateur after a demonstration can produce desirable results. He also stated that talking machine dealers had shown considerable interest so far and were very enthusiastic regarding it. When production reaches the figures expected he will be able to

furnish any number to dealers everywhere. Particular stress was laid by Mr. Disbecker on the fact that it required no expert knowledge to successfully operate this set and for that reason it has made a hit wherever shown. At the radio show at the Seventy-first Regiment Armory last month, Mr. Disbecker had a very attractive exhibit and entertained hundreds of visitors who were keenly interested in the possibility of this outfit. In addition to the receiving set they exhibited an interior antennae made in the form of a loop that can be placed in a room with the receiving set, designed to replace the antennae wires which usually are strung up on the roof of the house or some elevated position. With this feature Mr. Disbecker believes that he has a combination that must win supporters and friends under proper merchandising conditions.

## ABRAMS TELLS OF EMERSON PLANS

Purchaser of Assets of Emerson Co. to Conduct Business Along Progressive Lines Operating the Regal and Emerson Companies

On May 29 there was held a meeting of the creditors of the Emerson Phonograph Co., Inc., New York City, in the United States District Court in the Southern District of New York, before Judge John C. Knox for the purpose of considering an offer for the assets of the above company, which has been in bankruptcy for many months. Owing to the small number of creditors in attendance, however, the Court postponed the hearing until Thursday, June 1, at which time the offer of Benjamin Abrams of \$50,000 for the right, title and interest of the receivers of the Emerson Phonograph Co., Inc., was accepted.

The purchase included everything with the exception of the accounts receivable, which the creditors decided to withhold and collect under the receivership. Mr. Abrams' purchase includes all the physical assets, merchandise, furniture, master records, patents, trade marks, machinery,

accessories, leases, etc., including the name Regal Record.

According to a statement of Benjamin Abrams, the business is to be continued practically along the lines that made the Emerson organization successful. Shipments of records are being made daily and these in increasing quantities. In a very short time an entirely new and up-to-date record list will be issued and plans for carrying on sales and making deliveries of both Emerson and Regal records have been arranged.

The present plans of the new owner call for the incorporation of two companies, one to carry on the sales of Emerson records and the other to continue the activities of the Regal organization.

Mr. Abrams also announced that he would be president of the new organizations and that Rudolph Kanarek would be treasurer, the other officers to be selected later.

The Chicago offices of the Emerson Phonograph Co., Inc., have been closed. M. Abrams, brother of Benjamin Abrams, is spending some time in that city for the purpose of carrying out the details of the discontinuance.

## TAKES OVER FOORD VICTOR SHOP

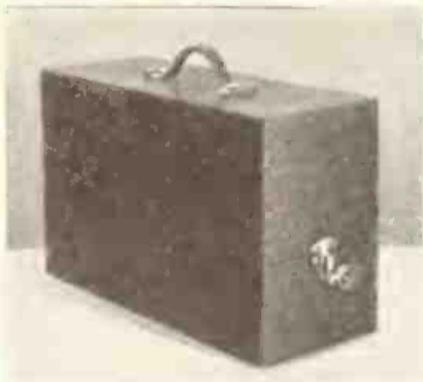
WILMINGTON, DEL., June 8.—W. E. Winslow, business manager of the Winslow Talking Machine Co., 416 Market street, this city, has taken over the talking machine department of the Foord Furniture Co. A complete line of Victrolas and Victor records is handled. The talking machine end of the business will be run as a separate enterprise, according to an announcement by Mr. Winslow, who is planning to enlarge the business.

## CAPITAL NOW \$2,500,000

The Starr Piano Co., of Richmond, Ind., manufacturer of the Starr line of phonographs and pianos, has increased its capital stock to \$2,500,000.

**\$25\$**

A wonderful portable phonograph at this retail price. Standard trade DISCOUNTS



Size 16½ x 7 x 10½ inches. Weight 14 lbs. complete. Carried like a grip.

# SPRAYTONE PORTABLE

AN OUTDOOR PHONOGRAPH WITH INDOOR TONALITY

Made by

SPRAYTONE  
PHONOGRAPH CORP.  
RIDGEWOOD, N.J.

Represented Exclusively by

**C. D. M. Trading Company**

**\$25\$**

and equal in workmanship, finish, equipment to all—surpassing them in TONALITY



In playing position. Plays any and all Records brilliantly.

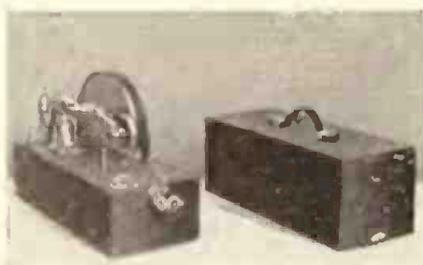
FIRST CLASS EQUIPMENT AND FINISH

FOLDING-IN-HORNS ACT AS MODIFIERS

Practically a VIOLIN - BODY construction accounting for the PERFECT REPRODUCTION of all that's in a record.

**Truly a Music Master**

Jobbers Metropolitan District:  
The Cabinet & Accessories Co.,  
145 W. 34th Street, New York.



**C. D. M. Trading Company**

109 LAFAYETTE STREET  
NEW YORK CITY

Tel. Franklin 2251

Correspondence invited regarding  
jobbing territory



*From Maine  
to  
California  
The*

# MUSIC MASTER HORN AMPLIFIER

This is the only loud speaker which reproduces and magnifies sound with a complete absence of that unpleasant metallic distortion so common in the usual Amplifier. It greatly enriches and mellows the voice of the Radio and is certain to improve the sound delivery of any set.

The Music Master Horn Amplifier is easily attached (in the same manner as a head phone), requiring no additional batteries or current. Furthermore there is nothing intricate about it, no delicate adjustments to get out of order.

The Music Master Horn is fully covered by basic patents.

It is beautifully designed and finely made to harmonize with the finishing of any room. The Horn proper is made of laminated wood and is connected to the cast aluminum goose-neck by a nickel-plated ring of special alloy. The goose-neck fits lightly into the decorated metal base which protects the amplifying device.

It is made in two sizes: 14-inch orifice (widest diameter) for general use in the home and 21 inches for concerts and out of doors.

14 inches \$35.00  
21 inches \$45.00 complete

*Customary discounts to the Trade. Agencies now being established. Wire for further information.*

## GENERAL RADIO CORPORATION

WALTER L. ECKHARDT, *President*

624-28 Market Street,

Philadelphia, Pa.

Also Distributors in Greater Philadelphia Territory for—

Vocaphones and a complete line of Radio accessories made by John Firth & Co., Inc. The Finest Wireless Telephone instruments in the World.

Strand Phonographs for beauty, for tone, for price. Made by Manufacturers Phonograph Co.



WARREN SCHALLER A BENEDICT

Member of Firm of Cool & Schaller, Victor Dealers in New York City, Weds Miss Louise Moore—Now on Extended Honeymoon

Warren Schaller, of Cool & Schaller, Victor dealers, of 653 West 181st street, New York, is receiving the congratulations of his friends upon his wedding on June 6. The bride was Miss Louise Moore, daughter of William Moore, a prominent builder and contractor in the Fordham section. Mr. and Mrs. Schaller left immediately after the ceremony on a honeymoon, which will be spent in Boston and neighboring sections of New England, followed by a trip through the West.

Cool & Schaller opened a Victor store on Washington Heights last November, and have been very successful as a result of adopting progressive business methods. They make excellent use of two large display windows and have recently been featuring a camping scene in which a portable Victrola holds the dominating position.

PUSH the PORTABLE

and overcome the summer slump

Portables of Quality at

- \$35 THE OUTING
- \$30 THE STANDARD
- \$25 THE SPRAYTONE
- \$15 THE STEWART



The Plymouth

Write for our 100-page encyclopedia containing illustrations and prices of

Radio Apparatus, Jones Motrola, Recordola, Attachments for Edison, Victor and Columbia, Albums and Album Sets, Bubble Books, Cabinets, Record and Roll, Record-carrying Cases, Corrugated Boards, Moving Covers, Dust Covers, Dancing Toys, Envelopes, Record Delivery Stock and Supplement, Geer Repeaters, Needles, Steel and Tungsten, Fibre Needle Cutter, Display Fixtures, Record Lights, Lubricants, Motors, Nameplates, Piano and Duet Benches, Player-piano Cleaner, Polishes, Record Cleaners, Tonearms and Sound Boxes, Springs, Strings.

We are distributors for the Gold Seal \$1.00 repeater—the biggest selling accessory.

The Cabinet and Accessories Co.

Incorporated OTTO GOLDSMITH, Pres.

145 East 34th St. New York

ZIMMERMAN-BITTER CO. FORMED

New Metropolitan Concern Engaged in Interior Store Construction and Decoration

The Zimmerman-Bitter Construction Co., with headquarters in New York City, is the latest concern in the metropolitan district to enter the field of interior store construction and decoration. Both Mr. Zimmerman and Mr. Bitter, heads of the new concern, are widely known to the talking machine trade, having been engaged in work of a similar character for a number of years. The company is planning to cater to the talking machine trade in the construction of booths, service counters, etc.

Modern equipment has already been installed by this company in the Broad & Market Shop, which was recently opened in Newark, N. J., and another contract for interior construction secured is that of the Morris Music Shop, formerly the De Rivas & Harris store, at 130 Fordham road, this city. Designs and plans for several other stores are being prepared and, although the concern has been in existence but a short time, the prospects for the future are exceedingly bright.

NEW LOCAL SONORA ACCOUNTS

Greater City Phonograph Co. Closes Important Deals—Liberty Music Shop Has Sonora

Maurice Landay, president of the Greater City Phonograph Co., New York, metropolitan distributor for Sonora phonographs, announced recently that arrangements had been completed whereby the Sonora line would be handled by Piser & Co., 2887 Third avenue, New York, and the Liberty Music Shop, 2369 Broadway, New York. The first-named concern is one of the leading furniture houses in Greater New York, and maintains an attractive talking machine department that will form a splendid setting for the Sonora line. The Liberty Music Shop is owned by N. Goldfinger, who is one of the veterans of the talking machine industry, and whose store is recognized as a leader in the uptown retail talking machine section. Mr. Goldfinger is planning to enlarge his establishment in order to properly accommodate the Sonora line.

Mr. Landay also states that the new Sonora period models are meeting with a ready sale and the company has received good-sized orders from the dealers for the Marquette, Lafayette, Pembroke and Queen Anne models.

JOINS GENERAL PHONO. CORP.

F. Von Der Wouder Appointed Wireless Consulting Engineer—Prominent in Wireless Field

The General Phonograph Corp., New York, announced this week that F. Von Der Wouder, wireless telephone and electric expert, formerly connected with the Telefunken Co., had been appointed wireless consulting engineer for the company, with headquarters at the factories in Elyria, O. Mr. Van Der Wouder, who is widely known in the electrical field, will give his invaluable knowledge and experience to the development of the wireless apparatus activities at the General Phonograph Corp.

JOHN CHILD RAY PASSES AWAY

John Child Ray, formerly assistant to the president of the Columbia Graphophone Co., passed away on Saturday, June 10, in Phoenix, Ariz. Mr. Ray was thirty-four years old.

SPEED EQUALIZER for ELECTRIC PHONOGRAPH MOTORS

We have United States and Foreign patents on a device that will maintain the record at a constant speed, regardless of drop or rise in voltage of electric current. We believe it is the best in results that has yet been invented. Will sell outright or lease on royalty basis.

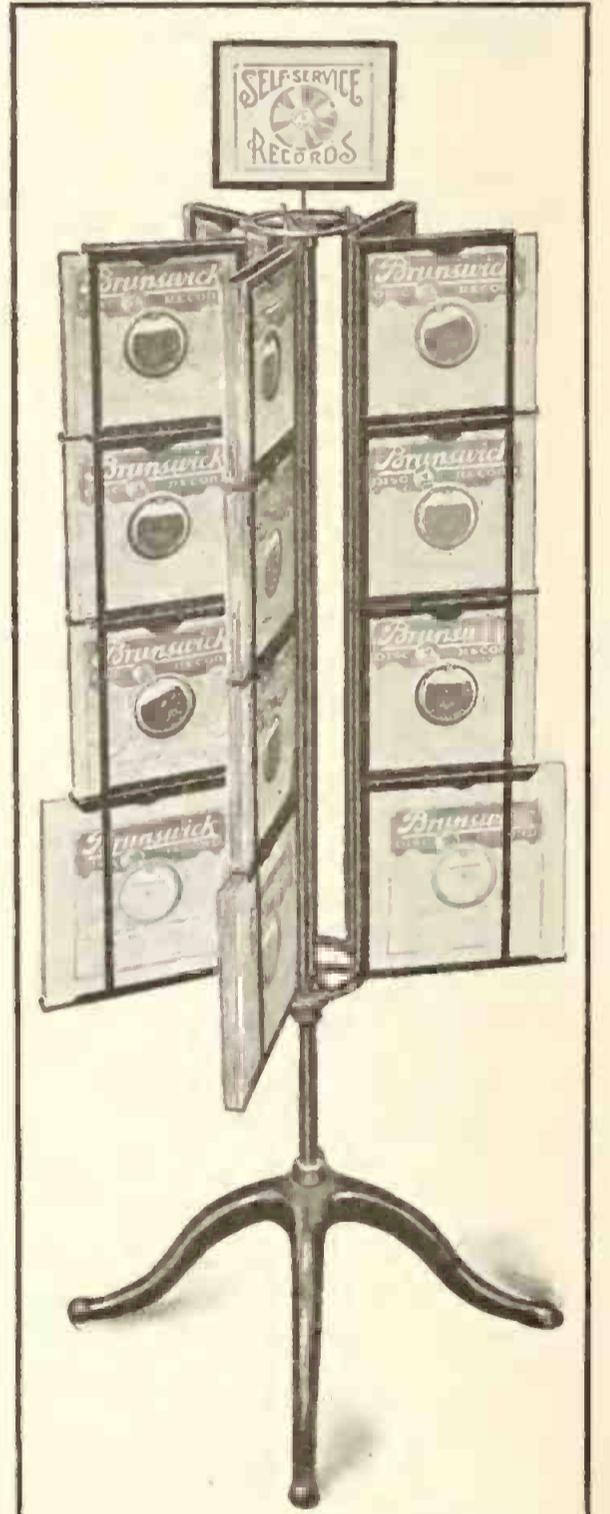
NATIONAL PIANO MFG. CO. Grand Rapids, Michigan

CHILVERS JOINS STRAND FORCES

Prominent Canadian Talking Machine Executive Now Strand Representative

The Manufacturers' Phonograph Co., New York, manufacturer of Strand phonographs, announced this week that Richard L. Chilvers had joined the company's organization, and will act as a Strand direct representative in the territory east of Kingston, Ont., with headquarters in Montreal. Mr. Chilvers is one of the veterans of the Canadian talking machine industry, as he joined the forces of the Berliner Gramophone Co., Ltd., as far back as 1909. In December, 1910, he was elected to the board of directors of that company, and appointed general sales manager, in which position he continued until January of the present year.

Mr. Chilvers is well known to the talking machine trade throughout the Dominion of Canada, as well as in the United States. He has made a number of coast-to-coast trips and his broad experience should prove very successful in the merchandising of Strand phonographs.



NO. 578. UNIVERSAL SELF-SERVICE RECORD DISPLAYOR made to hold 5 swinging leaves, each leaf accommodating three 10" pockets and one 12" pocket. Each pocket holds four records. Total number of records shown is 40 records and holding a reserve stock of 160 records. Height 6 ft. Width 30 in. Weight 125 lbs. Constructed of steel throughout, with heavy cast-iron base and finished in two coats of ebony enamel. Complete.....\$35.00

Write for complete catalogue

UNIVERSAL FIXTURE CORP. 133 West 23rd St. New York

**SIEGSMUND WITH C. N. ANDREWS**

Well-known Talking Machine Dealer of Buffalo, N. Y., Joins Staff of Local Victor Wholesaler—Has Had Wide Experience

BUFFALO, N. Y., June 8.—That Curtis N. Andrews, Victor wholesaler of this city, has faith in the future of the talking machine industry is proven by the addition to his sales force on June 1 of C. E. Siegesmund, a man of recognized ability, with several years of experience in the retail talking machine field. Mr. Siegesmund a few



C. E. Siegesmund

years ago purchased the retail department of the Andrews store when Mr. Andrews decided to wholesale exclusively.

Mr. Siegesmund conducted an exclusively Victor shop, which he sold to A. Victor & Co., a local housefurnishing establishment, at a figure he could not afford to overlook. He has long taken an active interest in trade affairs and served twice as president of the Talking Machine Association of Buffalo, enjoying the friendship of every member.

Mr. Andrews feels that Mr. Siegesmund's experience in the retail field will prove of great value to the dealers in his territory in assisting them in installing successful sales systems.

**WILL NOT MAKE 50c RECORDS**

Otto Heineman Denies Rumors That Company Will Make 50-cent Records—Odeon and Fonotopia Repertoires to Be Enlarged

Otto Heineman, president of the General Phonograph Corp., New York, stated this week that he wished to deny absolutely the rumors in existence to the effect that the company was planning to make records retailing at 50 cents. He stated that there was no foundation to this rumor and that the General Phonograph Corp. would continue to manufacture Okeh records at the standard retail price of 75 cents and would do everything possible to furnish the trade with a quality product commensurate with the company's standing in the talking machine industry.

In the near future the General Phonograph Corp. will enlarge materially its Odeon and Fonotopia repertoires. These new recordings will not only include records of foreign languages, but also recordings made by a number of prominent artists who will be identified next season with the Metropolitan and Chicago opera companies, and who will record exclusively for the Odeon and Fonotopia libraries.

**INTERESTING THE "TALKER" TRADE**

The Radio Buyers' Syndicate, New York City, is conducting a special campaign to interest the talking machine dealer in radio. As an inducement the company has stated its intention of offering free membership in the syndicate to talking machine retailers.

**COLLINGS & CO. ENTERTAIN DEALERS**

Close of Successful Salesmanship Classes Under F. A. Delano Followed by Dinner and Theatre Party in New York—Marks of Appreciation

One of the most successful salesmanship classes arranged by Victor distributors was held in the warerooms of Collings & Co., of Newark, N. J., June 5 to 8, inclusive. The class was under the instruction of F. A. Delano, director of the Red Seal School of the Victor Talking Machine Co., Camden, N. J.

The course was unusually interesting, embracing all phases of the talking machine business, not mere theory, but practical pointers on business producers. A large number of dealers responded to the Collings & Co. offer and L. W. Collings and Mr. Delano were particularly pleased with the results.

On Thursday evening, June 8, Collings & Co. were hosts and had as their guests all of the dealers who were in attendance at the salesmanship classes at a dinner at the Palais Royal, New

York, following which they attended the performance of "Good Morning, Dearie."

