

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, March 15, 1923

Victrola

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

Victor Talking Machine Company, Camden, N. J.



Serenade—\$150

Improved nickel-plated tone arm and trimmings. Nickel-plated double-spring motor of substantial construction. Envelope filing system for forty records. Construction and design patented.

Two New Sales Builders Now Ready

In line with Sonora's policy of constant advancement and improvement, two new models, shown on this page, have been designed and are now ready for the trade.

The Marlborough and Serenade are additions to the standard period line that reflect increased prestige to these splendid instruments. They incorporate all the improvements which have produced the incomparable tone quality of the Sonora periods, including the new, large tone arm.



Marlborough—\$185

Improved nickel-plated tone arm and trimmings. Nickel-plated double-spring motor of substantial construction with good record capacity. Envelope record filing system for sixty records. Construction and design patented.

With new models and general improvements on the old, the demand for Sonora in 1923 promises to eclipse that of all previous years. Seize this opportunity to create a larger and higher quality business! Wire today for information.

Sonora Phonograph Company, Inc.

279 BROADWAY, NEW YORK

Canadian Distributors: Sonora Phonograph, Ltd., Toronto

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 

The Highest Class Talking Machine in the World

The Talking Machine World

Vol. 19. No. 3

New York, March 15, 1923

Price Twenty-five Cents

OUR EXPORTS OF TALKING MACHINES

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

WASHINGTON, D. C., March 10.—In the summary of exports of the commerce of the United States for the month of December, 1922 (the latest period for which it has been compiled), which has just been issued, the following are the figures on talking machines and records:

Talking machines to the number of 5,139, valued at \$190,231, were exported in December, 1922, as compared with 2,679 talking machines, valued at \$140,318, sent abroad in the same period of 1921. The twelve months' total showed that we exported 54,862 talking machines, valued at \$2,015,933, as against 36,568 talking machines, valued at \$1,725,153, in 1921.

The total exports of records and supplies for December, 1922, were valued at \$98,512, as compared with \$188,199 in December, 1921. The twelve months ending December, 1922, show records and accessories exported valued at \$1,080,149, as compared with \$2,203,666 in 1921.

The countries to which exports were made in December and the values thereof are as follows: France, \$820; United Kingdom, \$9,669; Canada, \$49,380; Central America, \$11,542; Mexico, \$18,037; Cuba, \$4,609; Argentina, \$12,980; other South American countries, \$11,892; China, \$1,330; Japan, \$13,366; Philippine Islands, \$1,812; Australia, \$22,118; Peru, \$2,034; Chile, \$5,385; other countries, \$25,257.

In the above report the imports are not included and this is explained by the Bureau of Foreign and Domestic Commerce, which informs The World that "Only the exports of domestic merchandise by articles and principal countries are published at this time on account of the delay in the import reports. The corresponding statement of imports will be published when the delayed reports are received."

E. J. TOTTEN WITH COHEN & HUGHES

Well-known Talking Machine Man Now Sales Manager for Victor Wholesalers in Baltimore

BALTIMORE, Md., March 5.—E. J. Totten, for the past ten years associated with the Musical Instrument Sales Co. as sales manager, has joined the staff of Cohen & Hughes, Inc., Victor wholesalers of this city and Washington, in the same capacity. Mr. Totten has for years traveled all through the East and has a wide acquaintance with the Victor trade. He is particularly well versed in the retail merchandising of Victor products and for that reason should be able to prove of great service to Cohen & Hughes dealers.

H. J. KING WITH DICTAPHONE CO.

BRIDGEPORT, CONN., March 6.—Henry J. King, of New Haven, former general superintendent of the New Haven Clock Co., has been appointed general superintendent of the new dictaphone plant to be operated by a company that recently purchased the patent rights from the Columbia Graphophone Co.

The dictaphone plant will be conducted independently of the Columbia shops here in a building that has been leased for a five-year term by the new concern. The leased factory is one of the present units of the Columbia Graphophone Co., at Howard avenue and Cherry street.

A charter of incorporation has been granted to the Glee Compact Phonograph Co., of New York City, under the laws of this State, with a capital of \$500,000. Incorporators are W. F. Lanigan, H. G. Hooper and J. R. Hoyt.

MAKE BOOTHS PAY DIVIDENDS

A Practical Suggestion to Draw Patrons to the Demonstration Booths and Thus Increase Interest in Records and Boost Sales

The more people the talking machine dealer can get into his demonstration rooms to hear records the more records will be sold. That's why it would be good business for the dealer to place a sign on each demonstration room, or even the store window, reading somewhat as follows:

You Are Invited

To step into our demonstration rooms and hear some records while you are in the store, whether you buy a record or not.

Let the salespeople suggest some new records for you to hear, or call for any you want to hear and we'll be glad to get them out of stock for you.

We want all visitors to this store to feel perfectly free at all times to use our demonstration rooms and our records for their enjoyment and to do this without any thought of obligation on their part to buy anything from us.

Such an invitation would be sure to get a worth-while response from visitors and would be sure to make a lot more visitors use the demonstration rooms which are in the store for the purpose of making demonstrations convenient and increasing business. And yet during a large part of the time these rooms are not functioning at all in helping the store to get more business and make more money. This plan would make them function at more nearly 100 per cent.

If the store has a big rush of buying visitors at certain hours of the day it could specify on the signs on the rooms that during these hours the rooms were reserved for such patrons. In this way the dealer can make sure that the invitation didn't in the least interfere with the regular run of business.

NEW JERSEY CONCERN CHARTERED

A charter of incorporation has been granted to the Thomas Carbon Black Co., 525 Main street, East Orange, N. J., under the laws of that State, to manufacture and deal in all materials used in rubber talking machine records and other products. The concern, which has a capital of \$10,000, was chartered by Harry H. Picking, George L. McCloud and Charles O. Geyer.

NEW DISTRIBUTING PLAN OF COLUMBIA GRAPHOPHONE CO.

Country Divided Into "Big" Branches and District Branches for Distribution of Columbia Grafonolas and New Process Records—Plan Provides More Satisfactory Service to Dealers

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, made the following announcement this week: "The distribution of new Columbia Grafonolas and New Process Columbia records has been the dominant thought at the Columbia Graphophone Co.'s executive headquarters this month, especially as the introduction of a complete new line is always a problem for every company. Analysis of service has brought about changes in branches that are based on one thing alone, and that is, more satisfactory service than ever.

"The stock maintained in the bigger and better assortments in the larger branches has given a service to the Columbia dealers served by these branches that has been most satisfactory, and, with this in mind, we have re-

JOHNSTOWN FIRM OPENS DEPARTMENT

T. Reed List Manager of Talking Machine Department Opened by M. Nathan & Co.

JOHNSTOWN, PA., March 6.—A large talking machine department has been opened by M. Nathan & Co., one of the leading local department stores, and Sonora and Edison phonographs and records and Vocalion Red records will be featured. The department consists of a large display space for the instruments and five record demonstration booths. Fittings are the most modern obtainable.

T. Reed List, formerly connected with Jacob Doll & Son, of New York, and A. H. List & Son, of McKeesport, Pa., who has had wide experience in the retail end of the talking machine business, has been selected as manager of the new department, and a vigorous campaign is being planned in the interest of this branch of the business.

DR. DE FOREST DECORATED

Presentation of the Elliott Cresson Medal to Dr. Lee de Forest for his invention of the audion or three-electrode vacuum tube took place late last month at the meeting of the Franklin Institute of the State of Pennsylvania in connection with the joint meeting of the Institute and the Philadelphia section of the American Society of Civil Engineers.

J. C. DUNCAN CO. ADDS VICTOR

MASSILLON, O., March 2.—The J. C. Duncan Co., music and jewelry dealer, which recently moved into its new building, has added the Victor line of talking machines and records, and the second floor of the spacious warerooms has been turned over to this branch of the business. A complete service department is maintained by the J. C. Duncan Co. and a vigorous campaign in the interest of the Victor line has been inaugurated.

C. S. ELLIS WITH BLOOMINGDALE

C. S. Ellis, formerly sales manager of the retail branch of the Sonora Co. at 279 Broadway, New York City, has joined the sales organization of the talking machine department of Bloomingdale Bros., Inc.

DELAWARE CONCERN CHARTERED

The Cunningham Manufacturing Industries, Inc., Wilmington, Del., have been chartered under the laws of that State, with a capital of \$200,000. The new concern will engage in the manufacture of talking machines.

Dealers Can Build Profits by Use of Valuable Publicity Prepared by Manufacturers

If talking machine dealers generally were compelled to pay a substantial amount each month for the advertising service that the majority of the leading manufacturers are now furnishing without charge or in some few instances, as in the case of window displays, at less than actual cost, the amount of such material used regularly would increase to a surprising degree and the methods of its use would be much more effective than is at present the rule.

The great trouble is that although a goodly number of retailers appreciate the advertising service and sales helps provided by the manufacturers, a far greater proportion accept such service as a matter of course and make use of it only sparingly. In some cases valuable business-bringing posters, streamers and other advertising materials are left for weeks in the packages or tubes in which they come from the factory and are either thrown away unopened or inspected at a time when their value has disappeared.

Only recently the advertising department of a well-known manufacturer received a most indignant letter from a dealer in one of the smaller cities who declared that he was being discriminated against in the matter of advertising material in favor of a larger competitor on a neighboring avenue. He cited as an example the fact that his competitor was attracting much attention with a special window display featuring a certain group of opera records which had quite evidently been prepared by the manufacturer while he himself had not been supplied with similar material. The manufacturer, instead of endeavoring to explain things by mail, had the traveler in the territory wherein the complaining dealer was located, call at his store and take up the matter in person. The traveler was ushered into the dealer's office and listened for a quarter of an hour or more to a rabid attack on the discriminatory tactics of his house.

The dealer having finished his monologue, the traveler went to bat and began to ask some questions regarding material that he knew had been received by the dealer, and which proved that he was on the regular mailing list. He then glanced about the office and found in one corner several rolls and packages of advertising

matter and dealer service material from his company that had lain there unopened so long that they were covered with dust.

The second roll, opened, yielded a great mass of detailed descriptive matter regarding the display of which the dealer had complained, together with several free posters and streamers that were a part of that display. A circular letter explained that materials for the display could be purchased from the company at a surprisingly low figure.

The traveler then pointed out to the dealer, with a proper show of indignation, that his "favored" competitor had simply read and absorbed the information and suggestions sent

Use of Publicity Matter and Sales Helps Prepared by Experts Will Bring Returns in Sales and Profits

out by the manufacturer regularly and thoroughly and had taken advantage of the opportunities offered. On the other hand, the complaining dealer had contented himself with throwing the same valuable material in the corner and forgetting about it.

The publicity material and selling helps sent out by manufacturers, and in many cases by wholesale distributors, are not forwarded to the dealer simply in an effort to increase the postal receipts, but are prepared and sent out for the reason that they have some genuine value to the man on the firing line. The circular letters and the literature provide the contact between the factory or wholesaler and the dealer, and are designed to give him information regarding new features of the line and the products upon which special exploitation campaigns are being centered. This is information that means busi-

ness for him, but can only prove profitable if he studies it and stores it in his mind instead of in the waste basket.

Perhaps the inauguration of a definite subscription charge for advertising and dealer service by the manufacturers would have a stimulating effect upon the retailer. If he were paying for the service each month he would insist upon getting it or find out the reason why. Being free, he often feels, wrongly, of course, when he consigns the tubes and packages to the back of his desk, or the corner of his office, without opening, he is not losing anything. No greater mistake could be made.

The advertising service particularly is sent out when the material is most timely and if it is allowed to lie unheeded for even a fortnight it often happens that its value in connection with the general countrywide campaign is lost. The material is just as important as the monthly invoices and should receive equal attention from recipients.

W. E. GUTHRIE WITH WANAMAKER

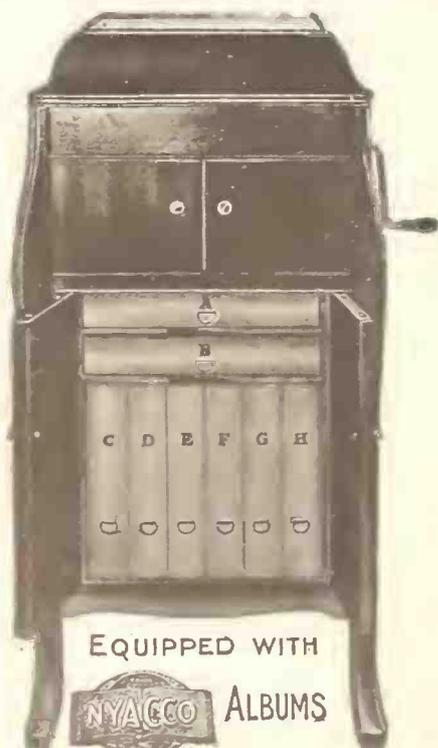
Made Assistant to Lambert Friedl, Manager of the Talking Machine Department

W. E. Guthrie, formerly connected with the Columbia Graphophone Co. and later associated with the General Phonograph Corp., has been made assistant to Lambert Friedl, manager of the talking machine department of the New York Wanamaker store. Mr. Guthrie succeeds Harry Bertine, who recently resigned. He has been engaged in various capacities in the talking machine business for a period of ten years and brings to his new position experience in this field which will undoubtedly prove of profit to himself as well as to the Wanamaker department.

GODOWSKY SCORES IN THE ORIENT

The newspapers of the Orient have been printing ecstatic criticisms of the playing of Leopold Godowsky, famous pianist and Brunswick artist, who has been giving a series of recitals in the principal cities of China. Everywhere he played Mr. Godowsky impressed his audiences with his masterly interpretations and his amazing technique.

THE TALKING MACHINE'S HELPMATE



Nyacco Albums are bound to Give Satisfaction

Every detail in the construction of Nyacco albums has been so perfected that satisfied customers are assured.

Another source of satisfaction in handling the Nyacco line is the price. High quality and low prices offer an excellent proposition to the trade.

The prices of raw materials may force album prices higher. We advise ordering now at present low prices.

Freight items eat up profits. Order from nearest point, Chicago or New York, and save on freight charges.

New York Album & Card Co., Inc.

NEW YORK

23-25 Lispenard St.

CHICAGO

415-417 S. Jefferson St.

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

The Best Interchangeable Leaf Record Album on the Market



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

Victor supremacy is the supremacy of performance



Victrola VI, \$35
Mahogany or oak



Victrola IX
\$75
Mahogany or oak

“There is no way to judge the future except by the past.”

Victor supremacy extends over a quarter-century. 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, \$390
Mahogany or oak



Victrola No. 210
\$100
Mahogany or walnut



Victrola No. 240
\$115
Mahogany, oak or walnut



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



“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

M. M. KUHN WITH RICHMOND FIRM

Former Director of Edison Sales Promotion Work Now Sales Manager of C. B. Haynes Co., Inc., Edison Wholesaler, Richmond, Va.

RICHMOND, VA., March 3.—M. M. Kuhn, formerly a director in sales promotion work at the Edison Laboratories, Orange, N. J., has been appointed sales manager of C. B. Haynes Co., Inc., 19-21 West Broad street, Edison distributor in this territory. Mr. Kuhn has had a wide experience in the talking machine field, especially with the Edison line, beginning as an Edison retail salesman and advancing to the position of territorial supervisor for Thomas A. Edison, Inc., which brought him in contact with dealers in all parts of the country.

A charter of incorporation has been granted to the Harlem Music House, of New York City, with a capital of \$10,000, to deal in musical instruments. Incorporators are I. and L. and R. Goldstein.

MUNSON SONS CO. ELECTS OFFICERS

Charles E. Munson Elected President and J. T. Miller, Vice-president and Manager

ZANESVILLE, OHIO, March 3.—The annual meeting of the H. D. Munson Sons Music Co., the oldest exclusive music house in this city, was held recently. The officers were re-elected as follows: President, Charles E. Munson; vice-president and general manager, J. T. Miller; secretary, Miss E. A. Oldham, and treasurer, J. M. Brelsford. The board of directors include C. E. Munson, J. T. Miller, Miss E. A. Oldham, J. M. Brelsford and Mrs. Helen Munson Frye.

Reports of the officers showed a very prosperous year and prospects for the future are exceptionally bright. This well-known firm has been at the same location for thirty-five years and on May 1 will observe the seventy-second anniversary of its origin. Mr. Miller, the vice-president and general manager, has been connected with the company for forty years, Miss

Oldham has been with the company for twenty-four years and Mr. Brelsford for twenty-three years, and they have aided in building up the business to its present prosperous state.

OLSON WITH FINANCING COMPANY

Arthur J. Olson, well known in the talking machine trade and for some time connected with the Jones Motrola Co., New York, is now associated with the Commercial Investment Trust, Inc., of New York, a financing company, as New England representative.

BI-PITCH CO. CHARTERED

The Bi-Pitch Instrument Co., of Wilmington, Del., has been granted a charter of incorporation, under the laws of that State, to handle talking machines, with a capital of \$100,000.

The salesman who keeps track of past sales and endeavors to break his record each month will do better than if he had no goal at all.

ORMES'

"Parade of the Wooden Soldiers" WINDOW DISPLAY

For Victor Dealers—Victor Record 19007—Special Release



By Exclusive Arrangement With
COMSTOCK-GEST
Producers of "CHAUVE SOURIS"

We Are Able to Rent You This Big Record Sales Producer

Write Now for Reservations

Who's your Victor Jobber?

ORMES, Inc.

Victrolas and Victor Records
15 West 37th Street

NEW YORK

PHONE, FITZROY 3271-2-3



VICTOR DISTRIBUTORS

Victor supremacy is the supremacy of performance



Victrola IV, \$25
Oak

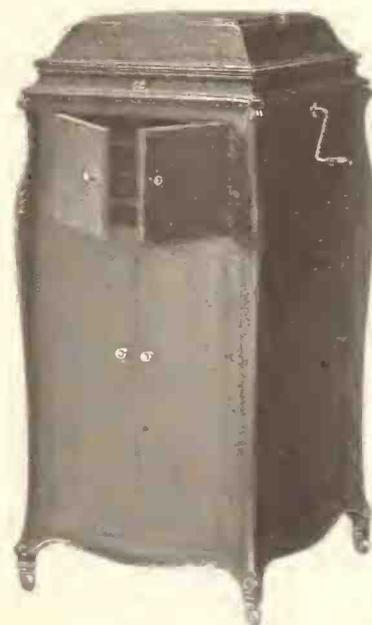


Victrola VIII, \$50
Oak

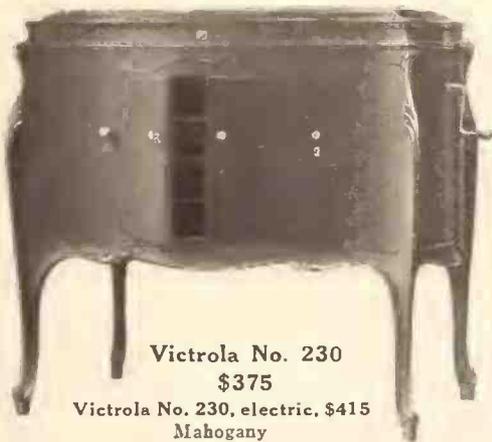


Victrola No. 111
\$225
Victrola No. 111, electric, \$265
Mahogany, oak or walnut

The Victrola stands alone. It meets the supreme test of music—and of business, as every dealer in Victor products knows.



Victrola No. 120
\$275
Victrola No. 120, electric, \$315
Mahogany or oak



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



Victrola No. 260
\$150
Mahogany or walnut



Victrola No. 300
\$250
Victrola No. 300, electric \$290
Mahogany, oak or walnut



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



(Registered in the U. S. Patent Office)

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NEW YORK, MARCH 15, 1923

IMPORTANCE OF INTEREST ON TIME PAYMENTS

THE merchants who sell on instalments are really loaning money to their customers for periods ranging from six to twelve months. If the merchant goes to his bank to secure a loan for six months or more he not only must prove that his credit standing is unquestioned but must pay the current rate of interest for his accommodation, yet this same merchant will loan his money, as represented by the capital invested in his merchandise, to a perfect stranger without a hint of interest. It is not businesslike.

Talking machine dealers have been urged time and again to insist upon the current rate of interest on time payments; first, in order to recompense them for their accommodation in making the loan, and, secondly, in justice to the cash customer who is deserving of some consideration for his willingness to clean up the account at once. Unfortunately there have been, in practically every locality, just enough obdurate dealers to prevent any general adoption of the interest-charging system. However, individual dealers have and do insist upon interest and get it without suffering any material loss of trade.

The charging of interest is calculated to stimulate cash sales and to provide a means for obtaining shorter terms on time sales. Shorter terms in turn mean fewer repossessions and sounder business in every way. There is no question but that the wide advertising of long terms, frequently with no down payment, has done more to injure the standing of the talking machine trade as a whole than any other single factor.

Long terms, and the announced willingness to sell on instalments without interest charges, naturally lead the discerning public to believe that there is a great surplus of talking machines, that the dealers have difficulty in moving them, and that, as a consequence, the careful buyer can procure substantial price concessions.

Moreover, the individual who purchases a machine on long terms and, for one reason or another, loses interest in it after three or four months is quite willing to permit of its being repossessed by the dealer and sacrifice the small amount paid as rental. If that same purchaser has a fifty or sixty per cent equity in the instrument, as a result of short terms, the danger of repossession is reduced materially.

Long terms and no interest represent bad merchandising even if forced by competition, and the real sufferer is the legitimate dealer who seeks to do business on a sound basis, giving fair value and service in return for the payment of full prices for the products he handles.

MAKING REPLACEMENT BUSINESS PROFITABLE

THE increasing exploitation of console models of talking machines by manufacturers and retailers and the popularity of those models with the public threatens to develop some fresh problems for retailers unless great care is used in the making of allowances on the many upright instruments offered for and accepted in exchange.

In one or two sections of the country the situation is already developed to a point where local associations have given thought to the matter and seen fit to warn their members against overgenerosity in placing valuations on instruments taken in exchange.

What is termed in the piano business the "trade-in" problem has not, up to the present time, been very evident in the talking machine industry, but with the increasing number of console and art models being offered there is a strong tendency toward replacing small machines, or those of early types, with the latest styles. This accomplishes two things—first, it brings more money into the dealers' stores, and, secondly, it is calculated to revive, for a time at least, interest in talking machines and records.

Starting with a comparatively clear slate, talking machine dealers can well avoid the pitfalls that have engulfed some of their piano-selling friends and, at the same time, make the replacement business prove a profitable asset rather than a liability. The secret lies in making only a fair allowance on used instruments, an allowance that will make it possible to put the used machines into salable shape and then resell them for a sum sufficient to show at least a fair profit on the deal.

The making of a fair allowance rests particularly with the dealer himself, rather than with the salesman, for the latter is naturally interested in closing the sale and is liable to be a little lenient in the matter of allowances in his anxiety to do business. It must be realized as a fundamental principle that any allowance made upon an old machine is a charge against the profits of that particular sale and every dollar that is lost in the resale of the "trade-in" is a dollar taken away from the profits—net profits.

In making a fair allowance on a used instrument, it must be remembered that cartage, repairs, refinishing, storage and reselling all cost real money. When these factors are estimated, their costs added to the amount allowed the customer in the exchange and the final figure comes within the amount for which the used instrument can be resold at a profit, then the allowance is a fair one, otherwise it is excessive.

THE PROBLEM OF FINANCE IN RETAIL TRADE

THE problem of financing a retail talking machine business where, perhaps, the capital is limited and much of it is tied up in sales leases has attracted considerable attention from dealers, both individually and in association meetings, for although the credit terms on the majority of talking machine sales are sound and the accounts pay out well within the year, the amounts that can be tied up in paper for periods of several months are substantial and mean just that much capital taken out of circulation in the business, with the consequent curtailment of turnover.

Unlike the situation that exists in certain sections of the music industry, the talking machine manufacturers have not assumed the burden of financing retailers, and, as the wholesaler obviously cannot carry on such work to any great degree and still carry on his business, the dealer must resort to his bank or discount his paper through some other medium if he finds it necessary to get cash to meet his obligations and develop his business.

In this connection at least one well-known manufacturer has put into effect a successful plan for financing deferred payments for dealers through the medium of an established commercial investment company and a number of individual retailers have taken advantage of the facilities offered by similar concerns to secure the use of part of the cash, at least, tied up in instalment notes.

In making arrangements to finance his business, the retailer has three things to bear in mind; first, that the company he plans to do business with is a sound organization; secondly, that his retail credit

risks are good and calculated to meet contract obligations promptly and, thirdly, that arrangements be made, where possible, to charge interest on deferred payments in order to pay at least the bulk of the cost of financing. It is significant that in the financing of automobile, furnace and even vacuum cleaner sales, where deferred payments are accepted, the customer, and not the dealer, pays for the accommodation. This protects the cash customer for his willingness to pay the full price in one lump and makes the time customer pay fair interest for the use of the dealer's capital for a year or so. In other words, it is good business.

ANALYZING THE BUSINESS OUTLOOK

TEN weeks, or practically one-fifth of the year, have passed since the 1923 calendar came into use, and the business results for this fifth-year in the talking machine trade have as a rule been sufficiently satisfactory to sustain confidence in the predictions of those who during the holiday season or thereabout declared that 1923 was going to be prosperous for the talking machine trade as a whole.

It is true that there have been slight drawbacks in certain sections, but despite a long spell of Winter weather, the tendency in some quarters to clean up stocks of used and discontinued styles of instruments and other similar factors have not been able to keep legitimate talking machine retailers from turning over a volume of business considerably in excess of that during the same period last year.

Under existing conditions there should be no reason why the talking machine trade should not be able to report a better than normal business for the entire twelve months when the new calendar year rolls around, and this result seems to be further assured through the actions of some of the leading manufacturers in introducing new models of machines calculated to prove distinctly popular to the public, together with new merchandising plans, particularly in the matter of records that, it is believed, will have a wholesome effect in rejuvenating and maintaining the interest of record buyers.

In the leading lines there has been, and still exists, a very definite shortage of machines, particularly among those styles,

mostly flat top models, that have taken such a hold of the public during the past couple of seasons. Record stocks, too, are in excellent shape, due to the cleaning out process brought about through liberal exchanges, and although the public demand for records does not measure up with that registered during some other seasons, it is, nevertheless, fairly healthy and promises to improve steadily during the year.

In short, the general trade situation is better than it has been for at least two or three years, and with the general business conditions as sound and satisfactory as they are at present and promise to continue there seems to be no need for worry on the part of the talking machine dealer who really knows the game and is willing to work hard and consistently.

CLASSIFYING CUSTOMERS ACCORDING TO AGE

IT is probable that few, if any, talking machine dealers have taken occasion to classify their customers according to ages. Yet such a classification should prove both interesting and helpful in determining the sort of appeal most likely to get results from the standpoint of sales.

A recent survey made under the auspices of the Photoplay Magazine, New York, and republished in part on another page of The World this month, indicates that forty-eight per cent of talking machine record buyers are between the ages of eighteen and thirty, twenty-four per cent between thirty and forty-five, and the rest fairly evenly divided between those over forty-five and under eighteen.

This is in contrast to the ages of wind instrument buyers, for twenty-six per cent of them are under eighteen and an equal percentage of them over thirty. Both talking machines and wind instruments, therefore, seem to make an especially strong appeal to Youth, while the piano is for those of more mature years, sixty-two per cent of pianos being bought by those over thirty.

The talking machine dealer who advertises to reach the middle-aged couple sitting in the library in the evening is not so liable to get results, according to the survey, as he who goes after those of the "flapper" and "cake-eater" ages or those who have achieved the distinction of "newlyweds."



Tut-Ankh-Amen

His records have been saved to serve us centuries after him.

Some Record Service!

Today Pearsall Service holds the Record.

Ask any Pearsall Dealer, he'll tell you.

"Desire to serve, plus ability."

10 EAST 39th ST.



NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

THOMAS F. GREEN, *President*

An Interesting Analysis of the Age Factor in the Merchandising of Talking Machines

How many talking machine dealers have, in classifying their customers, given real thought to the age question with a view to making their

talking machine and record purchasers, or 48 per cent, are between the ages of eighteen and thirty, 24 per cent between the ages of

purchasers of wind instruments, 48 per cent likewise are between the ages of eighteen and thirty, with 26 per cent under eighteen, 18 between thirty and forty-five years old and only 8 per cent above forty-five. In contrast, and particularly interesting, are the figures regarding pianos, for here the chief buying age changes materially. Of piano purchasers, only 36 per cent are between eighteen and thirty years old, whereas 43 per cent are between thirty and forty-five, 19 per cent over forty-five and only 2 per cent under eighteen. In short, it appears as though the piano was the instrument for those of mature years, wind instruments for the more youthful and phonographs and records fairly divided between the young and the middle-aged.

	Number of Stores	Per Cent Buyers Under 18	Per Cent Buyers 18 to 30	Per Cent Buyers 30 to 45	Per Cent Buyers Over 45
Buffalo.....	7	10	45	29	16
Providence.....	3	13	48	22	17
Hartford.....	10	12	46	26	16
Wilkes-Barre.....	7	15	50	21	14
Easton.....	7	15	50	21	14
Dunkirk.....	2	23	55	17	5
Natick.....	0
TOTAL AVERAGE %	36	14	48	24	15

Percentages Verify Selling Methods

It is conceded that the results of the survey cannot be held to apply in every locality and under all conditions, but reflect the situation as it exists in five fairly representative cities. The percentages would seem to signify that the music merchants have been right in seeking to interest the newlyweds and the potential builders of new homes, for the greatest volume of all classes of merchandise is purchased by those of an age that would naturally come within those classifications.

In commenting editorially upon the situation in the musical instrument field the survey says,

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Stores Covered by the Phonographs and Records Investigation

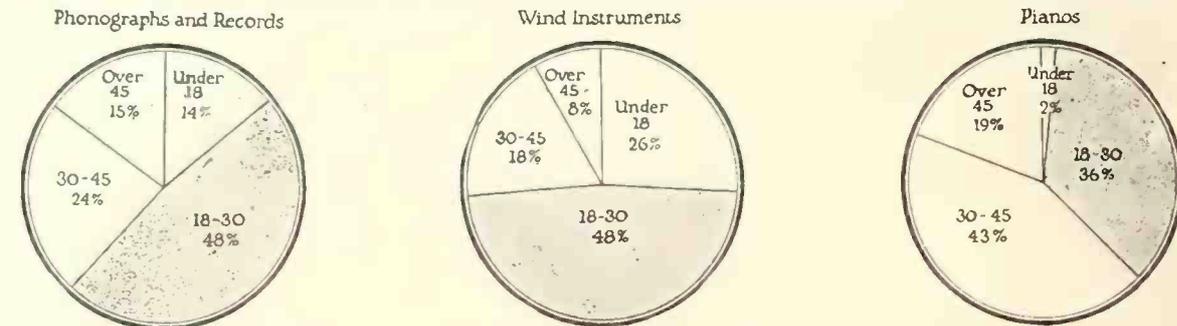
Buffalo—Denton, Cottier & Daniels; Loud's; Neal, Clark & Neal.
 Providence—G. Schirmer Music Stores; the Meiklejohn Co.; Place Music Co.
 Hartford—Flint, Bruce & Co.; McCoy's; Sedgwick & Casey; Alfred Gallup; Watkins Bros.
 Wilkes-Barre—MacWilliams; Fowler, Dick & Walker; Bevan Piano Co.; Murray Smith Co.; Ludwig & Co.; Landau's Music Store; Snyder's Music Co.; Benesch & Sons.
 Easton—M. Kowitz & Co.; Ralph Brothers; The Brunswick Shop; Wm. Keller & Son; Wright's; Lauter Co.; Werner's.
 Dunkirk—Johnston's Music Store.

sales and advertising appeal directly to that class which represents the majority of buyers? How many dealers know accurately whether the youth of twenty, or the settled individual of forty-five to fifty, proves the best customer for machines and records?

For the great majority who have overlooked the age question much interest lies in the results of an extensive survey made under the direction of the Photoplay Magazine, New York, to determine the factor of age in retail selling. In making the survey the representatives of the magazine went right into the field and secured facts and figures from music houses of standing in Buffalo, Providence, Hartford, Wilkes-Barre, Easton and Dunkirk.

* As a result of the survey the very interesting information was developed that the bulk of

thirty and forty-five, 15 per cent over forty-five and 14 per cent under eighteen. Of the



Copyright, Photoplay Magazine

Charting the Ages of Musical Instrument Prospects

Graphic charts showing relative importance of four age groups in its purchase of three major divisions of musical instruments. Notice how the younger age group predominates in the case of phonographs, records and wind instruments. It is not directly so great on pianos, but indirectly it is enormous.

in part: "Who but the young are so absorbed with the rhythm and cadence of things, so keen in their enthusiasm for music and its outlet, for dreams and visions and abundant spirits?"

"It needs but a suggestion of the pleasures that music can bring to capture the imagination of the younger generation. Youth is never too solemn or too sophisticated for the thrill that comes from the deep-toned summons of the saxophone, the call of the bugle or the romance of piano keys.

"No one knows better than the experienced advertising man the need of keeping his message constantly before the eyes of such readers.

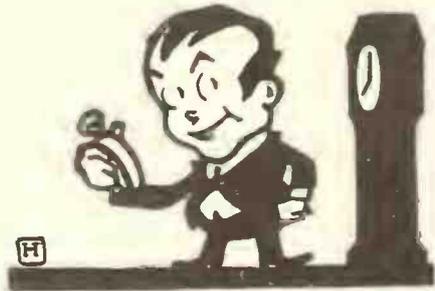
"The rewards of musical advertisers in America have been commensurate with their interest in the younger generation. The names of their products are familiar to every up-and-doing youth. Particularly is the interest of younger people eager in phonographs and records."

An interesting feature of the survey, which, as a whole, covered ten leading lines of merchandise, and was finally presented by the Photoplay Magazine in the form of an elaborately illustrated volume for the information of advertisers, was the presentation of a number of statements from talking machine dealers, several of which follow:

Mr. Oscar, of the Meiklejohn Co., Providence, R. I., says:

"The eighteen to thirty age group makes 50 per cent of the purchases of phonographs and records, and the

(Continued on page 12)



Your time is our time.
 Call and see us any time.



Greater City Phonograph Co., Inc.

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

311 Sixth Avenue, N. Y.

Telephone Chelsea 9237

Peerless Popularity

NEW BUSINESS-- OLD CUSTOMERS

In looking over our Customer list the other day I was agreeably surprised to find the addition of numerous new names—stores recently opened and some who have never before favored us with their patronage.

But the most gratifying aspect of the list lies in the fact that, with only four exceptions, all our customers of previous years have placed orders with us since last November.

This means just two things: first, that our efforts are being rewarded, and second, that business really is good all along the line—Peerless Albums are selling.

Phil Ravis

Write for prices on our "Special No. 6" Album



Peerless quality is uniform and dependable. There are no two ways about it.

Popularity, in the common application of the word, usually stands for something in timely favor—but, in the category of trade-marked and trade-named merchandise, it means "constant public demand."

The popular brands are always best sellers.

PEERLESS —the Album

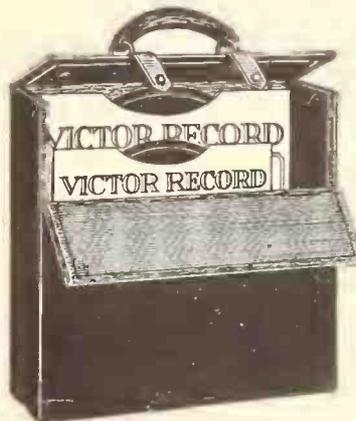


A Postal will bring this sign to you in the next mail—WRITE

has a universal host of friends and admirers among talking machine owners who have tested its merit—everybody who has purchased one Peerless Album is a ready prospect for many more.

Peerless is the sort of album which makes friends quickly and keeps them indefinitely—its wide popularity will prove an asset to your business.

It Does Make A Difference What Album You Sell



Peerless Carrying Case is not only an exceptionally good case but one you can offer at an attractive price. It will add to your sales, for every record owner is a possible purchaser of this fine case.

Manufacturers of:—

- Peerless De Luxe Albums
- Peerless All Grades of Record Albums
- Peerless "Big Ten" Albums
- Peerless Record-Carrying Cases
- Peerless Interiors for Victrolas and Phonographs

- Peerless "Classification Systems"
- Peerless Record Album Sets for All Make Machines
- Peerless Record Stock Envelopes
- Peerless Delivery Bags
- Peerless Supplement Envelopes
- Peerless Photo Albums

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

WALTER S. GRAY
San Francisco
942 Market St.

636-638 BROADWAY
NEW YORK

L. W. HOUGH
Boston
20 Sudbury St.

THE AGE FACTOR IN ADVERTISING
(Continued from page 10)

flapper type 15 per cent. The flapper plays a little part in the purchase of phonographs, but she has a great deal to do in the buying of records. She is usually well supplied with money and pays cash for her purchases. If she comes in with her mother the mother always allows her to make her own choice of records."

Mr. Tipling, manager of the Lauter Co., Easton, Pa., says:

"If it were not for the flapper the Victor people might as well go out of business. They buy 90 per cent of the records—mostly dance records. In the home she influences the father and mother to buy a talking machine—she is the factor—it is rarely that we sell one to an elderly couple or one without children. The mother thinks if they have a talking machine or piano it will help to keep the girl at home, and the girl says she will stay at home if the folks will buy one. The largest percentage of our sales are made that way. I think the girl has a good deal more influence than she used to have."

Mr. Bowers, of Ludwig & Co., Wilkes-Barre, Pa., says:

"Young girls, not more than fifteen to nineteen, come in to buy the smaller musical instruments, such as the ukulele, and sheet music and records.

"In the purchase of a talking machine they usually come in with an older person, but they practically get what they want at such times, though I do not think they have as much influence in leading up to its purchase as in the case of a piano—that is, each one in the family is interested in the talking machine."

JOHN McCORMACK SCORES ABROAD

John McCormack, the great Victor artist, received a wonderful reception at his two concerts in Dublin last month. The proceeds, amounting to over \$20,000, were donated to the Mater Hospital and St. Vincent de Paul Society. Mr. McCormack is now singing at Monte Carlo, and, according to the cablegrams to the New York papers, scored a great triumph in his appearance in "The Barber of Seville" and "Madame Butterfly." His plans call for his appearance in Berlin, Copenhagen, Christiania, Stockholm, Budapest and other European cities.

\$1,500,000 BUILDING FOR BRUNSWICK CO. IN NEW YORK

Gothic Structure Will Be Built on Large Seventh Avenue and Fifty-second Street Site for Concern on Long Lease—Will House Various Interests of Brunswick-Balke-Collender Co.

The Brunswick-Balke-Collender Co., manufacturer of the Brunswick phonographs and records, billiard tables and tires, has completed arrangements to locate its Eastern interests in a large new building in the Times Square section of New York City. The structure will be designed especially to house the varied interests of the company. This important accession for the northerly edge of the theatre and hotel center is focused on a plot, 125 by 100 at Nos. 789 to 799 Seventh avenue, southeast corner of Fifty-second street, opposite the Manhattan Storage Warehouse, and will necessitate an investment of approximately \$1,500,000, including the land value.

Back of the project are Thomas L. and Frank L. Cunningham, who secured the site last year as the No. 799 Seventh Avenue Corp., and who have closed with the Brunswick-Balke-Collender Co. a deal whereby they are to start erecting on May 1, for its headquarters, a seven-story and basement structure to be leased for a long term, with renewal privileges, in which the lessees will concentrate their activities now housed in several buildings, principally at Nos. 29 to 35 West Thirty-second street through to Thirty-third street.

Contract for construction of the building, plans for which have been prepared by F. B. and A. Ware, architects, has been let to Cunningham & Foley, Inc., which calls for completion of the proposed structure by January, 1924.

The space contracted in this structure by the Brunswick Co. approximates 40,000 square feet, to be specially designed and to include its phonograph department, billiard room equipment, automobile tire section and a recording

laboratory for the productions of famous singers and musicians on phonograph records. The latter branch is now housed in No. 16 West Thirty-sixth street. The building will be of the Gothic type of architecture and will have a base area of 12,500 square feet.

FEATURES RECORDING IN ARTICLE

Jack Hood, Manager of Andersen Bros. Co. Talking Machine Store, Writes Instructive Article on Recording

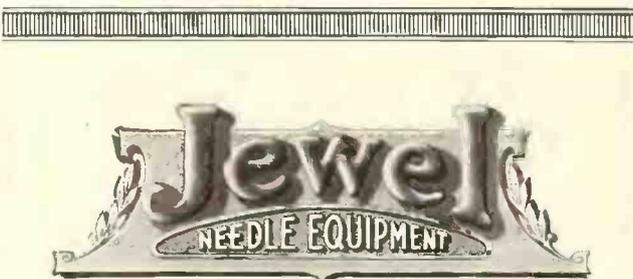
Jack Hood, manager of Andersen Bros. Co., Portsmouth, O., well-known talking machine retailer of that city, has, during the past year, contributed a series of articles on retail sales methods to a number of publications, including the Retail Philadelphia Public Ledger. Some time ago Mr. Hood made a trip to New York City and through the courtesy of Emil Schenkel, advertising manager of the Regal Record Co., he was enabled to watch the recording of records during a visit to the laboratory operated by that company.

Upon his return to Portsmouth he contributed a lengthy article on the making of phonograph records to his local paper, which proved interesting matter for its readers, being an outline of the technique of recording, descriptions of the methods of artists and orchestras and other pertinent facts relating to this industry.

H. B. Herr, talking machine and sporting goods dealer of Lancaster, Pa., has sold his stock of sporting goods and will devote more time and space to the talking machine end of the business in the future.



Showing Reproducer of Jewel Needle Equipment Turned Up to Change Needle; Also Position When Not in Use



Showing Reproducer of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph



Showing Reproducer of Jewel Needle Equipment in Position for Playing Edison Record With Fibre Needle.

For The New Edison

NOT
Just Another Equipment
BUT

a distinct improvement in Tone Reproduction as well as in Mechanical Construction and Finish.

Send for descriptive circular which contains "HINTS REGARDING THE CARE OF A PHONOGRAPH."

WRITE YOUR EDISON JOBBER. HE HAS IT.

Price the same. Liberal discount to dealers.

GUARANTEED IN EVERY WAY.

MONEY BACK IF NOT SATISFIED.

We handle highest grade Jewel Point Needles.



Showing Back View of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph

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

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

Needle scratch almost entirely removed.

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

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

Needle CENTERS on all records.

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

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

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

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

JEWEL PHONOPARTS COMPANY

160 W. Whiting St., Chicago



Everybody's
TALKING MACHINE CO. INC.

810 ARCH ST.

PHILADELPHIA, PA.

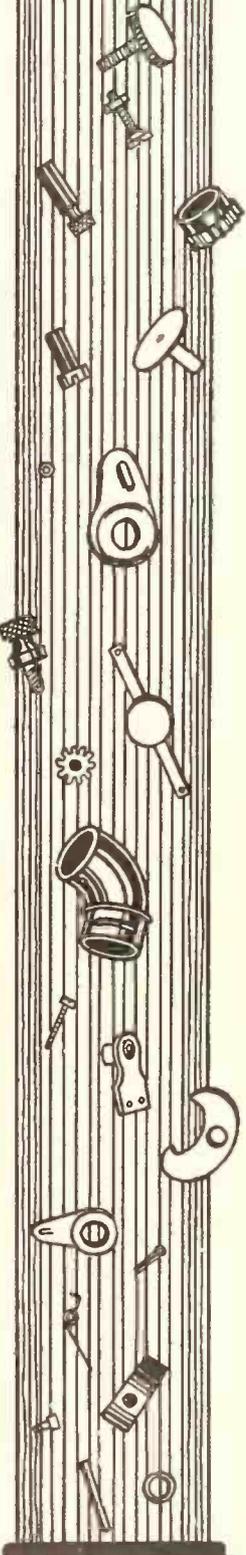
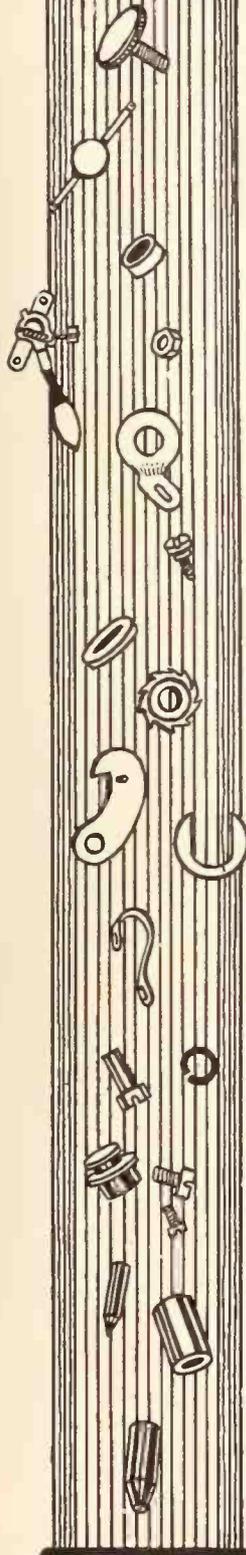
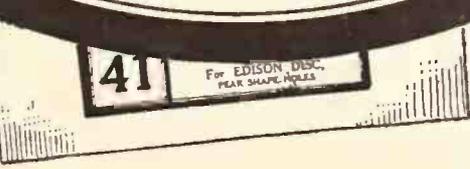
A Complete Line of
Talking Machine Repair
Materials

Worthy merchandise
at a fair price—
nothing inferior
at any price!



"He profits most who serves best"

A copy of our 1923 catalogue
will be furnished cheerfully to any
account, simply for the asking.



HARRY C. HAWKEN NOW SUPERVISOR

Of Ormes, Inc., in the Metropolitan District—
Widely Known, Popular and Highly Esteemed

C. L. Price, vice-president and general manager of Ormes, Inc., Victor wholesaler, announced recently the appointment of Harry C. Hawken as supervisor of the Ormes metropolitan district. Mr. Hawken has represented this wholesaler in the metropolitan district for the past three years and during that time has won



Harry C. Hawken

the respect and esteem of the Victor retailers throughout his territory.

Mr. Hawken entered the Victor field some ten years ago as manager of his father's Victor store in Springfield, O. After being graduated from Wittenberg College he entered the school of commerce at New York University, and after serving as an ensign of the U. S. Navy returned to New York University, where he received his master's degree in business administration. Mr. Hawken is always ready to co-operate with the dealers in solving their merchandising problems and his promotion is a well-deserved tribute to his conscientious work.

A dusty window and a display which has been in the window so long that it is obscured by a film of dust is a repellent sight and turns away trade.

MISS M. H. RICH'S BIG ACHIEVEMENT

Makes Three Half-hour Appearances During
State Teachers' Convention in Oklahoma City
—Scores Big Success in Educational Field

Miss Mabel H. Rich, of the Victor educational department, outclassed all previous records in Victrola educational demonstration at Oklahoma City early last month when she made three half-hour appearances with only five-minute intervals between. Arrangements for the demonstration were made by the Oklahoma Talking Machine Co. before the State Teachers' Association. Miss Rich arrived in Oklahoma City direct from Camden just in time to make her first appearance before the Women's Advertising Club of Oklahoma City. There were eight thousand school teachers at the convention and at each of the demonstrations Miss Rich used entirely different sets of records, as each address called for a different appeal. It is likely that the first demonstration reached a larger combined audience than has ever been attained before in any talking machine demonstration.

NEW PHILHARMONIC CONDUCTOR

The announcement recently that William Van Hoogstraten has been engaged to succeed Josef Stransky, resigned, as co-conductor with William Mengelberg, of the New York Philharmonic Orchestra, has aroused considerable interest in musical circles in view of the fact that Mr. Van Hoogstraten is the husband of Mme. Elly Ney, famous pianist and Brunswick artist, who has been widely acclaimed in concerts in this country and abroad.

LANDAU BRANCH IN NEW HOME

HAZLETON, PA., March 1.—Landau's Music & Jewelry Store, for several years located at 37 North Wyoming street, this city, has been moved into attractive new quarters at 25 West Broad street. All departments of this branch of the Landau chain have been enlarged and improved by the addition of the most modern equipment obtainable.

FILES BANKRUPTCY SCHEDULES

Schedules in bankruptcy have been filed by Usoskin Litho, Inc., 230 West Seventeenth street, New York City, listing liabilities of \$28,033 and assets of \$23,271.

Announcing a New

Record Pressing Plant

Record Pressing of the very highest quality for a few responsible manufacturers

Latest Improved Modern Equipment

Under the management of an internationally experienced record authority

SANDERS, Inc.

Springdale, Conn.
Near Stamford
Phone, Stamford 3980

CONCERT HALL FOR MUSIC CLASSES

Knickerbocker Talking Machine Co. Donates Use of Spacious Hall to Musical Organizations to Promote Interest in Music

The Knickerbocker Talking Machine Co., Inc., Victor wholesaler, New York City, has planned to give the free use of its attractive concert hall to musical classes or societies weekdays between the hours of 8 a. m. and 6 p. m. Several years ago, when the new headquarters of the company were planned, an attractive concert hall was included. The value of this hall has been often proved when filled with large numbers of enthusiastic dealers at the various get-together meetings and recitals held under the auspices of the Knickerbocker Talking Machine Co. Although the hall is frequently in use, there are many days in which it is empty.

Abram Davega, president of the company, believes that the offering of this hall, without cost, to music classes and societies will have a general favorable effect in the advancement of music, which will in turn benefit everyone connected with the music industry.

"TALKERS" POPULAR IN NEW ZEALAND

WASHINGTON, D. C., March 2.—Talking machines are in brisk demand and those retailing at £10 to £15 have an excellent sale. The portable type is favored on account of transportation difficulties outside of the cities, according to Consul K. de G. MacVitty, stationed at Auckland, New Zealand.

BUYS STEWART CORP. ACCOUNTS

BINGHAMTON, N. Y., February 28.—John W. Kingsbury, owner of the bankrupt Stewart Phonograph Corp., of this city, bid in the outstanding accounts receivable of the concern for the sum of \$150. These accounts total \$4,000, but are scattered all over the continent. The sale was conducted in this city by William H. Riley, trustee.

You Can Depend on Us

for the kind of service that a live dealer demands from a distributor. Our stock, complete and right up-to-date, enables us to supply you with any quantity of Okeh records—and we ship out your order the same day it is received.

We have the reputation of being honest to deal with and ready to co-operate with our dealers in every way. We want to add dealers to our list who are looking for quick sales and good profits—the kind of dealers who will act with us for our mutual benefit.

Just as examples of records that have a rapid turnover and bring a substantial profit, we suggest Sara Martin's latest hits:

- 8041—Achin' Hearted Blues.
Sugar Blues.
- 8043—You Got Ev'ry Thing a Sweet Mama Needs But Me.
'Taint Nobody's Business If I Do.

THE ARTOPHONE CORPORATION

1103 Olive Street St. Louis, Mo.
New Kansas City Branch Office
Kansas City Life Bldg. Kansas City, Mo.

Okeh Records

*The Records
of
Quality*



Statistics of Development of Export Trade During the Twelve-Year Period :: By Joseph N. Kane

In spite of the vogue of the talking machine in foreign fields and its immense popularity in all the four corners of the United States, the exports for the year 1922 declined considerably, although their value increased over the preceding year. The exports of accessories were the lowest in the last six years! This condition may be attributed to the fact that the American talking machine or phonograph is inimitable with regards to both quality and price, while accessories can be more readily copied. Another reason is that purchases are usually being made of the bare commodity first, the embellishments and accessories coming second when financial conditions permit.

Other vital reasons governing the decline in export trade in the talking machine field have been the disturbed monetary conditions throughout the world. The decline in the value of foreign money as compared with the American has necessarily narrowed down our foreign markets to a very considerable extent.

The first recorded exportation of phonographs was made in 1910 when phonographs, graphophones, records and accessory parts to the value of \$2,381,172 were sent abroad. There is no record, however, showing the quantity or value of each of these items. The progress of the industry from this period may be seen in the accompanying chart.

It will be seen from this diagram that the exports for the period 1910 to 1914, inclusive, are bulked together and are not classified as are the exports of the following years. This is due to the fact that export statistics were not itemized as has been the custom in the last seven or eight years. The figures and statistics referred to are those compiled by the Department of Commerce by the Bureau of Foreign and Domestic Commerce.

The bulk figures, from 1910 to 1914, inclusive, are shown by perpendicular lines.

From 1915 to 1922, inclusive, the exports are divided, the exports of talking machines being represented by black spaces, while the exports of records and accessories are represented by parallel lines.

The chart is simple and is in reality self-explanatory. Accurate figures covering the above chart are herewith presented for those who prefer to make a more intensive study of the situation in the talking machine field:

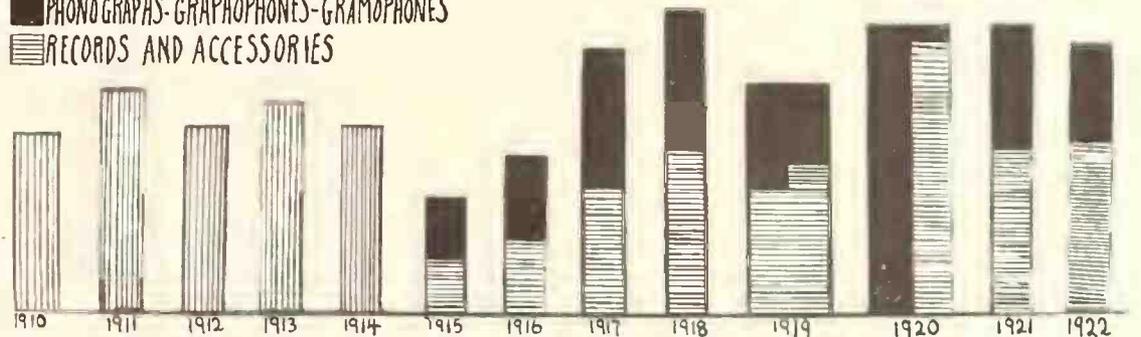
Year	Talking Machines, Records and Materials	Talking Machines	Records and Materials
1910	\$2,381,172		
1911	2,983,686		
1912	2,520,292		
1913	2,805,978		
1914	2,512,320		
1915	\$794,011		
1916	1,198,647		
1917	1,987,878		
1918	1,906,052		
1919	2,490,719		
1920	4,130,312		
1921	1,725,153		
1922	2,015,933		

This exportation covered practically every country in the world. Detailed statistics for 1922 are not yet available, but the exports to the greatest country consumers have been compiled. The country which buys the greatest number of talking machines from the United States is Canada.