The class presented Mr. Delano with a traveling case in recognition of his interest in the dealers' problems and his instructions, which many dealers enthusiastically stated were invaluable.

The dealers also presented L. W. Collings with a gift in honor of his thoughtfulness and vision in making it possible for Mr. Delano to be heard by the trade in Newark.

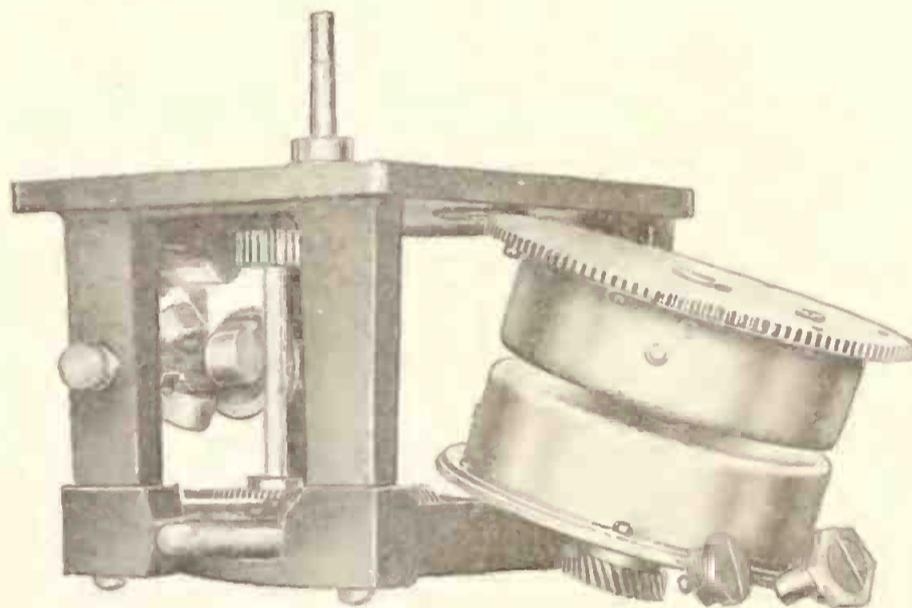
The gathering at the Palais Royal and the Globe Theatre, for the show, "Good Morning, Dearie," was quite large and the event was particularly pleasing in the earlier part of the evening when Paul Whitman personally greeted the diners.

**L. A. INMAN IN CHARGE**

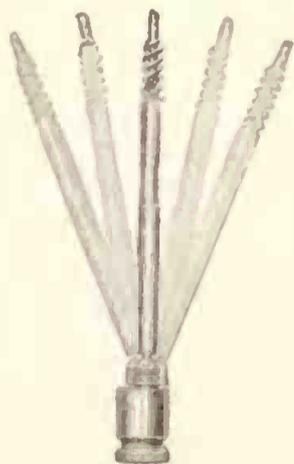
L. A. Inman has been made manager of the Victrola department recently acquired by G. W. Halton from the Pemberton Furniture Co., Fort Worth, Tex.

*Study the*  
**SILENT Motor**

Its Advantages for Your Line of Talking Machines Are Self-Evident



The Silent Motor With Spring Barrels Demounted. Note the Sturdy and Simple Construction.



An Exclusive  
**SILENT MOTOR** Feature.

Self-aligning governor shaft, mounted on universal ball-and-socket bearing. Eliminates governor trouble forever.

Send for Sample and Prices

**THE SILENT MOTOR CORPORATION**

CHARLES A. O'MALLEY, *President*

321-323-325 Dean Street,

BROOKLYN, N. Y.

# PORTLAND, ORE.

*Two New Dealers Open Departments and Add Brunswick Line—  
Many Changes in the Trade During the Month—Dealers Active*

PORTLAND, ORE., June 6.—John R. Leach, owner of the Phoenix Pharmacy, at 6616 Foster road, this city, has just completed erecting a handsome new store and has installed a most complete Brunswick department.

"Currius for Drugs" is an attractive little drug store of Klamath Falls, Ore., which has been appointed exclusive Brunswick dealer by M. Davis, district manager of the Brunswick Co.

H. G. Launspach has been added to the outside selling force of Weeks & Orr at Medford, Ore., exclusive Brunswick dealers.

H. L. Moore, of Salem, Ore., who formerly owned the Moore-Dunne music store, has purchased the store of W. W. Moore and consolidated the two firms, which are now known as Moore's Music House. Brunswick and Victor machines are handled.

E. M. Thompson, of the Thompson Music Co., Bend, Ore., who is an exclusive Columbia dealer, has returned from an extended trip into New Mexico and Arizona.

Mr. Porter, field manager of the Columbia Graphophone Co., spent several days in Portland in company with W. H. Lawton, branch manager of Oregon and Washington, with headquarters in Seattle.

The Sonora phonograph was demonstrated for several weeks in one of the main windows of the Lipman-Wolfe store. A demonstration of the assembling of motor and sound box attracted a great deal of attention.

Richard "Burtrain" Miller, manager of the San Francisco office of the Wiley B. Allen Co., spent a week at the Portland store.

The little Queen Anne Brunswick console is making a big hit in Portland and H. J. Young, manager of the exclusive Brunswick department of the Edwards furniture store, is among the department managers to report a big run on this type of machine.

J. Walter Johnson, window decorator of Powers furniture store, won a handsome silver cup as grand prize for the best decorated window displays during the Elks Golden Jubilee, May 15 to 20. One of his windows featured a large Victor dog, an Elk head, Victrolas, records, etc.

Roy Feldenheimer, owner and manager of the phonograph department in the Lipman-Wolfe store, has placed Kathryn Campbell in charge of the record department to fill the place of Fritz Jensen, who went to La Grande, Ore.

Taylor C. White, former manager of the Portland Remick Song & Gift Shop, has been made manager of the Laraway Music House, of Eugene, Ore., Victrola and Brunswick dealer.

George Reaney has been added to the sales force of the phonograph department of the Wiley B. Allen Co. Mr. Reaney was formerly with the

Bendix Talking Machine Shop, of Walla Walla.

D. C. Peyton, manager of the phonograph department of the Meier & Frank store for the past two years, has resigned his position and has left for the South. He expects to locate in Los Angeles.

He has been succeeded by Harry Andrews, formerly manager of the phonograph department of the Tull & Gibbs furniture store, of Spokane, and after that assistant manager of the Columbia-Stowers Co., distributor of the Columbia for Spokane, and later was in business for himself, being associated with the Baird-Andrews Co., of Walla Walla, Wash., withdrawing from that firm to come to Portland.

Russell Brant, of the Victrola department of Sherman, Clay & Co., has resigned to go into the

## OSLAND, Inc.

122 Fifth Avenue, New York City

*Alpha Reproducer*

Pivot stylus with spring tension

- Radio products
- Variocopulars
- Variometers
- Variable condensers

MANUFACTURED TO SPECIFICATIONS

radio manufacturing game with the Brant-Reed Radio Mfg. Co. He has been succeeded in the Victrola department of Sherman, Clay by Harry Johnson, who comes to Portland from Los Angeles, where he was with the Berkell Music Co.

Mrs. Carrie Cave has been added to the sales force of the Columbia Grafonola department of the Remick Song & Gift Shop. Mrs. Cave comes to Portland from Tacoma, where she was connected with the Melody Shop.

## OKEH WEEK IN MINNEAPOLIS GREATLY STIMULATES SALES

MINNEAPOLIS, MINN., June 5.—"Okeh Week," which was recently observed in Minneapolis territory by Okeh dealers throughout the State, proved a decided success, and the dealers in the small towns as well as the large cities reported an increased demand for Okeh records directly traceable to the publicity incidental to Okeh record week.

The accompanying photograph shows the special display prepared by Doerr-Andrews &

through the use of efficient, aggressive sales methods. When these methods were introduced Okeh sales increased more than ten per cent the first month, and the second month the increase was over twenty per cent.

### WHY A. H. CURRY IS OPTIMISTIC

In a recent interview with The World A. H. Curry, vice-president of Thomas A. Edison, Inc., in charge of the phonograph division, stated that the outlook in the phonograph field at the present time is highly encouraging. Current orders for both instruments and records are mounting, in accordance with a very steady upward curve.

Mr. Curry looks for considerable improvement by Fall and attributes the prosperity which awaits the phonograph industry to several factors are the favorable changes in basic conditions throughout the world and particularly in the United States, the passing of radio as a fad proposition and the reports which are coming in daily from wholesalers and retailers in the phonograph business throughout the width and breadth of the

land, whose contact with the purchasing public is of a character that cannot be questioned from the standpoint of accuracy and significance.



Feature of Okeh Week in Minneapolis

Doerr, Okeh jobbers in Minneapolis. V. T. Stevens, manager of the Okeh record department of this company, is obtaining splendid results

# NATIONAL METALS DEPOSITING CORPORATION

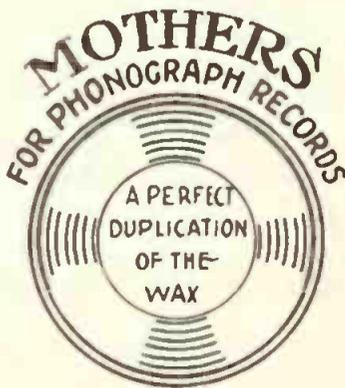
FACTORY  
34 East Sidney Ave., Mt. Vernon, N.Y.  
Telephone: Oakwood 8845

MOUNT VERNON — NEW YORK  
MANUFACTURERS OF

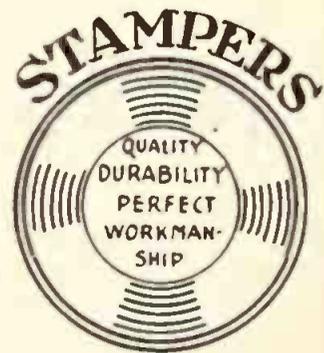
LABORATORY  
415 Fourth Ave., New York, N.Y.  
Tel. Madison Square 6635



WE DEPOSIT THE  
FINEST COPPER  
IN THE WORLD  
FOR YOUR CONVENIENCE  
DELIVER RECORDED WAX  
TO OUR LABORATORY



OUR  
IMPROVEMENT  
ALL STAMPERS  
HAVE  
HIGHLY POLISHED  
MACHINED BACKS



# Proving that It Pays to Handle

# WALLACE REDUCING RECORDS

For the benefit of those who may have thought Get Thin to Music a mere novelty, or fleeting fancy, we offer these actual experiences of the trade with Wallace records:

**Famous & Barr Co.**  
St. Louis, Mo.

say—

"We find a ready sale for these unusual records. Our turnover on them has been as great as any in the entire department. They continue to sell well."

**Dugan Piano Co.**  
New Orleans, La.

say—

"We are selling six sets a day with hardly any effort. Also, Wallace records have sold for us many small phonographs in homes already having a big machine. The window display you gave us has sold a lot of the records."

**The Fair**  
Chicago, Ill.

say—

"Our Wallace demonstration has made many new friends for the record dept. From the quantity of daily sales we know our net is going to be very satisfactory. We wish you continued success."

**The May Co.**  
Cleveland, Ohio

say—

"We have over a thousand women weighing themselves daily, and the records create a lot of interest."

**Jones Music Co.**  
Grand Island, Nebr.

say—

"Not only do we know these records to be a good investment, and find demand for them increasing, but we believe they are doing purchasers a world of good. They have helped business for us in other records, and in instruments."

## A Good Proposition for Good Dealers —and Good NOW

The Wallace reducing course has been widely advertised, in more than a quarter of a million dollars' worth of high grade magazine space. It is the original course on records. It is generous value for the money. Those who buy it and use it always become boosters. Beautifully packed in compact and complete sets retailing for \$15.

Swing in with this big feature now—Summer weather is ideal for reducing by this novel and interesting method. Summer business in Wallace reducing records has not fallen off! Waiting for Fall means just that much time and money lost. Prices to trade: 6 sets 40% off or \$9 each; 12 sets at \$8.55; 25 sets at \$8.10; 100 sets at \$7.50.

NOTE: Wallace is the originator of the music-method of physical exercise. Similar records are imitations which will all be prosecuted with vigor. Dealers are urged—in their own interest as well as ours—to decline to handle any of the pitiful substitutes being offered. Wallace reducing records are scientifically sound. Wallace reducing records *reduce*. Each bears the signature "Wallace."

**WALLACE INSTITUTE, Dept. 4, 630 South Wabash Avenue, Chicago, Illinois**

## OTTO HEINEMAN BACK FROM EUROPE

President of General Phonograph Corp. Returns From Short Trip Abroad—Radio Activities Purpose of European Visit—Will Soon Announce Radio Sales Plans

Otto Heineman, president of the General Phonograph Corp., returned to New York on June 2 on the steamer "George Washington," after spending four weeks in Europe. Mr. Heineman made this trip in record-breaking time, as he left New York on May 2 and was back here exactly one month later. The purpose of Mr. Heineman's trip abroad was primarily in connection with the activities of the General Wireless Corp., which, as announced in last month's issue of *The World*, is a subsidiary to the General Phonograph Corp. The former company will manufacture wireless receiving sets, wireless telephone apparatus, etc., under the Lorenz patents and models of these various instruments are now in the hands of the factory executives at Elyria, O.

Mr. Heineman states that his company had planned to have these sets ready for the market within a few weeks after the first announcement, but he found that in order to maintain the quality and prestige of these instruments it would be desirable to give detailed thought and consideration to every phase of their technical development. Machinery for the production of these wireless outfits is now being completed at Elyria and embodies important new principles. Within a short time the General Wireless Corp. will issue an official announcement giving the trade accurate information as to its plans for co-operating with the talking machine industry.

## PHONOREEL JOBBERS APPOINTED

Important Territories Being Assigned for New Turntable Novelty—Dealer Distribution Making Rapid Progress Throughout Country

The Phonoreel Co., New York, has appointed the Phonoreel Sales Co., 37 East Eighteenth street, New York, Eastern distributor for the company, and the Fox Philadelphia Co., 723 North Twenty-sixth street, Philadelphia, as Pennsylvania distributor. In the course of the next few weeks the company expects to close several other important deals whereby jobbers will be appointed in principal trade centers.

The Phonoreel, which is a device that may be attached to any turntable and plays rolls of pictures similar to moving picture reproduction, is

# Nassau Radio Co., Inc.

announces its Opening as  
Brooklyn and Long Island Distributor  
of the

## V O C A P H O N E

Made by  
**JOHN FIRTH & CO., Inc.**  
Manufacturers of  
"THE FINEST WIRELESS TELEPHONE INSTRUMENTS  
IN THE WORLD"

A complete merchandising service by experienced  
talking machine men for Brooklyn and Long  
Island dealers in WIRELESS TELEPHONES

## NASSAU RADIO CO., INC.

OTTO E. RUCKGABER, President      ALBERT RUCKGABER, Sec'y-Treas.

**60 Court Street**      **Brooklyn, N. Y.**  
Telephone Triangle 6454

meeting with considerable success and dealer distribution is making rapid headway. The Phonoreel is furnished with three different sets of pictures, and the simplicity of the device, together with its sales appeal, is making it a popular favorite with the dealers.

## DEATH OF MISS ADA JONES

Well-known Record Artist Dies While on Concert Tour—Popular With Talker Owners

Miss Ada Jones, well-known soprano and one of the most popular artists in the record catalogs, died a few weeks ago while on a concert tour down South. Miss Jones, who started recording when the talking machine industry was in its infancy, was for many years one of the most popular singers of soubrette songs, child ballads and ragtime hits in the record catalogs. She recorded for several of the leading companies, and made many duet records that attained signal success.

## SIMPLEX MOTOR MAKING PROGRESS

New Electric Motor Well Received by Trade—Exhibit at Convention Produces Direct Sales—New Mailing Card Interests Dealers

MONTREAL, CANADA, June 9.—The Simplex Electric Phonograph Motor Co., of this city, manufacturer of the Simplex electric phonograph motor, has just issued an attractive mailing card which is being used to splendid advantage in the company's publicity plans. This mailing card features a splendid illustration of the Simplex motor, and furnishes interesting details as to its construction and specifications. Special emphasis is made of the fact that the motor has no gears, governor, commutator, brush, transformer, springs or belts, and requires no adjusting. It is furnished to the trade with a twelve-inch velvet turntable, electric automatic stop switch and one-piece nickel-plated frame.

Doris, Albert and Harry Farmer of the company's executive staff, returned to Montreal yesterday, after attending the Jubilee Convention of the Music Industries held at the Hotel Commodore, New York. The company maintained a very attractive exhibit at this convention, and, in addition to securing valuable publicity for the motor, closed a number of important deals to be announced very shortly. The exhibit was visited by hundreds of interested talking machine manufacturers and dealers, who were keenly interested in the mechanical features of the motor, and many of whom placed orders for immediate delivery. Plans are now under way for the enlargement of the factory in order to meet the trade demands and take care of orders on hand.

## DEATH OF B. W. GRATIGNY

President of Oklahoma Talking Machine Co. Dies at His Home—Was Well Known and Highly Esteemed in Western Business Circles

OKLAHOMA CITY, OKLA., June 5.—B. W. Gratigny, who a short while ago became president of the Oklahoma Talking Machine Co., died at his home here a few days ago. Mr. Gratigny was well known in business circles in this section of the country and his death is keenly regretted. E. L. Gratigny, his brother, joined the Oklahoma Talking Machine Co. recently as vice-president, and it is understood that Mr. Gratigny's death will not interfere with the company's plans. Percy A. Ware, well known in the talking machine trade, is sales manager of the company.

## "Musical Merchandise Sales Are Keeping Us Going—"

That's what a customer from up-state tells us.

He has found his Small Goods department a life-saver. The brisk business he's been doing in the smaller instruments and accessories has kept down overhead, brought new customers into his store (every one of them a phonograph prospect) *and paid profits!*

And Musical Merchandise can do the same for YOUR Store.

Send for our new illustrated Catalog and our Confidential Trade Price List No. 4. These two FREE books make Musical Merchandise buying easy—successful.

## THE FRED. GRETSCH MFG. CO.

*Musical Instrument Makers*

60 BROADWAY

Since 1883

BROOKLYN, N. Y.



# Robert Gordon's Page -



A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

## Business-Building Ideas Worth Trying

**W**HEN vacation time approaches you can sell a lot of portable models if you go after this business. To suggest the vacation idea in your window, put a large trunk a little to the left of center—not a new one, but showing marks of travel. You doubtless have just the right trunk at home in your attic. The lid should be turned back and the interior packed with clothing. The top layer should be clothing, but the bottom may be stuffed with newspapers. Bathing suits, tennis shoes and other Summer apparel are visible. Pairs of man's shoes, woman's shoes and little sandals of child's size will give the suggestion of a family. In the far corner of the trunk a clear space has been left as if for a portable talking machine. On a small chair beside the trunk stands the machine, waiting to be packed. Resting across the corner of the trunk is a full record album, and on the floor another. Above the talking machine is a sign reading:

This Model (name here).....  
Fits Into Your Trunk  
(and certainly fits into vacation pleasure)

Toward the right is a portable machine of the type with special shipping case. The sign beside this reads: "This Model..... Has a Trunk of Its Own!" On the handle of this little trunk is a large tag reading "To M. Y. Self, Joytown-by-the-Sea, U. S. A." On the floor near the window drop a timetable or two, also a Summer resort booklet. The cost of this display is practically nothing. If you wish to make it more elaborate, your sign expert can make a large background painted with vacation scenes showing the portable machine in use for dancing on the beach, canoeing, camping, etc.

**I**F you gave a present and the recipient took it in silence, without a word of thanks, would you be likely to ever give the same person another gift? The two words "Thank You," in acknowledgment of favors, are so familiar in personal friendships that we ought to see their enormous importance in business relationships. Customers who buy from you instead of from your competitors are doing you a favor. *Thank them for it.* Nothing so pleases and flatters them as the thought that you value their business and are grateful for it. The proposition of a little printed card, bearing the words "Thank You," to be wrapped in all packages, mailed with all receipted bills, etc., has already been tried and found immensely successful. It holds business and builds good will. Have your printer make up for you a neat "THANK YOU" card, with your store name and address at the bottom in cason type. He can print you several thousand at a trifling cost. Slip a card into every package of records; enclose one with every receipted bill or copy of instalment contract. It's one of the little things that make a big difference.

**E**VERYONE is interested in knowing which books are the best sellers. No reason why people aren't interested in which records sell best. In the center of the window on a white card, 10x14 inches, printed in pale green letters, have the message, "These were the best selling records last week." Have two groups of records in the window. At the left, the popular; at the right, the classical.

Card at left headed,	And at right,
3 best sellers	3 best sellers
Popular	Classical
.....	.....
.....	.....
.....	.....

Change this bulletin from week to week and to everyone who calls for a "Best Seller" try to sell other records also.

**M**AKE it a habit to get several copies of the programs of concerts, recitals and musical comedies. Cut out the page listing the musical numbers and paste it on a piece of dark paper, such as is used in photograph albums. Put a star (\*) in red ink after each song which you have in your record stock. Under the program paste a white strip of paper, on which you have typewritten or lettered: "We have these songs (\*) which John McCormack sang last night at the Armory," or "Come in and hear these records from 'The Follies,' now playing at Blank's Theatre." Post one of these on your

window and keep others on your counters or in your booths. If you make a practice of this managers and musicians will gladly mail their programs regularly and people will get the habit of looking for the latest "music news" in your windows. Your record sales will show the results.

**M**AKE a careful note of every talking machine you sell which is given as a wedding present. Find out when the wedding is to be and try to learn when the newlyweds will return from their honeymoon. At this time—about a month or six weeks after the wedding—see to it that a letter is sent informing Mr. and Mrs. Newlywed that their talking machine was purchased at your store and that you have in new records which they will wish to add to their record library. Selling the instrument is only part of your work. Get the business of the Newlyweds as well as that of their relatives who sent them the talking machine.

**J**UNE is the month of roses and nothing is more inviting than a window full of these beautiful flowers. If you can, secure as a background for your window a latticework of wooden laths spaced about a foot apart. Paint this green and twine roses and green leaves in and out on the lattice framework in a decorative fashion. If this cannot be done, place a talking machine in the center of the window toward the back. Flank it on each side with a tall cut-glass or silver vase about twenty-four inches high and fill these vases with varicolored roses. In the front of the window have a card about 24x36 inches on the gilt background on which is painted in rose pink letters "June—The Month of Roses." Then have heaps of records spread across the floor, each heap having in front of it a card 6x9 inches giving in clear, easily read letters the names of the selections, which can be "Rosy Posy," "Rose of Stamboul," "Georgia Rose," etc.

**H**ERE'S a striking way to feature your best record hit of the month. Down in the cellar pick out a half dozen small lumps and little chips of coal. Wash off the dust. Get a 25-cent bottle of gilt paint from an art store and gild each bit of coal to look like a nugget. Now make a sign, using any record title you wish, which reads:

Worth its weight in gold!  
"CUTIE"

If possible, borrow from a hardware dealer a pair of balances. In one pan put your record with a little price tag. In the other pan put enough "gold nuggets" to balance. Set this display near the front of your window with a sign above it. If you can't get a pair of balances set the record on a puff of white crepe paper or silk with a border of contrasting color. Beside it, on another puff of the same size and shape, set the gold nuggets, and the effect of balance is almost as good.

**A** "WEDDING WINDOW" can be arranged as follows: Kewpie dolls dressed as bride, groom and bridesmaids. A card reading, "Wedding Gifts that Delight Them." In the center of the window one of your finest upright models with a broad white satin bow around the middle of the instrument. A package of records done up in white paper with a big white ribbon bow around it. A card in front of this reading, "The Way We Send the Records You Choose for Wedding Gifts."

**M**ANY factories are willing to use pay envelopes which you furnish free with your ad on the back. These envelopes can be printed monthly and you can use them to announce the latest records. This is a new plan which has unusual advantages, because this advertising is not immediately thrown away, nor is it overlooked.

**N**OTE all the good charge accounts on your books that have been closed up. Mail to each one a bill on which you have written, "You don't owe us a dollar. We wish you did!" Enclose with it your new record bulletin or some of your circulars.

**EDITOR'S NOTE**—Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and will also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you—to be a forum for the discussion and exchange of ideas of interest.

## Van Veen Equipment for Phonograph Dealers and the Musical Merchandise Trade

For those who cannot afford to experiment. Efficiency assured at the lowest consistent cost. Hearing Rooms, Record Racks, Dealers' Service Counters and general equipment for the sale of musical merchandise.

### VAN VEEN & COMPANY, Inc.

*Office, Factory and Warerooms*

413-417 East 109th Street - - New York City

#### REPEATER SUIT IS SETTLED

Validity of Geer Patent Recognized—Gold Seal Co. Will Make Repeaters Under Geer Patent—New Distribution and Sales Plans Announced by the Walbert Mfg. Co.

CHICAGO, ILL., June 12.—W. H. Huth, head of the Walbert Mfg. Co. of this city, manufacturer of the well-known Geer repeater, announced to-day that the litigation between his company and the Gold Seal Co., New York, N. Y., had been settled. The Gold Seal Co. will hereafter make Gold Seal repeaters under the terms of the Geer patents, which are owned and controlled by the Walbert Mfg. Co.

The validity of the Geer patent has been sustained by a decree entered in the U. S. District Court, Southern District of New York. Judge Knex making the decision. As a result of this decree the Gold Seal Co. has admitted and satisfied judgment, and in return has been licensed to make and sell Gold Seal repeaters under the Geer patents, which are basic. These patents also cover all foreign fields.

According to the sales plan as announced by

Mr. Huth, the Walbert Mfg. Co. will make and market the Geer repeater as heretofore, and will also act as exclusive sales representative for the Gold Seal repeater in the territory west of the Alleghenies, including Canada, west of Toronto. The Gold Seal Co. will make and market Gold Seal repeaters and will act as sales representative for the Walbert Mfg. Co. in Eastern territory, including eastern Canada. This sales plan will provide for maximum service to the trade, and enable both companies to make prompt shipments of the Geer repeater, which retails at \$2.50, and the Gold Seal repeater, retailing at \$1.00. Both of these repeaters have attained phenomenal success, and the settlement of the litigation will be welcome news to the trade.

There is a possibility that the Gold Seal Co. will be absorbed in its entirety by the Walbert Mfg. Co., and activities in this direction together with other important plans may be announced in the near future.

The Walbert Mfg. Co. and E. S. Geer were represented in this legal action by Duell, Warfield & Duell, New York, N. Y., and the Gold Seal Co. was represented by Cooper Kerr & Dunham, New York, N. Y.

#### NEW RECORD PLAYER INTRODUCED

U-Pla-M Record Player Has Many Unique Features—Trade Interested in New Novelty

A new device called the U-Pla-M record player has just been placed on the market by the U-Pla-M Record Co., Brooklyn, N. Y., and is now being introduced to the trade generally. This device, which is the invention of Paul Hoag, Brooklyn, N. Y., enables the owner of the talking machine to play a desired melody by using a sliding bar and a master record specially recorded for this device.

A musical scale consisting of two octaves is recorded on the master record, and by using the sliding bar, which crosses the face of the record, the ordinary reproducer of the talking machine may be utilized to reproduce any desired tone or series of tones, and thereby play the selection desired. The various notes of the scale are marked across the sliding bar and may easily be located on the master record. This unique device has been shown by Mr. Hoag to the local trade, and many dealers have evinced keen interest in this novelty.

#### STERLING CO. BUYS GOETZ & CO.

George U. Tompers, vice-president of the Sterling Piano Co., 518 Fulton street, Brooklyn, N. Y., has purchased the business of Goetz & Co., Inc., located at the corner of Livingston and Court streets. Plans are under consideration by Mr. Tompers to consolidate the two institutions by moving the Sterling plant to the present location of Goetz & Co. In addition to pianos the Sterling Co. handles the Victor line of machines and records.

#### ALTERATIONS AT PISER & CO.

Piser & Co., 2887 Third avenue, New York City, are remodeling their Victor talking machine department. When the work is completed the department will be considerably larger than heretofore. There will be thirteen sound-proof record demonstration booths and a large space for the display of Victrolas. The department is under the management of C. Buckner, who is assisted by Ernest Janelli. Mr. Selig, president of the company, is in Europe on a brief vacation at present.



## Your Needs Can Be Met

If you are in need of a superior playing sound box, a tone arm which not only looks well but plays better, or any specially designed and manufactured phonograph accessory, we are in a position to meet your requirements.

Our engineering department will design the best for any intended purpose and carry out experimental work in a way of insuring satisfactory results.

Our large manufacturing facilities, which include complete tool rooms, modern machine shop and plating department, are available for quantity production of the highest-grade articles—reproducers, tone arms and any form of metal specialty.

Several designs of sound boxes, approved and used by leading phonograph manufacturers, are stocked ready for immediate shipment.

**Presto Phono Parts Corp.**

124 PEARL STREET  
BROOKLYN, N. Y.

#### Second-hand Magnavoxes Wanted

We pay the best cash prices for second-hand Magnavoxes. Send description of your machine and we will make offer. Warnax Mfg. Co., 346 Canal St., New York, N. Y.

# *Repeater Litigation Settled*

By the terms of an agreement signed June 6th, 1922, the GOLD SEAL CO., New York, N. Y., will hereafter manufacture Gold Seal Repeaters under the privilege and provisions of the

## **GEER PATENTS**

which are owned and controlled by the

## **Walbert Mfg. Co.**

**Chicago, Ill.**

### **Geer Repeater**

*Retail  
Price*

**\$2.50**

The Gold Seal Co. has recognized the validity of the GEER PATENTS, and in consideration of this recognition of these basic patents, the litigation between the Walbert Mfg. Co. and the Gold Seal Co. is now settled.

### *Selling Plan*

The Walbert Mfg. Co., Chicago, Ill., will manufacture and market the GEER REPEATER, as heretofore, and will also act as sales representative for the Gold Seal Repeater in the territory west of the Alleghenies, including Canada west of Toronto.

### **Gold Seal Repeater**

*Retail  
Price*

**\$1.00**

The Gold Seal Co., 105 West 40th Street, New York, will manufacture and market the Gold Seal repeater under the GEER patents, and will act as sales representative for the Walbert Mfg. Co. in Eastern territory, including Toronto and Eastern Canada.

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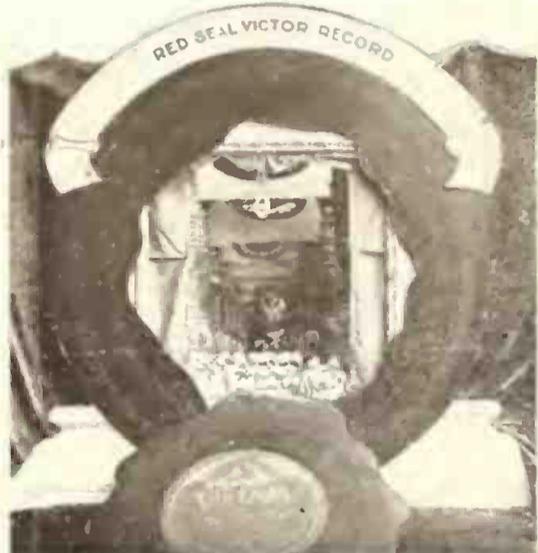
## **Walbert Mfg Co.**

925-941 Wrightwood Ave., Chicago, Ill.

**ATTRACTIVE WINDOW DISPLAY**

Reynolds Music House Features "Consecration Scene" From "Aida"—Subject Well Handled

MOBILE, ALA., June 6.—During the recent convention of the Southern Victor Dealers' Association held in this city one of the centers of attraction was the unusual window display presented at the Reynolds Music House, Victor dealer. The accompanying illustration will give some idea of the distinctive appearance of this



Reynolds' Artistically Arranged Window window, but the display as a whole can hardly be appreciated in black and white.

This display, which featured the "Consecration Scene" from "Aida," was worked out in every detail from the photograph showing this scene in the Victrola Book of the Opera. Three months were consumed in preparing the display, which was made in its entirety by Robert Fee, of the Reynolds Music House. All of the work on the columns was done by hand and even the idol in the background stage was cast by Mr. Fee. Visitors to the convention were amazed at the infinite care represented in this display, and Mr. Fee was congratulated by the Victor dealers and jobbers upon the presentation of an exceptionally attractive window.

**J. M. JORDAN ON LONG VACATION**

J. M. Jordan, who has been assistant manager of the Wurlitzer store, New York City, is leaving this organization for a three months' vacation which he expects to spend at his home in Baltimore and is also planning to spend some time in the West. Mr. Jordan has been connected with the Wurlitzer organization for the past year and is well known in the talking machine trade in metropolitan New York. His plans for the future are not yet ready to be announced, but he will be located in New York on his return, in the talking machine trade in some capacity.

Recognize your weaknesses, but don't meditate upon them all the time.

**JOHN BROWN'S IMPORTANT POST**

Well-known Musical Authority Appointed Assistant Director of Columbia Recording Studios—Prominent in Every Phase of Music

The Columbia Graphophone Co. announced this week the appointment of John Brown to the important position of assistant director of the recording studios. This appointment is a matter of keen gratification to all who realize the aid which is being brought to the artistic end of the talking machine industry by those experienced in musical fields.

Mr. Brown has been identified with the musical world since 1909, when he became treasurer and assistant secretary of the Metropolitan Opera Co., New York, later being appointed business comptroller of the Metropolitan, a position created for him by Otto H. Kahn, chairman of the board. For over seven years Mr. Brown carried out the important duties of this office, serving as chief aid to General Manager Giulio Gatti-Casazza and installing systems in the Metropolitan which still exist. During all this time Mr. Brown also served as assistant secretary of the New Theatre (now the Century). During the season of 1914-1915 the Diaghileff Russian Ballet toured the United States under Mr. Brown's management, attaining phenomenal success. In 1916 Mr. Brown resigned from the Metropolitan Opera Co. and for three years thereafter was Eastern manager of the Chicago Opera Association. Under his direction the Chicago Opera Co.'s seasons in New York developed to the imposing figures which now form the bulwark of each season's New York business.

Early in 1920 Mr. Brown joined the forces of the Columbia Graphophone Co., where he first undertook the direction of its concert department, which was then being conducted under another name, and reorganized it as the National Concerts, Inc. In the Fall of 1921 Mr. Brown was placed in charge of the Columbia Co.'s opera and concert department, later being appointed manager of the artist department. As assistant director of the recording studios of the Columbia Co. Mr. Brown will have unlimited opportunities to exercise his valuable knowledge of every phase of the musical field.

**BARBARA MAUREL SAILS FOR EUROPE**

Miss Barbara Maurel, well-known concert artist, who records exclusively for the Columbia library, sailed Saturday, June 3, for London, where she will appear at Wigmore Hall on June 30. Miss Maurel will also appear at several other important concerts abroad; this tour having been arranged by the Wolfsohn Musical Bureau.

**H. A. RAYNER IN CHARGE**

H. A. Rayner, formerly with the Bush & Lane Co., Portland, Ore., is now in charge of the H. C. Capwell Co. Phonograph Studio, Oakland.

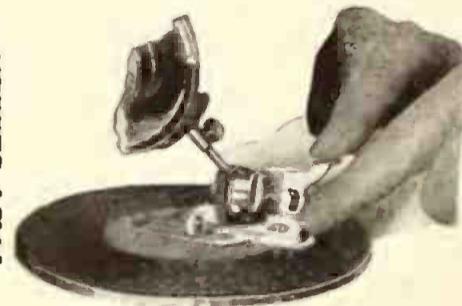
**Sharpen the Fibre Needle**

Without removing it from the Tone Arm of the Phonograph

*It's 5 years ahead of the times*

CONVENIENT

FAST SELLER



GOOD PROFITS

MECHANICALLY RIGHT

*Very Simple*

**LIDSEEN  
FIBRE NEEDLE  
CUTTER**

**LIDSEEN PRODUCTS**

832-840 So. Central Ave. CHICAGO

**NEW RECORD MAKES ITS DEBUT**

Produced by New Organization With H. T. Leeming as Sales Manager

A new record has been placed on the market named the Perfect Record. The new organization, known as the Perfect Record Co., Brooklyn, N. Y., is under the direction of H. T. Leeming as sales manager. The new record is to retail for 50 cents. Much preliminary work was spent on the record before its initial offering and it is predicted that it will be one of the most popular in the 50-cent record field. While popular hits of the day will constitute an important part of the output of the company, it is also planned to offer a wide variety of operatic selections by artists of note at the same price.

It is stated the merchandising policy of this organization calls for only one big distributor in a city or town. In a number of cities the largest department store has taken on the Perfect line. H. T. Leeming is well known throughout, and has had much experience in the popular-price record field and is exceptionally well qualified to direct the destinies of the new company.

James G. Landay, of Landay Bros., Inc., who had been ill has been enjoying a short vacation in the Carolinas.



PATENTS PENDING

**U-PLA-M RECORDS**

FOR EVERY TALKING MACHINE OWNER

—YOU PLAY—

**Any Instrument - Any Selection - On One Record**

By the use of this ingenious device you can play any melody and all of your favorite music ON ONE RECORD.

Sounds impossible—but one demonstration will prove every claim.

A chance for dealers or all interested parties to capitalize on this proven invention—that revolutionizes the present-day methods of recording and reproducing.

Write for full information to

**U-PLA-M RECORD CO.**

2 Fairview Place

Brooklyn, N. Y.