In considering the figures presented in connection with this article, as well as all other export statistical matter, it is best to consider quantity exportation if an accurate figure is desired. This is due to the varying prices charged for talking machines and the different unit values of the dollar. For example, if one hundred machines are exported at a value of \$50 each, the value of the exported products will be \$5,000. If the sale price of these in-

struments advance to \$100 for each phonograph instead of \$50 as formerly, and if the same quantity of talking machines is exported, the value of the exportation will be \$10,000. If a comparison of the two years is made solely on a valuation basis, the impression is conveyed that the exports of one year were double those of the preceding year. From the illustration given, we know that this impression is a false one, for the exportations of both years were exactly alike! For this reason, it is better to view the exports in a quantity capacity.

PHONOGRAPHS GRAPHOPHONES - GRAMOPHONES AND RECORDS AND MATERIALS FOR PHONOGRAPHS - GRAPHOPHONES - GRAMOPHONES RECORDS AND ACCESSORIES



In 1922 Canada imported from the United States 16,945 machines valued at \$714,205. In 1921 it imported 11,014 machines valued at \$535,944; in 1920, 21,641 machines valued at \$1,158,438; in 1919, 27,468 machines valued at \$1,174,775, and in 1918, 34,071 machines valued at \$1,037,799. The greatest quantity of talking machines was exported to Canada in 1918, when the exportation consisted of 34,071 instruments, but the greatest value of the exports was in

1919, when the exports were valued at \$1,174,775. Japan was the second largest importer in 1922, rising from third place in 1921. In 1922 Japan imported 7,348 machines valued at \$194,750, more than three times the quantity consumed the previous year.

Mexico, which was the second largest importer in 1921, fell back to third place in 1922, the place occupied by Japan. Mexico purchased 5,795 machines valued at \$183,144 in 1922, a considerable gain over 1921, when the importation was 4,648 machines. Although the gain

was a noticeable one, it was not as large as that made by Japan. The gain by Japan merely illustrates the point that business may be obtained if intensive efforts are made to obtain it.

Argentina, which was the fourth largest customer in 1921, with a purchase of 1,807 phonographs, bought 2,684 machines valued at \$98,562 in 1922. Australia, the fifth largest purchaser in 1921 with an importation of 1,580 machines, bought 2,015 machines valued at \$70,537 in 1922. (Continued on page 18)

THERE'S A VICTOR RECORD PROGRAM

For Every Day
For Every Occasion } IN THE YEAR
For Every Event

CASH IN

By Featuring a New Victor Record Program
Each Week for Your Customers

WE'LL SHOW YOU HOW

Phone Morningside 3009-3010-3011-3012 You'll Be Sure to Get Us

KNICKERBOCKER TALKING MACHINE CO., Inc.

Victor Wholesalers

138 West 124th Street

New York City

Columbia Discoveries have made phonographic art what it is

Many of the basic patents on which the present-day phonograph industry rests, were originally the exclusive property of the parent company, which granted licenses to other companies to operate.

Columbia made the first practical phonograph for general use. It was called a Graphophone.

Columbia made the first commercially possible record, manufactured to play on any machine.

By producing the modern disc record, Columbia relegated to the discard the perishable cylinder wax record, which, a score of years ago, was considered the ultimate achievement of phonographic science.

Finally, in 1922, Columbia brought the phonograph into its destined place as a musical instrument of the highest and purest type by tracing annoying Scratch and penetrating Scrape—those jinx of melody—to their lair and destroying them.

By the Columbia process of constructing records in layers or leaves—permitting a hard, strong centre, or core, surfaced with a new sub-

stance of such exquisitely fine texture and such unbelievable smoothness, the objectionable, irritating noise of the needle gliding over the record is reduced to the ultimate thinness of perceptible sound.

The enthusiastic reception by the public of this greatest of all phonograph improvements has been astonishing. Continually increased sales are proof beyond dispute that Columbia New Process Records are preferred by all who hear them.

Visit your Columbia Branch and test this superior quality by any comparison you choose.

Columbia New Process Records enable you to offer your customers the music they most delight in—the well-loved ballads, arias from the famous operas, the lilt and swing of dance music, songs of the violin and 'cello, the surging harmonies of great orchestras—all noticeably free from the blur of objectionable surface sounds.

This marvelously quiet surface is found in Columbia New Process Records, exclusively. No one else can make anything even resembling them. The process is patented.

COLUMBIA GRAPHOPHONE COMPANY
NEW YORK



Columbia



This illustrates the laminated construction of the New Process Columbia Records.

A—illustrates the much smoother playing surfaces which are made of a new substance over which the needle travels almost inaudibly.

B—illustrates the much harder centre core which resists warping.

New Process Records

The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

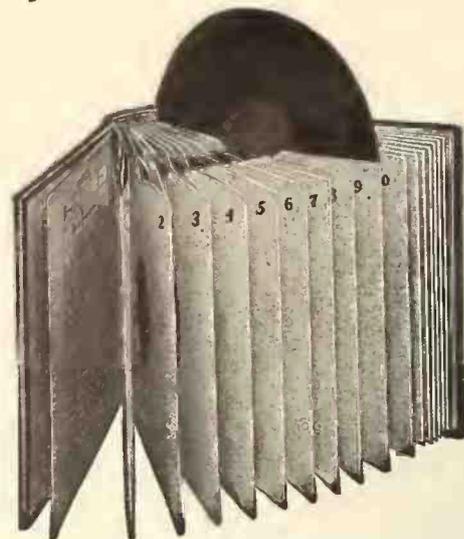
To the Trade:

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

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

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

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



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

STATISTICS OF THE EXPORT TRADE

(Continued from page 15)

chines, bought 2,524 machines in 1922 valued at \$140,504.

In practically every instance the export trade increased! Other countries which purchased more than 100 machines were: Chile, China, Philippine Islands, Peru, Great Britain, Belgium, Netherlands, Italy, Switzerland, Costa Rica, Guatemala, Honduras, Nicaragua, Panama, Salvador, Jamaica, Trinidad and Tobago, Dominican Republic, Virgin Islands of the United States, Colombia, Venezuela, Aden, India, Straits Settlements, Dutch East Indies, French Indo-China, Hongkong, New Zealand, British South Africa, etc.

Summing up the exportation statistics and expressing the result in quantity production the talking machine exportation was 54,862 machines in 1922; 36,568 machines in 1921; 87,571 in 1920; 66,157 in 1919, and 64,459 in 1918.

There is a large demand for American talking machines throughout the world. The demand is much larger than expressed in the above figures because many American factories have branch offices and factories which they control located in foreign countries from which source they may draw upon. Because of this no export tariff is levied upon the products sold in the countries in which the factories are located. These plants often are run independently and incorporated under the laws of the country in which they are established.

Taking the situation into the balance scales, it will be seen that the export trade in talking machines is gradually developing into a posi-

tion of prominence. Unfortunately, there are but few factories in the United States trying to solicit foreign business. Were a concentrated effort made, it is almost certain that the exports in talking machines, records and accessories could easily be doubled.

SAUL BIRNS OPENS SIXTH STORE

Progressive Metropolitan Talking Machine Dealer Inaugurates Policy of Expansion—Plans to Have Twenty Branches by 1924

Saul Birns, prominent metropolitan talking machine dealer, with five stores in New York and Brooklyn, has opened his sixth store at 16



Saul Birns

Avenue B, downtown, New York, the first of a number of new branches which will be opened in advantageous sections of the city whenever it is deemed advisable. Herman Gordon, who has been with the Saul Birns organization for the past five years, has been made manager of the new establishment. Mr. Gordon was formerly manager of the Bronx branch and before entering his duties in the latest branch he was connected with the Washington Heights store.

Mr. Birns, in an interview with a representative of The World, declared that his policy of expansion included the opening of as many stores as possible during the next few years. While no actual limit has been set, Mr. Birns believes that his chain of stores will be in the neighborhood of twenty by 1924.

A vigorous publicity campaign, which is quite out of the ordinary, was recently inaugurated by this progressive merchant. The drive is directed mainly toward the Jewish people in metropolitan New York and vicinity and consists of an entire page once each month in the leading Jewish daily, "Forward," which is devoted exclusively to discussions on musical subjects, such as brief and interesting bits of history of the lives of great composers, how to get the best out of the talking machine, etc. Music lovers are also privileged to ask any questions on musical subjects and these are promptly answered. The title of the page is "Saul Birns' Bulletin," and the advertising value of this plan is far-reaching, in view of the fact that the paper has a circulation of 280,000.

PLAN BIG FAIR AT ATLANTIC CITY

Musical Instruments to Be Featured at Proposed Exposition From June to September

An American Exposition Fair, to rival the greatest of those of European countries, will take place on Young's Million Dollar Pier, Atlantic City, N. J., from June 16 to September 8, 1923. The affair is given under the auspices of the American Home and City Beautiful Association with the twofold object of encouraging the use of articles of American manufacture and education of the people of the United States in home and city beautification.

All of the exhibit floor space of the Million Dollar Pier, America's largest and finest exhibition structure, in excess of 100,000 square feet, has been engaged for this exhibit, which will be devoted to eight principal groups with allied classifications. Musical instruments of all kinds and radio will occupy an important section at the exhibit.

LOUISVILLE CONCERN ENLARGES

LOUISVILLE, Ky., March 3.—The Bensinger Outfitting Co., prominent talking machine and furniture dealer of this city, recently conducted a clearance sale of its large stock of machines, records and furniture, preparatory to moving into the Main street warehouse until the present quarters can be rebuilt. The concern is to erect a four-story and basement building on the site of the present quarters which will be designed especially for the various branches of its business.

A Real Money Maker



Patented 1914

Patented 1914

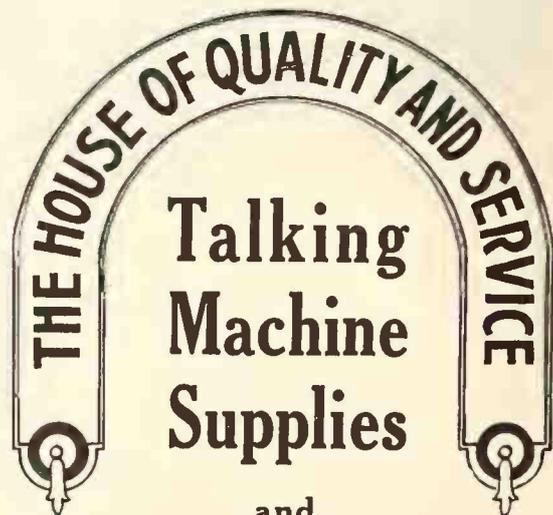
Boston Interchangeable Leaf Album

The envelope leaves may be changed at will. This new feature made possible only by our newly patented wood-back.

Remember, when you sell Real Merchandise your customers will never trade elsewhere.

Boston Book Company

501-509 Plymouth Court, Chicago, Ill.



and

Repair Parts

SAMUEL ESHBORN

65 Fifth Avenue
New York



DAILY

This New Way

No more waiting for new records to come out.

Brunswick now releases them every DAY as they come out—old method of giving you new records only once a month is supplanted.

You can get what you want TODAY on a Brunswick record.

New records released every day.

So—say "Brunswick" when you want a record. The world's truest reproductions.

Play On Any Phonograph

"New Brunswick Records Every Day"

—Is the Appeal Brunswick Dealers Now Have For the Record-Buying Public

Sensational Departure From Beaten Paths

Brunswick progressiveness is exemplified by the radical change in selling and advertising Brunswick Records which became effective February 1, 1923. The old plan of releasing records monthly has been discarded and now Brunswick Records are new to the public every day instead of monthly. The biggest drive for record business ever planned is now fully under way.

Over Three Billion Record Advertisements

The new system is backed up by a gigantic advertising campaign in over 600 daily newspapers, with a combined circulation of more than 21,000,000 DAILY.

Every Record a "Special Release"

Brunswick dealers now receive shipments of Brunswick Records so frequently that it enables them to place a new record on sale practically every day. From the buyer's viewpoint new Brunswick Records are on sale daily.

We ship Brunswick Records as fast as they are made up, singly or in groups, to catch the public interest at the peak of the wave. Every Brunswick Release is now a "Special."

Record-Buying Public Attracted Daily

The Brunswick Dealer now appeals to the public many times a month instead of once. Record buyers are attracted to his store daily seeking new records, instead of once a month.

Brunswick

PHONOGRAPHS AND RECORDS

New Brunswick Business Daily

—No More Waiting Until the Next Monthly Release

Instead of crowding a month's business into a few days the Brunswick Dealer now does new record business *every day*.

Instead of keeping his patrons waiting for the "next release" he strikes while the iron is hot. The record buying public has always wanted this system. As a natural result of public demands, we have cooperated with Brunswick Dealers to give the public

what it wants by releasing Brunswick Records as fast as they are pressed.

The new service fills a want long felt by both the public and the phonograph dealer.

Its enthusiastic reception already evidenced by a flood of letters of congratulation from Brunswick Dealers and Brunswick Record buyers, is not surprising, for it means better service and more sales.

**The Brunswick Phonograph Plays All Makes of Records
Brunswick Records Can Be Played on Any Phonograph**

**The World's Truest Reproductions!
Hear! Compare!**

THE BRUNSWICK-BALKE-COLLENDER CO.

Manufacturers—Established 1845

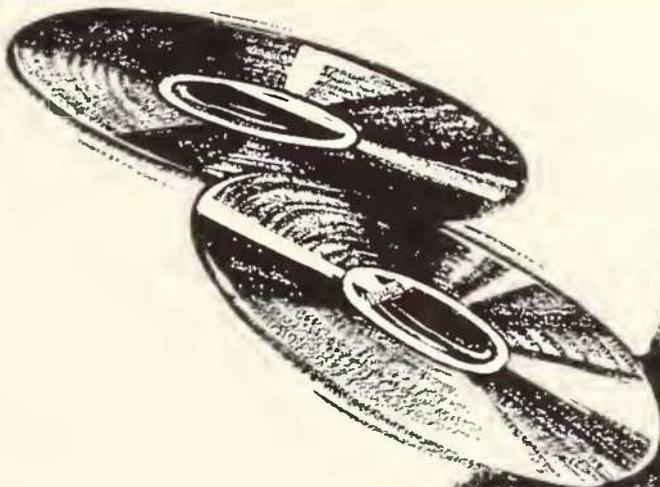
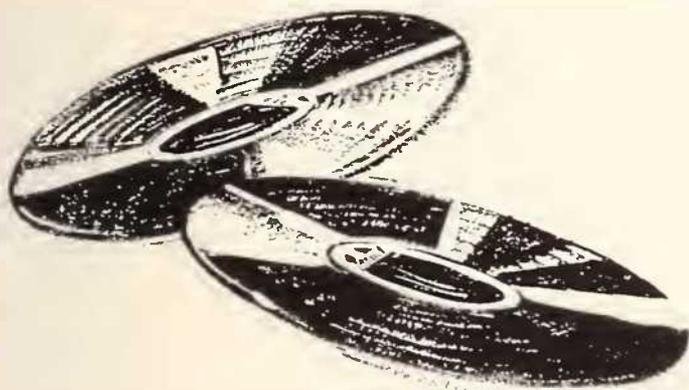
CHICAGO

NEW YORK

CINCINNATI

TORONTO

Branches in All Principal Cities



*Means New
Record Customers
Every Day*



Brunswick

PHONOGRAPHS AND RECORDS



SALESMANSHIP SCHOOL IN NEW ORLEANS A BIG SUCCESS

Over Fifty Victor Dealers and Salesmen From City and Adjacent Territory Attended Classes Conducted by F. A. Delano Under Auspices of Philip Werlein, Ltd.—Closed With Carnival and Dance

NEW ORLEANS, LA., March 5.—Attracting a class of more than fifty from the ranks of retail Victor dealers in Louisiana, Mississippi, Texas and Alabama, the Victor school of salesmanship, conducted by F. A. Delano, of the Victor Talking Machine Co., in this city, was a signal success. The wholesale Victor department of Philip Werlein, Ltd., co-operated with Mr. Delano in every possible way, and succeeded in

dancing was the center of attraction for all. Mr. Delano, as usual, gave the members of the school invaluable ideas and instruction as to the most efficient and profitable methods to be pursued in the merchandising of Victor products. After the school session on the last day Mr. Delano was presented with a set of golf clubs and bag as a token of esteem by those who were in attendance at the conference.

La.; Miss Lois Taylor, Jackson, Miss.; Ellis Sarphie, McComb, Miss.; Mrs. Culpepper, Meridian, Miss.; C. E. Sadler, Baton Rouge, La.; Mrs. T. W. Shearer, Galveston, Tex.; D. J. Sessums, Columbus, Miss.; Miss Kathyne Hunter, Biloxi, Miss.

Local dealers and salesmen who registered were: Charles Palmissano, H. Karnofsky, J. D. Moore, Ralph A. Young, M. A. Golden, Frank Allen, Sam L. Rosenbaum, Walter Dwyer, Sidney W. Fried, Martin W. Crigler, Misses Hochstein, Hess, Schafer, Drago, Le Brun, Hawley, Hoyt, Kellier, Ronquette, Burkette, Boos.

The Werlein wholesale organization was rep-



Attendants at Victor Salesmanship Class Held in New Orleans Under Auspices of Philip Werlein, Ltd.

arousing considerable interest among the dealers in this territory.

The school was held in the Convention Hall of the Association of Commerce Building, and the four days were given over entirely to the class work, with the exception of one night, at which time the house of Werlein was host at a carnival reception and dance at the Werlein retail store, 605 Canal street. The first carnival parade of the 1923 Mardi Gras passed through the streets that same evening, and was viewed by the guests from the Werlein balcony. After the parade the guests adjourned to the Ampico Hall, which was cleared for the occasion, and

Those registered for the class from out of town were as follows: C. L. Broussard, F. J. D'Albor, Plaquemine, La.; Edward C. Beasley, Mrs. Thomas Blewster, Texarkana, Ark.; D. J. Burns, Covington, La.; F. P. Berry, Jr., Minden, La.; F. J. Bernard, Rayne, La.; Miss Council, Mr. Reynolds, Judah, Mobile, Ala.; Edgar P. Guthrie, Port Gibson, Miss.; Philip F. Bernhardt, Monroe, La.; Robert P. Bryson, Shreveport, La.; Alfred F. Boyd, Baton Rouge, La.; D. G. Anderson, Centreville, Miss.; Mrs. Gladys F. Britton, Haynesville, La.; F. H. Marchand, Donaldsonville, La.; Miss Charlotte Shroud, Hattiesburg, Miss.; F. W. Raggio, De Ridder,

resented at the school by Parham Werlein, Paul S. Felder, Ernest Staples, Joseph L. Briou, Miss Emma Delery and John A. Hofheinz, and they were heartily congratulated on the success achieved.

WABASH CABINET CO. RUSHED

WABASH, IND., March 1.—The Wabash Cabinet Co., manufacturer of talking machine cabinets for several large concerns, has speeded production to capacity to meet the growing demand for its products and to take care of the large contracts for cabinets which it has secured.

DEMONSTRATES PALLOPHOTOPHONE

Charles A. Hoxie, Inventor, Shows Members of the A. I. E. E. Apparatus Making Talking Moving Pictures a Possibility

The Pallophotophone, which records the human voice, music and other sounds by photography, was demonstrated recently by Charles A. Hoxie, of the General Electric Co., at a meeting of the American Institute of Electrical Engineers at the Engineering Societies Building, 29 West Thirty-ninth street, New York City.

A violin was played and then the light-record of the violin piece was reproduced on the Pallophotophone, showing with what distinctness the invention was capable of reproducing the sounds of high pitch which are blurred on most reproducing devices.

AMERICAN "TALKERS" IN HONGKONG

WASHINGTON, D. C., March 1.—While the imports of talking machines and records into Hongkong decreased from £27,502 in 1920 to £16,135 in 1921, America's share in the trade increased in this period from £7,009 to £11,587. This shows that American instruments and records are very popular in the Hongkong market. The only limit to the market is the purchasing power of the people. At present the sales are confined to Europeans and the small wealthier class of natives, according to United States Vice-consul William T. McCafferty, Hongkong.

NEWBURGH RADIO SHOP CHARTERED

The Newburgh Radio Shop, Inc., Newburgh, N. Y., has been granted a charter of incorporation under the laws of New York State, with a capital stock of \$10,000. The concern will deal in radio supplies, talking machines and sporting goods. Directors are J. H. Hinmon, Jr.; M. M. Hinmon and Thomas Gray.

LIBROLA (Library Table-Phonograph)

You should see the **\$125.00** (retail price) Model similar to the one below.

Write for illustrations and net prices.

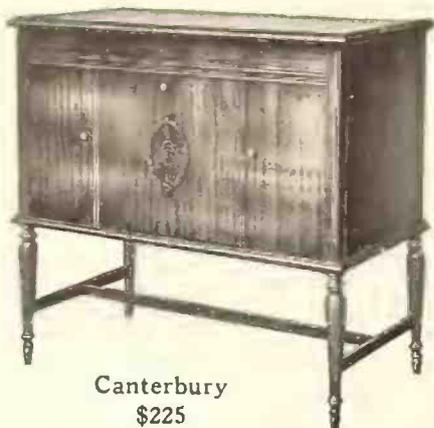
Immediate Shipment



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



Canterbury
\$225



Marquette
\$125

Build For The Future With Sonora

In the final analysis, the truly worth-while business is founded principally upon quality. You will find examples of this great truth on every hand.

Today Sonora offers the phonograph dealer an opportunity to build a solid groundwork of quality which will engender lasting success. When you sell a Sonora you can be confident that it is going to please its owner. You know that an unwavering fidelity to quality ideals, which has always dominated Sonora construction, can have but one result—absolute owner satisfaction.

This builds future sales by making of Sonora owners living advertisements of your business. The more Sonoras you sell, the more you will continue to sell. Write us today and we will send full details.

SONORA PHONOGRAPH COMPANY, Inc.

NEW YORK: 279 BROADWAY

Canadian Distributors: SONORA PHONOGRAPH, Ltd., Toronto

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL



The Highest Class Talking Machine in the World



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

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

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

State of Indiana.
Kiefer-Stewart Co.,
Indianapolis, Ind.

State of Nebraska and Western Iowa.
Lee Coit Andreesen Hardware Co.,
Omaha, Nebr.

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

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

Southeastern Part of Texas.
Southern Drug Company,
Houston, Texas.

Lower Michigan, Ohio and Kentucky.
Sonora Phonograph — Ohio Company,
417 Bulkley Bldg., Cleveland, Ohio.

States of Montana, North Dakota, South Dakota, Minnesota and Northern Iowa.
Doerr-Andrews-Doerr,
Minneapolis, Minn.

Missouri, Northern and Eastern Part of Kansas, and 5 counties of N.E. Oklahoma.
C. D. Smith Drug Co.,
613 Arcade Bldg., St. Louis, Mo. St. Joseph, Mo.

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

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

Illinois and Eastern Iowa.
Sonora Phonograph Co. of Illinois,
720 S. Michigan Ave., Chicago, Ill.

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

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

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

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

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



Clever Plan for Preventing Loss of Sales by Delays in Decisive Action in Closing

There are few salesmen engaged in the talking machine business for any length of time who cannot easily recall the loss of sales through the sudden stalling or backing out of a prospect at the last moment, in fact, just when the salesman was sure that his arguments had been effective and equally sure that the time was ripe for the closing of the deal and the signing of the contract. Before the salesman can dig up a contract form and get out his pen to complete the deal something happens to the prospect, or takes place in her mind, which results in a change of front, the deferment of the purchase on one excuse or another, with the chances in favor of some other dealer making the sale when the prospect finally decides to buy.

What takes place in the prospect's mind and how can it be overcome? This leak has been practically eliminated by Saul Birns, one of the foremost talking machine dealers in New York City, by the use of the forms illustrated, which the salesman fills in when he has the prospect to the closing point. These forms come in book form, small enough to carry in the pocket, and the salesman never attempt to make a sale unless this book is about their persons. If necessary, they leave the prospect for a few moments while they secure a book of these blank forms.

Here is how the plan is worked: A prospect enters the store and is immediately approached by a salesman, who demonstrates the various instruments and delivers his sales talk. When the prospect has reached the point where a decisive move will result in a sale or where further

talk and delay, such as is made necessary by leading the customer to the office or place where contract forms are kept, the salesman takes this book of forms from his pocket and

Illustration No. 1

Sold to
 Address
 Deliver on
 Style..... No.....
 and.....
 Price \$.....
 Exchange..... \$.....
 Down..... \$.....
 Monthly..... \$.....
 Weekly..... \$.....
 Remarks
 Sold by
 Date.....
 Signature
 Date.....
 Received from Dollars
 in part payment of.....
 By.....

without the slightest hitch starts asking the prospect questions which make it difficult to stall or dodge the issue. Instead of requesting the name and address of the patron the salesman works in a more subtle manner. He first asks the customer how much she can pay down on the instrument which she has shown a preference for, how much she can pay each month or week, whatever is most convenient? Then he asks where the machine should be sent and

not until then does he request the name of the customer.

These forms are not contracts. They are merely used to avoid a delay which often means the loss of a sale. Now comes another clever little twist in salesmanship. Instead of following the sale of a machine up with an attempt to sell records, the first salesman turns the new customer over to a record salesman. While the second salesman is demonstrating various records the slip on which the information mentioned above is recorded is quickly sent into the office where the contract is prepared. Meanwhile, the customer has selected the start of her record library. When this

Illustration No. 2—Reverse

M.....
 Has purchased a..... talking
 Cash
 machine. Style.....
 Instalment
 and bought the following accessories:
 FIRE INSURANCE\$.....
 RECORDS\$.....
 HEALTH RECORDS\$.....
 MOTROLA\$.....
 REPEATER\$.....
 ALBUMS\$.....
 NEEDLES\$.....
 OIL and CAN\$.....
 RECORD CLEANER\$.....
 BOTTLE OF POLISH..... \$.....
\$.....
\$.....
 DEMONSTRATION GIVEN.....
 TOTAL \$.....
 Salesman
 Date

task has been completed the customer is initiated in the value of various accessories, in the order listed on the reverse side of the form illustrated. Thus, by systematic methods, no opportunity is overlooked in the way of selling customers the necessary accessories for the complete enjoyment of the instrument.

Of course, as he makes sales, the second salesman records on the form what has been purchased. And as soon as the customer has finished, these are added to the contract, and in a few moments the deal is closed as far as making the sale is concerned. To eliminate any possibility of dissatisfaction through ignorance of the details of the instrument, the customer is led back to the talking machine she has purchased and the salesman shows her how to play it, makes the customer try it herself to be sure the information has been absorbed and explains the care of the machine and records and passes along other pertinent information with which the new talking machine owner should be familiar.

RECORD SHIPMENT TO HAVANA

KINGSTON, N. Y., March 1.—The Columbia Shop, Fair street, dealer in Grafonolas and records, recently made a shipment of Columbia records to Havana, Cuba. Several shipments have been made to distant countries, the safe delivery being guaranteed by Mr. McDonough, who passes by no opportunity of making sales.

A dusty window and a display which has been in the window so long that it is obscured by a film of dust is a repellent sight and turns away trade.

THE MODERNOLA



We announced a substantial reduction of price on February 1st.

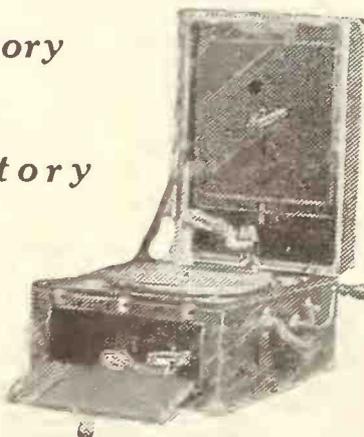
This reduction will make the Modernola a rapid seller. Why not try something different?