# Federal

## RECORDS

LIST PRICE 50c.

**I**N tone quality, durability and artistry, Federal Records combine the skill and experience of twenty years of successful record making.

Our catalogue covers a wide range of standard and popular numbers made by the best-known artists.

New Federal lists are issued monthly and include all the latest hits.

Federal service is prompt and efficient.

Our plan of distribution protects enterprising merchants in building up a permanent business.

WIRE OR WRITE FOR PARTICULARS

# Federal Record Corporation

(Formerly The Indestructible Phonographic Record Co., Established 1900)

Main Offices and Factory

Albany, N. Y.

New York Office and Recording Laboratory, 108 E. 16th Street

# MUSIC TRADE ASSOCIATIONS HOLD ANNUAL CONVENTIONS IN NEW YORK

*Music Industries Chamber of Commerce and Allied Associations Hold Annual Meetings at Hotel Commodore—Great Gathering of Tradesmen*

There were held at the Hotel Commodore, New York, during the week of June 5, the annual conventions of the Music Industries Chamber of Commerce and a number of trade associations affiliated with that central body, including the National Association of Music Merchants. With several of the trade bodies in convention the various factors in the talking machine trade have direct or indirect connections, the National Association of Talking Machine Jobbers being members of the Chamber of Commerce and a number of individual talking machine wholesalers and dealers being affiliated with the Music Merchants' Association.

#### The Music Industries Chamber of Commerce

In the Chamber of Commerce convention various reports were made regarding the activities of that organization during the year, particular stress being laid upon the successful efforts to have the excise tax removed from pianos, talking machines, etc., and upon the accomplishments of the National Bureau for the Advancement of Music, the new Trade Service Bureau for the assistance of dealers and other subsidiary bureaus.

The Finance Committee of the Chamber offered a budget covering the proposed activities of the Chamber for the coming year, the amount set forth being \$103,400, as compared with \$129,400 for the year just passed. The budget provides for the raising of specified sums by various divisions of the Music Industries Chamber of Commerce, \$20,000 being allotted to the talking machine trade, including the National Association of Talking Machine Jobbers, which last year subscribed \$5,000 to the work of the Chamber. The new budget increases the appropriation for the advancement of music work and the Trade Service Bureau, and provides for the raising of \$10,000 to meet exigencies.

The business session of the Chamber was held on Monday, June 5, and the delegates and directors elected by the various associations during the week met on Friday and elected officers with Richard W. Lawrence, of New York, as president of the organization.

#### National Association of Music Merchants

The annual convention of the National Association of Music Merchants was held on June 6 and 7, and the addresses made and papers read included an interesting paper on "The New Place of the Player-piano and the Phonograph in Musical Education," by Marshall Bartholomew, direc-

tor of undergraduate music at Yale University; an address on "Music Weeks as a Business Asset," by Robert Lawrence, well-known community song leader; "Planning the Retail Advertising," by Robert E. Ramsay, of the Associated Advertising Clubs of the World; "For a Better Understanding of Better Advertising," by J. A. Hall, of the same organization, and others.

#### Interesting Meeting Devoted to Radio

A number of talking machine wholesalers and retailers attended the meeting of the Association on Wednesday afternoon, when radio came up for much attention. One of the principal speakers was Major-General George O. Squier, Chief of the United States Signal Corps, who talked on "The Future of the Radiophone." Another speaker of prominence was David Sarnoff, general manager of the Radio Corp. of America, who gave an excellent and practical address upon radio, what it had accomplished and its possibilities from a commercial standpoint.

Mr. Sarnoff declared that although he was an electrical man, rather than a musical man, he could nevertheless see a very plausible connection between the radio and the music industry, not only in the matter of broadcasting, but from the fact that from its very inception radio had to borrow from music in order to live at all. He went on to state that although the radio for home use is a musical device, yet in its present shape the radio does not approach or equal all the nicety of a musical device, but must be made so by the electric manufacturer and engineer if radio broadcasting is to survive and be a real industry. He declared that the ultimate development of the radiophone would most closely approach the phonograph and that the various interests were now moving in the direction of a combination instrument which will include both the merits of the radiophone and the phonograph.

One of the most interesting statements of Mr. Sarnoff was the expression of his belief that the reproduction of the voice through the medium of the talking machine had about reached its limit and that any further improvement in the matter of voice or musical reproduction would come about through the development by electrical methods. The success met with in transmitting the human voice in practically all its purity over five or ten thousand miles of wire was pointing the way to further developments along that line.

Mr. Sarnoff also took occasion to make some pertinent comments regarding the patent situa-

tion in the trade and what was being planned for the clearing up of that situation.

Benjamin H. Jefferson, of Lyon & Healy, Victor wholesalers and general music merchants of Chicago, and who for some time past have been conducting a radio department in their store, read an excellent paper on "The Merchandising Possibilities of the Radiophone," and the Trade Service Bureau of the Music Industries Chamber of Commerce offered a carefully prepared report on "The Radio Industry," handling the question from the angle of the retailer.

#### Important Resolution Adopted

One of the important resolutions passed by the Merchants' Association was that protesting against "certain indiscriminate sales methods in vogue in certain sections of the trade." The resolution protested against the distribution of talking machines through department stores, automobile concerns and other outside agencies; against price-cutting methods and unfair advertising. It urged that the manufacturers endeavor to confine their distribution to exclusive talking machine and music merchants and that manufacturers consider allowing a more liberal discount to retailers.

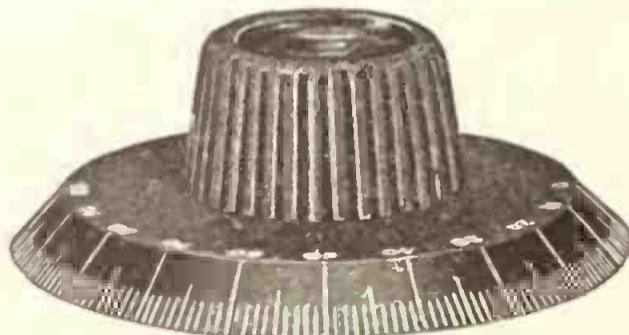
J. Edwin Butler, of Marion, Ind., was elected president of the National Association of Music Merchants; W. C. Hamilton, Pittsburgh, Pa., first vice-president; Robert N. Watkin, Dallas, Texas, second vice-president; Carl A. Droop, Washington, treasurer, and M. J. Kennedy, Chicago, secretary.

#### National Piano Manufacturers' Association

The National Piano Manufacturers' Association also held its annual convention on June 6 and 7. The chief discussion was concerning the proposed plan for a co-operative advertising campaign in the interests of the player-piano being carried on by that branch of the trade. The meeting was addressed by Charles C. Parlin, manager, Commercial Research Division, Curtis Publishing Co., who talked on "The Possibilities of Co-operative Advertising in the Piano Business," and after he had made the piano men feel good by declaring that musical instrument advertising was next in volume to that of passenger automobiles, threw a damper on the meeting by explaining that over 70 per cent of the total advertising of musical instruments was confined to talking machines and records.

C. C. Chickering, of Chickering Bros., Chicago, was elected president of the National Piano

## EMELOID RADIO DIALS



2 inch	35c.	List
3 "	50c.	"
4 "	60c.	"

The EMELOID RADIO DIAL is unbreakable—has a high lustre—and is well finished—Our DIAL is a price proposition, immediate deliveries

**JOBBERS—DEALERS—MANUFACTURERS**

*Write for Our Wholesale Discounts*

**THE EMELOID CO., Inc.**

536 JUNIUS STREET  
BROOKLYN, N. Y.

Now is the time to cash in on the Columbia Dealers' Summertime Fan, imprinted with your name. Because it is used constantly, the summertime fan is a perpetual advertisement for your store. Ask your Dealer Service Man about it.

Columbia Graphophone Co.  
NEW YORK



MUSIC TRADE ASSOCIATIONS HOLD ANNUAL CONVENTIONS IN NEW YORK—(Continued from page 178)

Manufacturers' Association by unanimous vote. Other associations that held their conventions at the Commodore during the week were: the National Musical Merchandise Association; Organ Builders' Association of America; Musical Supply Association of America, made up of piano supply houses; the Band Instrument Manufacturers' Association, and the National Piano Travelers' Association.

**Talking Machine Interests Represented**

One of the entertainment features of the week was the complimentary concert given at Carnegie Hall on Monday night by the Victor Talking Machine Co. as a tribute to the Music Industries Chamber of Commerce, a detailed story of which appears elsewhere. At the annual banquet of the Merchants' Association on Wednes-

day evening, Paul Whiteman and his famous orchestra from the Palais Royal appeared and played a number of popular selections. It is estimated that over 1,000 members of the music trade were present at the various convention sessions, among the representatives of the talking machine trade being Arthur A. Trostler, secretary of the National Association of Talking Machine Jobbers; L. C. Wiswell, J. Newcomb Blackman, past-presidents of that organization; Thomas F. Greene and Lloyd L. Spencer, of the Silas E. Pearsall Co.; C. N. Andrews, Buffalo; W. D. Andrews, Syracuse; H. A. Weymann, Philadelphia; W. C. Dierks, of C. C. Mellor Co., Pittsburgh; Max Landay, Landay Bros., New York; Robert Steinert, M. Steinert & Sons Co., Boston, and a number of others.

ing the week, and the dealers were well pleased with the new cabinet designs.

In Room 1951, the Eagle Radio Co., Newark, N. J., displayed radio receiving sets and parts. H. F. Thornell, well known in the talking machine industry, was in charge of the exhibit.

The new Fischer phonographs, manufactured by J. & C. Fischer, Inc., New York, were displayed in Room 803. The various upright and console models attracted considerable attention, and Chas. Schultz, who was in charge of the exhibit, entertained many of his dealer friends who called at the exhibit.

In Room 1005 the General Phonograph Corp. showed some of the latest forms of window display and dealer service helps that are being offered to the trade by the Okeh advertising department. Informal concerts featuring Okeh records were given at frequent intervals, and M. D. Giles, of the traveling sales staff, entertained the visitors. Among those who dropped in during the course of the convention were Otto Heineman, president of the company; W. C. Fuhri, general sales manager of the Okeh record division, and others.

Otto Goldsmith, president of the Cabinet & Accessories Co., New York, distributor of talking machine accessories, was in charge of the company's exhibit in Room 867. A wide line of accessories was displayed together with portable machines, radio sets and parts and other prod-

(Continued on page 180)

**Interesting Exhibits For Talking Machine Trade**

A convention feature was the diversity of the talking machine exhibits which were shown on various floors at the hotel. As indicative of the excellent outlook for business this Fall in the talking machine industry, it is interesting to note that practically all of these exhibits attracted wide attention, and jobbers and dealers from all parts of the country were keenly interested in the different products on display.

The Brunswick-Balke-Collender Co., Chicago, showed several of its popular console and upright models in Room 1829. Open house was in order during the entire convention, and among those who welcomed the trade were A. J. Kendrick, sales manager of the Brunswick phonograph division, Chicago, Ill.; E. A. Strauss, manager of the New York branch, and Chester Abelowitz, metropolitan sales representative.

Buegeleisen & Jacobson, New York, wholesalers and importers of musical merchandise, exhibited an extensive line of Durro violins, bows and strings, S. S. Stewart banjos, ukuleles and a general line of musical merchandise in Room 603. In charge of the exhibit was Chas. T. Kaffenberger, assisted by Felix Baer and Harry Dorfmann.

The Carola Phonograph Co., Cleveland, Ohio, displayed the new Carola phonograph in Room 556. This instrument, which is one of the smallest phonographs on the market, attracted general attention, and N. I. Schwartz, in charge of the exhibit, welcomed the visitors.

Geo. Clay Cox, Rochester, N. Y., manufacturer of the Clayola electric motor, Clayola phonographs and other products in the talking machine field, introduced several new products in Room 1673. One of the features of this exhibit was the Pianophone, which consists of a new device that is installed in the piano in order to permit accompanists to attain perfect results through intensive training. The Pianophone, which consists of a regular turntable, tone arm and sound box, plays the record while the pianist uses the sheet music for accompanying purposes.

Another novelty in Mr. Cox's exhibit was a combination writing desk, radio and phonograph which embodied many distinctive features that were carefully inspected by visitors to the exhibit. Mr. Cox also introduced several combination radio phonographs, and concerts were given throughout the convention.

The Dual-Tone Phonograph Mfg. Co., Manor, Pa., displayed several of its latest models in Room 630. Chas. W. Bowers, well known in the piano trade, entertained many of his friends dur-



**SETS AND SUPPLIES**

FOR

**Talking Machine Dealers and Jobbers**

**DISCOUNTS AVERAGING BETTER THAN 40%**

The Radio Buyers' Syndicate is managed by men experienced in both the radio and talking machine fields. We realize the necessity of adequate discounts. Through the medium of syndicated buying we guarantee you an average of 40% off list price or better.

To introduce our service we will serve you free for 90 days

Send for our proposition and price list.

**Radio Buyers' Syndicate**

145 W. 45th St.

New York

## CONVENTIONS OF THE MUSIC TRADE

(Continued from page 179)

jects incidental to the talking machine domain. In Room 941, the Fred Gretsch Mfg. Co., Brooklyn, N. Y., exhibited an attractive display of Vio'aphone needles, together with a varied line of musical merchandise, which included Gretsch American saxophones, Twentieth Century drums and band instruments, Rex Spring instruments and others. The Gretsch souvenir, "Shuffle 'Em," which was distributed during the convention, was a decided hit. Fred and Walter Gretsch attended the exhibit together with E. E. Strong and Wm. Brenner.

Landay Bros., New York, popular talking machine jobbers, who were recently appointed distributors for the radio product manufactured by the Radio Corp. of America, carried an extensive exhibit of wireless apparatus in Room 936. Radio concerts were given throughout the week, and the products displayed attracted marked attention.

A new four-spring motor was displayed by the Lorimer Mfg. Co., Troy, Ohio, in Room 662. E. S. Kaiser, from the Troy offices, was in charge of the exhibit, assisted by W. O. Bacon, Eastern representative of the company.

The Lyradion Engineering Sales Co. (Dodge Mfg. Co., Mishawaka, Ind.) displayed the new Lyradion in Room 2103. This combination radio and phonograph was one of the features of the convention, and radio concerts from all of the broadcasting stations in the East were thoroughly enjoyed by the visitors to this exhibit. Five Lyradion models were displayed, all of which were equipped with the Seabrook horn, including several popular Lyradion consoles. Kenyon W. Mix, director of sales for the Lyradion Sales & Engineering Co., was in charge of the exhibit, assisted by Burton E. Colver and H. L. Coombs.

The M. Schulz Co., Chicago, manufacturers of the Magnola talking machine, carried an attractive exhibit in Room 1254. Many out-of-town dealers called at the Schulz headquarters during the week and were given a cordial reception by Messrs. Bassett, Hewitt and Gustafson.

Louis A. Schwarz, New York, factory representative for many well-known talking machine accessory houses, showed a fine line of his products in Room 938. Radio sets and parts were also displayed and Mr. Schwarz welcomed many of his out-of-town friends during the convention proceedings.

The Simplex Electric Phonograph Motor Co., Montreal, Can., manufacturer of the Simplex electric motor, maintained a very attractive exhibit in Suite 726. This new electric motor, which is proving a signal success, was demonstrated to hundreds of visitors during Convention week.

## We Have It!

A HIGH-CLASS TABLE MACHINE AT A PRICE THAT SELLS



Mahogany, 16x16x10, Double Spring, Universal  
T. A. Back Casting and Metal Horn  
Sample Price to Dealers Now—\$12.50  
Send for Sample To-day  
Phonographs and Accessories, Repair Parts  
for All Makes.  
Best Steel Needles of American  
Manufacture at 30c. per D.

FULTON TALKING MACHINE CO.

253-255 Third Ave., New York City  
Between 20th and 21st Streets

Cable Address, Filasse-Phila.

"Talks for Itself"

Long Distance Phone Baring 535

## PARLA' RADIO APPARATUS

RECEIVING SET—SHORT WAVE WITH TWO-STEP AMP. MAHOG. CAB. \$150.00  
VARIOMETER UNIT SEMI-MTD.—SOLID MAHOG. NICKELED and POL. 6.00  
VARIOMETER UNIT PANEL MTD.—SOLID MAHOG. NICKELED and POL. 9.00  
AMPLIFYING UNIT PANEL MTD.—ACME TRANS. NICKELED SOCKET 17.00  
DETECTOR UNIT PANEL MTD.—MOLDED B. P. NICKELED SOCKET 9.00  
COUPLER UNIT PANEL MTD.—STAGGER WOUND, NICKELED BEARING 10.00

Parts and Accessories for Prompt Delivery

SEND FOR CATALOG 101-T AND DEALERS' DISCOUNT SHEET

Samuel Toole & Co.  
IndianapolisMfg.'s Sales Co.  
PittsburghHermann-Griffith Co.,  
San FranciscoAlbany Radio Co.  
Albany

## PENNSYLVANIA RADIO LABORATORIES

37th & Brandywine Sts.  
West Philadelphia, Pa.

Now Allotting Territories

Write for Proposition

and a handsome glass display case served to attract the mechanical features of the motor. The exhibit was in charge of Doris. Albert and Harry Farmer, of Montreal.

One of the most attractive exhibits at the hotel was that of the Starr Piano Co., Richmond, Ind., which occupied Suite 600. A representative line of Starr phonographs was on display, together with a good-sized library of Gennett records. Impromptu concerts were given throughout the week and keen interest was manifested in the exhibit. Among those in attendance at the Starr display were M. R. Martin, A. E. Nolder, A. M. Sweetland and A. L. Jewett, from Richmond headquarters, and A. W. Holdgate, manager of the New York branch.

Strand phonographs were attractively displayed in Room 1841, where the new model

which accommodates the Victrola IX was the center of attraction. R. H. Arnault, New York factory representative, was in charge of the exhibit, assisted by Walter Brunner, and many out-of-town visitors favored this exhibit with a call during the week.

The hotel lobbies were crowded with talking machine men during the week, and among those who were noticed traveling around the hotel were the following: L. C. Wiswell, Lyon & Healy, Chicago, Ill.; Arthur A. Trostler, Schmelzer Co., Kansas City, Mo.; W. H. Huth, Walbert Mfg. Co., Chicago, Ill.; W. J. McNamara, Empire Phono Parts Co., Cleveland, Oh.; John McKenna, Columbia Graphophone Co., Chicago, Ill.; E. A. Fearn, Consolidated Talking Machine Co., Chicago, Ill., and many others.

## VICTOR CONCERT GREAT SUCCESS

Complimentary Concert to Music Industries Chamber of Commerce Enthusiastically Received—World Famous Victor Artists on Program—Capacity Audience at Carnegie

One of the most important and successful events held during the Jubilee Convention of Music Industries was the complimentary concert given at Carnegie Hall, Monday evening, June 5, by the Victor Talking Machine Co. to the Music Industries Chamber of Commerce. This concert, which was attended by a capacity audience, was given through the courtesy of the following famous Victor artists: Mme. Louise Homer, Mme. Olga Samaroff, Mme. Schumann-Heink, Reinald Werrenrath, Josef A. Pasternack, Rosario Bourdon and the Victor Symphony Orchestra.

At 8.30 when the first number on the program was ready for presentation there wasn't an empty seat in Carnegie Hall, and in fact tickets for this concert had been at a premium for three days prior to the event. The music industries recognized the fact that it was most unusual for such a group of world-famous artists to be assembled on one program and the compliment tendered the music industries by the Victor Talking Machine Co. was keenly appreciated by every manufacturer, jobber and dealer present.

The opening number on the program was the overture, "Leonore No. 3" (Beethoven), played by the Victor Symphony Orchestra of ninety pieces under the leadership of Josef A. Pasternack, musical director of the Victor Talking Machine Co. and one of the country's foremost musicians. This number was followed by the introduction of Reinald Werrenrath, famous baritone and exclusive Victor artist, who sang the following selections: "Vision Fugitive" (Fleeting Vision), from "Herodiade" (Massenet), and "Danny Deever" (Kipling-Damrosch). Mr. Werrenrath was obliged to render several encores in response to the demands of the audience.

Under the direction of Rosario Bourdon, the Victor Symphony Orchestra played the "Dance Macabre" (Saint Saens) and after this number Mme. Schumann-Heink, the celebrated contralto and exclusive Victor artist was introduced. Mme. Schumann-Heink, whose fame is international, sang the following selections: "But the Lord Is Mindful of His Own" (Mendelssohn) and "Leggiero Invisible" (Arditi) and after receiving a tremendous ovation favored the audience with a number of encores.

The next artist on the program was Mme. Olga Samaroff, famous pianist and exclusive Victor artist, who played "Liebestraum" (Liszt) and "Ride of the Valkyries" (Wagner-Hutcheson). Mme. Samaroff's masterly interpretation of these numbers was received with enthusiastic applause and she responded with two well-chosen encores. The Victor Symphony Orchestra, under Mr. Pasternack's direction, played "Capriccio Italien" (Tchaikowsky). Following this selection, Mme. Louise Homer, the famous contralto and exclusive Victor artist, was introduced and sang the "Largo" from "Xerxes" (Handel) and "Mon Cœur S'Ouvre a Ta Voix" from "Samson et Delila" (Saint-Saens). She was accorded an ovation of several minutes' duration and sang several encores to satisfy the audience. Mme. Homer was the great favorite of the concert.

The closing number on the program was "Die Meistersinger" Prelude (Wagner), played by the Victor Symphony Orchestra and directed by Mr. Pasternack, and at the close of the concert there was enthusiastic applause for the masterly work of the orchestra which, under the able direction of Mr. Pasternack and Mr. Bourdon, had contributed so materially to the success of the program.

## GRANBY OFFICES IN NEW YORK

The New York office of the Granby Phonograph Corp., of Norfolk, Va., has been moved from its former location at 4 West Thirty-seventh street and is now located at 37 West Twentieth street, occupying rooms 904 and 905 in that building.

J. P. Durkin, manager of the Cable Company's Aurora branch, who was at one time connected with the small goods department of Lyon & Healy, was a recent visitor to Chicago.

## RECORDING FOR THE TRADE

We have a modern well-equipped laboratory with facilities for producing the highest grade recordings. We Solicit Your Business

Manhattan Recording Laboratories  
48 West 39th St. New York

## WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

**POSITION WANTED**—Thoroughly experienced record-making and laboratory expert, domestic and foreign, competent to produce highest-quality records of great volume, invites opportunity to qualify for responsible position. Competent executive, technically educated and skilled mechanically. Can show work and furnish unquestionable references. Address "Box 1152," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED**—Phonograph salesman. One who has the ability to sell a high-class phonograph. If you are the man we have the opening. We are located in the richest valley in California, with unlimited sales possibilities in the selling of Victor and Edison phonographs. Ten million population in California in the next ten years. Opportunity awaits you. Address "Box 1159," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**POSITION WANTED** — Superintendent wishes position with a phonograph manufacturer. Have fifteen years' experience in this line. Address "Box 1154," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**POSITION WANTED**—Technical phonograph laboratory man wishes a position. Can handle work from recording to finished backed-up matrix or stamper. Wishes interview with any company. Address "Box 1155," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**WANTED**—Men experienced in diamond point grinding and polishing. Address "Box 1158," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**WANTED**—Salesman who calls on music trade, to handle a side line of celluloid, tortoise-shell and steel picks for musical instruments to jobbing and retail trade. Samples could be put in any pocket. Good remuneration and opportunity for capable salesman. Address "P. O. Box 1172," Washington, D. C.

**RECORDING ENGINEER** and Factory Manager open for engagement. Twenty-five years' experience recording, plating, matrix-making, composition-making, pressing and superintending. Thoroughly familiar with the latest advances in every branch of the art. Address "Box 1086," care The Talking Machine World, 373 Fourth Ave., New York City.

**SALESMAN**—We have certain territories open for live salesman wishing a good, profitable side line—Selling musical instruments and phonograph supplies. Illinois Musical Supply Co., 630 South Wabash Ave., Chicago, Ill.

**POSITION WANTED**—By recording engineer of wide experience. Able to produce records of any tone or quality desired. Can arrange for demonstration. Familiar also with factory processes. Address "Box 1125," care The Talking Machine World, 373 Fourth Ave., New York.

**RECORDING ENGINEER** — Thoroughly capable man of high standing will consider offer from right people. Have own equipment. Address "Box 1091," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—Young man, having three years' practical experience as phonograph repairman, desires connection with firm holding chance for advancement. Experienced on all standard makes. Kindly state particulars in first letter. Address "Box 1156," care THE TALKING MACHINE WORLD, 373 Fourth Ave., New York, N. Y.

### SPRINGS

VICTOR		
1 1/2" x .022 x 18" 6" marine ends.....	No. 3014	\$58
1 1/2" x .022 x 17" marine ends.....	No. 3014	55
1 1/2" x .022 x 17" bent arbor.....	No. 5362	57
1 1/2" x .022 x 13" bent arbor.....	No. 5423	50
1 1/2" x .022 x 9" bent arbor.....	No. 5127	42
1 1/2" x .022 x 9" bent each end.....	No. 6746	42
1" x .020 x 13" 6" marine ends.....	No. 2141	32
1" x .020 x 13" marine ends.....	No. 5335	35
1" x .020 x 15" bent arbor.....	No. 5394	39
1" x .020 x 15" bent each end.....	No. 6746	43
3/4" x .020 x 9" marine ends.....	No. 988	29
COLUMBIA		
1" x .028 x 10" Universal.....	No. 2951	32
1" x .028 x 11" Universal.....	No. 2951	34
1" x .030 x 11" hook ends.....		45
HEINELIAN		
1" x .025 x 12" motors.....	No. 33 & 77	32
1 3/16" x .026 x 19" also Pathe.....		75
1 3/16" x .026 x 17".....	No. 4	59
MEISSELBACH		
3/4" x 10" motors.....	No. 9 & 10	29
1" x 10" motors.....	No. 11 & 12	29
1" x 16" motors.....	No. 16, 17 & 19	49
SAAL-SILVERTONE		
1" x .027 x 10", rectangular hole.....	No. 144	42
1" x .027 x 13", rectangular hole.....	No. 145	48
1" x .027 x 16", rectangular hole.....	No. 146	58
BRUNSWICK		
1" x .025 x 12", rect'glar hole, regular.....	No. 201	45
1" x .025 x 13", rect'glar hole, regular.....	No. 401	65
1" x .025 x 16", rect'glar hole.....		58
EDISON DISC		
1 1/4" x .028 x 25", regular size D. S. C. motors.....		1.47
1" x .052 x 11", Standard.....		55
1 5/16" Home.....		70
SMALL MOTORS		
3/4" x .023 x 10", marine ends, Hein. Col., etc.....		29
3/4" x .023 x 10", marine ends, Hein. Col., etc.....		27
3/4" x .020 x 9", marine ends.....		21
3/4" x .020 x 9", marine ends.....		18
Victor Gov. springs, No. 1729.....	per 100	95
Victor Gov. spring screws, No. 3304.....	per 100	92
Victor Gov. balls, n/style, No. 3302.....	each	.07
Victor Gov. spring screw washer, No. 3066.....	per 100	.72
Columbia Gov. springs, Univ., No. 3510.....	per 100	.95
Columbia Gov. spring screws, No. 439.....	per 100	.92
Columbia Gov. spring screw washers.....	per 100	.72
Columbia Gov. ball, lead, flat and spring.....		.08
Columbia Gov. ball, steel, new style and spring.....		.08
Turntable felts, all wool, green, 10", round.....		.15
Turntable felts, all wool, green, 12", round.....		.18
Terms 2% cash with order. Free delivery in New York City on all orders of \$25.		

TALKING MACHINE SUPPLY CO., PARK RIDGE, N. J.

### SELLING OUT AT ONCE

All the equipment, machinery, tools, motors, cabinets, horns, tone arms, sound boxes, parts of all kinds, motor parts for a wonderful one spring motor with or without dies. All must be sold, building coming down. For information and inspection, address "Box 72," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

### REPAIRS AND PARTS

Let us do your repair work. Specialists on phonograph repairs. Any make of machine. We also sell springs, tonearms, sound boxes and all other phonograph parts and supplies. Mandlel Phono Parts Co., 1530 Milwaukee Ave., Chicago, Ill. Humboldt 4709.

### MAGNAVOX—FOR SALE

\$200 style complete, for music and speech. Almost new and in perfect order. Price \$100 to quick buyer. Also two new Edison Amberol machines and 600 Blue Amberol records. Well selected stock from the old standard sellers to March, 1922. Who bids Mead & Bates, Middletown, N. Y.

### FOR SALE

Recording machine and tools. Address "Box 1153," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

### BUSINESS OPPORTUNITY

**WANTED**—Salesmen to sell a line of metal nameplates to talking machine dealers and manufacturers. Big profits. No bulky samples. Commission paid on receipt of orders. Can be handled in connection with any line. Write for our proposition to-day. Fogarty Manufacturing Co., Dayton, O.

**POSITION WANTED**—Young man, expert repairman, salesman, inside and outside on all makes, wishes position anywhere. Wholesale or retail. Can also take charge. Address "Box 1157," care THE TALKING MACHINE WORLD, 373 Fourth Ave., New York, N. Y.

## For Sale

Unlimited number of talking machines, all sizes and finishes, at low, attractive price. Chicago Phonograph Realization, 315 Union Park Court, Chicago, Ill.

## Special 22 1/2 Cents

New 10-in. Records of well-known make, to retail at 75c. Assorted lots of 100 or more. Guaranteed perfect goods. Cash with order. F.O.B. New York. Favorite Mfg. Co., 105 East 12th St., New York, N. Y.

## Cash

For any amount of talking machine records.

## BARNEY OLSHANSKY

1445 Carroll Avenue  
Chicago, Ill.

### FOR SALE

Several thousand standard make records, late numbers, also sacred, instrumental standard numbers, etc., at thirty-five cents each. Send for catalog. Central Phonograph Co., 127 N. 11th St., Philadelphia, Pa.

### 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.

### CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

## SPOT CASH

We BUY

Job Lots, Close-Outs, Discontinued Stocks, etc. in all lines. No quantity too large. Quick Cash for bargains. SEND SAMPLES AND FULL PARTICULARS. BARGAIN BULLETIN FREE. FANTUS BROS. 1315 S. Oakley Av. Chicago

### WE BUY ANYTHING

### FOR SALE

High-grade record shelving for complete wholesale stock; capacity, 90,000 records. Address "Box 1160," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

### FOR SALE

Music house, well established for 14 years in a large middle West city. Pianos and Victor and Brunswick Depts. High-class clientele. Good reason for selling. All cash preferred, but terms to reliable party, or parties. Address "Box 1161," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FROM  
OUR

# EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

**The Business Situation Remains Unsettled but the Outlook Is Steadily Bettering—Members of the Industry Have Been Following the Activities of the British Federation of Music Industries With Interest—A Gramophone Invention Has Attracted Considerable Attention—New Method of Recording and Reproducing—Death of Major S. W. Dixon—Details Regarding the Flamephone—The News of the Month in Detail**

LONDON, ENGLAND, June 2.—Business continues somewhat unsettled in the gramophone field, but there is unquestionably a sound undercurrent of optimism and confidence among manufacturers and dealers which should lead to improved business the coming Autumn. The educational possibilities of the gramophone are being more widely recognized among the masses of the people, and it is safe to say that this instrument is now on a sounder basis than ever in its history. It's no longer a toy, but a musical factor of prime importance, which is doing its share in bringing into the homes of the people the best in music, as well as the most popular numbers of the day. If the merchants of the country will only do their share in stimulating business by progressive programs that will interest the public much will have been achieved. It is a time for all of us to work together for the common good of the industry, and this means real work.

#### The Blackpool Convention

During the last few weeks the activities of the Federation of British Music Industries have been directed to organizing and preparing arrangements for the Twelfth British Music In-

dustries Convention at Blackpool, of which I hope to forward a report for publication in the next issue of this journal. The attendance will reach quite 250; no less than 238 members having booked at the date of writing. Everything, therefore, points to the Convention being the largest and most successful on record. On the gramophone side subjects for discussion will be "The Disposal of Unsalable Records," "The Limitation of Record Catalogs," and "The Hire Purchase System as Applied to Gramophone Sales."

Probably the subject that will create most interest refers to the disposal of unsalable records. This has already been under discussion between manufacturers of the Gramophone Dealers' Association. The claims put forward on behalf of dealers for the establishment of some better system than a three to one exchange, which places retailers in a much worse position than before, has received sympathetic consideration by record manufacturers, who are coming to realize that in the long run it is to their own interest to meet the problem. The introduction of an equitable scheme for exchange of surplus or unsalable stock will tend to the creation of more elasticity in the conduct of retail businesses. With the present restriction on trade, dealers find their profits on the shelves in the shape of bad stock rather than in the bank. They are out to capitalize this stock in the interests of free trade and business development. It is only fair that they should be assisted in this matter.

#### A Revolutionary Gramophone Invention

Few readers, I imagine, have ever thought it possible to impress eleven or twelve songs or

instrumental works on a double-sided record of only twelve inches diameter. But it has just been accomplished by a radically new system, the result of some two years' experiment and close study of the problem. The invention is to the credit of Pemberton Billing, one time member of the British Parliament. And what's more, P. B., as he is popularly known, has made his record available to the millions of owners of any kind or class of gramophone by the use of a simple device for controlling the speed of the ordinary spring mechanism of present-day instruments.

This invention enables P. B.'s record to run for fifteen minutes or more, each side. It so regulates the speed of the record as to permit eighteen inches of record surface, or lineal path, to pass the needle at a constant speed from the outer edge to the center of the record. By this economy of speed it is possible to register on one side of a twelve-inch disc from three to five times as much speed or music as on an ordinary record of the same diameter.

"When an ordinary record is playing the outer edge is traveling faster than the inner," said Mr. Pemberton Billing in the course of an interview. "To produce music properly the record surface should pass the needle at a speed of one foot six inches per second. In order that this speed shall be possible at the end of the record where the circles are smaller, the beginning of an ordinary record races round much faster than is necessary—at about five feet per second. My control device insures a uniform time-speed throughout. The outer track of the record rotates slowly, the revolutions of the record gradually increasing as



"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 Gramophon-Aktielselskab, Frihavnen, Copenhagen.

**FRANCE:** Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

**SPAIN:** Compañía del Gramófono, 56-58 Balmes, Barcelona.

**SWEDEN:** Skandinaviska Gramophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

**RUSSIA:** The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanok Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Uitsa, Baku.

**INDIA:** The Gramophone Co., Ltd., 139, Balgobatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

#### Great Britain:

## The Gramophone Company, Ltd.

HAYES

MIDDLESEX

ENGLAND

**AUSTRALIA:** S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

**NEW ZEALAND:** Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

**SOUTH AFRICA:** Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbarger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

**EAST AFRICA:** Bayley & Co., Lourenço Marques.

**HOLLAND:** American Import Co., 22a, Amsterdam Veerkade, The Hague.

**ITALY:** A. Bossi & Co., Via Orzueli 2, Milan.

**EGYPT (Also for the Soudan, Greece and the Ottoman Empire):** K. Fr. Vogel, Post Box 414, Alexandria.

FROM OUR LONDON HEADQUARTERS—(Continued from page 182)

the needle travels inwards towards the center. This inconstant speed is achieved by the controller wheel traveling on the record surface, and by a traversing gear operated by a small friction wheel (rubber) in contact with the edge of the turn-table, which carries the controller over the surface of the record in exact relation to the position of the needle."

Continuing, my informant states, "Thus, the bother of changing record and needle after three or four minutes' playing has at last been eliminated, with the result that a twelve-inch record may contain as many as a dozen songs and play over a period of a half hour with only one interruption to change over. By the economizing of speed the energy of the motor is released pro rata, one winding being sufficient for playing through these records."

Questioned regarding the wear on the needle, Mr. Billing avers that the length of track on his records is no more than on an ordinary standard record of the same size. The slow, rotating speed of records under his system offers less resistance and consequently less friction on the needle. The result is to reduce scratch and wear. In fact, P. B. assures me that a needle used on one of his thirty-minute records shows less wear than one used on an ordinary three-minute record.

By this new method of recording and reproduction there is said to be no limit to the size of a record. With discs of, say, twenty-two-inch diameter it will be possible to record a complete opera or musical comedy. A full dance program could be recorded on a twelve-inch record; in fact, the possibilities in this direction are unlimited.

It is surprising to learn that the price of the new records carrying up to a dozen selections will cost no more than the present type holding two. Should a person require to play only one particular item it is not necessary to play through the whole record to get at it. If, for example, selection 4 on the record is required it can be located immediately by the use of a selector scale which is supplied with each outfit.

Space precludes more extended reference this month but I should just like to add that as far as I am able to judge at present Mr. Billing's invention offers big possibilities of gramophonic development. The quality of the records is decidedly good and of a fidelity equal, if not superior, to some of the best standard records. It is a wonderful invention—in my opinion, the most revolutionary since the inception of the science of sound recording. Nevertheless, one can anticipate difficulties with regard to the selling price, in view of high recording fees and copyright royalties, and in regard to such a lengthy recording process. It remains to prove itself a commercial proposition.