Our portable, the Modernolette, has been acknowledged to be the biggest value on the market.

Retails at \$35.00.

Valuable Territory Open.

Write for Territory and Prices.



MODERNOLA CO., Johnstown, Pa.

The Modernola Sales Co., Inc.
 929 Broadway, New York, N. Y.

Selling Records

vs.

Selling an Idea

Although Health Builder sets consist of five ten-inch double disc records, they are most successfully sold, however, as *the idea of "Keeping Fit to Music."*



Walter Camp

In this way it is practically easier to sell five records as a complete course with an idea behind it than it is to sell individual records, and with far greater profits.

Health Builder Sets are *Walter Camp's "Daily Dozen,"* set to music. The "Daily Dozen" is nationally acknowledged as the standard of physical culture exercises.

Walter Camp's "Daily Dozen" has become a by-word in the language of the country. It is mentioned in the drama, on the vaudeville stage, in the press, and on the streets. It needs no introduction.

In addition to this, an extensive national advertising campaign is keeping Health Builder sets continually before the people.

Dealers in every part of the country are already getting the large profits by satisfying this demand. They know how easy it is to sell these well-known sets.

It is to those dealers who haven't as yet featured these sets that this message is addressed. It may be that you haven't compared the "Daily Dozen" with other sets and found out why Walter Camp's "Daily Dozen" is insisted upon.

Send us \$6.00 (list price \$10.00) today for a sample set. Investigate it to your satisfaction. If you return it we will cheerfully return your money.

HEALTH BUILDERS, Inc.

DEPARTMENT W3

334 FIFTH AVENUE

NEW YORK, N. Y.

Financing the Retail Talking Machine Business and Some of the Attending Problems

Those who realize that the talking machine trade is now well stabilized and who look into the future with reference to the possibilities of development that lie before the average talking machine dealer are giving considerable thought to the question of financing those retailers whose business runs so largely to instalment sales.

With the growing tendency of the public to purchase console models and other types of talking machines at substantial prices, the retailer, particularly if he is operating with limited capital, faces a real problem in keeping enough of his resources in liquid form to provide for the operation and the natural expansion of his business, for he finds very often that too large a proportion of his assets is represented by instalment leases, the income from which is insufficient to meet his current obligations.

The ordinary merchant doing business largely on a cash basis, thereby realizing a complete turnover of capital several times a year, is able to finance himself through banks and by means of ordinary commercial loans without any great difficulty. On the other hand, the merchant selling on instalments finds that even though his leases are sound and represent first-class collateral, the banks are not inclined to make very heavy loans on them. The banker is under obligation to his depositors and, facing the necessity of keeping the bulk of his assets in liquid form and readily transferable into cash for the service and convenience of those depositors, is much more inclined to favor a direct sixty or ninety-day note, with proper collateral, rather than instalment leases paying out in ten or eleven months.

Any instalment paper that pays out well within the year affords the best kind of collateral, and can be readily discounted, if not by the bank, by one of the numerous finance companies whose primary business is to loan money on such security. On this basis the retailer can realize at once in cash the first payment made on the instrument and between 65 and 80 per cent of the face value of the leases through placing them with a finance company. The cost

on leases varies but according to the plan of one prominent company approximates 6½ per cent per annum and by using the cash thus obtained for discounting his merchandise bill and charging the customer interest on deferred payments for the accommodation afforded, this cost of financing is brought down to a very low figure.

Numerous automobile manufacturers, piano manufacturers, vacuum cleaner makers and at least one talking machine manufacturer have in co-operation with finance companies mapped out practical and workable plans looking to the handling of instalment paper with a view to

Keeping Resources in Liquid Form Through Financing Companies and Banks Important to Business Success

giving the dealer the advantage of cash for the operation and expansion of the business. In the case of talking machines, the plan covers instalment leases running from six months to a year and, in addition to getting 10 per cent of the price of the instrument as down payment, the dealer through the finance company gets for his paper cash to cover the cost of the instrument plus a fair profit.

The handling of instalment paper through finance companies is calculated to help the merchant in other ways and particularly in the matter of collections. The companies have collection departments that firmly but courteously insist upon the dealer remitting regularly the payments on his leases as they come due. With this obligation impressed upon him, the dealer

upon his part invariably puts additional energy into his own collection department and thus shuts off a leak that exists in many stores where there is no exceptional incentive to prompt collecting.

It happens that a great many talking machine retailers are inclined to keep their leases in their safes and in casting up their accounts figure in those leases as real assets. As a matter of fact, paper that lies in the safe represents really frozen capital and is a luxury that even a well-established and sound business can ill afford. Business success depends upon the frequent turning over of capital and in making every dollar work instead of permitting it to lie idle. A proper appreciation of sound financing, with a view to having workable cash in place of leases in the safe, means a healthy business condition.

In a sense the discount company's system is very similar to that of the bank; in the latter case the merchant gives his note for a lump sum, say ten thousand dollars, payable in ninety days or four months, and he must pay interest on that sum for the entire period, although he has money coming in and does not require the full amount except for a period of three or four weeks. In pledging leases with the discount company, the retailer simply makes a series of monthly notes for the period covered by the instalment lease and meets those notes, each one as it is due, from the amounts collected from customers.

This is carrying on what is termed the "self-liquidating" plan. If the business expands the merchant has more leases to place with the finance company upon which to realize cash for the needs of the growing business. If, on the other hand, sales fall off temporarily, the regular monthly payments on his leases serve to reduce steadily his obligation to the financing concern.

In considering any financing plan, however, it must be remembered that sound credit must be accepted as the basis and the retailer must be particularly careful in selling only to those whose credit is good, because when he secures cash on the instalment contracts customers have signed, he stands sponsor for those contracts, and, in event of default by the purchaser of the machine, must make good himself. The retailer who takes advantage of financing arrangements, without due regard for the obligation he assumes in the matter of protecting his credits, is building up trouble for himself, whether he does business with his bank, a financing company, or through some other channel.

HANDSOME NEW HOME IN PORTLAND

Seiberling-Lucas Music Co. Now Settled in Modern Four-story Building

PORTLAND, OREGON, March 3.—The Seiberling-Lucas Music Co. is now comfortably settled in its new quarters at 151 Fourth street, this city, to which the company moved early last month. The building is a modern, four-story, reinforced concrete structure, 50 by 100 feet, and completely equipped with freight and passenger elevators especially suited to the music business.

Before moving in the company spent close to \$20,000 in remodeling the studios and recital halls and in installing special equipment. The company's lease is for ten years and the additional space thus acquired is expected to prove very valuable for taking care of business growth.

Politeness is a requisite of master salesmanship.

"EMPIRE" Packing Cases

Reinforced
Three-Ply
Veneer



Standard
for
Phonographs
and
Radio Sets

Let us figure on your requirements

EMPIRE MFG. COMPANY, Goldsboro, N. C.

Revolutionary!

Automatic DUR-A-PRESS



Makes any article of plastic material

1 girl does the work of 4 men
4 perfect records a minute

DUR-A-PRESS CORPORATION

G. HOWLETT DAVIS, *President*

15 West Park Street

NEWARK, N. J.



Four-Minute Conference on Business Topics

No. 11—Your Surroundings—And Their Influence Upon You

[This is the eleventh of a series of four-minute conferences on topics of direct interest to business men in the talking machine trade which have been prepared for this publication by Lester G. Herbert.—EDITOR.]

We are all influenced by our surroundings. Most of us are extremely susceptible to temperature. Some people mind very warm weather much more than others.

The first group wilt like a rag when the temperature gets too high in their opinion. These same people are exceedingly prone to complain bitterly when the weather is correspondingly cold.

The second group remarks about the heat, or the cold, or the dampness or cloudiness, but promptly change the subject as one not deserving of too much time or attention. In their minds, climate, atmosphere, or the amount of sunshine or rain is something which cannot be controlled and so must be accepted and made the best of in a cheerful manner.

In reality, the way in which we regard the weather and our surroundings has a very great deal to do with our business success, and the sooner we realize it, the better it is for us.

One head of a going concern will hustle all Winter and the first part of the Spring, for he will enjoy the early mild days. But as soon as the sun gets high, he persuades himself that he cannot be expected to make strenuous efforts in any such temperature, and he proceeds to moan about the weather for about the next four months. It takes another two months for him to get back into working routine—and so half of the year is gone.

Scientists tell us that some people feel the heat and the cold more acutely than they should, on account of impaired physical health. Possibly the little sheaths covering the nerve terminals have worn out or been dissolved, or not properly furnished on account of improper food and exercise, or lack of fresh air. Or some other condition exists requiring the attention of a skilled physician. This shows the importance of being physically fit.

If the business man is up to par and has the right mental outlook upon life, he can get as good results, all things being equal, in warm weather as in cold. He will be able to carry his climate with him, as it were, and to appreciate the advantage of a warm day with open windows; a cold day with its ozone and pep; a damp day with its inside cheer, or whatever

the weather may be. He will be able to banish the weakening thought that he is a creature so sensitive, and so susceptible to temperature and so temperamental—that everything must be just right or he cannot labor resultfully. This is foolish in the extreme and there is nothing to it.

We can humor ourselves by thinking of the heat, and drinking and perspiring, and then drinking some more and looking at the thermometer—until we are wretched. We can persuade ourselves that the weather is so cold and raw that we are excusable if we are late in the morning, or find reasons for not doing what we ought to do.

In reality, good commonsense will keep us comfortable. In the Summertime, bathe often, eat lightly, take little meat, partake freely of fruit and vegetables, dress in a sensible manner, and be thankful for the good old Summertime. In the Winter, rejoice that here is the opportunity to walk to and from business, and to develop lots of muscle and punch. This means resistance against disease, against discouragement,

ment, against flabby flesh, weak nerves and soft muscles. It means a storage battery of energy for the rest of the year.

Nature sends the seasons in rotation for the benefit of man. But man is often so absorbed in his own little affairs, and so near-sighted, that he doesn't make the most of these seasons. Let us begin right now to take advantage for our own personal well-being of each season as it comes.

If a vacation is in order—let's make it a period of actual recreation. If there's a hard job ahead and the day is a drizzling, rainy one—let's rub our hands and say (and mean it):

"This is corking weather for just what I want to do! I'll not be interrupted and I can make every minute count."

It's the same way with our surroundings. We can continue to whine and to preface every sentence with "If"; or we can turn our obstacles into stepping-stones and make wings out of the handicaps which will stop the other fellow.

It's a case of the way you look at things, and the will-power you bring to bear on your determination to rise above surroundings, to make your own environment, and to create in your own feelings the climate which you enjoy most.

BOBOLINK DISPLAY AT TOY SHOW

Talking Machine Line and Song Books Aroused Interest of a Large Number of Visitors—New Song Books Introduced

Among the most diversified and popular exhibits at the Toy Show held recently at the Hotel Breslin, New York City, was that of the La Velle Mfg. Co., New Haven, Conn. This company is well known throughout the talking machine industry as the manufacturer of the juvenile line of Bobolink talking machines and record books. This company also specializes in games and instructive pastimes for girls. Of particular interest in the talking machine line was the first showing of the new Bobolink model No. 403, which will list at the price of \$15, between the two other models of the line. This new model will also play ten-inch records. It is announced that changes have been made in Model No. 404 whereby this popular machine will also play ten-inch records.

Two new song books have been added this year, Nos. 3 and 4, which consist of a number of new recordings by Charles Harrison and Victor Vlante. These two new books will follow the plan of song books Nos. 1 and 2 with addi-

tional popular Mother Goose rhymes and stories. In addition to the attractive recordings particular attention has been given to the production of the books themselves and the artistic work and the colored illustrations are particularly attractive. The game book, which was originally introduced in a size somewhat smaller than the other Bobolink books, will now be produced in the same size as the other numbers.

BATHED IN FLORIDA SUNSHINE

The many friends in the trade of V. W. Moody, formerly associated with Neal, Clark & Neal, Buffalo, N. Y., Victor distributors and popular as well in the New York jobbing field, have been envying him during the continuous snowstorm performance of the elements in this part of the country for the past couple of months, inasmuch as the genial V. W. had been rustivating in the balmy and exhilarating atmosphere of Florida from which he has so recently returned. He spent some time in Jacksonville and his shapely form in bathing costume had been observed on the beaches adjacent thereto. It is a wise man who has a super-friendly feeling for Old Sol these sneezing days.

Another "McCarthy-Tierney" Masterpiece!—

SAWMILL RIVER ROAD

That Irresistible Fox Trot From *Glory*

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



Under the sympathetic bow of Eddy Brown, four little strings sing their way through "Petite Valse," a Victor Herbert waltz tune bubbling over with life. Then, still singing, they lead you in Beethoven's "Minuet in G, No. 2." Never did a record catch that elusive singing tone of a violin better than does A-3801.

COLUMBIA GRAPHOPHONE CO.
New York



COLUMBUS

State Music Memory Contest Plans Being Carried Out—Salzer & Bro. Add Victor Products—Other News

COLUMBUS, O., March 3.—The great State Music Memory Contest, plans for which have been under way for many weeks, will shortly become an accomplished fact, and organizations in over thirty-five counties are carrying on the work of familiarizing the children with the two-score selections upon which the contest will be based.

Prominent among the organized bodies co-operating with the State Department of Education for the success of the contest is that of the Motion Picture Theatre Owners of Ohio, and over eleven hundred moving picture houses will work in unison with the public schools in putting before the children the numbers which will be used in the memory test in April.

Saturday, February 24, was an eventful day in the progress of the contest. Members of the committee on prizes from all over Ohio met in Columbus under the direction of Joseph Wylli, supervisor of music in Toledo, who is chairman of this committee. The discussion covered the arrangement for proper prizes to be distributed among the most talented competitors. Offers have already been made for State prizes from the National Bureau for the Advancement of Music in New York and the Cincinnati Conservatory of Music.

On the same day, February 24, several thousand youngsters listened to the first program of a series of three that have been arranged in the attempt to familiarize the school children with the musical numbers included in the contest. This program consisted of twelve numbers of the forty on the list. Robert W. Roberts, supervisor of music of the Columbus public schools, arranged this program. One-minute talks about each selection were given by Mr. Roberts.

Victor talking machine dealers throughout the State are working in close co-operation with the school authorities in this contest and, besides distributing literature on the numbers in the contest, they are conducting concerts in which they feature the selections.

A very attractive record catalog has been issued by the Cardinal Sales Co., this being the first catalog this company has ever published. Every Cardinal record issued up to January 31, 1923, is included in the volume. In the first section is a complete alphabetical list of each record and its coupling.

John L. Kraus, of the Brunswick sales department of Steinway & Sons, reports a splendid business, particularly in the sales of Brunswick phonographs. This firm handles both the Brunswick machines and records. Some very beautiful period models among the Brunswick machines were sold by Mr. Kraus recently.

Marietta has just closed its fourth season of concert series. These concert courses are given under the auspices of the Community Club, an organization devoted to the purpose of bringing famous artists to Marietta on a non-profit basis. The climax of the 1922-23 season was the song recital given by Sophie Braslau, well-known contralto and Victor artist.

With programs were distributed blanks on which the people were requested to indicate the concert most enjoyed during the past season. This was done in order to give the committee charged with the responsibility of securing talent for the next season an idea for next year's program. The results indicated that Miss Braslau received one and one-half more votes than her nearest competitor, which was another Victor organization—the Flonzaley Quartet. They were second on the list.

The Wainwright Music Co., Marietta, handled the seat sale for the entire course. This firm has also furnished nearly all of the pianos and has even secured the ushers. This service was given gratis as it is the desire of W. E. Wainwright, president of the Wainwright Co., and those associated with him in this concern, to advance music appreciation in Marietta.

Gustav M. Salzer & Bro., 111-115 East High street, Springfield, O., have recently purchased the entire Victor stock from the Frank J. Pierson Co. This purchase necessitated the building of demonstration booths and a rearrangement of the other merchandise handled in this

store. The new Victrola department is now under the personal supervision of Henry M. Salzer. Mr. Salzer will be assisted in the record department by Miss Mathilda Hannewald.

Due to the illness of D. R. Cowman, former manager of the Greenfield Piano Co., the entire stock of Victrolas, Victor records and pianos was sold to the Gray-Wolfe Co. The Gray-Wolfe Co. will consolidate its stock with that of the Greenfield Piano Co. The quarters formerly occupied by the Greenfield Piano Co. have been recently improved, which will afford additional space to the Gray-Wolfe Co.

DON C. PRESTON IN NEW STORE

Prominent California Dealer Greatly Enlarges Branch Store to Handle Growing Business

BAKERSFIELD, CAL., March 1.—Don C. Preston, the popular music dealer of Bakersfield and Taft, has greatly enlarged his branch store at Taft. On account of the greatly increased patronage on the West Side, Mr. Preston has leased a large storeroom in the post office block.

Mr. Preston is known as a live man, and has the reputation of being one of the best salesmen in the State.

The new Taft store will be modernized in every way to bring it up to the standard set by Mr. Preston in conducting the Bakersfield store. Victrolas, Sonoras, records, small musical instruments and pianos are handled.



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 1923-1924
Sample program and particulars upon request

P. W. SIMON, Manager
1674 Broadway New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



RUDY WIEDOEFT



FRANK BANTA

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

"A new Gennett!"



REFLECTIONS

As the face in the crystal mirror is true to the gazer, so are Gennett Records faithful to the original voice or instrument.

To know the utmost in music's reproduction hear Gennett No. 5030, "Apple Sauce" (fox-trot), played by Bailey's Lucky Seven, which makes your toes fairly tingle, and on the reverse the same orchestra brings out the snappiness of "You Know You Belong to Somebody Else" (fox-trot) with great vivacity.

Gennett Records

Manufactured by

THE STARR PIANO COMPANY

RICHMOND, INDIANA

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

NEW POST FOR J. NEIL HALLINAN

Joins Sales Staff of Musical Instrument Sales Co., Victor Wholesaler, in New York City

It was announced recently that J. Neil Hallinan has been appointed a member of the sales staff of the Musical Instrument Sales Co., New York, Victor wholesaler. Mr. Hallinan will work in close co-operation with H. E. Speare, general sales manager of the company, in development of this concern's Victor activities.

Mr. Hallinan is well known in the local talking machine field, having been associated with the



J. Neil Hallinan

Unit Construction Co. for a number of years. During this time he visited the Victor retailers in this territory frequently and acquired an intimate knowledge of retail merchandising which, no doubt, will enable him to attain success in his new post.

BUSINESS MARKET IN SOUTH AFRICA

WASHINGTON, D. C., March 1.—A South African concern desires to secure the agency for phonographs with cylinder records, blank records, pianos, organs, sheet music and other musical instruments, according to the Bureau of Foreign and Domestic Commerce. Terms: Cash. Quotations, c.i.f. African port. Further information can be secured from the Bureau or any of its district offices by referring to File No. 5577.

VENTILATORS FOR BUYERS' COMFORT

George J. Birkel Co., Los Angeles, Cal., Installs Ventilating System to Lessen Fatigue and Make Customers Comfortable

LOS ANGELES, CAL., March 2.—The George J. Birkel Co., 445-448 South Broadway, this city, one of the most prominent music concerns on the Pacific Coast and a feature of whose store is an artistically arranged and large talking machine department, recently installed a ventilating system in its store and demonstration booths to keep the atmosphere pure and thus lessen fatigue of patrons and salesmen who spend some time in these rooms, as well as keeping the prospect in a receptive mood and insuring the best performance of the salesmen.

The ventilating system, as part of the service of the Birkel Co., has been made the subject of considerable local advertising. The ads, cleverly displayed, stressed the value of fresh air and pointed to this installation as one of many services installed for the comfort and well being of patrons. Florence Gottlieb, of the advertising department, reports satisfactory results from this publicity.

BRISK PEERLESS EXPORT TRADE

Peerless Album Co.'s Products Enjoying Growing Foreign Demand

Phil Ravis, president of the Peerless Album Co., New York City, manufacturer of record albums, stock envelopes, delivery bags, carrying cases, etc., is well pleased over the increased export business enjoyed by his company during the past few months. Recently the company received a cable order for 2,000 Peerless albums from a prominent distributor in Amsterdam, Holland. This followed the original receipt by that firm of samples of the Peerless product.

Foreign sales, particularly in South American countries, have been quite active for over a two-year period. Owing to the exchange situation, the European importers are not so anxious to buy American products. American goods must be of superior quality in order to compete with domestic and other products, so as to induce the European business man to consider articles of American manufacture a good buy. The receipt of such a substantial order from Europe speaks well for the Peerless album.

NEW MUSIC STORE IN ALLIANCE, O.

Main & Arcade Music Store to Carry Complete Line of Pianos, Talking Machines, Etc.

ALLIANCE, O., February 28.—Announcement is made of the opening of the Main & Arcade Music Store, in the Arch and Main Market Building, by F. W. Mahan, popular local merchant. He announces the store will carry a complete line of pianos, talking machines, music rolls and records. Among piano lines carried are Mehlin & Sons, Packard, Chase Bros., Bond, Hackley, Virtuola, etc. The Cheney and Pathé talking machines will be featured together with Pathé records.

D. C. SMITH GIVES RADIO ADVICE

Some excellent advice to dealers handling radio supplies and equipment is contained in an article by Douglas C. Smith, manager of the radio department of John Wanamaker, appearing in The American Exporter. Mr. Smith stresses the necessity of quality merchandise for the successful upbuilding of this branch of the business and he also points out that dealers can only be sure of the quality of the radio equipment they carry by making their purchases from reliable houses whose reputations are unquestionable.

The records of failures show two things. They either failed because stock did not turn over often enough or because the margin of profit was too low.



Going Strong! GILT EDGE DANCE TONE NEEDLES

Every phonograph owner wanted a real dance tone needle. Every live dealer who saw Gilt Edge Dance Tone Needles realized that at last he could give his customers what they want. That's why our Dance Tone Needles are going strong.

Each Needle Plays Ten Times

Gilt Edge Dance Tone Needles are made by "Bagshaw of Lowell." That's your assurance of their high quality and dependability.

The public is waiting for these needles. Display them prominently on your counter.

FREE!

An attractive counter display stand (illustrated above) which holds 100 boxes. There are 50 needles in each "Princeton" colored box.

Don't delay! Order today. Offer them to your customers before they ask you for them.

Gilt Edge Needles also made in the following tones: Extra Loud, Loud, Medium.

REFLEXO PRODUCTS CO.

Incorporated

Sole Agents for W. H. Bagshaw Co.

Gilt Edge and Reflexo Blue Needles 347 Fifth Ave., New York City Factory, Lowell, Mass.



The TEGO BRUSH

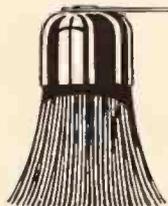
made to fit all makes machines

THERE MUST BE A REASON

"OVER 10,000 BRUSHES SOLD IN ROCHESTER, N. Y. IN LESS THAN 6 MONTHS"

25c. brings a sample

List Price 25c. Dealers \$1.80 per dz. Jobbers \$15.00 per gross



CLEANS RECORDS WHILE PLAYING

THE STURGIS NOVELTY WORKS Medina, N. Y.

OKLAHOMA DEALER PUTS TELEPHONE TO PROFITABLE USE

The Edgar Music Shoppe, Tulsa, Okla., Installs Private Phone for Use in Soliciting Business—Plan Has Proved Practical as a Stimulator of Sales

An unlisted telephone, installed in one of the booths used for playing talking machine records, is proving a valuable asset to the Edgar Music Shoppe of Tulsa, Okla., in selling musical instruments and supplies. This telephone is used to transact business originating in the store, leaving the listed telephone for the use of customers who desire to transact from outside.

As compared to railroading, the two telephones give the store a "double track" with traffic on each line traveling in one direction.

T. J. Edgar, proprietor of the Tulsa concern, is a believer in the telephone for selling talking machines and records, as well as other articles in the music line. He uses the telephone extensively, as do employes of the store. Frequently a telephone is needed for an hour in

soliciting business from customers, known to the store, who should be interested in some particular merchandise which has recently been added to the stock.

Such use of a telephone proved detrimental to sales that might originate outside the store, the telephone being the means of placing the order. So it was decided to install the other telephone, the number of which would not be generally known except to those in the store.

This telephone was placed in the booth farthest removed from the entrance of the store. The booth, however, has all the equipment necessary to the playing of records, but salesmen are instructed never to use it, except when all others are occupied. This leaves the telephone free for use within the store.

"It pays for itself several times each month,"



The Diamond Juvenile Console

"A Real Musical Instrument for Children" describes this wonderfully made, wonderfully finished and wonderfully toned talking machine. Wherever it has been displayed it has sold. Dealers say its turnover of investment is higher than normal, and it has the added advantage of creating a new market for the sale of records.

Ask us for full information.

THE DIAMOND PRODUCTS CORPORATION
Executive Offices and Showroom: 200 Fifth Avenue, New York

DISTRIBUTORS:

A. C. ERISMAN & CO.
174 Tremont Street, Boston, Mass.
CONSOLIDATED TALKING MACHINE CO.
227-229 N. Washington St., Chicago, Ill.

CABINET & ACCESSORIES CO.
3 West 16th St., New York
MUNSON RAYNOR CORPORATION
613 So. Olive St., Los Angeles, Cal.

IN THE
HANDY
CAN

NYOIL

FOR YOUR
PHONOGRAPH

Made in Our Watch Oil DEPARTMENT

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

The Best Oil For Any Talking Machine
In refining, Nyoil is given the same care as our famous watch oil receives. All gums and impurities are removed, leaving it

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

NYOIL is put up in 1-oz., 3-oz. and 8-oz. Bottles and in Quart and Gallon Cans.
For Sale by all Talking Machine Supplies Dealers
WILLIAM F. NYE, New Bedford, Mass., U.S.A.

said T. J. Edgar, in discussing this feature of his business. "I use it for long periods frequently and I have sold hundreds of dollars' worth of merchandise over it. Employes of the store find it as valuable as I do.

"We believe in the telephone here. We start sales and close them over it. But we do not believe in withholding business from the outside in our efforts to gain it from inside. The combination of telephones prevents this.

The fact that this telephone is in a sound-proof enclosure adds to its value. Like every other business, the Edgar Music Shoppe has dealings which are not for the ears of all who may come and go. Inside this booth a telephone conversation may be secret, so far as those in the store are concerned.

Being inside the booth gives a talker silence; something necessary to a satisfactory conversation. Neither are others bothered with hearing one-half of a conversation with which they are not concerned.

Again some customer, unknown in the store, may offer a check in payment for merchandise. That is always an embarrassing moment. But a clerk in the Edgar Music Shoppe, under the pretext of getting the check approved, can go into this booth, call the bank and learn of the value of the check.

NEW YORK'S MUSIC INDUSTRIES

Merchants' Association Compiles Some Interesting Figures Regarding the Value of the Annual Output of Pianos and Talking Machines in the Country's Metropolis

In collating statistics for its industrial map, the Industrial Bureau of the Merchants' Association of New York has developed some interesting figures regarding the importance of New York's various industries. In the hundred lines in which New York City is the leading manufacturer, producing from 7 to 99 per cent of the country's entire output of the items named, there are included both pianos and talking machines. According to the figures, pianos, organs and other musical instruments and materials made in New York City each year have a value of \$41,845,975 and represent 26.7 per cent of the total United States production. Talking machines manufactured in the city each year average in value \$15,320,626 and represent 9.7 per cent of the total production of the country. The figures are interesting if nothing else. It might be well for the Merchants' Association in compiling its industrial census to give thought to the music publishing division of the music industry where both values and percentages will be highly in favor of the metropolis.