**An Amusing Explanation of "H. M. V."**

To be "hung" is sometimes a distinction. Many portraits have been "hung" at the Royal Academy this year and among them we observe

a speaking likeness of the director of "His Master's Voice," Alfred Clark, Esq. This distinction has been the subject of considerable comment because of the initials "H. M. V." appended to Mr. Clark's name in the Academy catalog. Most people are familiar with "His Master's Voice," but the abbreviation to "H. M. V." seems to have mystified people. Some new order conferred upon Mr. Clark, many thought. But the most amusing explanation, says the Music Trades Review, was given by an artistic-looking damsel who assured her companion that Mr. Clark was "His Majesty's Vocalist." And after all who shall say that she was not right?

**Cash Composition Offer for Reynolds Creditors**

The committee of creditors acting with the liquidator in the matter of W. H. Reynolds (1915), Ltd., (in voluntary liquidation) have circularized the creditors regarding the original cash offer of 4/- in the pound. They report having succeeded in securing an increased offer of 5/-, and strongly recommend its acceptance. Most of the creditors having already agreed (at time of writing) to accept, a settlement on this basis will doubtless be completed forthwith. It's the best thing that could be done; a forced sale of assets would have produced little or nothing to-day. Messrs. Reynolds, I understand, will undergo reorganization for a continuance of the business.

**Still a Market for Cylinder Records**

Disc records bearing about twenty different makers' labels so completely outsell the cylinder that one might be lulled into believing that the latter is non-existent as a commercial proposition. But it is not so. Quite a good business is still handled by various houses dealing with the Edison cylinder, and in addition another make, the Clarion, issues new records from time to time. The latter concern has just introduced an exchange scheme on the three to one basis. Of cylinder machines, the Amberola is now the only one on the market.

**A New Pathé Invention**

What is described as an extraordinary invention, styled the Pathé "Difisor," whatever that may mean, has been announced to the trade by Messrs. Pathé Frères London house. It is a contrivance that renders unnecessary the use of a sound box, tone-arm, trumpet or sound chamber of any kind. To play a record, the only thing required with a "Difisor" is mechanism for running the turn-table in the usual way. Imagine an inverted electric lamp shade floating across a record and you have some idea of the appearance at any rate of this contrivance. It appears to be made of vellum, which is kept taut by means of aluminum rings and center pin. The top ring is hinged to a back rest and so floats lightly on the record. At the apex is fitted a sapphire holder, and, by the way, the "Difisor" is for playing only sapphire-cut records. It appears to be quite a good idea, insuring a better-toned and more detailed reproduction than is attained by the ordinary gramophone.

**Horn, Hornless and Table-Grand  
GRAMOPHONES**

FOR

**EXPORT**

Please State Your Requirements

REX GRAMOPHONE CO. 2 Elizabeth Place  
Rivington Street, LONDON, E.C. 2, England  
Cable Address "Lyrecodisc, London"

**New Issues of the "Little Pops"**

The "Little Pop," a 5½-inch double-side record, is a miniature edition of the well-known "Popular" 10-inch label made by the Sound Recording Co., this city. Quite a big demand is being experienced for this little disc and to meet all musical requirements its repertory has been considerably augmented, with a promise of additional issues each month. The present list comprises a program of over 100 titles of vocal, solo instrumental, band and orchestral selections in charming variety and of good quality.

**Death of Major S. W. Dixon, O. B. E.**

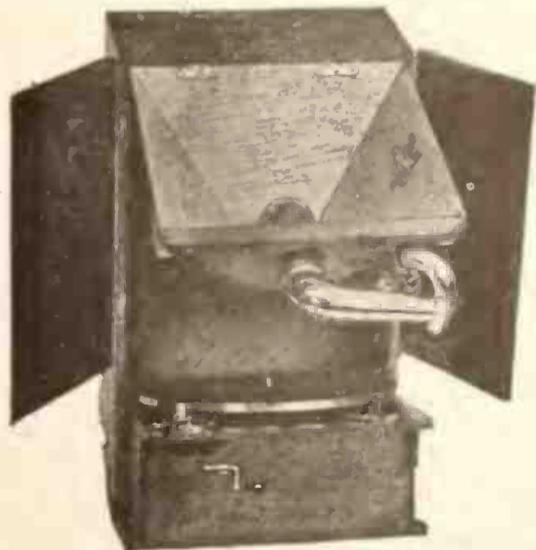
General regret has been felt here over the death of Sidney Wentworth Dixon, one of the pioneers of "His Master's Voice." Major Dixon joined the Gramophone Co. as far back as 1903, when, under the late Barry Owen, the founder and first managing director of the company, he quickly rose to the important position of manager of the British sales department, and within a few years was appointed joint managing director. No man had a more complete grasp of gramophone trade requirements than Major Dixon. His was an outstanding figure of strength and his inspiring example of hard work enthused and earned the co-operation and respect of all with whom he came in contact. The deceased took an active part in the Boer War and as Captain Dixon rejoined His Majesty's forces in 1914, rendering distinguished service with the R. A. S. C. throughout the great war. Though broken in health as the result of exposure, Major Dixon could not bring himself to retire from active participation in the business he loved so well, and may be said to have died in harness, suddenly and peacefully, while dressing to proceed to his office.

**An Unique Instrument—The Flamephone**

The Flamephone is a new gramophone that is attracting considerable attention here. It represents an attempt at a return to the conditions of atmosphere prevalent during the recording of sound. No equipment in the shape of a horn or sound amplifying chamber is carried by this instrument, excepting a short vertical elbow from the tone-arm mouth. To the front of this elbow is fitted a couple of perforated metal tubes or gas jets, the gas feed being connected up to the tone arm by a flexible tube. When lit up one can observe the pulsations of the gas flames as the sound waves of a record pass through. At the back a metal sounding board or reflector is fitted. The difference in reproduction of a

(Continued on page 184)

**AMOR'S PATENT FOLDING GRAMOPHONE**



The Portable with the tone of a full-sized instrument

British Patent 175,453, 23 Feb., 1922

American Patent Applied for

The American rights are for sale, or arrangements can be made for a license.

Splendid opportunity for enterprising manufacturers

The Folding Gramophone is a big success on the

English market

Full particulars on application to

**CRAIES & STAVRIDIS**

4 Bunhill Row,

London, E. C. 1., England

EDISON BELL



WINNER  
GRAMOPHONE RECORDS

CABLE  
"PHONOKINO,  
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN  
TEN INCH DOUBLE SIDED NEEDLE CUT  
PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 183)

ord with and without the flame is remarkable. The heat seems to have the effect of purifying the music and also eliminates much of the harshness noticeable in records.

At present the Flamephone is made as a portable model which easily holds the whole equipment of reflector, tone-arm, gas burners and tube arrangement. Other models are in course of preparation for marketing within the near future. In the build of the instrument great care has been exercised to provide a high-class finish and fittings. Of British manufacture, the motor mechanism is the well-known Garrard production.

To operate the Flamephone it is necessary to connect up the gas tube with an ordinary gas socket. The amount of gas used per hour would be about fifteen feet at an approximate cost of one penny.

#### A Good Zonophone List

Records to hand this month are generally of excellent standard of recording, and as always with the Zonophone repertory, by artists well known in their particular sphere of musical activity. The Black Diamond Band on twelve-inch record A260 provides a brilliant rendering of "La Sonnambula," selections 1 and 2. Another pleasing twelve-inch is the vocal "Ah, Now I Feel the Burden" and "Oh, My Hero!" by Geo. Parker. Ten-inch—on 2217, charming Miss Olive Fox entertains with two humorous items, "I Don't Think It Matters" and "Ala!" Sam Mayo is wonderfully good in two tiny songs on 2222—"Bread and Marmalade" and "The Trumpet Song." As may be imagined, the funninesses are punctuated by a plentiful use of the trumpet. "The Slippery Slide" and "The Coster's Courtship" (2212) should meet with a ready demand. The rendition of both is really good and well up to the "prize" standard of the St. Hilda Colliery Band. On 2219 we have "A Moonlight Night in Venice" and "Daffodils," two entrancing morceaux exquisitely rendered by an instrumental quartet—violin, cello, piano, and organ. It is a record of outstanding merit, one of the best of its class recorded by the company. Without exception, I think the foregoing issues should prove popular sellers in almost every class of locality.

#### The "His Master's Voice" News

Announcement is made by the Gramophone Company of the marketing of a new sound-box, No. 2, and that it will be fitted to certain models unless otherwise ordered. The company will not change the new box for exhibition models now forming part of machines dealers have in stock. But the No. 2 box may be purchased separately and the old model sold. This offer, unless dealers have been informed, cannot remain open indefinitely.

The company is now in a position to handle orders for "extra loud" Tungstyle needles at a price of one per packet of four.

The extended credit conditions of easy pay-

ment inaugurated by this company has brought a larger number of dealers into the scheme, which should result in favor of increased trade.

#### R. Gordon Smyth Makes a Change

For over sixteen years the Scottish and Irish representatives of the Gramophone Co., Ltd., Gordon Smyth advises the severance of his connection with that company. He is now associated with the Symphola Co. as managing director. This is a Belfast firm of gramophone and musical instrument jobbers. The many friends of Mr. Smyth will wish him, as I do, every success in his new sphere.

#### New Premises for O. Ruhl (1922) Ltd.

Messrs. O. Ruhl advise me of their removal

### TO RECORD VOICES OF NOTED MEN

A Special "Voice" Section Has Recently Been Established by the Prussian State Library

A despatch from Berlin says the news that eminent men of all nationalities are prepared to allow their voices to be registered in the recently established "voice" section of the Prussian State Library will be warmly welcomed by the educational authorities here.

Prof. William Doegger, the organizer and director of the "voice" archives which, it is claimed, form the only state institution of the kind in the world, outside of Paris, has filed away gramophone plates on which are registered the voices of Germany's greatest living men—Von Hindenburg, Ludendorff, Einstein, Hauptmann, among others—and is now anxious to give the "voice" museum a more international character.

Leading Berlin chemists state that, thanks to the special chemical preparation used in their manufacture, the plates should continue in good condition for at least 10,000 years. Military cadets or students of physics in the year 12000 will, therefore, be able to hear respectively Hindenburg on military tactics and Einstein on relativity.

### FAIR ONLY FOR BUYERS

Merchandise Show in August Not to Be Opened to the Public

Conferences of a number of resident buyers with the managers of the National Merchandise Fair to be held at the Grand Central Palace from August 7 to 25 took place during the last week. The object of the meetings was to secure active co-operation among all those interested in the fair, which is expected to be attended by the largest number of buyers ever gathered under one roof. The resident buyers were urged to advise their accounts to send representatives.

It has now been decided not to open the fair to the public at all, but to make it strictly a buying and selling proposition for the trade only. The management of the fair has limited the space of exhibitors, believing that, in justice to

from Middle street to 85 City Road, E. C., a fine building of four floors and basement, which, by the way, the firm occupied before the war. In addition to the representation of Carl Lindstrom, Beka record, and other Continental houses, Messrs. Ruhl plan to market a line of British pianos of various models. Their trading policy is wholesale only.

#### The Brunswick in London

I understand, by the way, that the Brunswick phonographs and records, which are so highly thought of in the States, are now being handled by Arthur Graham & Co., Crofton Park, London, S. E. The fame of these artistic products has already reached the phonograph fans here, and there is certain to be quite a lively interest manifested in these musical entertainers.

smaller manufacturers, no one exhibitor should monopolize attention. With few exceptions, it is stated, and these where the manufacturer cannot possibly display all his lines in the limited space, only one booth will be sold to an exhibitor. Lavish expenditures in decoration will not be encouraged, inasmuch as the spectacular appeal would be mainly for the public.

### EXPANSION OF LOESER BUSINESS

The talking machine department of Frederick Loeser Co., Brooklyn, N. Y., has had a very successful May business, the sales for this month being better than any previous month from January 1, reflecting the amount of work being done by the sales staff in general to make this showing. Joseph Flanagan, manager of this department, reports that the demand of the console type machines has materially influenced this increase in sale, but upright models have found their favor also with the trade. Record business has been very satisfactory and the new releases have been featured in the local papers with the result that a lively demand existed. Plans are now being made to inaugurate one of the most intensive Summer campaigns yet inaugurated by this store, and it is expected that the portable type machine will meet with a ready demand.

### BUNGALOW GRAFONOLA SHOPPE

DULUTH, MINN., June 8.—The Bungalow Grafonola Shoppe, recently opened at 101 West First street, this city, is one of the most handsome talking machine establishments in this part of the State. The demonstration rooms of the store are unique in that they are large enough to comfortably hold an entire family. The Columbia Grafonola and records are handled. Messrs. Segal and Edelson, the proprietors are well known in local musical circles.

The retail warerooms of the Griffith Piano Co., which were recently opened, are situated at 211 North Washington street, Scranton, Pa., and not Newark, N. J., as previously mentioned. The equipment was installed by Van Veen & Co., Inc., New York City.

# LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., June 8.—Reproducer for Phonographs. Harry M. Duncan, Los Angeles, Cal. Patent No. 1,411,566.

It is the object of this invention to provide a sound reproducer having extremely simple, but efficient means for varying the intensity of the sound produced.

A reproducer constructed in accordance with the invention will also eliminate to a great extent all scratching sounds incident to the employment of usual reproducers. Variations in the intensity of the sound and the elimination of scratching are produced by providing a spring loop in the stylus bar and mounting a clamping member upon said spring loop for adjustment upon the same.

Figure 1 is a front elevation of a reproducer constructed in accordance with the invention;

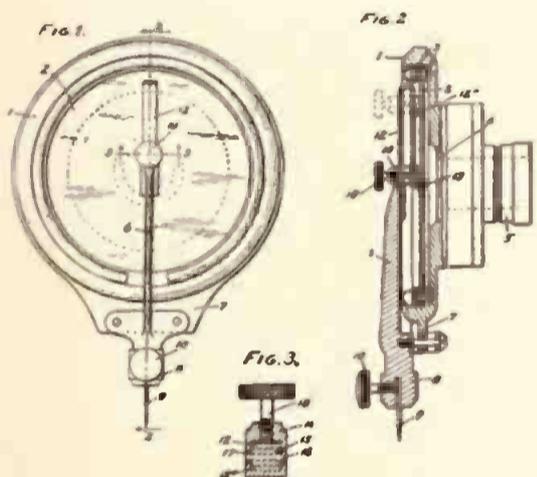
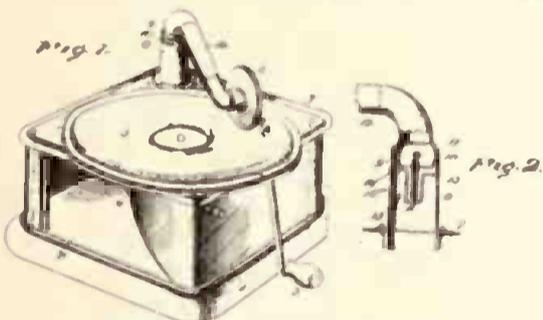


Fig. 2 is a section through the same on the line 2-2 of Fig. 1; Fig. 3 is a detail section on the line 3-3 of Fig. 1.

Talking Machine. Mervin E. Lyle, John Scully and Frank L. Capps, Bridgeport, Conn., assignors to the Columbia Graphophone Co., same place. Patent No. 1,412,059.

This invention relates to talking machines, and it has for its object to provide a tone-arm and mounting therefor that are simple in construction, inexpensive to manufacture, easy to assemble, and efficient in operation, this appli-



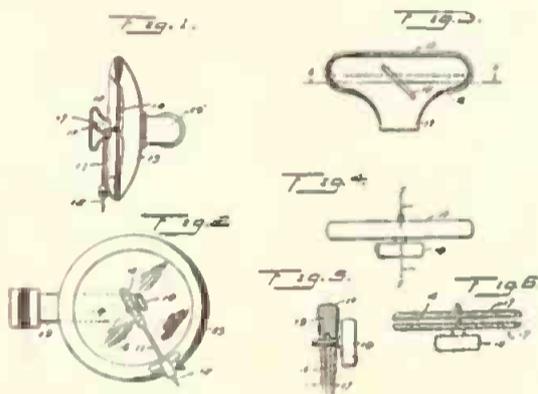
cation being a division of application Serial No. 37,731, filed July 2, 1915, entitled "Talking machines, patented February 4, 1919, No. 1,293,489.

The inventive idea is capable of receiving a variety of mechanical expressions, one of which, for the purpose of illustrating the invention, is shown on the accompanying drawing, but it is to be expressly understood that such drawing is for the purpose of illustration only and not for the purpose of defining the limits of the invention. In said drawing Figure 1 is a perspective view of a talking machine embodying one form of the invention; Fig. 2 is a vertical sectional view through the tone-arm support.

Phonograph Mute. Paul Brinkman, Portland, Ore. Patent No. 1,412,672.

The object of the invention is to provide a simple means in the form of an attachment which is applicable to the sound or voice rod of a phonograph sound box as a means for softening or modifying the tone, eliminating the unnecessary or superfluous mechanical vibration to eliminate the scratching and other mechanical sound, and for varying the intensity of the re-

production, more especially as to volume, to suit the character of the composition which is being reproduced and the capacity of the room or apartment in which the reproduction is occurring; and with these objects in view the invention consists in a construction and combination of parts of which a preferred embodiment is shown in the accompanying drawings, wherein Figure 1 is a view of the mute applied in the operative position to a sound box, the latter being shown as viewed from the edge; Fig. 2 is a face view of the sound box showing the mute applied thereto; Fig. 3 is an enlarged side view



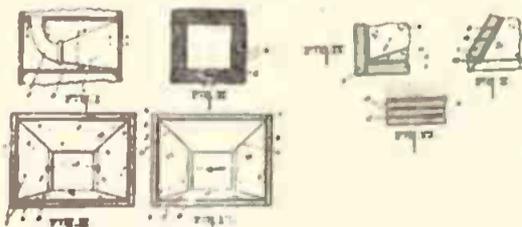
of the mute detached; Fig. 4 is a plan view of the same; Fig. 5 is a transverse sectional view thereof; Fig. 6 is a sectional view taken on the plane indicated by the line 6-6 of Figure 3, looking in the direction indicated by the arrows.

Horn or Amplifier for Phonographs. Edwin A. Caviness, Battle Creek, Mich. Patent No. 1,412,772.

The invention relates to improvements in horns or amplifiers for phonographs, the main objects are to provide an improved horn or amplifier which produces very clear tones, tones caused by sympathetic vibrations being very largely eliminated.

A structure which is a preferred embodiment of this invention is illustrated in the accompanying drawings.

Figure 1 is a vertical section from front to rear of a phonograph cabinet having one of the improved horns installed therein, the horn being shown in full lines; Fig. 2 is a cross-section through the bell portion of the improved horn on a line 2-2 of Fig. 1; Fig. 3 is a similar section through a slightly modified embodiment of the invention, the top glass lining panel being omitted; Fig. 4 is an enlarged detail section on a line corresponding to line 4-4 of Fig. 1, showing structural details; Fig. 5 is an enlarged detail section on a line corresponding to line 5-5 of Fig. 1, showing structural details; Fig. 6 is an enlarged cross-section through the tube or neck



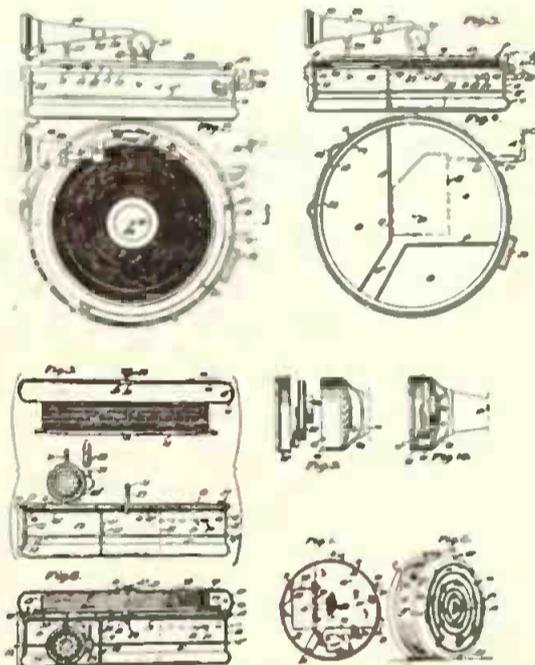
of the horn on a line corresponding to line 6-6 of Fig. 1; Fig. 7 is an enlarged detail section on a line corresponding to line 7-7 of Fig. 6.

Talking Machine. Francesco Cirelli, Philadelphia, Pa. Patent No. 1,412,166.

One object of this invention is to provide a talking machine which can be easily carried and which will be so constructed that if not desired for use the parts thereof can be arranged and held in a compact form within the casing. Another object is to so construct said casing that it will serve as an exceptionally good resonant support for the tone reproducing elements when the machine is in operation. A still further object is to provide said casing with a lid which will be bound thereto through the medium of the

center post of the record-supporting turntable and to so construct said lid that it will be placed under resilient tension due to its connection with said center post so that the parts will not rattle while being carried or transported and so that a number of records can be safely carried in the casing.

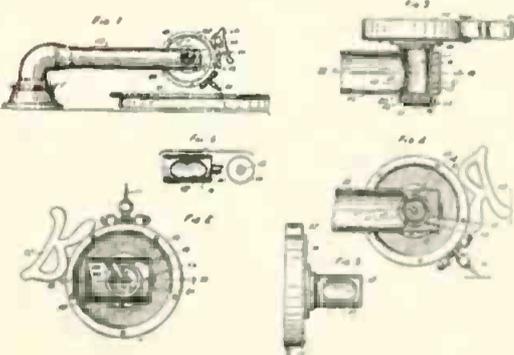
In the accompanying drawings Figure 1 is a side elevation of the improved talking machine with the operative parts removed from the casing and in the position which they occupy during the operation of the machine; Fig. 2 is a top plan view of Fig. 1; Fig. 3 is a sectional elevation taken on the line 3-3 of Fig. 2; Fig. 4 is a sectional plan view taken on the line 4-4 of Fig. 3; Fig. 5 is a detached elevation showing certain of the parts in central section and illustrating the arrangement of the removable parts in the order



or position which they occupy when either arranging the machine for operation or for transporting purposes; Fig. 6 is a sectional elevation showing the parts illustrated in Fig. 5 in their position when the machine is closed so that all parts are retained within the casing; Fig. 7 is a sectional plan view taken on the line 7-7 of Fig. 1 and drawn on a smaller scale; Fig. 8 is a perspective view of the improved machine as it appears when the casing is entirely closed with all of the elements contained therein; Fig. 9 is a fragmentary elevation, partly in section, showing how the tone arm is constructed to permit the sound box to be stored therein, and Fig. 10 is a view showing said sound box in its position within the storing space of the tone arm.

Sound Reproducer. Edmund Kuhn, Brooklyn, N. Y., assignor to the Remington Phonograph Corp., Wilmington, Del. Patent No. 1,412,560.

This invention relates to phonographs and like



sound-reproducing devices, and one of the principal objects is to provide an improved sound volume regulating means. A second important object is the provision of an improved reproducer so arranged that the volume of sound passing from the reproducer to the tone arm may be increased or diminished at will.

A third important object is to provide, in such a device, means to ensure a full volume of sound

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 185)

with each change of the needle unless such volume is wilfully reduced.

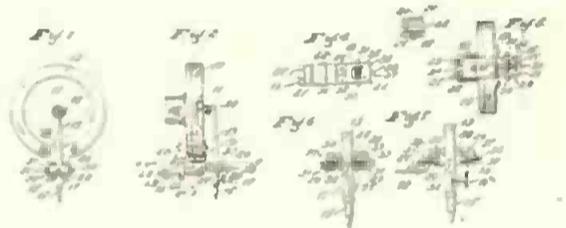
In the accompanying drawings Figure 1 is a side elevation of a portion of a phonograph showing the improved arrangement of the tone arm and reproducer, the latter being shown on a disk record; Fig. 2 is an enlarged detail showing the reproducer raised in needle-changing position; Fig. 3 is an enlarged detail partly in section on the line 3—3 of Fig. 2; Fig. 4 is a section on the line 4—4 of Fig. 3; Fig. 5 is a detail side view of the reproducer removed from the tone arm; Fig. 6 shows grouped details illustrating in side and end elevation the sound volume regulating valve.

**Sound Box for Talking Machines.** James F. Smith, St. Louis, Mo. Patent No. 1,412,294.

This invention relates to sound boxes for talking machines and particularly to the connection between the stylus lever and the sound box; and the invention is an improvement in the construction shown in Patent No. 1,302,479, dated April 29, 1919.

The invention consists principally in means for pivotally connecting the stylus lever to the sound box casing whereby free motion of the stylus lever is permitted in two vertical directions at right angles to each other.

In the accompanying drawing Figure 1 is a side view of a sound box, showing a stylus lever mounting embodying the invention; Fig. 2 is a side view of the same; Fig. 3 is a vertical cross-section through the supporting bracket and spring



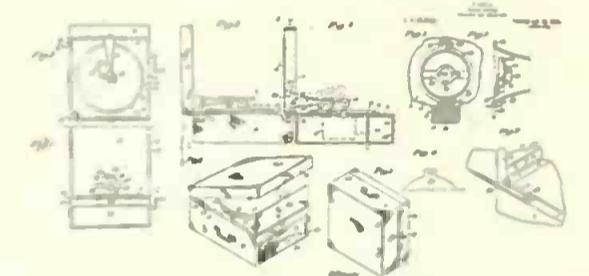
support for the stylus lever, the section being taken on the line 3—3 in Fig. 2; Fig. 4 is a horizontal section through the supporting bracket and stylus lever on the line 4—4 in Fig. 2; Fig. 5 is a bottom plan view of the sound box and stylus lever support; Fig. 6 is an enlarged vertical section taken through the pivots which support the stylus lever, and Fig. 7 is an enlarged vertical section taken through the pivots which support the collar in which the stylus lever is pivotally supported, the section being taken at right angles to the section shown in Fig. 6.

**Portable Talking Machine.** Francesco Cirelli, Philadelphia, Pa. Patent No. 1,412,841.

One object of this invention is to provide an improved talking machine of simple construction which can be made in a compact form and which can be used as a readily portable machine. Another object is to provide an improved talking machine of the type including a hinged lid or cover and to so arrange the parts that the lid or cover serves as resounding means for the reproduced sounds in a manner far superior to any machine of like character made prior to the present invention. A further object is to so construct and arrange the tone arm or sound-conducting means to which the sound box is attached that it can be moved as a whole into a locked position with the sound box raised from the record a sufficient distance to permit a needle to be inserted and removed from the sound box by one hand, thus permitting a per-

son who only has one hand to easily change the needles and operate the machine.

Figure 1 is a front elevation of a readily portable talking machine constructed in accordance with the present invention. Fig. 2 is a top plan view of Fig. 1; Fig. 3 is a side elevation of Fig. 1; Fig. 4 is a sectional elevation with the parts in their operative playing position. Fig. 5 is a fragmentary view, partly in section; said section being taken on the line 5—5 of Fig. 4 and showing the tone arm in its locked position in which the sound box has been raised from the record; Fig. 6 is a fragmentary elevation of a part of the tone arm construction showing how the tone arm serves to retain and protect the sound box when not desired for use; Fig. 7 is a fragmentary perspective view showing the resilient support for the resounding lid; Fig. 8 is a perspective view showing the im-

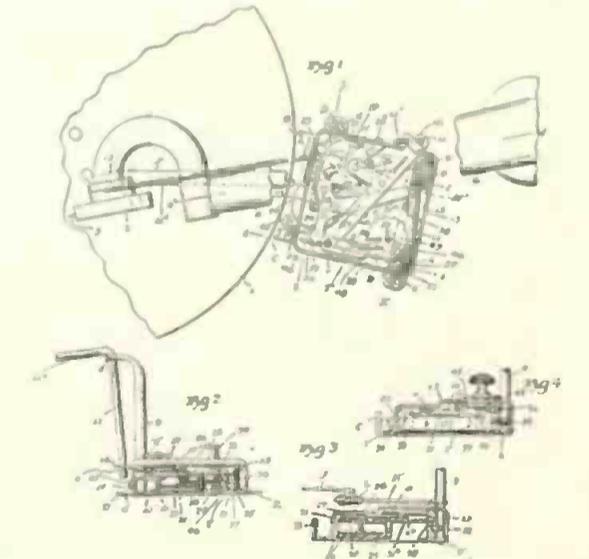


proved machine in a position partly closed; Fig. 9 is a perspective view of the machine when entirely closed ready for carrying, and Fig. 10 is a fragmentary elevation showing a slight modification of a part of the locking means for the tone arm.

**Automatic Repeater.** Robert G. Brown, Swarthmore, Pa., and John E. Streitlmeier, Cincinnati, O. Patent No. 1,413,554.

This invention relates to phonograph repeating mechanism and it aims to effect an improvement on the mechanism disclosed and claimed in the co-pending application of Brown and Streitlmeier, No. 120,302, filed September 15, 1916, whereby said mechanism is universally applicable to various types and varieties of phonographs without necessitating special element or fixture adaptable for given machines only.

Figure 1 is a plan of a conventional phonograph having this fixture combined therewith, and showing the davit in overhanging relation with the free end of the tone arm, and with the trip-lever located in its normal position about to be tripped by impact of the stylus. Fig. 2 is the side elevation of the same showing the operating mechanism in section along line 2—2



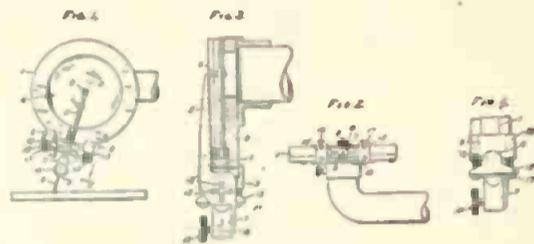
of Fig. 1. Fig. 3 is a section along line 3—3 of Fig. 1, and Fig. 4 is a section along line 4—4 of Fig. 1.

**Stylus-bar Mounting.** Howard E. Davis, Los Angeles, Cal. Patent No. 1,413,461.

The present invention relates to new and useful improvements in stylus-bar mountings. The object is to provide an improved mounting for the stylus of a sound-reproducing machine, said mounting forming a spring support for the stylus bar and means for accurately adjusting the position of the stylus bar with relation to the sound box and diaphragm for adjusting the

spring tension of its support with accuracy.

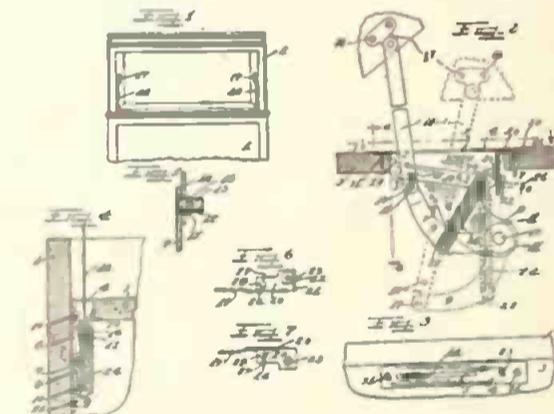
Figure 1 is a front elevation of the sound box and stylus bar for a sound-reproducing machine. Fig. 2 is a bottom plan view of the same. Fig. 3 is a detail section on the line 3—3 of Fig. 1. Fig. 4 is a similar section on the line 4—4 showing spring tension of its support with absolute accuracy.



**Phonograph Balance-weight-cover Support.** Alfred Bersted and Martin Bersted, Chicago, Ill. Patent No. 1,413,382.

This invention relates more particularly to an improved supporting mechanism adapted primarily for use on a phonograph cabinet for the purpose of holding the cover balanced in any desired position of adjustment. Important objects of the invention are: To provide a balance-weight-cover support for a phonograph cover to permit the cover to be held in any one of a plurality of open balanced positions against its own weight, and also to provide a supporting mechanism of simple and effective construction adapted for use on a phonograph cabinet cover, said mechanism being controlled by a spring which does ordinarily not pass dead center when the cover is completely closed.

Figure 1 is a front elevation of the upper portion of a phonograph cabinet the cover of which is held balanced in an adjusted open position by cover supports embodying the principles of this invention. Fig. 2 is an enlarged side elevation of the device showing the operation in dotted lines and further disclosing fragmentary parts of the phonograph cabinet and its cover, the right side of the drawing indi-



cating the front of the phonograph. Fig. 3 is a sectional top plan view taken on line 3—3 of Fig. 2. Fig. 4 is a sectional view taken on line 4—4 of Fig. 2. Fig. 5 is an enlarged fragmentary detail section taken on line 5—5 of Fig. 2, showing the pin in elevation. Fig. 6 is a detail view taken on line 6—6 of Fig. 2. Fig. 7 is a detail view taken on line 7—7 of Fig. 2.

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# Advance RECORD BULLETINS for July, 1922

## VICTOR TALKING MACHINE CO.

### POPULAR SONGS

18903	Some Sunny Day	American Quartet	10
	Angel Child	Albert Campbell-Henry Burr	10
18904	High Brown Blues	Billy Murray and American Quartet	10
	Little Red School House	American Quartet	10
18905	My Swanee Home	Peerless Quartet	10
	My Gal Sal	Criterion Quartet	10

### DANCE RECORDS

18896	Hand-Painted Doll	Fox-trot, All Star Trio and Their Orchestra	10
	Lonesome Land	Fox-trot, All Star Trio and Their Orchestra	10
18828	Coo-Coo	Fox-trot, Paul Whiteman and His Orchestra	10
	Kicky-Koo	Kicky-Koo-Fox-trot, Green Brothers' Marimba Orchestra	10
18900	Kitten on the Keys	Fox-trot, Zez Confrey and His Orchestra	10
	Pick Me Up and Lay Me Down in Dear Old Dixieland	Fox-trot, Club Royal Orchestra	10
18902	Lovable Eyes	Fox-trot, Club Royal Orchestra	10
	I Love Her—She Loves Me	Fox-trot, Zez Confrey and His Orchestra	10
18901	Sweet Indiana Home	Fox-trot, Club Royal Orchestra	10
	You Won't Be Sorry	Fox-trot, Paul Whiteman and His Orchestra	10
35716	Popular Songs of Yesterday	Medley Waltz No. 3, International Novelty Orchestra	12
	Popular Songs of Yesterday	Medley Waltz No. 4, International Novelty Orchestra	12

### VOCAL AND INSTRUMENTAL RECORDS

45312	Oh Fair, Oh Sweet and Holy	Lambert Murphy	10
	Murmuring Zephyr	Lambert Murphy	10
45310	Barbara Allen	Royal Daddmun	10
	O No, John	Royal Daddmun	10
18897	A Mighty Fortress Is Our God	Trinity Male Choir	10
	Oh God, Our Help in Ages Past	Trinity Male Choir	10
45311	Rákóczy March	Guy Maier-Lee Pattison	10
	Scherzo (Arensky)	Guy Maier-Lee Pattison	10
18894	Marche Turque	Patrol, U. S. Marine Band	10
	The Messenger	March, U. S. Marine Band	10

### RED SEAL RECORDS

66056	Every Bit of Loving in the World	Furber Novello	10
	Giuseppe De Luca	Baritone—In English	10
66068	Marietta	Romili	10
	Jascha Heifetz	Violinist	10
	(Piano accompaniment by Sam Chotzinoff)		
74750	Rondo in G Major	Mozart-Kreisler	12
	LOUISE HOMER, Contralto; LOUISE HOMER STIRES, Soprano		
87578	Venetian Song	Stephenson-Tosti	10
	FRITZ KREISLER, Violinist; HUGO KREISLER, Cellist		
	(with Piano)		
87577	Farewell to Cucullain (Londonderry Air)	Transcription by Fritz and Hugo Kreisler	10
	JOHN McCORMACK, Tenor		
64976	Somewhere	Alston Waters	10

### FIRST VICTOR RECORDS BY WILLEM MENDELBERG AND NEW YORK PHILHARMONIC ORCHESTRA

74756	Coriolan Overture—Part 1	Beethoven	12
74757	Coriolan Overture—Part 2	Beethoven	12
	PHILADELPHIA ORCHESTRA	(Leopold Stokowski, Conductor)	
66058	Minuet	Boccherini	10
	SECEI RACHMANINOFF, Pianist		
66059	Etude in F Minor	E. Dohnanyi	10
	TITTA RUFFO, Baritone—In Spanish		
87341	El Relicario (The Charm)	Jose Padilla	10
	TITO SCRIPA, Tenor—In Italian		
65045	L'agliaacci—Serenata d'Arlecchino (Harlequin's Serenade)	Leoncavallo	10
	The following dance record, announced May 12, 1922, is listed in the July, 1922, Supplement:		
18879	Stumbling	Fox-trot, Paul Whiteman and His Orchestra	10
	Georgia	Fox-trot, Paul Whiteman and His Orchestra	10