How to Prepare a Practical and Efficient Sales Budget for Your Business :: By G. W. Hafner

Auditor and Industrial Engineer

The first test of a truly successful business man is that he knows his business. All great business men not only know their business, but usually know that they know it; and are not only right in their opinions, but they usually know that they are right in them. And the reason for this is that they have, not alone some means of studying their business, but also some method of checking up their conclusions and judgments in the light of the evidence of actual facts.

How to Study Your Business

The man who habituates himself, in his daily life, to seek for the stern facts in whatever he is engaged, will have these facts brought before him again and again as the basis upon which he may form his conclusions and base his judgments. Thus, if in his business the proprietor or manager seeks for the accurate circumstances in connection with any business transaction, and having ascertained them, will dwell upon and think about them without the slightest care for any desirableness in them, but for their own truth's sake, then these truths will afterward rise up and form the body of his vision of his business, united and perfected in a way to serve him advantageously.

Such a business man never stops at estimates and approximations, or generalizations of any kind, but plows them all aside, and plunges into the very central heart of the thing he is considering. Nothing else will content him. He wants to know. Whatever semblances and various outward shows and phases each subject may possess go for nothing. He gets within all fences, cuts down to the root, and drinks the vital sap of that with which he deals.

Whatever it is advisable and desirable to know about your business, it is desirable and advisable to know as quickly and as completely as possible. Therefore, you should have some means by which the necessary and vital facts of your business may be presented to you in the most constant manner; and brought again and again, not only within your thoughts, but before your eyes. Can anything be more evi-

The Budget Furnishes the Dealer With the Salient Facts of His Business With Which He Must Be Familiar

dently and indisputably natural and right than this: that you should desire to know what you ought; what is worthy of your attention and helpful to your business; to know that—nothing more, nothing less—and to keep records and definitions of such language near you in the most vivid and explanatory form.

One way of accomplishing this—a way coming more and more into favor with business men—is the use of budgets. It is obvious to any thinking business man that all his plans

should be based upon past and present performances and future possibilities. Therefore, every concern ought to map out an estimate of future business transactions, for the purpose of regulating its financial affairs and assuring a sound relation between income and expenditures.

Preparing the Sales Budget

Such an estimate, which analyzes all the elements of revenues and expenses, is termed a "budget." It provides safeguards against injudicious spending; reveals the unseen items which are ordinarily overlooked; points out the path to a sounder administration of financial affairs.

Budgets for business purposes comprise two main groups, i. e.,

1. Sales budgets;
2. Expense budgets.

They should be based upon the records of past periods, and take into consideration any changes expected in the ensuing period.

In the preparation of a sales budget it is necessary, first of all, to arrive at an estimate of the goods which can probably be sold during the period to be covered by the budget. If possible this should be done both as to volume and character. It is naturally to be assumed that sales statistics for past years—or at least for the past year—are available for such an estimate. This means that an analysis of sales has been maintained by the business in question which will give the sales by articles or commodities, if possible. There is a distinct advantage in knowing what your sales have been by lines of merchandise handled, and when

(Continued on page 34)



"As Mellow as Southern Moonlight"

The "Apartment Baby Grand" of Phonographs

A distinctive Adam period model, correct in design and convenient in size; superbly constructed; and guaranteed—

The **Granby**

Adam Period Short Console Phonograph

Meets a Specific Need

There is a pronounced and growing demand for a short console—and Granby has met that demand with this especially designed new model.

Reduced List Prices on Other Granbys:

	Was	Now
Sheraton Upright	\$140	\$120
Early Virginian Upright	200	175
Louis XVI Upright	275	235
Adam Console	275	200
Louis XVI Console	325	250
Queen Anne Console	375	250

Granby Uprights: \$100 up
Granby Consoles: \$135 up

The List Price: \$135

The price is right. Your customers will recognize the big value in the Granby Adam Short Console at \$135.

This is proving to be one of the most popular models ever introduced by Granby. Get your order in early.

Granby merchandise is good merchandise, and you can get behind the Granby line with enthusiasm. Granby discounts are liberal discounts—and that fact won't make you any the less enthusiastic about having a Granby franchise. *Write or wire.*

Granby Phonograph Corporation

Offices and Factory: NEWPORT NEWS, VIRGINIA

New York Branch: 37 WEST 20th ST., NEW YORK, N. Y. Tel. Watkins 4508



THE NEW EDISON *actually Re-Creates* the golden tonal quality of famous voices. Every glorious color and tint of tone, every fine shading, every perfection that distinguishes the talented musician, are preserved, reproduced and unmarred on the New Edison.

The New Edison is the only phonograph that dares the test of direct comparison with the living artist. It is the phonograph upon which Mr. Edison spent \$3,000,000 in laboratory research to perfect. It is the phonograph that, through its superior quality, is meeting with public approval and extending the New Edison market everywhere.

The New Edison group of Upright and Console models, including period and other designs, offer a broad and popular selection of superior phonographs. They are encased in attractive cabinets that harmonize with the furnishings of any room and are varied enough in price to place them within the means of all.

The popularity of the New Edison group and the extension of the New Edison market offer an opportunity to dealers to develop a more profitable business.

THOMAS A. EDISON, Inc.
Orange, New Jersey

The New EDISON Baby Console

To meet a broad demand for a console of conservative design—of music reproducing qualities up to the standard set by Mr. Edison and yet of moderate price, the New Edison Baby Console was designed. This beautiful model won enthusiastic approval from the start. It is considered one of the most popular models of the New Edison group.

Priced at \$175.00



PREPARING A PRACTICAL BUDGET

(Continued from page 31)

these sales were made; that is, during what particular seasons of the year. Space must be provided for counter stocks, reserve stocks and warehouse stocks, and some sort of tangible information ought to be available as to the quantity of particular kinds of goods sold in the past, as well as the time they were sold, in order to do this successfully. Of course, you want also to know the value of the goods sold, so that the necessary financial preparation for their purchase may be made.

Necessity for Adequate Analysis of Sales

In the case of department stores it would perhaps be sufficient to have an analysis of sales by departments and by seasons, in quantities as well as in value; but even here a really adequate sales analysis should tell the merchant how many customers in the past have wanted particular sizes, styles and makes, and when they wanted them. If the retail merchant is possessed of this knowledge, it is evident he can always meet the demands of the future by having the goods on hand when called for.

But let us take the worst possible case, and assume that all sales have been credited to one account only. It is still possible to obtain sufficient information for the construction of a sales budget by going back over your records and analyzing this total into sales by days, weeks and months. If this is done for a period of at least a year—an analysis of two or three years would be better, of course—a fairly clear idea of the seasonable turnover for sales as a whole will be secured. In this case, it will be found advisable to make the budget period a month in length only, during which time the current sales can be properly analyzed, and this information used for the preparation of subsequent budgets. In no instance, however, should the period covered by the budget be longer than the turnover period of the business. Each enterprise must be studied to arrive at the period to be covered.

Factors Affecting Budget Construction

Now, the information secured from an analysis of your sales will give you the material for the construction of a sales budget. But it is necessary, also, to consider a number of other factors in connection with this. The proprietor or manager must decide whether it is possible to increase the volume of sales; and, further,

what margin of gross profit is necessary. In this connection the business man should seriously consider reducing his margin of gross profit, if by that means the sales may be considerably increased. To sell \$150,000 worth of merchandise on a gross profit margin of 30 per cent is obviously more advantageous than to dispose of goods worth \$100,000 at a mark-up of 35 per cent, even though expenses increase in the same proportion as sales.

This is never the case, however, as any business man knows. A large increase in sales will naturally bring increased expenses, but it will be found that they will not increase relatively as fast as sales. And the reason for this is that certain types of expenditures remain virtually constant, irrespective of whether the business is brisk or slow. Rent, taxes, interest on mortgage, heat, light, depreciation, insurance—all these will remain constant in both instances. Repairs will not be materially affected by the increased business. Buying expenses will be increased to a negligible degree only. The salaries of department heads will not change. And when items of this kind are summarized they will be found to represent a considerable portion of the total expenses.

Thus, the next step in the preparation of a sales budget is to determine the total expense of doing business. As has been indicated in the preceding paragraph, the gross profit may be consumed by the expenses. The business man must ever be alert to insure his margin of net profit, which is, of course, the difference between the gross profit and the total of his expenses. Consequently, when price has been forecast, if the net earnings are to be predicted, all the variable items of expense must likewise be forecast. (The matter of preparing expense budgets will be treated in the next succeeding article of this series.)

Beyond this, the amount of capital required to execute the sales program must be estimated. This will show the probable income and expenditures for the budget period, and whether the proposed program is financially possible in view of the finances which are and will be available.

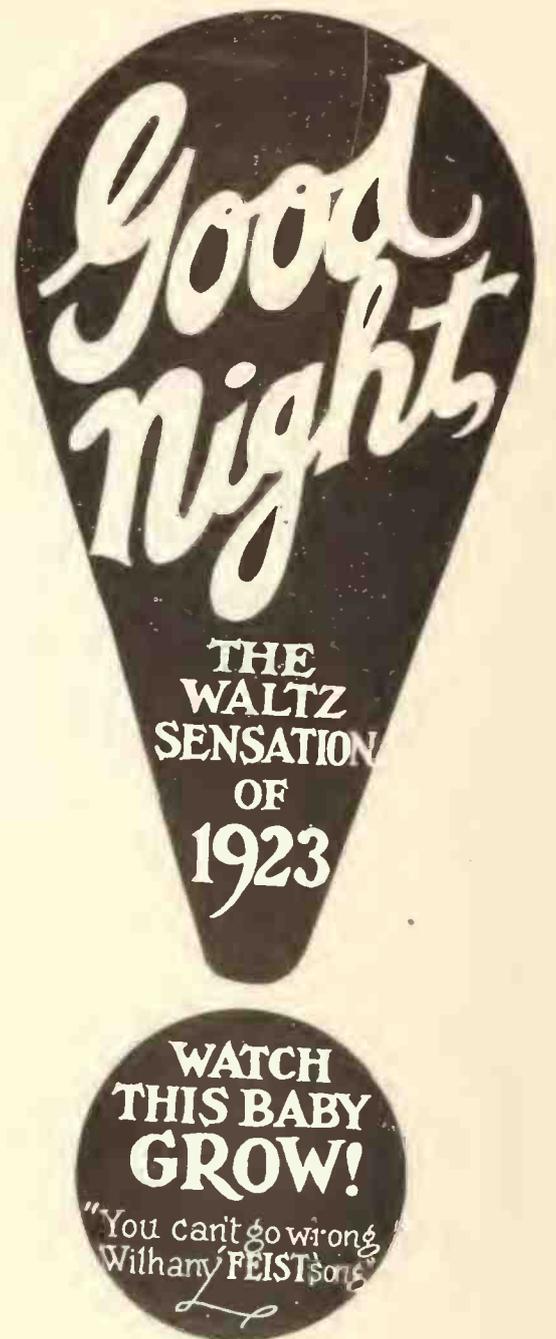
Using Budget Control Records

All of this information is necessary, of course, in order to enable the management definitely to determine whether the requirements of the sales budget can be met, and if the margin between cost and selling is sufficient. A decision having been reached, then, as to the sales that can and should be made for the period to be covered by the budget, these estimated quotas are listed on the budget control record for comparison with the actual sales for the same period.

The best way to accomplish this, of course, is by the use of percentages. Hence, the budget control record is ruled in triple columns; the first division of each column showing the budget estimates, the second the actual figures and the third the percentage of actual to estimated. Sales are entered in the first triple column on the record, while all the other columns, as many as may be necessary, are reserved for certain subdivisions or groups of expenses. Expense budgets will be described in the next succeeding article of this series.

The barometer of good management is to be found in the ability to forecast your business. To-day's business is in anticipation of tomorrow's requirements. The business that sees farthest ahead is the business that wins. And this is the main idea underlying the preparation and use of budgets.

Business men who never before thought of forecasting their business are beginning to sense its benefits, now that the Federal Government is lined up under a systematic national budget. Time was when a yearly closing of the books of a concern was considered sufficient. To-day, this old method is being questioned, and the thinking business man considers it necessary to close his books at least once each month, in order that the financial condition of his busi-



ness may be ascertained at frequent intervals. As a next step, the progressive concerns of the country are, more and more, finding it necessary to look ahead, plan out the financial results that ought to be secured, and then hew to this line.

A Standard of Accomplishment

Hence, the budget. By its use the business man may set up a goal—a standard of accomplishment—and have a means of comparing actual results with this standard. This is only another way of saying that we stand a much better chance of getting to a place if we know where we are going. If cash is to be needed, plans for raising it may be made in due time, thus avoiding the cost which is usually entailed in hasty, forced financing. Purchasing may be done, not on a hand-to-mouth basis, but in quantities when the market is right. Every purchase, it must be remembered, is a double transaction, involving on the one hand the securing of merchandise and on the other the parting with money. Leaks in the business will be discovered; waste eliminated; correct methods of financing devised; effective methods of managerial control put into operation. All these benefits—and many more—can be secured by the use of a budget.

Then, again, the budget will serve one of its most important functions, in directing everybody's attention to the final measure of success. Those of you who were reared on a farm will recall that when you started to plow you set up a red flag as a standard at the other end of the field. You kept your eye on that. You plowed up to that. Keeping your eye on that, you made a straight furrow. Losing sight of that, you made a crooked furrow. Much the same idea should be applied in business. The budget should be your standard.

*Copyright, 1922, by G. W. Hafner.

Recording for the Phonograph Trade

The best equipped and efficient—low cost—laboratory in the industry.

Our success in recording for some prominent makes of records assures you a high-class product.

A visit or telephone call will give you the details.

Let us solve your technical problems.

A. J. BAUM, Manager
ARTHUR BERGH, Musical Director
FRED OCHS, Recorder

INDEPENDENT RECORDING LABORATORY, Inc.

102-104 West 38th Street New York

The "Four Hundred" now share their favorite dance music with The "Four Million"

The exclusive "Four Hundred" of Society have unlimited opportunities for hearing and comparing the many splendid orchestras who have become famous for their accomplished playing of modern dance music. Of all these, discriminating Society seems to prefer, almost unanimously, the unique arrangements, perfect tempo, and technique of Markels Orchestra. At most of the smart dances of the "Four Hundred" this talented organization is the first choice for music.

The same style of delightful dance orchestrations which captivated Society has quickly won the favor and admiration of the countless dance lovers throughout the land. While the "Four Hundred" and the "Four Million" may differ widely on many other subjects, on the matter of dance music both have agreed unquestionably on Markels Orchestra. The "Four Hundred" have shown their preference for Markels at their private dances—the "Four Million" have shown theirs at the stores of Okeh dealers by an insistent demand for his exclusive Okeh Records.



Markels Orchestra—"Society's Favorite"—has signed an exclusive Okeh contract for a term of years. Four or more new numbers every month are played by Markels and brought out on Okeh Records.

Markels Orchestra Records Exclusively for Okeh

In presenting Markels records to his customers, every Okeh dealer has the confidence that comes from knowing that he is giving dance music that is favored by the most discriminating dancing public in the world. He knows that he is selling the records which, in quality of register, are the best dance records on the market today, and he knows that the exclusive contract which the General Phonograph Corporation has with Markels Orchestra insures **continued** business on these fast selling numbers.

Okeh Records

The Records of Quality



General Phonograph Corporation

OTTO HEINEMAN, President
25 West 45th St. New York

That piano sits up on its hind legs, begs, rolls over and jumps through when Frank Westphal records A-3800. "You Tell 'Em Ivories" lets the whole world know the master-mind of piano-fiends is hereabouts. And he proves his right to the title by "Coaxing the Piano," on the reverse of this record.

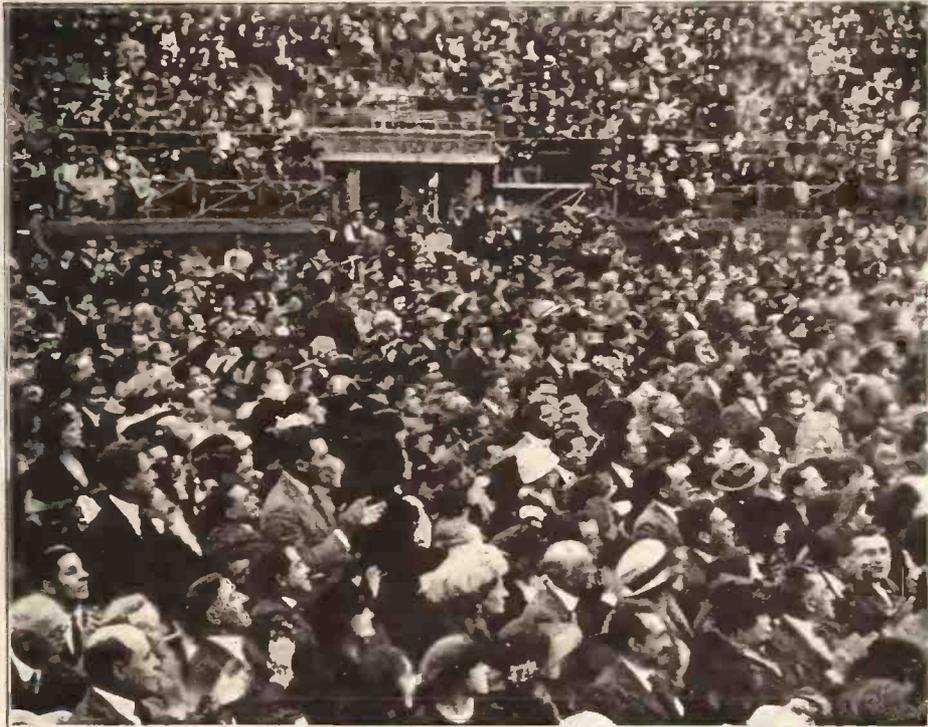
COLUMBIA GRAPHOPHONE CO.
New York



UKRAINIAN CHORUS IN MEXICO

Capacity Audiences Greet Brunswick Artists in Series of Concerts in Mexico—Prominent Government Officials Hear Folk Songs

The Ukrainian National Chorus, exclusive Brunswick artists, enchanted the people of Mexico and charmed the government on its recent visit to that country. Max Rabinoff, who introduced the Ukrainian National Chorus to



Immense Crowds Hear Ukrainian Chorus in Mexico

the American continent, is just back from Mexico, where the Brunswick artists sang, under the auspices of the Mexican government, to crowded houses all over Mexico for two months. The illustration above is typical of the immense crowds that flocked to hear the talented chorus. Pictured here is a crowd of 32,600.

The President and his cabinet were present at nearly every one of the twenty-three concerts presented by the Ukrainians in Mexico City. The Brunswick recorders were feted and entertained during their visit as no other musical organization has been in the past and the tour was an outstanding success.

Never forget that when people are not inclined to buy advertising will pay larger dividends on the investment than when these same people would buy anyway because of better financial condition. No merchant can afford to cut down or dispense with advertising at any time.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

CAROLA CO. OPENS NEW YORK OFFICE

J. A. Myrock Will Be in Charge—Cleveland Concern Makes Interesting Exhibit at Toy Show—General Manager Schwartz a Visitor

The Carola phonograph, manufactured by the Carola Co., Cleveland, O., was one of the popular exhibits at the recent toy fair, held at the Hotel Imperial, New York. This instrument was attractively displayed in one of the most desirable sections

of the toy show, and many out-of-town buyers evinced keen interest in the musical qualities of the phonograph and its sales possibilities. In addition to the standard Carola model there was also on display the new Carola portable, which is meeting with exceptional success. This instrument, which retails at \$20, includes in its equipment a ten-inch record container, full-size Carola reproducer, regular Carola motor and weighs about fifteen pounds. Comments of the many interested visitors to the Carola Co.'s exhibit indicated a growing popularity for this instrument.

N. I. Schwartz, general manager of the Carola Co., was a visitor to the toy show the early part of the month and while here announced the opening of the company's Eastern office at 118 East Twenty-eighth street, New York. This office is in charge of J. A. Myrock and it is expected that the Eastern headquarters will prove an important factor in the development of Carola activities in this section of the country. The Chicago office is now located at 1523 People's Bank Building, 30 North Michigan Boulevard.

NEW PLAN FOR HANDLING REPAIRS

A. H. Dodin Issues Coupon Books for the Use of Metropolitan Retailers

Andrew H. Dodin, well-known talking machine repair man of 28 Sixth avenue, New York, and editor of the Repair Department of The Talking Machine World, has evolved a very successful plan calculated to relieve the dealer of the expense and trouble connected with the handling of repair jobs for his customers.

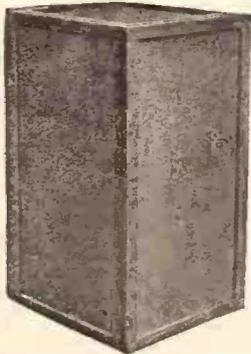
Under the plan Mr. Dodin supplies the dealers on his list with books of coupons. When the customer comes in with a repair job he is given a coupon and advised to take the work direct to Mr. Dodin in order that the problem may be explained in detail. The slip is made out with the name of the customer and the signature of the dealer, and credit in the form of commission is given to the dealer on each repair job.

A number of dealers who have been using the coupons for some time past are quite enthusiastic over them and find that the system works out more satisfactorily to both themselves and the customer.

UNICO EQUIPMENT FOR RADIO DEPT.

PHILADELPHIA, PA., March 5.—Among recent contracts received by the Unit Construction Co. was one for the construction of a radio broadcasting department for Lit Bros., of this city. The contract was received on February 14 and completed on February 26, standard Unico equipment, which is ideally adapted for the purpose, being used. Unico equipment is now being generally used for radio merchandising and special types of fixtures have been developed by the Unit Co. which are adapted for both radio and musical merchandise, thus serving a dual purpose. Among the concerns using this equipment are: Gimbel Bros., of New York and Philadelphia; The Fair, Chicago; Leo. J. Meyerberg Co., San Francisco, and many other prominent concerns.

The man whose mind is centered on the speed of the hour hand on the clock to the detriment of his work will never get very far in the business world, where competition is keen. He will soon be replaced by a better and more interested worker.



**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.

FINAL HEARINGS ON EXPRESS RATES

Interstate Commerce Commission to Hold Hearings on Demand for Lower Rates and Better Service in Washington on April 9

WASHINGTON, D. C., March 3.—Final hearings in the matter of express rates will be held before the examiners of the Interstate Commerce Commission on April 9. Investigation of express rates was inaugurated early in the Winter, following complaints filed by shippers that, while freight rates had been materially reduced, express rates were still at the peak level reached during the war. Preliminary hearings were held in Washington, following which it was announced that hearings would be held in the principal express centers of the country. These hearings are now under way and will be concluded with the one in Washington in April.

At the preliminary hearings held in Washington representatives of many shippers told the examiners that they were not so anxious for reduced express rates as they were for bet-

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

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

ter service, including uniform pick-up and delivery service in the large cities. It was asserted that at the present time this service is afforded in some cities and not in others. They also asked that the Commission order improved service and quicker transportation, pointing out that these two were essential.

It is claimed by representatives of the express companies that instead of the rates being

lowered they should be increased, an application for permission to increase rates being filed with the Commission by the American Railway Express Co. The application was based on the fact that the railroads claim to be taking a loss in the transportation of express matter, and it was asserted that during the first six months of 1922 it was necessary for the express companies to pay to the railroads more than the sums agreed on in order to cover the alleged deficit.

BANNER 50c RECORDS

IMPORTANT!

Have you read the Story of the Dealer Who Sidestepped the 50c. Record?

It tells of two phonograph men. One used the 50c record to draw more buyers and create new profits. And the other, the man who "sidestepped" this progressive step in record merchandising, wondered what force steered business from his door.

Write for the story. It includes facts, figures, and full details on BANNER 50c RECORDS. It tells you how to reach out into wider sales, greater profits, bigger business!

Your name and address on the coupon will bring you a free pamphlet. Clip it now!

PLAZA MUSIC CO. (Banner Record Div.)

18 West 20th Street

NEW YORK

Please mail me your free pamphlet

"THE STORY OF THE DEALER WHO SIDESTEPED THE FIFTY-CENT RECORD"

Name

Address

City State

TIMELY WINDOW DISPLAY

MILWAUKEE, Wis., March 6.—The Wisconsin News, one of the leading newspapers in this State, recently featured Columbia products to excellent advantage in its merchandising window. This display attracted considerable atten-



Columbia Window That Attracted Attention and Columbia dealers in this city were quick to take advantage of the co-operation afforded by this newspaper.

BUSINESS OPPORTUNITY IN JAPAN

WASHINGTON, D. C., March 2.—A Japanese concern desires to secure the agency for machinery and instruments for voice and sound reproduction, such as microphones, dictaphones, acousticons and magnaphones; wireless telephone apparatus and materials; talking machines and parts, and talking machine record manufacturing materials and machinery, according to a request received by the Bureau of Foreign and Domestic Commerce here. Quotations, c.i.f. Nagoya or Kobe. Terms: Cash. For further information communicate with the Bureau or any of its district offices, referring to File No. 5517.

INVISIBLE HINGE WELL RECEIVED

DETROIT, MICH., March 5.—The Sherburne Mfg. Co., of this city, which has attained considerable success in the production of automatic stops and balance lid supports, is well pleased with the enthusiastic reception accorded its latest product, an invisible hinge. The company has received many letters of praise from factory superintendents who are using the new hinge, and many of these letters refer particularly to the ease of installation and the excellent service that the hinge is rendering.

The salesman who can base his reasons for a salary increase on his production has a mighty good chance of getting it.

SOME SALES STIMULATORS

The Meyer Piano Co., St. Louis, Mo., is promoting good will with its customers through the medium of eight questions on a card which is mailed to all customers with notices of payment due. The questions follow:

1. Is your phonograph working properly and giving you the results expected?
2. Do you understand it thoroughly?
3. Are you getting the benefit of all its features?
4. Have you read the direction book sent with the phonograph?
5. Has our representative called on you since you received the phonograph?
6. Can we be of any further assistance to you?
7. Do you know of anyone else who might be interested in our phonographs?
8. Are you in need of supplies?

One can easily imagine how this evidence of the desire to serve affects customers and there can be no doubt that misunderstandings have been eliminated and sales have resulted.

The Anderson Music House, of Charles City, Ia., has inaugurated monthly concerts to which special invitations are sent to patrons. A rule has been established that absolutely no sales will be made on the evening of the concerts, when only the latest record releases are played. However, orders are taken then for delivery the next day. This rule has eradicated any element of commercialism which might mar an event of this character, thus nullifying any good which might result.

Publicity of various kinds is, of course, the dealer's strongest means of bringing his wares and his store before the public. In this connection it must be remembered that the dealer who can make his store so well known that as soon as anyone in his community thinks of purchasing a talking machine, records, accessories, etc., the name of his store is linked thereto as the proper place of making the purchase, success is practically assured. A method of bringing the store to public attention which, while not new, is very effective has been adopted by Hickey's Lyceum Music Store, Ithaca, N. Y. A small booklet has been prepared which has been broadcasted to all live prospects. The booklet describes the policies of the house and contains illustrations of various parts of the interior, talking machine department, etc.

A certain wide-awake dealer in New York has reaped substantial profits from the sale of a number of records and several talking machines to musicians, music teachers and their pupils through a series of small advertisements in the daily papers pointing out that the music of the masters as interpreted by the foremost musicians of the present age can be secured on records and that these recordings are of incalculable value to the student as well as all musicians because of the pointers which can be secured by listening to these artists' playing. It is always the "different" thing which attracts attention and there is no doubt that, had this dealer run his usual advertising, he would never have secured the patronage of so many of this class of customers.