## COLUMBIA GRAPHOPHONE CO.

### SYMPHONY RECORDS

80320	Maryland, My Maryland	Tenor Solo and Male Quartet...Sandy Mackenzie and Male Quartet	10
A6215	Handel's Largo ("Ombra Mai Fu")	Contra to Solo...Carmela Ponselle	12
	Ave Maria	Contra to Solo...Carmela Ponselle	12
79896	Drink to Me Only With Thine Eyes	Tenor Solo...Charles Hackett	10
79856	Just Awcayin' for You	Soprano Solo...Hulda Lashanska	10
79701	Mattinata	Baritone Solo...Riccardo Straccari	10
A3597	Berceuse, from "Joelyn"	Violin Solo...Sascha Jacobsen	10
	Serenade (Toselli)	Violin Solo...Sascha Jacobsen	10
A3607	Do Dreams Come True?	Mezzo-Soprano Solo...Barbara Maurel	10
	At Eventime	Mezzo-Soprano Solo...Barbara Maurel	10
A3598	Gypsy Love Song, from "The Fortune Teller"	Bass Solo...Wilfred Genn	10
	Eileen Alanna	Tenor Duet...Campbell and Burr	10
A3596	I Ain't Goin' to Study War No More	Male Quartet...Fisk University Jubilee Singers	10
	You Hear the Lambs A-Cryin'	Male Quartet...Fisk University Jubilee Singers	10
A3611	Stumbling	Fox-trot, Ray Miller and His Orchestra	10
	Who Tied the Can on the Old Dog's Tail?	Fox-trot...The Columbians	10
A3612	Where the Volga Flows	Fox-trot, Frank Westphal and His Rainbo Orchestra	10
	Birdie	Fox-trot, Frank Westphal and His Rainbo Orchestra	10
A3610	In Blue Bird Land	Fox-trot, Paul Biese's Orchestra	10
	I Want You (From "Marjolaine")	Fox-trot, Ray Miller and His Orchestra	10
A3614	California	Comedians...Van and Schenck	10
	Sweet Indiana Home	Comedians...Van and Schenck	10
A3613	Down On Avenue A	Tenor Solo...Frank Crumit	10
	Mamma Loves Papa, Does Papa Love Mamma	Tenor Solo...Frank Crumit	10
A3609	Mr. Gallagher and Mr. Shean	Tenor and Baritone Duet...Furman and Nash	10

	tone Duet	Furman and Nash	10
	When Those Hoppers Start Hopping Around	Tenor and Baritone Duet, Furman and Nash	10
A3604	Maybe You Think You're Fooling Baby	Comedienne...Marion Harris	10
	Malinda Brown	Comedienne...Marion Harris	10
A3608	Little Grey Sweetheart of Mine	Tenor Solo...Grant Stephens	10
	Only a Smile	Tenor Solo...Charles Harrison	10
A3599	Achin' Hearted Blues	Comedienne and Jazz Band...Leona Williams and Her Dixie Band	10
	Struttin' Blues	Comedienne and Jazz Band...Leona Williams and Her Dixie Band	10

### POPULAR SONGS

A3601	All Over Notbing At All	Comedienne...Nora Bayes	10
	Kindness	Comedienne...Nora Bayes	10
A3606	Honey Lu	Harmonizers...Hart Sisters	10
	Wake Up, Little Girl, You're Just Dreaming	Male Quartet...Shannon Four	10
A3605	My Macbree's Lullaby	Tenor Solo...Edwin Dale	10
	Erin, You're Wearin' a Wonderful Smile	Tenor Solo...Charles Hart	10

### DANCE MUSIC

A3603	Some Sunny Day	Fox-trot, Ray Miller and His Orchestra	10
	Georgia	Fox-trot, Ray Miller and His Orchestra	10
A3602	Byzones	Fox-trot (Under Direction of Eddie Elkins)...Knickerbocker Orchestra	10
	Poor Little Me	Fox-trot (Under Direction of Eddie Elkins)...Knickerbocker Orchestra	10

## EDISON DISC RE-CREATIONS

50900	Miss Johnson's Party	Medley (Hornpipes and Violin)...Joseph Samuel's	10
	O Sienzio A Buordo (Accordion, Clarinet and Guitar)	The Three Vagrants	10
50901	Who Stole the Chickens?	Golden and Hughes	10
	The Raggy Man	Edward Meeker	10
50902	Rose of Virginia	Crescent Trio	10
	Indian Moon	Vernon Dalhart	10
50903	The Little Good for Nothing's Good for Something	After All...The Harmony Four	10
	Isle of Love	Helen Clark and Joseph Phillips	10
50904	Yorktown's Centennial March	United States Marine Band	10

	The Boy Scouts of America March (With Boy Scouts Chorus)	New York Military Band	10
80710	Ballet of the Flowers—Suite-Part 1	American Symphony Orchestra	10
	Minuet	American Symphony Orchestra	10
80711	He Will Hide Me	Metropolitan Quartet	10
	Israfil	Thomas Chalmers	10
80712	Afterwards	Losey's Instrumental Quartet	10
	Fragrant Rose	Losey's Orchestra	10
80713	L'Arditia—Magnetic Waltz	Consuelo Escobar de Castro	10
	Morenita	Marguerite Namara	10
82259	Legende de la Saule (Legend of the Sage-Bush)	Le Jongleur de Notre-Dame...M. Laurenti	10
	In quelle trine morbide (In Those Soft Silken Curtains)	Manon Lescaut...Marie Rappold	10
82260	Recha, als Gott dich einst zur Tochter mir gegeben (Die Judin)	Jacques Urliu	10
	Dies Bildniß ist bezaubernd schön	Jacques Urliu	10
82261	Concerto, No. 4 in D Minor—Allegro	Violin Solo...Vasa Pritihoda	10
	Concerto, No. 4 in D Minor—Adagio Religioso	Violin Solo...Vasa Pritihoda	10

### FLASHES

50973	Some Sunny Day	Fox-trot, Atlantic Dance Orchestra	10
	Memories of You	Fox-trot, Atlantic Dance Orchestra	10
50974	Moon River	Medley Waltz (Intro: "Colorado and You")...Green Bros. Novelty Band	10
	By the Sapphire Sea	Waltz, Green Bros. Novelty Band	10
50984	Suppose the Rose Were You	Fox-trot, Ernest L. Stevens' Trio	10
	Idola	Fox-trot (An Oriental Fantasy), Natzy's Orchestra	10

### RELEASED ON ORDER

50982	London Bridge Is Falling Down (On the Isle of Childhood Dreams)	Betsy Lane Shepherd and Lewis James	10
	Love Her By Radio	Bil y Jones and Chorus	10
50983	Romany Love	Fox-trot, Broadway Dance Orchestra	10
	Suez	Oriental Fox-trot Romance, Broadway Dance Orchestra	10

## EDISON BLUE AMBEROL

4537	Ballet Music	Excelsior...Creator and His Band	10
4538	A Girl I Know	Arthur C. Clough and Chorus	10
4539	As Once In Happier Days	Violoncello Solo...Vladimir Dubinsky	10
	The Blacksmith Rag	Premier Quartet	10
4541	Come, T'bout Fount of Ev'ry Blessing	Metropolitan Quartet	10
4542	Faithless Heart (Core'n Grato)	Emory B. Kando ph	10
4543	Cord and Tassel Dance	Reed Orchestra	10
4544	Just Suppose	Helen Clark and Joseph Phillips	10
4545	Under the May Moon	Lewis James	10
4546	Carry Me Back to Old Virginny	Transcription...Frederick MacMurray	10
	Violin Solo		
4547	Toreador of Mine	Betsy Lane Shepherd and Charles Hart	10
4549	Route Marchin'	Harvey Hindermeyer and Male Chorus	10
4548	The Slumber Boat	Delphue March	10
4550	Forget Me Not	American Symphony Orchestra	10
4551	Good-Bye, Dear Old Bachelor Days	Joseph A. Phillips and Chorus	10

### AMBEROLA HITS FOR JULY

4572	Do It Again (From "The French Doll")	Fox-trot...Harry Radernan's Orchestra	10
4573	Closer	Walter Scanlan	10
4574	California	Fox-trot...Vincent Lopez Orchestra	10
4575	Swaying	Waltz—Piano Solo...Ernest L. Stevens	10
4576	By the Sapphire Sea	Waltz, Green Bros. Novelty Band	10

## AEOLIAN CO.

### OPERATIC SELECTIONS

52034	Carmen—Air de le fleur (Flower Song) (Bizet)	Tenor, in French; Vocalion Orch. Accomp...Vladimir Rosing	12
30154	Tosca—E lucevan le stelle (The Stars Were Shining) (Puccini)	Tenor, in Italian; Vocalion Orch. Accomp...Giulio Crimi	10
30155	Tosca—Vissi d'arte, Vissi d'amore (Love and Music) (Puccini)	Soprano, in Italian; Vocalion Orch. Accomp...Rosa Raisa	10

30156	Vale (Farewell) (D'Arcy-Russell)	Aeolian Orch. Accomp...John Charles Thomas	10
24027	That's an Irish Lullaby (I. K. Shannon)	Co in O'More	10
	If You Would Love Me (Jacobs-MacDermid)	Co in O'More	10
14310	Swing Song (Barns)	Violin; Piano Accomp...Marie Dawson Morrell	10
	Little Song (d'Ambrosio)	Violin; Piano Accomp...Marie Dawson Morrell	10
14337	Drowsy Waters (Traditional Melody)	Ferrera-Franchini	10
	Aloha Oc (Farewel. to Thee) (Lilluokolani)	Ferrera-Franchini	10
14338	Kentucky Labe (Buck-Geibel)	Criterion Male Quartet	10
	Little Cotton Holly (Buck-Geibel)	Criterion Male Quartet	10
14342	Lazy Song (Dunbar-Lawson)	Aeolian Orch. Accomp...Vernon Dalhart	10
	Lindy Lou (Strickland)	Aeolian Orch. Accomp...Vernon Dalhart	10

### INSTRUMENTAL SELECTIONS

14336	Aeolian Symphony Dance—Antra's Dance	Yerkes' S. S. Flotilla Orch.	10
	Aeolian Symphony Dance—Il Trovatore (Anvil Chorus)	Yerkes' S. S. Flotilla Orch.	10

### SACRED SELECTIONS

14311	Jesus, Lover of My Soul (Wesley-Ilo brook)	The Weber Four	10
	Still, Still with Thee (Stowe-Garrish)	The Weber Four	10
14339	I Walk with the King (Rowe-Ackley)	Baritone; Orch. Accomp...Homer Rodeheaver	10
	Life's Railway to Heaven (Abbey-Tillman)	Baritone; Orch. Accomp...Homer Rodeheaver	10

### POPULAR SELECTIONS

14343	Just a Little Love Song (Joe Cooper-Young and Lewis)	Tenor...Charles Harrison	10
	Mother Machree's Lullaby (An Irish Mother's Love Song) (Mullane and Schuster-Howard Johnson)	Tenor...Arthur Burns	10
14344	Some Sunny Day (Irving Berlin)	Irving Kaufman	10
	Ki-Ki-Koo (Geo. W. Meyer-Young and Lewis)	Tenor...Sam Ash	10
35010	Actors' Equity—An All Star Comedy	Introducing Richard Barthelme, Joseph Cawthorne, De Wolf Hopper, Raymond Hitchcock, Florence Moore	12
	Actors' Equity—Songs of Yesterday by Stars of Today	Fox-trot, Introducing Joseph Santley, Ivy Sawyer, Olga Cook, Bertram Peacock, Louise Groody, Oscar Shaw, Lillian Lorraine, Douglas Stevenson; Accomp. by Bar Harbor Society Orchestra.	12

### DANCE SELECTIONS

14345	Teasin' (Elese-Carleton-Walsh)	Fox-trot, Bar Harbor Society Orch.	10
	All My Life (Lee David)	Fox-trot, The Leo F. Reisman Orch.	10
14346	Do It Again (From "The French Doll") (G.O. Gershwin-Bud De Sylva)	Fox-trot, Bar Harbor Society Orch.	10
	I'm Just Wild About Harry (From "Shuffle Along") (Sissle-Blake)	One-step, Bar Harbor Society Orch.	10
14347	Stumbling (Zez Confrey)	Fox-trot, Yerkes' S. S. Flotilla Orch.	10
	Lovable Eyes (Tell Me What's the Matter) (Schwartz-Atteridge)	Fox-trot, The Leo F. Reisman Orch.	10
14348	Sweet Indiana Home (Walter Donaldson)	Fox-trot...Rudy Wiedofc's Californians	10
	Swanee Bluebird (Cliff Friend-Con Conrad)	Fox-trot...Rudy Wiedofc's Californians	10
14349	Bamboo Bay (Walter Donaldson-Egan and Whiting)	Fox-trot...Bar Harbor Society Orch.	10
	Buzz, Mirandy (Dave Franklin-Henry Creamer)	Fox-trot...Bar Harbor Society Orch.	10
14334	Mr. Gallagher and Mr. Shean (Gallagher-Snean)	Fox-trot, with Vocal Accomp...Yerkes' S. S. Flotilla Orch.	10
	Honey Lu (Donaldson-De Sylva)	Fox-trot, Bar Harbor Society Orch.	10

### FOREIGN SELECTIONS

14335	Yente Fohrt in die Catskill Mountains—Vocal Duet, in Hebrew; Orch. Accomp...Gus Goldstein-Clara Gold	10
	Mendel Vert a Member—Vocal Duet, in Hebrew; Orch. Accomp...Gus Goldstein-Clara Gold	10
14340	Bummel-Petrus (Werner-Kerstin)—In German; Orch. Accomp...Joseph Kalman	10
	Das Haben die Mädchen so gern (Schonfeld-Guibert)—In German; Orch. Accomp...Joseph Kalman	10
14341	Lorelei (Silber)—In German; Orch. Accomp...Kalman-Lampman	10
	Lang Lang Ist's Her (Baylt)—In German; Orch. Accomp...Kalman-Lampman	10

## OKEH RECORDS

### CLASSICAL SELECTIONS

52901	Luca Di Lammermoor—Tu che a Dio Spiegasti l'ali (T'bout Hast Spread Thy Wings) (Donizetti)	Tenor, with Orch. (Sung in Italian), Alfred Peccaver	12
	Recorded in Europe by the International Talking Machine Co.		
53101	Polonaise (Op. 53) (Chopin)	Piano Solo, Eugene D'Albert	12
	Recorded in Europe by the International Talking Machine Co.		

### EUROPEAN CONCERT BAND SELECTIONS

3013	Damnation De Faust (Berlioz)—Hungarian March, Band...European Concert Band	12
	Candleance of the Brides of Kashmir (From "Feramers") (Rubinstein)—Band, European Concert Band	12

### DANCE RECORDS

4586	Isle of Tangerine (From Musical Comedy, "Tangerine") (Carlo-Sanders)	Waltz, Markels' Orchestra	10
	You and I (Atta Baby) (From Musical Comedy, "Tangerine") (Carlo-Sanders)	Fox-trot, Markels' Orchestra	10
4587	Waikiki, I Hear You Calling Me (Bert Kalmar-Harry Ruby)	Fox-trot, Rega Dance Orchestra	10
	Colombina (Alfonso Esparza Oteo)	Fox-trot, Rega Dance Orchestra	10
4591	Kiss Me By Wireless (Ring-lager-Breu)	Original Radio Fox-trot, V. Lopez and His Hotel Pennsylvania Orch.	10

(Continued on page 188)

ADVANCE RECORD BULLETINS FOR JULY—(Continued from page 187)

Table listing record titles and artists, including 'Teasin' (B. Carleton-J. B. Walsh-P. Biesc)', '4592 Everybody Knows (How Much I Love You)', '4593 Idola (B. Wilkie-W. E. Bradley)', etc.

Table listing record titles and artists, including 'Lavinia Turner and J. P. Johnson and His Harmony Seven', '20775 Do It Again (From "The French Doll")', '20776 Little Thoughts', etc.

BRUNSWICK RECORDS

Table listing Brunswick records, including '5134 Just that One Hour (Wernerville-Eville)', '5139 Evening Star from Tannhäuser', '50013 Barbieri di Siviglia', etc.

BANNER RECORDS

Table listing Banner records, including '1064 Stumbling-Fox-trot', '1065 On the Alamo-Fox-trot', '1066 Kicky-Koo-Fox-trot', etc.

AKRON MERCHANTS OPTIMISTIC

Portable Machines in Demand—F. W. Van Scoyoc to Open Business—E. E. Peak With M. O'Neil Co.—George S. Dales on Trip

AKRON, O., June 8.—Business has been "spotty" during the past month, but everyone predicts that June and July will mean added business, due to the fact that industrial conditions are still improving and money is loosening up to a considerable extent.

Miss Ethel Baer, manager of the talking machine section of the M. O'Neil Co., told The World this week that her section showed a good gain last month, compared to the same month a year ago.

George S. Dales, proprietor of the Dales Victrola Parlors, predicts a revival of the talking machine trade this month and believes that the people of Akron are about ready to again turn their attention to music in the home.

F. W. VanScoyoc, for many years with the A. B. Smith Piano Co., has left the employ of this firm and will enter business for himself in the near future.

E. E. Peak, formerly with the J. W. Brown Piano Co., at Canton, O., and the A. B. Smith Piano Co., is now identified with the salesforce of the M. O'Neil Co.

George S. Dales, of the George S. Dales Co., Victor distributor and large piano dealer, leaves for an extended Eastern trip this week.

GENNETT LATERAL RECORDS

Table listing Gennett Lateral records, including '4860 Calling Thee (Grosby-Gabriel)', '4861 Christ Died (Abernathy)', '4862 A Banjo Song (Weeds-Homer)', etc.

PATHE FRERES PHONOGRAPH CO.

Table listing Pathe Freres Phonograph records, including '20749 Smile Through Your Tears', '20751 When You and I Were Young', '20753 Through All the World', etc.

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- Chicago, Ill., Columbia Graphophone Co., 325 W. Jackson Blvd.
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- Cleveland, O., Columbia Graphophone Co., 1812 East 30th St.
- Dallas, Tex., Columbia Graphophone Co., 216 North Preston St.
- Denver, Colo., Columbia Stores Co., 1608 Glenarm Ave.
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- Kansas City, Mo., Columbia Graphophone Co., 2008 Wyandotte St.
- Los Angeles, Cal., Columbia Graphophone Co., 809 S. Los Angeles St.
- Minneapolis, Minn., Columbia Graphophone Co., 18 N. 3rd St.
- New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.
- New York City, Columbia Graphophone Co., 121 West 20th St.
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- Philadelphia, Pa., Columbia Graphophone Co., 40 N. 6th St.
- Pittsburgh, Columbia Graphophone Co., 632-640 Duquesne Way.
- Salt Lake City, Utah, Columbia Stores Co., 221 South West Temple.
- San Francisco, Cal., Columbia Graphophone Co., 345 Bryant St.
- Seattle, Wash., Columbia Graphophone Co., 911 Western Ave.
- Spokane, Wash., Columbia Stores Co., 161 South Post St.
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- Tampa, Fla., Tampa Hardware Co.

Executive Office  
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 Gotham National Bank Building New York

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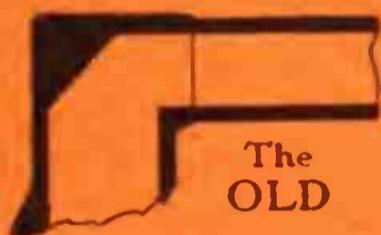
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*See Pages 30 and 31 inside*

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