A sign placed at a dangerous railroad crossing has certainly been instrumental in attracting attention to the West Frankfort House Furnishing Co., of St. Louis, Mo., which operates a large Victor department. It bears a skull and crossbones and the following illuminating legend: "Drive slowly or we may lose a customer."

REGAL RECORD DEMAND GROWS

H. G. Neu, Sales Manager of Regal Record Co., Sees Bright Future

H. G. Neu, sales manager of the Regal Record Co., 18 West Twentieth street, New York City, in a recent statement to a representative of The World, said: "Despite the fact that February is the shortest business month of the year, the sales of Regal records showed a substantial increase over the first month of the year." He further stated that every indication pointed to continued and increased activity throughout the present year in the demand for talking machine records. He pointed out the fact that the general use of talking machines in the homes of this country has made it possible for the record manufacturer to do a normal business in all months. While it is true that in some sections of the country demand falls off considerably

during the Summer months, this is largely offset by increased Summer business in other sections, particularly in the lake regions. The company's optimism is based on facts and the future is very bright for this popular line.

POSTCARD SERVICE PRODUCES

Ormes, Inc., New York, Victor wholesaler, is receiving splendid results on the campaign it recently introduced whereby the company furnishes its dealers with "hit" mailing cards, featuring special releases of Victor records and other popular records that can be presented through this effective medium of publicity. Many dealers have enrolled for this Ormes service during the past few weeks, and what is more important is the fact that they have advised James J. Davin, sales manager of the company, that the use of these postal cards is producing tangible results.

Ask AUDAK Users THEY KNOW!

Audak demonstrates records to more customers without enlarging the store, without adding new booths and adding to your sales force.

Audak increases the sales capacity without increasing "overhead" expense.

Audak personally demonstrates any record without confining the hearer to a booth or any other valuable space in your store.

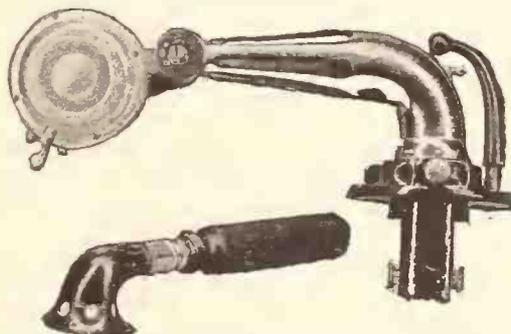
Any number of Audaks may be played at the same time within arm's length of each other without interference between them.

No more waiting for booths; no more customers walking out and promising to return later.

Audaks are saving thousands of dollars and valuable space to dealers opening, altering and enlarging stores.

There is a responsible jobber in your territory who will demonstrate Audaks to you because he knows they do sell more records.

List price, \$80
Usual trade discounts
Net cost to dealer, \$48



Audak X, Ready for Installation



Record Service, With Audak X. Mounted on Table

Here are some of the conspicuously successful retail talking machine concerns, each of whom now have in use from two to forty-two AUDAKS in their establishments:

- McCreery & Co., New York City
- Bloomington Brothers, New York City
- R. H. Macy & Co., New York City
- Frederick Loeser & Co., Brooklyn, N. Y.
- Abraham & Straus, Brooklyn, N. Y.
- Kaufman's, Pittsburgh, Penna.
- Levin's Victrola Shop, New York City
- Wm. Taylor, Son & Co., Cleveland, Ohio
- Goldberg's Music Shop, Passaic, N. J.
- Joseph Horne Co., Pittsburgh, Penna.
- Jordan Marsh Co., Boston, Mass.
- Bamberger's, Newark, N. J.
- Hahne & Co., Newark, N. J.

And others

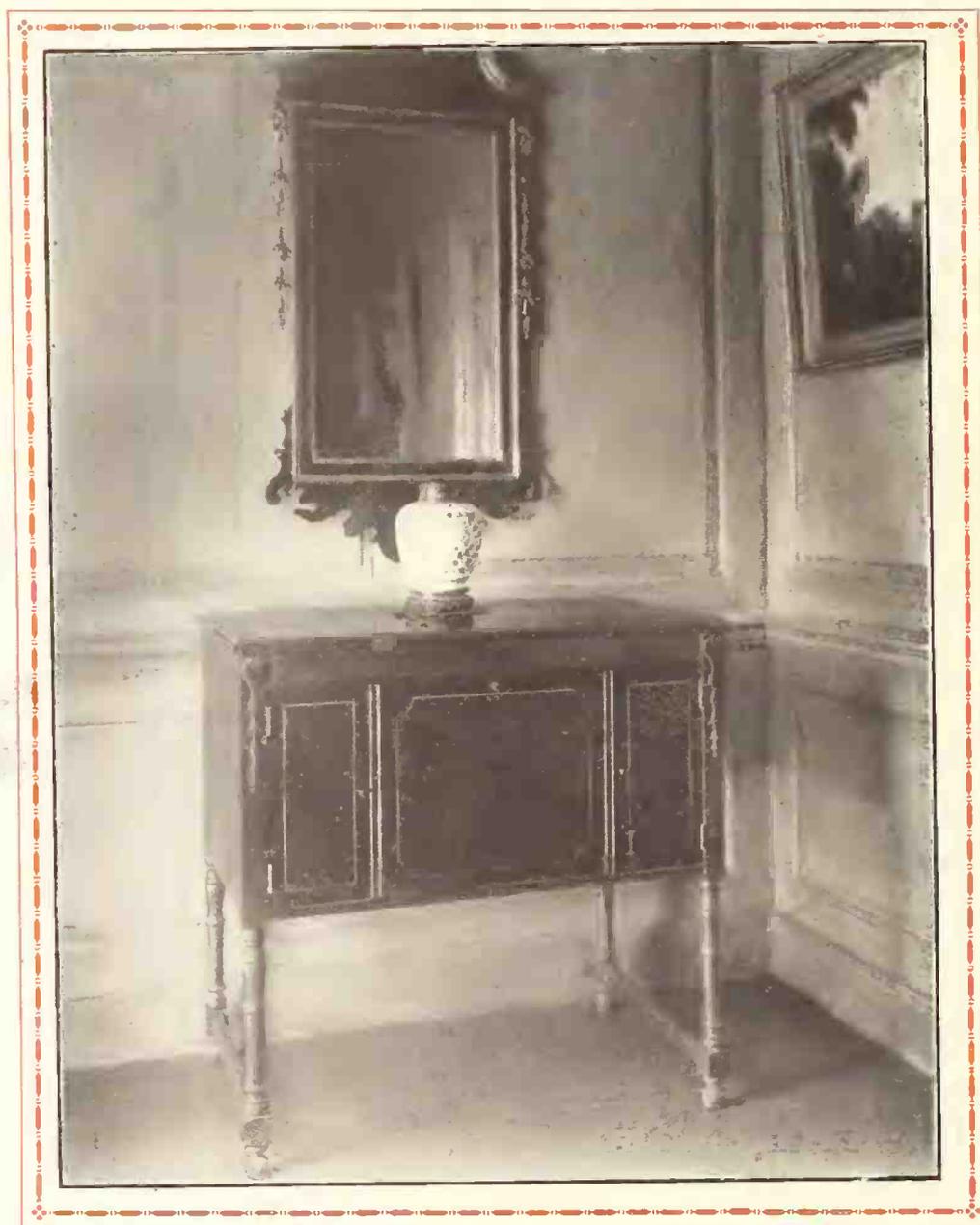
Some jobbing territory still open
Dealers write for name of your nearest jobber

Two Styles of AUDAK Available
VI—Attachable to any table-style cabinet
X—Attachable to any cabinet table or counter

AUDAK CO., 565 Fifth Ave., New York, N. Y.

The AEOLIAN - VOCALION

A Spring Leader for 1923



Style 1640—Late XVII Century Flemish Design
Specifications of this Classic Style No. 1640:

Dimensions—Height, 35 inches; width, 35 inches; depth, 22 inches.

Finish—Mahogany and Walnut.

Motor—Multiple spring, constant speed, non-vibrating and mounted free from contact with resonating parts. Equipped with speed regulator.

Vocalion Automatic Stop—Of an entirely novel and improved type; superior to and simpler than any other on the market.

Reproducer—The Vocalion Improved Sound Box.

Equipped with Graduola, the exclusive tone control.

*This Magnificent
Style No. 1640
To Retail at*

\$175

IT IS Aeolian-Made which means it's musically the best. Its beautiful cabinet design is worthy of the high standard of the Aeolian Company who first introduced authentic Period Phonographs. 

*Write for Details
on Our 1923
Proposition*

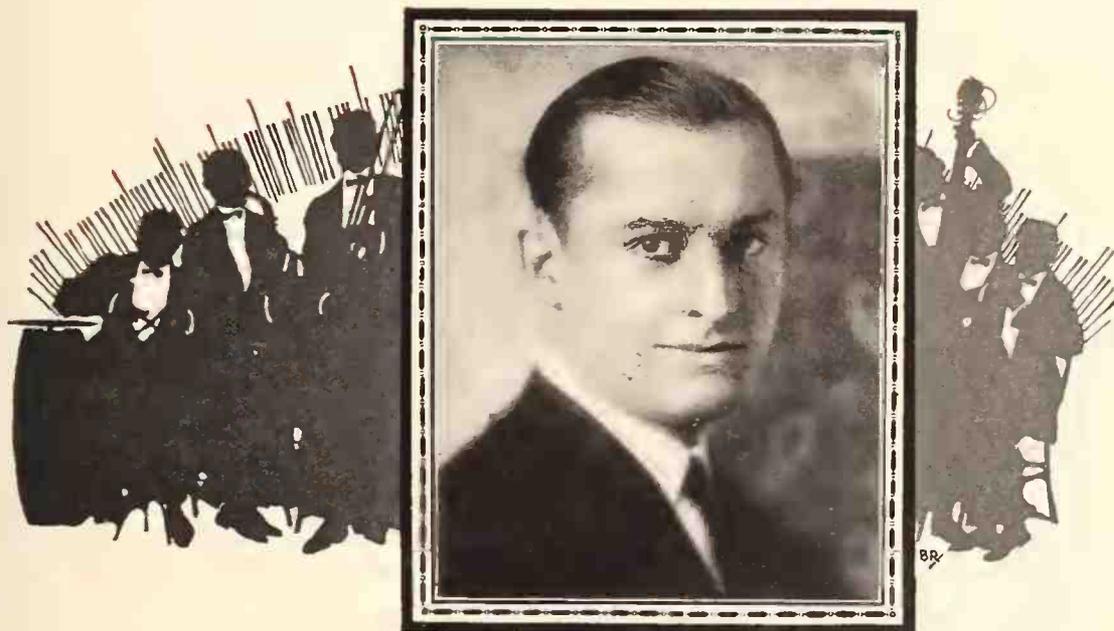
*The New Vocalion Line
Includes: Console Period
Models, Standard Period
Styles and Conventional
Models.* 

The AEOLIAN COMPANY
AEOLIAN HALL

NEW YORK

VOCALION

RED RECORDS



BEN. BERNIE

Encore!
Again! Again!

THIS is the cry when Ben Bernie and his musical dozen appear on the Keith Circuit.

It will be the call Vocalion dealers will hear again and again for Ben Bernie Orchestra numbers recorded exclusively for VOCALION RED RECORDS.

Don't fail to order this record which introduces Ben Bernie to phonograph audiences, with the two best Fox Trots you ever heard or danced to.

No. 14494 { My Buddy }
10 inch { Flower of Araby } **\$.75**

VOCALION RED RECORDS Play on All Phonographs

The AEOLIAN COMPANY
AEOLIAN HALL NEW YORK

Distributors *of Vocalion Red Records*

- MUSICAL PRODUCTS DISTR. CO.,
37 E. 18th St., New York City.
- WOODSIDE VOCALION CO.,
154 High St., Portland, Me.
- A. C. ERISMAN CO.,
174 Tremont St., Boston, Mass.
- GIBSON-SNOW CO.,
306 W. Willow St., Syracuse, N. Y.
- LINCOLN BUSINESS BUREAU,
1011 Race St., Philadelphia, Pa.
- SONORA DISTR. CO.,
505 Liberty Ave., Pittsburgh, Pa.
- CLARK MUSICAL SALES CO.,
324 N. Howard St., Baltimore, Md.
- O. J. DEMOLL & CO.,
12th and G Sts., N. W. Washington,
D. C.
- LIND & MARKS CO.,
530 Bates St., Detroit, Mich.
- VOCALION CO. OF CHICAGO,
Distributors of Vocalions and
Vocalion Records.
529 S. Wabash Ave., Chicago, Ill.
- VOCALION CO. OF OHIO,
328 W. Superior St., Cleveland, O.
- LOUISVILLE MUSIC CO.,
529 S. 4th St., Louisville, Ky.
- THE AEOLIAN CO. OF MISSOURI,
1004 Olive St., St. Louis, Mo.
- HESSIG-ELLIS DRUG CO.,
Memphis, Tenn.
- GUEST PIANO CO.,
Burlington, Ia.
- D. H. HOLMES CO.,
New Orleans, La.
- STONE PIANO CO.,
Fargo, N. D.
- STONE PIANO CO.,
826 Nicollet Ave., Minneapolis,
Minn.
- STREVELL-PATERSON HARD-
WARE CO.,
Salt Lake City, Utah
- MOORE-BIRD CO.,
1751 California St., Denver, Colo.
- MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles, Cal.
- THE MAGNAVOX CO.,
616 Mission St., San Francisco, Cal.



A nightingale singing in a Persian garden—that's Tandy Mackenzie singing "Ah, Moon of My Delight." The lyric tenor voice pours forth romantic sentiment in flowing, graceful phrases. It breathes poetry, the Rubaiyat, Omar Khayyam. The number is 98043.

COLUMBIA GRAPHOPHONE CO.
New York

BLINN TALKS ON RAISING THE SALESMANSHIP STANDARD

Manager of Talking Machine Department of Baldwin Co., in Denver, Believes That Successful Salesmanship Depends Upon a Constant Study of the Public So as to Make a Proper Appeal

One of the outstanding figures in the talking machine trade in Denver, Colo., is J. H. Blinn, manager of the talking machine department of the Baldwin Piano Co. store in that city, which post he has held four years and with remarkable success. A native of Chicago, Mr. Blinn came to Colorado in 1901 and entered the talking machine business in 1910 with the wholesale Edison phonograph department of the Denver Drygoods Co., where he started on filling orders. He remained with that company for seven years and rose to the position of assistant manager of the Edison department, wholesale and retail. Then he left to become sales manager of the Grafonola Shop, and when that business was sold a year or so later took charge of the talking machine department of the Baldwin Co.

Since he has been with the Baldwin Co. the department has shown a substantial increase each year, the business for 1922 being 25 per cent over that for the year preceding and the largest in the history of the department. At the present time the business has actually outgrown the available quarters.

Mr. Blinn writes all his own advertising copy for circulars, newspapers, etc., and also arranges his own window displays, which have attracted wide attention. Mr. Blinn, incidentally, is a regular reader of The Talking Machine World and states that he gets many ideas from its pages. "I read it from cover to cover," he said, "and in my opinion The Talking Machine World is the most complete publication of its kind, and it is a difficult task to find a subject concerning the trade that has not been discussed in its columns."

Mr. Blinn is a firm believer in the fact that successful salesmanship depends upon a constant study of the public in order that a proper and understanding appeal may be made to the customer. In this connection he says:

"If you are to be a success either as a salesman or a merchant you must study the public constantly. The public is your meal ticket. No plan should be adopted until you have analyzed as nearly as possible what the public's attitude is going to be. You will find that, while your analysis will not be correct in every detail, yet it will bring to light many defects in your plan. It is needless to say that the more perfect a plan can be made before being submitted to the

public the greater the success is bound to be.

"You may say, 'What has this to do with a salesman?' It has just this: Consider the public's definition of a salesman. I think you will all agree with me that a salesman appears to the average individual as a man who is hired to sell any merchandise regardless of value.



J. H. Blinn

He will take advantage of you whenever the opportunity permits and anything he says should be taken with a 'grain of salt.'

Be Fair to Customer

"To be a success as a salesman you must first prove the falseness of this definition. Prove to the customers with whom you come in contact, by every act and word on your part, that you are not one of these fire-eating demons they think you to be. This is easily accomplished if you are an easy talker, by not holding yourself aloof and trying to drive them as so many sheep, but get on a more familiar level by reasoning out their difficulties for them and discussing subjects they are interested in. Let them see that you are really interested in them beyond the amount of the instrument you are selling them. Try to be a real friend. Do not tie them up on a more expensive instrument than they can pay for. Don't take advantage of them in any way.

"You will think you could get by with it, but the few extra dollars are more than insignificant compared to the customer's good-will. Then, too, if the customer can see where you could have taken advantage of him and didn't, he knows he can trust you. Do not lie about your merchandise to sell it. It is not necessary in the first place, and in the second place nothing will destroy confidence more quickly when found out. Do not promise them anything unless you can, and intend to, keep your promise. Nothing will destroy their confidence in you more quickly than this practice and you must

retain a customer's confidence. Make your word your bond.

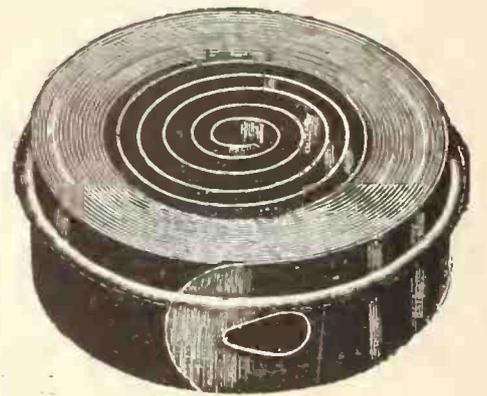
"These are only a few ways in which you will make every customer a friend, both for yourself and your firm. Your worth will be judged by your employer by this quality as well as by your sales in dollars and cents. Then, too, every friend you make is like every deposit you make on your savings account at the bank. It is something you can draw upon according to the amount deposited. Friends are constantly working for you.

"I have only set up a skeleton; you may build around it in so many ways that it would be practically impossible for any one individual to cover them all. Give this subject thought, for the more you reason it out the more its importance will emphasize itself.

"May we all help in raising the standard of salesmanship."

C. S. Leonard and Worley Jenkins opened a talking machine and clothing store in Hartford City, Ind., on March 1. The combined business is operated in one establishment.

Main-Springs



**For any Phonograph Motor
Best Tempered Steel**

	Each
1/2 inch x 10 feet for all small motors.....	\$.30
1 " " x 10 " " Pathe, Columbia, Helmenan.....	.35
1 " " 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 " " Helmenan and Pathe.....	.45
1 " " x 10 " " Saal, Silvertone, Krasberg.....	.45
1 " " x 13 " " Saal, Silvertone, Brunswick.....	.50
1 " " x 18 " " Sonora, Brunswick, Saal.....	.60
1 3/16 " x 18 " " Helmenan 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..... 2.50

PHONOGRAPH NEEDLES

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

ORDER RIGHT FROM THIS AD

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

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

MOTORS

Ready for Delivery

Double Springs; plays two 10-inch Records; suitable for Portable Phonographs. Sample, \$3.75. Larger motor playing two to three 12-inch Records; suitable for Phonograph selling for \$100. Sample, \$5.75.

MERMOD & CO., 874 Broadway
N. Y.

The Phonograph of Distinctive Features

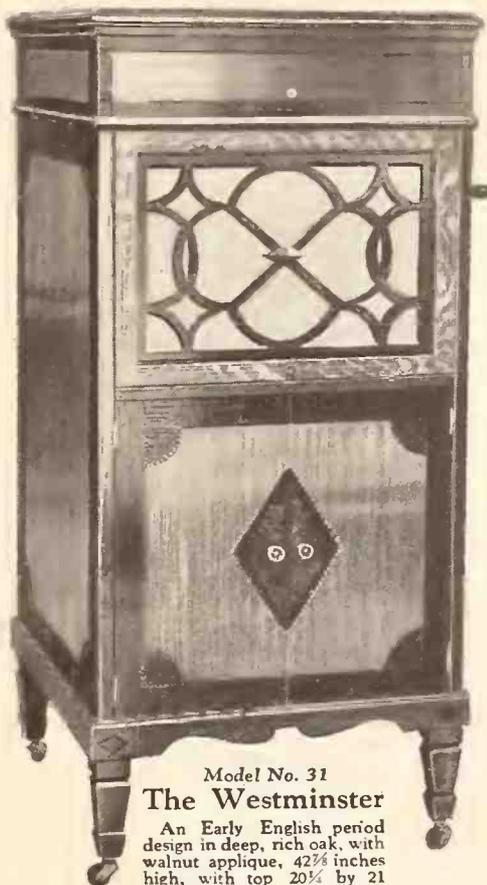
The CHENEY



Model No. 41
The Oxford

A period design of old England, in rich brown oak, with over lay of walnut, 43 3/4 inches high, with top 21 x 22 3/8 inches. Equipped with gold-plated metal parts, automatic stop, steel and jewel needles, two reproducers, counterbalance cover supports, and eight albums.

Retail price, \$200
East of the Rockies



Model No. 31
The Westminster

An Early English period design in deep, rich oak, with walnut applique, 42 3/8 inches high, with top 20 3/4 by 21 inches. Equipped with nickel-plated metal parts, automatic stop, counterbalance cover supports, steel and jewel needles, two reproducers, shelves for records, and compartment for album.

Retail price, \$150
East of the Rockies

The most perfect music-reproducing instrument made

Any salesman who has met The Cheney in competition will vouch for the fact that its features are far more than selling points. Phonograph against phonograph, value against value, The Cheney is more than a match for any other.

Consider these five great features:

- 1 An acoustic system that develops and restores the original tone from the record.
- 2 Practical elimination of needle scratch.
- 3 A violin resonator which makes Cheney tones grow sweeter with age.
- 4 Designs which set the standard in the industry for elegant simplicity.
- 5 Cabinet workmanship which bears the imprint of craftsmanship.

Cheney dealers find their trade constantly increasing—and they have behind them the assurance of sales policies which are eminently fair and permanent. The Cheney franchise is growing increasingly valuable.

Two of our most popular models

Note particularly the two-tone finish of The Oxford and The Westminster. Two-tone furniture is so popular this season that these models have proved exceptional sellers.

The prices are hardly short of sensational. With these models you can advertise, and you can deliver, a rarely artistic musical instrument famous for its tone—which cannot be duplicated—at the price of an ordinary phonograph.

Ask us for detailed description of these models and prices

THE CHENEY TALKING MACHINE COMPANY · CHICAGO

DISTRIBUTORS

CHENEY PHONOGRAPH SALES CO.
1965 E. 66th St. Cleveland, O.
806 Pennsylvania Ave., Pittsburgh
Ohio, W. Va., Western Pa.

CHENEY SALES CORPORATION
1107 Broadway, New York City
Greater New York, Western Conn.,
New Jersey

CHENEY SALES CORPORATION, 1105 Chestnut St., Philadelphia
Eastern Pa., Del., Md., Washington, D. C.

CHENEY SALES COMPANY
Brandeis Bldg., Omaha
Iowa, Nebr., Colo., Wyo.

EDW. G. HOCH & CO.
27-29 Fourth St. N., Minneapolis
Minn., N. D., S. D., Northern Wis., Mont.

RIDDLE PHONOGRAPH CO., 1205 Elm St., Dallas, Tex.
Texas, Southern Okla.

ROLYAT DISTRIBUTING CO.
Provo, Utah
Utah, Southern Idaho

CHENEY PHONOGRAPH CO.
212 Selling Bldg., Portland
Washington and Oregon

MUNSON-RAYNER CORP., 643 S. Olive St., Los Angeles
California, Western Nev., Ariz.

All territory not listed above is handled direct by the Cheney Talking Machine Company, Chicago

The Waltz Sensation for 1923

Goodnight!**Watch
this Baby
GROW!**

"You can't go wrong - With any REIST song"

REPAIRS

**TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM***Conducted by Andrew H. Dodin*

ADJUSTING THE REPRODUCER

"Andrew H. Dodin,

"Care The Talking Machine World.

"Dear Sir:—Being subscribers to The Talking Machine World we have often noticed your helpful advice regarding repairs and would like to know if you can give us the information outlined below.

"We refer to the technique, if such there is, of adjusting the reproducer of a machine to overcome certain minor defects in tone quality. Of course, due to long use, abuse or defective mica we presume there are some cases such as of pronounced blasting that require installation of new mica, but would think minor defects could be overcome by some adjustment. We have noticed three types of defects: Blasting upon rendition of certain tones of low pitch and large volume such as found in Caruso and certain band records; a "fuzzy" sound, similar to blasting, but more of a lack of clarity, upon rendition of tones of the highest register such as found in Galli-Curci operatic records or whistling records; a harmonic or sympathetic vibration of the diaphragm with low-pitched notes, not in the nature of a buzz or blast, but having the effect of reinforcing the particular harmonic whenever said tone occurs in the record to the point of shrillness, but reproducing perfectly all tones of any other pitch. We have not noticed any reproducers which exhibit more than one of these types of defects at the same time. Same cannot be attributed to the tone arm or chamber.

"We would like to know the effect, if any, upon all or one of these types by the adjustment of the stylus bar adjustment, looser or tighter tension, or by adjustment of the gaskets about diaphragm. Although it would not apply in this case, gaskets being new, what is the effect of old hardened diaphragm gaskets upon tone in general?

"The reproducers concerned use the coil-spring type of stylus bar tension, bearing on two needle points.

"While we realize that care and some skill are necessary in attempting repairs of this nature, we should like to find out some means of repairing besides having new mica installed by the factory, and would greatly appreciate any advice on the subject. Respectfully yours,

"P. Miller."

Answer: In order to make proper adjustments to a sound box the best method to employ probably is the application of a thorough knowledge of its component parts in relation to one another.

There is a difference in tone, both in volume and quality, in almost any two sound boxes you chance to play. The tone obtained, after assembling the various parts into a completed sound box, is derived, not merely from guesswork, but is the result of careful study and experiment as to the size, weight and materials used for the different parts.

The tone of the sound box depends chiefly on the material used for the diaphragm. Almost every known substance has been tried, but mica seems to be the final acceptance of all experimenters. Mica used for diaphragms must be of the very best quality obtainable and of a certain thickness, determined by its diameter.

The size of a diaphragm is limited, for as you increase the diameter you must also increase the length of the needle bar, and when the distance from the fulcrum point to the diaphragm center is changed you must also change, in proportion, the distance from the fulcrum point to the needle point. With any change of length of the needle bar must also be considered the necessary change in the tension applied to the needle bar. Other points which must be considered are the space between the diaphragm and the back of the sound box frame, and the diameter of the connection with the tone arm, which vary in different sound boxes.

Theoretically, all any diaphragm does is to convert, by causing a series of compressions and decompressions, the mechanical vibrations of the needle bar to air waves.

Practically, the diaphragm superimposes upon these air waves its own inherent resonant qualities, with the familiar resultants, tone modifications and false harmonics. This accounts for the tonal differences between mica, aluminum, fibre and other materials.

The mechanical vibrations set up at the center of any diaphragm tend to radiate in circles to the edge. This has been recognized by many

inventors who have endeavored to do away with this objectionable feature by one method or another, mostly by making rings or fluting in metal diaphragms to break the radial passage of these waves.

In themselves these circular radiations are comparatively unimportant in the transmission of tones of ordinary magnitude, yet they destroy to a great extent the more delicate overtones on which we depend for musical quality and tonal recognizability.

The natural periodicity or point of resonance of any diaphragm depends upon its structure, size and thickness, the usual point being about 900 cycles per second, which is well within the range of those frequencies used vocally. It is readily seen, therefore, that when a note that is approximately of the same resonance point as a diaphragm is thrown mechanically on that diaphragm there is undue distortion and blast.

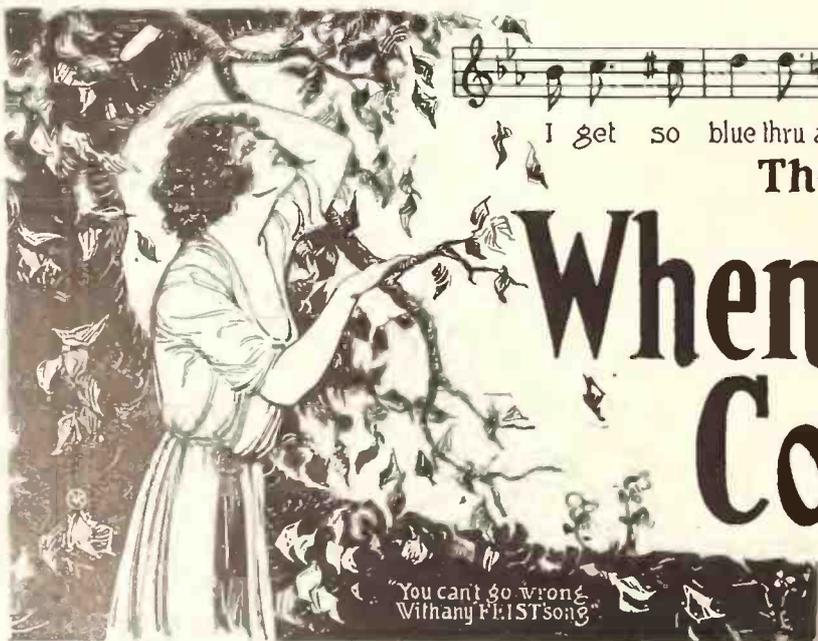
The ideal diaphragm must be one that has a point of resonance above that of vocal and instrumental vibrations. It must possess the necessary resilience to transform the delicate overtones without distortion, at the same time stiff enough to carry the loudest tones without over-vibration.

It is presumed that the manufacturer has taken these facts into consideration before making his product, so that when the sound box reaches your hands there is nothing that can be done with it, aside from changing the tension. The parts being right, these are the following causes for blasts: Gaskets not resilient enough, diaphragm touches the frame of the box, or needle bar not properly tensioned. You can find, by testing, the best tension to apply to the particular sound box you have in hand, and you will find that there can be no set rule which will apply to all sound boxes.—A. H. Dodin.

VICTOR RECORDS FOR EASTER

Coincident with the beginning of Lent the Victor Talking Machine Co. issued a very interesting list of records of hymns and sacred music particularly fitting in the observance of Easter, and announced that a special four-page circular featuring the dozen or more records would be available to the trade.

Courteous treatment of complainants builds good will.



I get so blue thru and thru when the leaves come a tum-ble-ing down from the trees,

The Big Boston Fox Trot Hit

When The Leaves Come Tumbling Down

HEAR IT NOW!"You can't go wrong
With any REIST song"



Pathe The World Over



Make Money Selling Pathe Actuelle Needle-Cut Records

Turn your stock over eighteen times a year and have your money in your cash drawer instead of on the shelf at the end of twelve months.

Others are doing it, why not you? Fill in the coupon below and mail it to us.

We have preserved dealers' profit for him.

You can sell two records easier than one on the 55c each, two for \$1.00 basis (59c each, two for \$1.15 in far west) and cut your overhead in half.

RECORDS

Please send me 100 of your latest records — 10 selections, 10 of each number, price 30 cents each net to us.

CHECK

-Dance
-Vocal
-Instrumental
-Operatic
-German
-Italian

Signed

The Radio Business Has Come to Stay

The way to get in it, safely and slowly and to learn it, is to start with a few items that everybody wants. Use the coupon below and we will send you pamphlets showing the Pathe Loud Speaker, Variometer, Coupler and Dials.

DEALERS

Clip Coupon and Mail To Us

RADIO

Please send me pamphlet showing cuts of the Pathe Loud Speaker and other radio parts.

Signed

Pathe Phonograph & Radio Corp.,

10-34 GRAND AVENUE
BROOKLYN, N. Y.

The Waltz Sensation for 1923

Goodnight!

Watch this Baby GROW!

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

POSTCARD MESSAGES BRING SALES

Manager Blinn, of Talking Machine Department of Baldwin Piano Co., Gets Excellent Results From Hand-written Messages to Prospects—Unique Form of Publicity

Different talking machine dealers have various ideas regarding ways and means for bringing new records to the attention of the customers and prospects on their lists, and there are several plans that have worked out very successfully.

J. H. Blinn, manager of the talking machine department of the Baldwin Piano Co., Denver,

The new 1923 Catalog of Columbia new process records has just been received. The demands for the Columbia new process record has increased so we think the supply of catalogs will run short. We are saving one for you - please call for it the next time you are down town.

"Ging Head, Ging Day" Baldwin 1036 California

Hand-written Postcard Appeal to Customers Colo., has realized particularly satisfying results from hand-written postcards sent to customers and prospects. The postcards, the ordinary type of one-cent card purchased at the post-office, are run through a mimeograph and the result is a reproduction of an ordinary hand-written card sufficiently accurate to deceive the ordinary reader.

The cards are all addressed by hand and the result is that the recipient at first glance believes that the message is a personal one from a friend. The accompanying reproduction gives some idea of the text used on the cards. The significant part is that the direct results have been excellent and have developed more actual record sales than any form of publicity tried by the house.

STORE ENLARGEMENT NECESSARY

The M. O'Neil Co., furniture and talking machine dealer, of Akron, O., has enjoyed such an increase in business that general expansion has become necessary. The talking machine department already has been enlarged by one-third, according to Miss Elsie Baer, head of that section of the business. The aggressive merchandising policies of this concern have been instrumental in its rapid growth.

CHECKING BAD BILLS IN OREGON

Music Trades' Association Gets Results by Keeping Close Watch on Legislature

PORTLAND, ORE., March 5.—The wisdom of the officers of the Oregon Music Trades' Association in keeping in touch with the activities of the State Legislature has been emphasized on several occasions recently in connection with the introduction of bills calculated to work to the disadvantage of music dealers. In every case where protest was made the Association succeeded in convincing the Legislature of the bad features of the bill and in having them killed.

An especially vicious measure was known as House Bill 51, which makes it compulsory for the dealers to file with the County Clerk every contract of conditional sales within ten days after it had been executed, and if the security was transferred to another county a certified copy of the original contract was to be filed. The bill also provided for filing fees in each case.

The most objectionable feature of the bill was that it would have compelled the dealers to file all of their time contracts, and thus to make public the private affairs of their customers.

SWANSON SALES MANAGER ON TRIP

Everett M. Runyon, sales manager of the Swanson Portable Phonograph Distributors, manufacturer of the Swanson portable phonograph, was a recent visitor to New York in the course of an extensive sales trip which calls for a visit to practically every important trade center in the country. In a chat with The World Mr. Runyon stated that the Swanson portable was being accorded an enthusiastic reception everywhere, and that a number of important jobbing deals had been closed which would be announced in the near future. After leaving New York Mr. Runyon's itinerary called for a trip through New England with a visit to all of the leading cities in the North and West before returning to Los Angeles.

TWO NEW VICTOR RECORD HANGERS

The Victor Talking Machine Co. has recently issued for the use of dealers two attractive hangers, one devoted to an extensive and well-selected list of Easter music in Victor record form, and the other to a list of instrumental novelties, including a number of selections of foreign flavor and of unusual interest.

DEALERS CO-OPERATE WITH ARTISTS

Pittsburgh Columbia Dealers Feature Artists' Appearances to Advantage—Theatre Lobby Displays Stimulate Sales of Records

PITTSBURGH, PA., March 6.—Columbia artists who have been appearing in Pittsburgh territory have been receiving valuable assistance from the local Columbia dealers and the Pittsburgh branch of the Columbia Co. through the medium of window displays and other forms of publicity. Recently eight downtown dealers appropriately arranged their store windows in order to pre-



Educating the Public in Smoky City sent exclusive Columbia features and give timely publicity to Columbia New Process records.

Schedule appearances of such well-known Columbia artists as Al Jolson, Van and Schenck, Frank Crumit, Ruth Royce and Blossom Seeley were actively played up by streamers placed on all Pittsburgh branch trucks. These streamers called attention to the date and place of the artists' appearances and gave a list of late records they had recorded. Lobby displays were presented in the Alvin, Pitt and Davis Theatres, these displays proving important factors as a stimulant to record sales, as well as valuable publicity.

GOGGAN PURCHASES NEW SITE

SAN ANTONIO, TEX., March 5.—The Thomas Goggan Bros. Co., of this city, has purchased the property corner of Avenue C and Travis street, the consideration being \$160,000. The company has not as yet announced its plans for the improvement of the site. Several months ago it vacated the three-story building formerly occupied by it on Houston and Navarro streets and since that time it has been located on the Alamo Plaza.

Home Sweet Home, We'll call it Jour-ney's End.

JOURNEYS' END

THE BIG SONG HIT from UP SHE GOES! THE BIG SHOW HIT

THE NEW "ALICE BLUE GOWN" by the same Writers-

Music by Harry Tierney
Lyrics by Joseph McCarthy

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

LITTLE TOTS' NURSERY TUNES

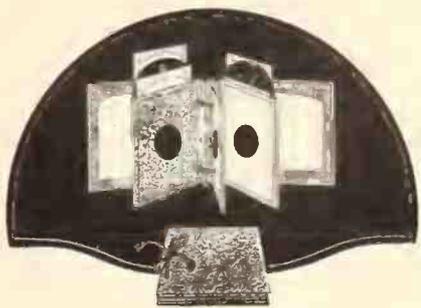
SONGS, GAMES, STORIES -- ON RECORDS



And
for juvenile records
LITTLE TOTS' NURSERY TUNES
are best!

They are the only juvenile record outfits sold in loose leaf pockets and loose leaf books!

They are the largest juvenile record made—7-inch, double-faced—a \$2 value for \$1.



Album contains three double-faced, 7-inch records (six selections in all). With each record is furnished a set of two beautifully colored cards, illustrating the song and giving the story of the selection. Separate records in loose leaf pockets are made to fit the album. These are also fitted with a set of illustrations and stories. Retail price 25c per record.

And now!— Juvenile Records In loose leaf form!

The loose leaf feature will bring you a continual stream of profits through additional sales!

THE ordinary child's record outfit is sold in bound books, making it impossible to replace old or add new titles. LITTLE TOTS' NURSERY TUNES are sold in loose leaf books and individual loose leaf pockets. They make possible a greatly widened sale in juvenile records. After the purchase of the first album, people will readily buy individual records if they are in loose leaf form. They prefer buying single records at 25c each to spending a dollar or more for a complete new album.

And too, LITTLE TOTS' NURSERY TUNES possess other exclusive and important advantages that give them a distinct supremacy in the juvenile record field. LITTLE TOTS' NURSERY TUNES are the largest child's records made. They are 7 inch double faced with a playing time of approximately four minutes. Each set contains three records in a new unique packing.—A \$2 value for \$1.

In every way the LITTLE TOTS' product deserves your attention. It will bring you not just one long margin of profit, but that long margin repeated day in and day out, month after month, year after year.

An excellent proposition offered to jobbers. Write us today.



Single Records (In Loose Leaf Pocket) 25c.

Clip this coupon and mail it today!

REGAL RECORD COMPANY
20 West 20th Street, New York

Please send us full details on the "LITTLE TOTS' NURSERY TUNES" proposition.

Name
Address
City State
Jobber Dealer

REGAL RECORD CO.

Manufacturers of

LITTLE TOTS' NURSERY TUNES

20 West 20th Street, New York

PERMANENT BODY FORMED FOR NEW YORK'S MUSIC WEEK

New York Music Week Association, Inc., Incorporated, With Otto H. Kahn as Honorary President, to Handle Event Inaugurated by National Bureau for Music Advancement

New York's annual Music Week, which was launched by the National Bureau for the Advancement of Music three years ago, has now been put on a permanent basis by the formation of the New York Music Week Association, Inc., through the efforts of Miss Isabel Lowden, who has worked with C. M. Tremaine in organizing the observance for the past two years. The incorporation has already taken place, the incorporators being Felix Warburg, of the great banking firm of Kuhn, Loeb & Co.; George Cromwell, for many years president of the Borough of Richmond and later State Senator from Richmond; Ray Palmer, president of the Queens Chamber of Commerce; Morgan J. O'Brien, Jr.; Thomas L. Leeming, president of the Brooklyn Academy of Music, and Albert Goldman, president of the Bronx Board of Trade. The board of directors includes most of those just named, also Paul T. Cravath, lawyer of international reputation; Dr. E. A. Noble, executive head of the Juilliard Foundation; W. Rodman Fay, of the firm of G. Schirmer; Martin Conboy and Miss Lowden.

Otto H. Kahn, the honorary chairman of New York's Music Week for the past three years, is honorary president of the new organization and is giving it generous financial support. There is also every indication that many of the important interests and patrons of art in the city will put their power behind the movement. Financial support has been given by the Juilliard

Foundation and promised by the Rockefeller Foundation.

The Association's permanent headquarters at 299 Madison avenue were formally opened with a house warming and tea recently which was well attended. This event also started the publicity for the coming observance, the dates for which have been set for April 29 to May 5.

The incorporation of New York's Music Week Association is a conspicuous illustration of the National Bureau's methods of operation and solid constructive work. With the growth of the Music Week movement, already adopted in over 100 cities, it was easy to foresee that Mr. Tremaine could not actively direct the present Music Week event in New York as he has in the past. His plan of organization therefore included the transfer of responsibility to some group equipped to manage the observance as a permanent feature of the life of New York, and both he and the trade have reason to be greatly gratified that it has been successfully placed in such competent hands.

The Music Week plans for this year include the organization of the city by boroughs for the purpose of more intensive activity along certain lines of the observance which will be announced shortly. The work in each borough will be in charge of a local committee, headed by a member of the board of directors representing that borough, as named above. Only the chairmanship for Manhattan remains to be filled.

INSTALL NEW RADIO TRANSMITTER

Exact Reproduction a Feature of Device Which Has Replaced Microphone at Station KDKA, Pittsburgh, Pa.—An Important Contribution

A new radio transmitter has replaced the microphone at Station KDKA, Pittsburgh, and will eventually be installed in the radio studios of all Westinghouse broadcasting stations. This transmitter makes possible the broadcasting of music and sounds exactly as produced. The basis of the invention is the elimination of the diaphragm, a thin disc of metal or other substance which vibrates when sound waves strike it. A diaphragm is used in most transmitters in practical service at the present time. However, no diaphragm is capable of vibrating perfectly within the entire range of audible sound. This is why the highest notes of the piano by radio have in many cases sounded like a series of clicks and the bass notes as a roar. In the new transmitter a minute electrical discharge takes the place of the vibrating diaphragm. The discharge flows between two points, separated by a fraction of an inch. It is affected by sound waves just like the diaphragm, but being non-material and having no perceptible inertia, it responds equally well to all sound

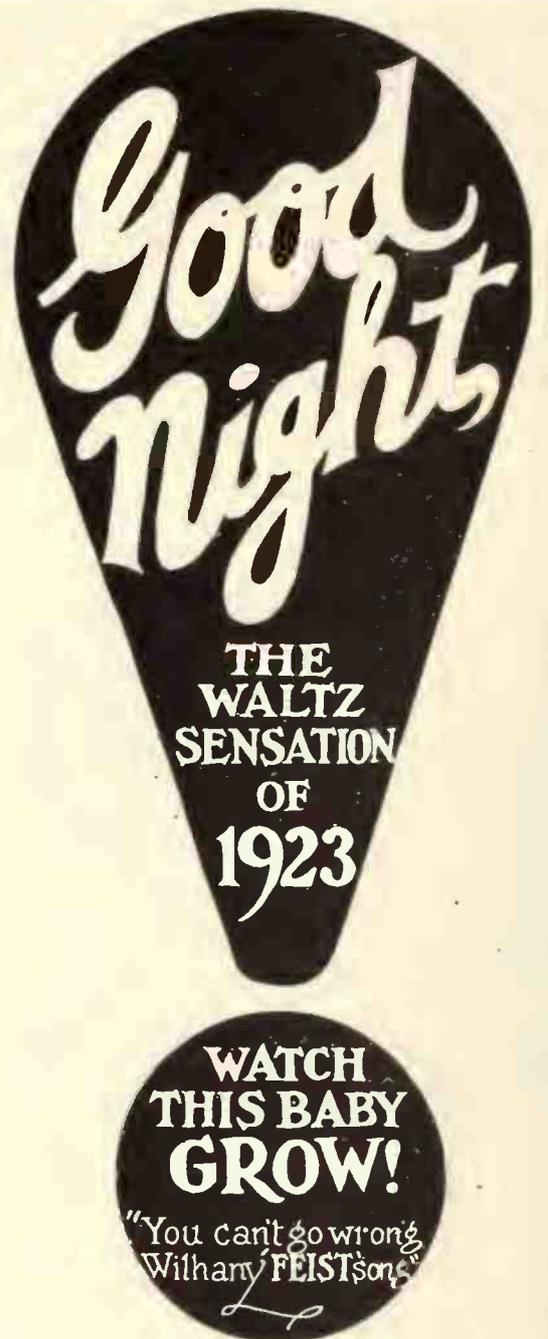
vibrations. In appearance the transmitter resembles a large watch, the front and back covered with gauze. When looking into it a point of light can be seen, caused by the flow of electric energy across the terminals, and for this reason it is called the "Glow-Discharge Transmitter."

REASON WHY THIS SALESMAN FAILED

Lack of Sympathy With the Progressive Policies of a House Always a Detriment to the Success of a Salesman Despite Capability

A salesman for a big Eastern manufacturing plant was discharged recently, says the Treasure Chest, because, while he had been a fair producer, the management felt that he had not produced what the territory was worth. When the management told him what he might do to increase his business he resented the suggestion and refused to co-operate. In a frank letter to him the general manager presented the following arraignment of his deficiencies:

"There are two things that have stood in your way to earning more money. First, you have thought that we, who are responsible for the policy of the business, do not know how to run it. This applies to myself in particular.



You have not hesitated to express this opinion to your trade. As I said before, it has only been consideration for your long service with us, the hope that you would change your point of view and an honest desire to benefit you that has kept us from asking for your resignation. If, by the way, you had tried to pull with us on our specialty program four years ago you would have a nice specialty business now which would be yielding you a good income.

"In the second place you have not been friendly to nor interested in the clerks growing up in stores of your customers.

"You seldom come into the office to get new ideas or suggestions. You never suggest any new items or plans that will help the other salesmen. You talk about the house as 'you' instead of 'we' and talk about it in uncomplimentary terms. How can you expect to increase your business and income under these conditions?"



You spend your mon-ey. On some sweet hon-ey. You have a won-der-ful time,

Apple Sauce

Some Advice in Fox Trot Time



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



**Plays EDISON
Records**

THE "VICSONIA" REPRODUCER

Truly a Reproducer that will please the most cultured musician and discriminating critics. For over nine years the recognized medium for playing EDISON Records on VICTOR and COLUMBIA Machines.

Made in Silver and Gold. Fitted with Sapphire or Diamond Point.
One Silver, Sapphire Point Reproducer Sent on Receipt of \$4.50.

VICSONIA MFG. CO., Inc., 313 E. 134th Street, New York, N. Y.

SELECTING RECORDS AS GIFTS

Preparing Lists of Records Selected by Patrons as Gifts Gives the Dealer Knowledge of What to Suggest to Customers When They Call

People are constantly buying records for presentation as gifts and often ask the advice of the dealer as to what records are particularly suitable for birthday gifts, for wedding gifts and so on. But the majority of stores have no particular data to go on in advising customers in regard to such matters. Consequently, it would be a good stroke of business on the part of the dealer to keep a list of the names of records purchased for use as gifts, these records to be classified according to the occasions on which they were presented.

For instance, one list could show the names of records purchased for presentation to young people on their birthdays. Another list could show the sort of records purchased for presentation to bridal couples. Another list could show the records purchased as gifts to old people on their wedding anniversaries, etc.

Then when a customer comes into the store and asks for a record suitable for a certain occasion the list of those recordings could be consulted and authoritative advice could be given, and the salesman in response to this could display the list of records purchased by people for use as gifts on similar occasions and could tell the customer to look over the list, as by doing so the customer would probably get some ideas as to the sort of a record preferred.

NEW STORE OPENS IN DANVILLE

DANVILLE, ILL., March 2.—"The Brunswick Shop" is the name of an attractive music store which was recently opened at 210 North Vermilion street here. The concern held a formal opening and from the large number of visitors who displayed their interest in the Brunswick line of phonographs and Baldwin pianos, which the concern handles, its future success is assured. Robert A. Kinningham is manager.

A steady customer is worth two prospective customers. Therefore, it pays to make every effort to retain patronage once it is secured.

MOTORS

Single spring motors at \$2.50 complete to be used for portables, and small machines.

Pleasing Sound Phono. Co.
204 E. 113th Street
New York, N. Y.

McQUHAE NEW BRUNSWICK ARTIST

Allen McQuhae, One of the Foremost Irish Tenors, Joins Brunswick Ranks—First Recordings to Be Released Soon

Allen McQuhae, Irish tenor, who has gained fame during the past five years, has joined the ranks of Brunswick artists, according to an announcement emanating from the headquarters of the Brunswick-Balke-Collender Co. in Chi-



Allen McQuhae

cago, and his first recordings, "Lady of the Evening" and "Will She Come from the East?" will be released at an early date, in accordance with the new policy of releasing records announced last month by the Brunswick Co.

Mr. McQuhae is unique among artists in that his early life contained experiences that fall to the lot of few men. Before attaining his artistic ambitions he worked as a ranchman, railroad hand, miner in the Klondike, engineer, vaudeville and cabaret singer. As a cabaret singer the beauty of his voice, although untrained, made him popular throughout the country. In a Cleveland cabaret in 1915, Felix Hughes, the baritone and teacher, heard him and for the next two years Mr. McQuhae studied under his tutelage. Two years later he made his debut and during the two years following he steadily gained in experience and won a large measure of popularity.

EXPANDS BY PURCHASING STORES

The Central Furniture Co., operating talking machine and furniture stores on Third street and Market street, Louisville, Ky., recently purchased several stores on Jefferson street which will be remodeled and connected with the present stores, all of them being on the same block.

CO-OPERATION IN MERCHANDISING

Advertising and Salesmanship Depend in Great Measure on Each Other for Success

There are two great forces in modern business which are so interlaced that the utmost success can never be realized unless they are both functioning properly. Advertising is one and salesmanship is the other. No matter how effective the advertising is in bringing people into the store sales to these interested people will not be large unless the sales staff is on its toes and every individual earnestly endeavors to make a sale to every prospective customer with whom he has occasion to come in contact. This also means that the members of the sales organization must be experienced and they also must have a thorough knowledge of the goods they are trying to sell. On the other hand experienced salesmen alone cannot place the business on a sound footing. It is obvious that if there are not enough people for the salesmen to sell to to cause sufficiently quick stock turnover, the business must eventually go under. Therefore, advertising must be effective enough and assert such a powerful appeal that the sales organization will have the opportunity to function.

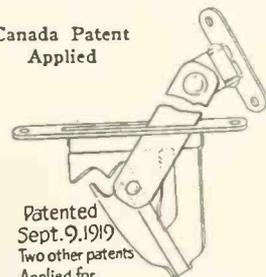
These few lines are worthy of thought because apparently few merchants realize that these two most vital elements of business are each of comparatively little value alone. Co-operation in this and every other branch of business is necessary to success and this fact should never be forgotten.

UNICO FOR KOHLER & CHASE STORES

SAN FRANCISCO, CAL., March 5.—Kohler & Chase, prominent Pacific Coast piano and talking machine house, operating a chain of stores in this city, Oakland, Sacramento, Stockton and San Jose, are standardizing the equipment of their various branches and have adopted the Unico system for this purpose. Over 500 lineal feet of Unico partition is being used and shipments started in February.

SECOND YEAR SUCCESSFUL LEADER

Canada Patent Applied



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

flexible and bent.

Samples on request.

The Most Dependable and Inexpensive Lid Support on the Market

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

STAR MACHINE & NOVELTY CO.

81 MILL STREET BLOOMFIELD, N. J.

G. L. LAING CO., Canadian Distributor
41 Richmond St., East, Toronto, Ont.

Not Yet, But—

There is as yet no actual shortage of steel needles, but—. Prices thus far have not advanced, but—. Steel wire from which steel needles are made is comparatively plentiful as yet.

*An
Important
Message*

But the price of steel wire is poised for an upward climb. And when steel wire goes up keen observers know that it indicates that steel wire is going to be scarce, that steel needles are going to be scarce, that steel needles are going to cost more.

We will keep prices down as long as possible, but we are not masters of the situation. We urge everybody to stock up at once; to lay in their season's supply of Bagshaw needles immediately while present prices hold.

Remember, prices have not gone up yet, but—.

W.H. BAGSHAW CO.

FACTORIES, LOWELL, MASS.

SELLING AGENTS

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA
INCORPORATED

370 SEVENTH AVENUE

AT 31st STREET

NEW YORK

SUITE 1214

A NEW way to sell MORE BRILLIANTONE NEEDLES



The Brilliantone
Combination
Needle Container
and
Record Cleaner



Just out: A Brilliantone Creation that NO dealer should overlook!

To Brunswick Dealers

Here is a new idea to help you sell Brunswick Needles in large quantities, to increase your sales and profits. Here is an opportunity to sell Brunswick Needles in quantities of 500—in the exclusive Combination Needle Container and Record Cleaner.

Your regular Brunswick distributor can supply you. Communicate with him at once. Be the first in your territory with this doubly useful novelty.

Your distributor's name

Address

Please send me full particulars of new Brilliantone Combination Needle Container and Record Cleaner Proposition.

Your name

Your address

To Other Talking Machine Dealers

The field for this newest Brilliantone product is limited only to the thousands upon thousands of phonographs in this country. The Combination Needle Container and Record Cleaner meets a real need.

And think how your sales will increase when you sell 500 needles at a time!

This is a real opportunity for you. You can reap the greatest harvest of sales by being the first to offer this Brilliantone Patented Combination. Inquire of your distributor. Mail the coupon today—now—while you think of it.

BRILLIANTONE

STEEL NEEDLE CO. OF AMERICA, Inc.

370 Seventh Avenue
at 31st Street

New York City

Your distributor's name
Address

Please send me full particulars of new Brilliantone Combination Needle Container and Record Cleaner Proposition.

Your name
Your address



The Ireland all the world loves comes stealing out of record A-3796 when William A. Kennedy sings "Little Town in The Ould County Down" and "In the Valley Near Sleivenamon." This new Columbia artist casts a spell over the senses with his first few measures. You will almost wager the smell of peat smoke is in your nostrils.

COLUMBIA GRAPHOPHONE CO.
New York

NEW HYDRAULIC RECORD PRESS

Geo. Howlett Davis Inventor and Builder of the "Dur-A-Press," Which Interests the Trade Because of Its Many Money-saving Qualities

Geo. Howlett Davis, one of the best-known inventors and manufacturers in the music industry, recently organized a company for the



G. Howlett Davis

purpose of manufacturing and licensing a new hydraulic record press which, it is announced, is most revolutionary and satisfactory in character. Among the merits claimed for the new press is that, with the aid of only one operator, four records can be turned out in the same space of time as required to manufacture one. It is also said to save 90 per cent in use of steam and considerable water power, as it operates on a one-eighth horsepower motor.

The speed of the press and the economies

effected are due to the fact that three different steps in the process of manufacture are carried on simultaneously at three different stations, the material or article being automatically transferred from one station to another. With each movement the finished product is turned into the hands of the operator who refeeds the press with plastic material, which, at the will of the operator, is in turn automatically carried through the three successive steps.

Public demonstrations for the trade of the new Dur-A-Press are being held at the plant of the Watson-Stillman Co., Aldine, N. J., on Friday of each week. At the various demonstrations many technical authorities in the talking machine industry have been visitors, and from reports the new press has attracted unusual interest.

The main office of the Dur-A-Press Co., Inc.,



The "Dur-a-Press" in Operation

is at 15 West Park street, Newark, N. J. G. Howlett Davis is president of the company; John A. Bernhardt, vice-president; William A.

White, treasurer; J. Granville Meyers, Percival S. Jones and Herbert L. Davis are directors.

G. Howlett Davis, the inventor, in the past has been chiefly connected with the development of the player-piano and the perforated music roll. Leaving the engineer corps of the United States Army, his first commercial activity was the invention of a self-playing piano which was called the Automaton. Following this he invented an electric perforating machine; later he was connected with the Aeolian Co. both as patent attorney and inventor, following which, for over seven years, he was connected with the Q R S Co. in the same capacity. For a time he headed the Perforated Music Roll Co. and subsequently organized the Standard Music Roll Co., of Orange, N. J., which to-day is one of the large music roll manufacturing plants in the world. Several years ago he conceived the idea of a new record press which through increased production would insure many economies, and during this period much of his time has been spent in the laboratory perfecting such a machine as is now being placed before the trade.

BELIEVE IN WINDOW DISPLAYS

Ben Reynolds & Co., Sonora dealers in Washington, Pa., are enthusiastic believers in the sales value of attractive window displays, and their Sonora windows have not only been the subject of favorable comment from passers-by, but have also produced actual sales. Mr. Reynolds has achieved signal success with the Sonora line and he attributes a considerable measure of this success to the effectiveness of his window displays, coupled with the use of consistent publicity, an aggressive sales policy and fair dealing.

Business men must receive their money when it is due if they are to meet their obligations promptly.

NATIONAL METALS DEPOSITING CORPORATION

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

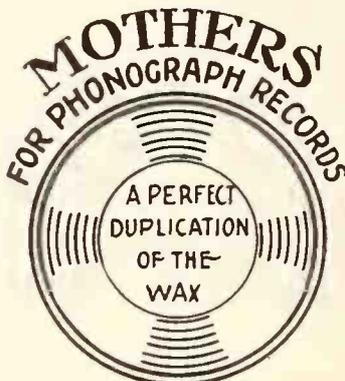
MOUNT VERNON — NEW YORK
MANUFACTURERS OF

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



WE DEPOSIT THE
FINEST COPPER
IN THE WORLD

FOR YOUR CONVENIENCE
DELIVER RECORDED WAX
TO OUR LABORATORY



OUR
IMPROVEMENT
ALL STAMPERS
HAVE
HIGHLY POLISHED
MACHINED BACKS



STRONG

IVAN
FRANK



IVAN
FRANK

M. MARCH
1923

THE STRONG RECORD COMPANY, Inc., 206 Fifth Ave., NEW YORK CITY

Announce the first release of "STRONG" Records specializing German Selections, featuring the latest success of

IVAN FRANK

This versatile Artist has won popular favor by his stellar performances for all the leading Phonograph Record Companies and has been engaged for "STRONG" Records as

EXCLUSIVE VOCALIST.

THE SUPPLEMENT INCLUDES THE FOLLOWING SELECTIONS
BY IVAN FRANK

- 5001 A "Komm' mein Schatz, wir trinken ein Likorchen" (Fox-trot)
(Come, My Sweetheart, We'll Drink a Glass of Liqueur)
- B "Gestern Nacht, hab' ich Marie nach Haus gebracht!" (One-step)
(Last Night I Saw Marie Home)
- 5002 A "Im Hotel zur Nachtigall!" (One-step)
(In the "Nightingale" Hotel)
- B "Komm' mein Lieschen—Lieschen—Lieschen" (Fox-trot)
(Come to Me, My Lizzie, Lizzie, Lizzie)
- 5004 A "Wenn die Wolken über Hamburg zieh'n" (Fox-trot)
(When the Clouds Float Over Hamburg)
- B "Was ist denn mit der Paula los?" (One-step)
(What Is Wrong With Paula?)

SMALL'S MELODIAN MEN
FAMOUS ROSEMONT DANCE ORCHESTRA

- 10001 A "Last Night I Saw Marie Home" (Fox-trot)
- B "Come, My Sweetheart, We'll Drink a Glass of Liqueur" (Fox-trot)

LUCIE WESTERN, OFTEN REFERRED TO AS THE AMERICAN NIGHTINGALE, SINGS THIS NUMBER IN HER USUALLY PLEASING AND EFFECTIVE MANNER

- 5003 A "Mein Liebchen weine nicht!"
(Don't Cry, My Dear)
- B "Pupuchen Liese"
(Lizzie, the Dolly)

**STRONG RECORD
Co. INC.**



**206 FIFTH AVENUE
NEW YORK, N.Y.**

PRESENTATION

ATION

Three Sensational Waltz Hits!



Played, Sung and Danced-to, Everywhere
 "You can't go wrong - With any 'FEIST' song"

"PARADE OF THE WOODEN SOLDIERS"

Ormes, Inc., Arranges Unique and Artistic Window Set on Victor Release of "Chauve-Souris" Hit Which Is Being Utilized by More Than Fifty Dealers—Producing Good Results

The accompanying illustration will give only a slight indication of the very handsome window display offered to Victor retailers in Greater New York by Ormes, Inc., Victor distributor. C. L. Price, vice-president of this organization,



Artistic Ormes Window Display

and James J. Davin, sales manager, have been congratulated on their initiative and aggressiveness in offering to Victor retailers one of the most unique and artistic window sets that have been prepared in recent years.

As soon as the Victor Talking Machine Co. had announced a special release for the popular number, "The Parade of the Wooden Soldiers," Ormes, Inc., made arrangements with Comstock & Gest, producers of "Chauve-Souris," in which the number appears, to supply them with fifty complete sets of wooden soldiers with the incidental material. When these arrangements had been completed a letter was forwarded to Victor retailers advising them of the opportunity to secure this material on a rental basis, and within forty-eight hours after the latter had been sent out the fifty sets had been reserved. In fact, it has been necessary to secure additional sets, and even with this increased material it is likely that quite a number of dealers will be disappointed. The display has already made its appearance in many windows and renewed rentals have been ordered.

This special release in the Victor catalog featuring "The Parade of the Wooden Soldiers" is designated as No. 19007, and is played by Paul

Whiteman and His Orchestra. Victor dealers using the special Ormes display report an exceptionally active demand for this record, which features on the reverse side "Mr. Gallagher and Mr. Shean."

ARTISTIC EFFECTS IN BOOTHS

Interior Decoration of Talking Machine Stores Making Great Strides Forward—Booths Offer Exceptional Decorative Possibilities

Great changes have taken place in the interior arrangement of talking machine establishments during the past few years. The matter of the location of the booths, record department and talking machine display rooms and the effect on customers and, of course, sales have been given deep and earnest consideration, with the result that talking machine stores are on a par or surpass in beauty and convenience the establishments devoted to almost any other business.

For example: In talking machine booth decoration great strides forward have been and are being made steadily. Where formerly demonstration booths were all practically similar in

appearance, to-day the use of various colors and divergence in arrangement are playing their part in placing the customer in a receptive mood. Woodward & Lothrop, Inc., prominent Victor dealers in Washington, D. C., have carried originality and artistic arrangement of booths to a higher degree than usual. In this store each booth is different. There is a Colonial room, Italian room, Chinese, French and willow and reed rooms, etc. The entire decorations, including all furnishings in these various rooms, faithfully reproduce the style of the country or period which they are supposed to represent. The willow and reed room is an especially attractive feature in the warm months, exuding, as it does, an air of coolness and homelike atmosphere. This is simply an illustration of the extent to which booth arrangement is being carried out by live dealers, who realize the effect of harmonious surroundings on patrons and spare no expense in making their customers comfortable.

"Salesmanship," said a successful salesman, "is the art of convincing people they need the product you are selling."

The territory we supply

comprises the entire Metropolitan district—a vast Okeh field that offers almost unlimited opportunities to Okeh dealers.

If you are a live dealer and would know, in detail, the full possibilities that this great market holds for Okeh Records, we suggest that you get in touch with us.

We carry at all times an exceptionally large stock, and in addition, we have the essential facilities for handling your orders promptly and efficiently.

Bristol & Barber Co., Inc.
 3 East 14th Street New York City
 Stuyvesant 1724



Okeh Records *The Records of Quality*

A DECADE OF UNICO SERVICE



The First Unico Installation—March, 1913 (as it appears today after 10 years' profitable service.)
 "We are proud of our Unico Equipment and we would not have any other kind."

Hammann-Levin Co., Baltimore, Md., Feb. 21, 1923.



A Recent Unico Installation—January, 1923 (the 26th Unico Installation in City of Baltimore).
 "You are to be congratulated. Thanks for your speedy work and co-operation."

The Knabe Studios, Baltimore, Md., Jan. 21, 1923.

For ten years the music trades have favored the Unico System with their endorsement and patronage and have evidenced their confidence in our ability and desire to serve.

During the ten years it has been our privilege to plan and equip a large percentage of what are today the most successful Musical Merchandising Establishments in the Country.

We desire to express to the entire trade our appreciation of their confidence and to pledge our continued adherence to those principles which have expanded Unico Service nationally.

The Unico System will always be predicated upon:—
 Engineering skill plus merchandising experience in departmental development.
 Quality products economically manufactured by trained artisans.
 Fair and moderate prices—Equitable and uniform terms.
 Dependable service backed by our superior Unico facilities.

The year 1923 is big with opportunity for the music trades and the Unico Organization is prepared to render the trade thruout the country an even more constructive service than ever.

Exceptional retail demand is predicted for the 1923 Spring Season.
 Prepare for this demand thru Unico Service.

Phone—wire or write our nearest branch today.

UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, *President*

58th Street and Grays Avenue, Philadelphia, Pa.

NEW YORK, N. Y.
299 Madison Ave.

DALLAS, TEX.
209 Dallas Bank Bldg.
SAN FRANCISCO, CAL.
275 Post St.

NEW ORLEANS, LA.
506 Marine Bank Bldg.

CHICAGO, ILL.
30 N. Michigan Blvd.
SALT LAKE CITY, UTAH
150 Main St.
DENVER, COLO.
1642 Arapahoe St.

H. A. Moore & CO., LTD. (Sales Agents)
Premier House, London (W.C.I.), England



1913 Unico Installation
Neal, Clark & Neal Co.
Buffalo, N. Y.

1914 Unico Installation
Aeolian Company
Cincinnati, Ohio

1915 Unico Installation
G. A. Barlow & Sons
Trenton, N. J.

1916 Unico Installation
Ansell, Bishop & Turner
Washington, D. C.

1917 Unico Installation
M. Steinert & Sons,
Boston, Mass.

TEN YEARS OF TRADE DEVELOPMENT



The Gramophone Company, Ltd., London, England. 1921 Unico Installation.

Unico Equipment is a quality product built with a conscience. Correct in design, detail, appointments and finish, it remains always modern. Sturdy in construction it is intended for life-time service.

Patented features endow Unico Equipment with the virtue of elasticity and adaptability to unlimited changes in dimensions, plan and arrangement, thus facilitating without loss of time or money any and every change required by business growth.

Once equipped with the Unico System your store or department is bound to grow. In fact Unico Equipment quickly pays for itself out of profits from increased sales.

And here is one of the best features:—
Unico Equipment costs no more than ordinary equipment.
Let us—no—make us prove this statement to you.

Many dealers—because of the quality of the Unico Equipment and the number of prominent Unico Installations—have the erroneous idea that Unico is high priced.

Complete Unico Departments are available from \$350.00 upwards including *Installation Service* in your store ready for use.

In fairness to yourselves do not fail to call for Unico Service in connection with any contemplated departmental improvements either large or small.

Phone, wire or write our nearest branch *today*.

UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, *President*

NEW YORK, N. Y.
299 Madison Ave.

58th Street and Grays Avenue, Philadelphia, Pa.

CHICAGO, ILL.
30 N. Michigan Blvd.

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506 Marine Bank Bldg.

SALT LAKE CITY, UTAH
150 Main St.
DENVER, COLO.
1642 Arapahoe St.

H. A. MOORE & CO., LTD. (Sales Agents)
Premier House, London (W.C.I.), England



1918 Unico Installation
Yahrling & Raynor Co.
Youngstown, Ohio



1919 Unico Installation
Maison Blanche
New Orleans, La.



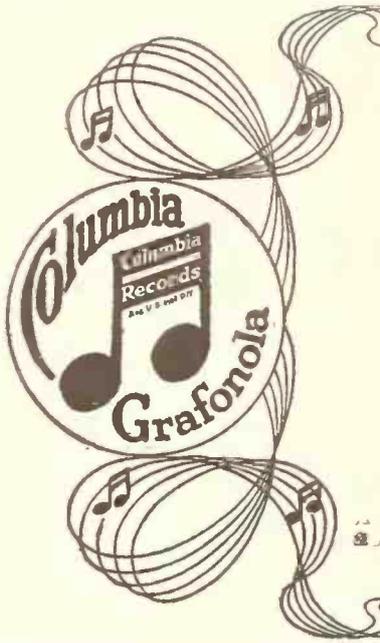
1920 Unico Installation
Kaufmann-Baer Co.
Pittsburgh, Pa.



1921 Unico Installation
Geo. J. Birkel Co.
Los Angeles, Calif.



1922 Unico Installation
Foster & Waldo
Minneapolis, Minn.



Save time and valuable counter space. Keep your counter neat and businesslike.

The New Columbia Record Catalogues, supplements and other advertising literature are dollars, invested by Columbia, for your benefit, if you use them right.

Use the Columbia Literature Displayer, \$3 at your Columbia Branch.

COLUMBIA GRAPHOPHONE CO.
New York

Five Business Promotion Pointers That Are Well Worthy Emulation

Suggestions Presented to World Readers by Frank H. Williams That Possess the Merit of Having Been Tried Out With Considerable Success

It would be a splendid builder of business for the talking machine store if each month, when the new records are released, a public concert is held at which all of the new records are played. This concert should be held in the morning on that day of the week when the store usually does the least amount of business, and it should be rather extensively advertised in the local papers and by means of placards placed in the show windows of the store. Also, some of the people who are the greatest buyers of the new records as they come out should be informed of each concert by phone. Such a stunt as this would bring a very large number of people into the store and would be a very decided business booster.

A Middle Western store which has six demonstration rooms always has ten or a dozen records lying on the tables in these rooms. The store does this so that the customers will, in addition to demonstrating to themselves the particular records they ask for, also try out some of the records on the table. The concern finds that by this simple method it adds con-

siderably to the number of records it sells, many of the customers buying some of the records found on the tables in addition to the records they came into the store to purchase.

Another concern which has a number of demonstration rooms always has an attractive advertisement featuring one particular record in each room, the advertisements being different for each room. And it alternates the ads each day. The store finds that this exploitation method results in a number of calls for the records thus advertised and brings in a number of sales for these records. The reason the store alternates the advertisements in the various rooms is because some of the rooms are more frequently used than others and by changing the records it develops a well-diversified business for all of the records thus advertised instead of confining sales to records advertised constantly in the rooms which were most extensively used.

The more quickly talking machines or old pianos which the owners wish to trade in are

appraised the more certain are the chances of making the sale. One very successful store has a rule that when people want to make trades the appraisals must be made within five hours and the trade-in goods must be removed and the new goods delivered on the same day or the morning of the following day. It should be remembered that when people want new instruments they generally want them without too much loss of time, and the store which makes this a rule will build not only good-will, but will also get the business.

A certain store which catered to high-class patronage made a decided increase in its business with this class of trade by the simple procedure of delivering record purchases instead of making the customers carry the records home themselves. This store figured that many people, particularly this type of patron, hate to carry bundles through the streets even if it is only to their waiting automobiles. So this store put on a motorcycle delivery service and advertised it extensively, with the result that a considerable increase in trade was secured. And it is interesting to note that half of its patrons, after the announcement of the service, immediately asked that their purchases be delivered without the store offering to make such deliveries.

LUMBER TARIFF RULING IS MADE

Line of Demarkation Between Veneers of Wood and Lumber Defined by Assistant Secretary of Treasury in a Recent Ruling

WASHINGTON, D. C., March 5.—The line of demarkation between veneers of wood and lumber for the purpose of classifying imports under the tariff act was drawn recently by Assistant Secretary of the Treasury Clifford in a ruling assessing all lumber one-eighth of an inch in thickness or less dutiable at the rate of 20 per cent ad valorem.

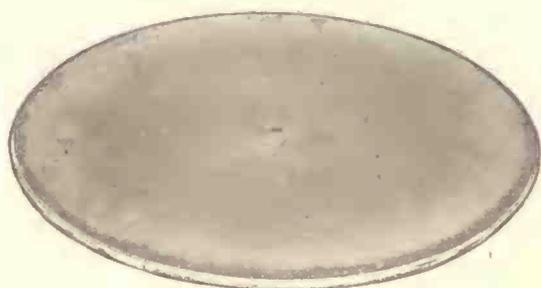
His ruling, made in response to a request from the collector of customs at Detroit, said: "In your correspondence on this subject you inclose statements from various lumber manufacturers, some of them specializing in veneers of wood, and after a careful examination of the record and consideration of this question the department has reached the conclusion that all lumber one-eighth of an inch in thickness or less should be assessed 20 per cent ad valorem under Paragraph 403."

ENLARGES VICTOR DEPARTMENT

SHENANDOAH, PA., March 1.—John M. Hough, Victor dealer of this city, has just completed a fine addition to his Victor department, which places this department among the most attractive in the Keystone State. Mr. Hough is a Victor enthusiast and has built up excellent business in this field in his city and surrounding territory.

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



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

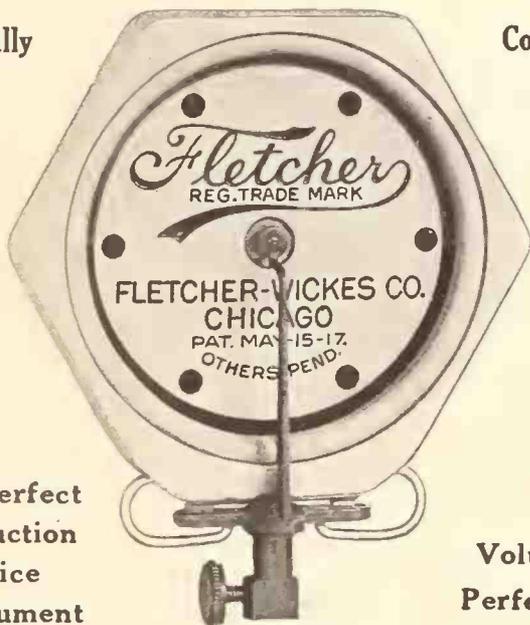
FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois

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

FLETCHER REPRODUCER

Scientifically

Constructed



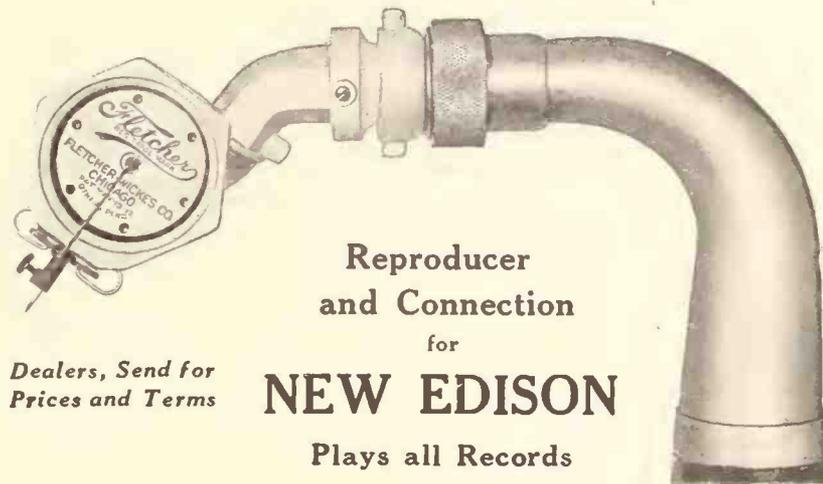
Gives Perfect
Reproduction
of Voice
or Instrument

Volume and
Perfect Detail

Dealers, Send for
Prices and Terms

Reproducer
and Connection
for
NEW EDISON

Plays all Records



ACTUAL SIZE

Carried in Stock for Victor and Columbia

THE FLETCHER "STRAIGHT"

Design Patented November 29th, 1921



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

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

FLETCHER-WICKES COMPANY
6 EAST LAKE ST. CHICAGO

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



Ted Lewis and His Band reach just about the pinnacle of fox-trot perfection this month in "Jenny," record A-3814. They get under your hide and send dance-chills scurrying down to your feet. Then along comes "Liza," on the reverse side, and Frank Westphal and His Orchestra keep you stepping through a miraculous recording.

COLUMBIA GRAPHOPHONE CO.
New York

CANTON, O.

Console Styles Lead in Excellent General Business—Exhibits at Kiwanis Fair—Month's News

CANTON, O., March 5.—Despite the fact that the month of February was rather quiet in all lines, there is the greatest optimism among the talking machine dealers in the Canton district regarding the future outlook. Stocks are being replenished and trips to the manufacturing centers have been very frequent the past six weeks. The record business shows improvement over the same month a year ago, but the demand for machines of all types has fallen off. There is a difference of opinion here as to whether there is business in the rural districts, but it appears that outside men are confining their efforts largely to town prospects.

Probably the most important issue before the trade to-day is the financing of talking machine and piano sales. Dealers claim that many methods are being tried out and that within a short time it will be as easy to finance talking machine and piano transactions as it is to sell an automobile under the many financing arrangements of to-day.

George C. Wille, of the George C. Wille

I. X. L. PHONOGRAPH SPRINGS

Springs for all types of motors at prices that speak for themselves:

	—Prices in assorted lots of—		
	25	50	100
Spring A			
1 x .025 x 12.....	\$.47	\$.45	\$.43
For Pathé, Heineman, Mandel, Meisselbach, Aeolian, Vito-nola (pear-shaped holes).			
Spring B			
¾ x .025 x 10 Columbia...	\$.35	\$.33	\$.30
Spring C			
1 x .028 x 10 Columbia...	\$.45	\$.43	\$.40
Spring E			
1 x .025 x 12.....	\$.47	\$.45	\$.43
For Sonora, Saal, Thomas, Silvertone, Meisselbach; (Ob-long hole).			
Spring F			
1 x .026 x 16.....	\$.57	\$.55	\$.52
For Nos. 16, 17, 19 Meisselbach, Steiger, Sonora, Thomas, Swiss & Krasberg.			

SPRINGS FOR VICTOR VICTROLAS

Meeting specifications of and corresponding with the following Victor Numbers:

3335-A.....	\$.35
3014-A.....	.55
2141-A.....	.35
5362-A.....	.55
5427-A.....	.45
6542-A.....	.45
5394-A.....	.45
6543-A.....	.55

(Special quotations to Jobbers in 1,000 lots)

We guarantee our springs to be of highest grade quality and our prices to be the lowest in America.

We hereby authorize the return of springs for Credit or refund if unsatisfactory or not as represented.

(Springs shipped to any State in the Union)
Exclusive Factory Distributors

Rosen Talking Machine Co.

Tel. Congress 2934

11 School St., Boston

Music Co., had a very attractive booth at the Canton Pure Food Show and Household Exposition, held in the city auditorium the past week. He reports many prospects listed as a result.

Console types of talking machines are leading by a wide margin, according to P. O. Shrake, of the Klein-Heffelman-Zollars Co.'s talking machine department. The sales floor of this store is jammed with new console models, some of which have not been available for several months. Mr. Shrake reports January brisk, but that February was quiet, although record business helped considerably to hold up the sales volume of this department. This concern has been successfully pushing the Wallace reducing records and hundreds of sets have been disposed of in the past year.

The talking machine section of the William R. Zollinger Co., according to Manager Pyle, experienced a very successful February. Machine business fell off slightly, records being the factor to be considered during this month.

Business was somewhat quiet in February, stated C. M. Alford, of the Alford Fryor Co., to a representative of The World this week. He predicts little change in the talking machine trade until after April 1, when he believes that all stores will do a good business. Mr. Alford spent most of the month in the East visiting factories and placing orders for Spring delivery.

Miss Katherine Kestel, for the past five years in charge of the music roll and sheet music department of the Alford Fryor Co., Canton, was married recently to Lawrence J. Rebillot, of Louisville. The young couple will reside in Louisville.

A substantial increase in Edison sales throughout the rural districts in the Canton territory is reported by William Rutledge, manager of Rhines Edison Shop. "In two days we sold three machines to farmers who came to our store, one of them a prospect from the county fair a year ago," said Mr. Rutledge. Salesmen for the Rhines Shop say farmers are more interested in talking machines than at any other time in recent years and for this reason they are spending most of their time in the rural districts. The \$200 machine seems to be the limit for the farmer, although an occasional high-priced machine is sold in the country.

Sales at this store have been satisfactory in February and records are still in big demand. Chippendale models are most in demand in the Canton district and there is a noticeable increase in cash sales, according to Mr. Rutledge. He reports the Massillon store of this concern doing a brisk business.

The Lewis Bros. Co., East Liverpool, dealers in Victor talking machines and records, tied up with Miss Mary Craig, Pittsburgh, Pa., girl athlete, and the Ceramic Theatre, in that city, in presenting Miss Craig in physical culture demonstrations. Her repertoire included graphic poses showing how to keep fit to music, reducing and other exercises with Victor records. The store officials say business was greatly

benefited and that the stunt did much toward popularizing health records in the upper Ohio valley.

Talking machine exhibits were in much prominence at the Kiwanis Merchants' Exposition held this week in Zanesville, O., fostered by the Kiwanis Club, of that city. Among music firms which exhibited were the Spence Music Co., Burrier & Strickrath, musical instruments; Weber Home Store, Munson Music Co. Dealers report sales and prospects as a result of the exhibits.

The stock of the Better Store, Market avenue, North Canton, was sold this week to W. L. Milner & Co., Toledo, for \$42,000, according to announcement by Frank Zink, trustee in bankruptcy for the company. Plans of the new owners were not announced.

De Mar Miller, orchestra leader, formerly of East Liverpool, now located in Canton, is seeking a location to open a song shop, he told a representative of The World this week.

The annual stockholders' meeting of the Garver Bros. Co. at Strasburg, O., held recently, resulted in the re-election of G. A. Garver as president and general manager, and E. L. Van Curren, vice-president and head of the music department. Mr. Van Curren will continue to handle Edison phonograph sales, sheet music, records, player rolls, etc. He has been eminently successful in pushing those lines.

Talking machine dealers of Canton have accepted the invitation of the Canton Retail Merchants' Association to participate in the annual Spring style exposition, which will be observed March 15, 16 and 17. The affair this year will not be confined to women's and men's wear stores, but will extend to all lines. Dealers are making ambitious plans for the event.

VICTOR DISTRIBUTORS

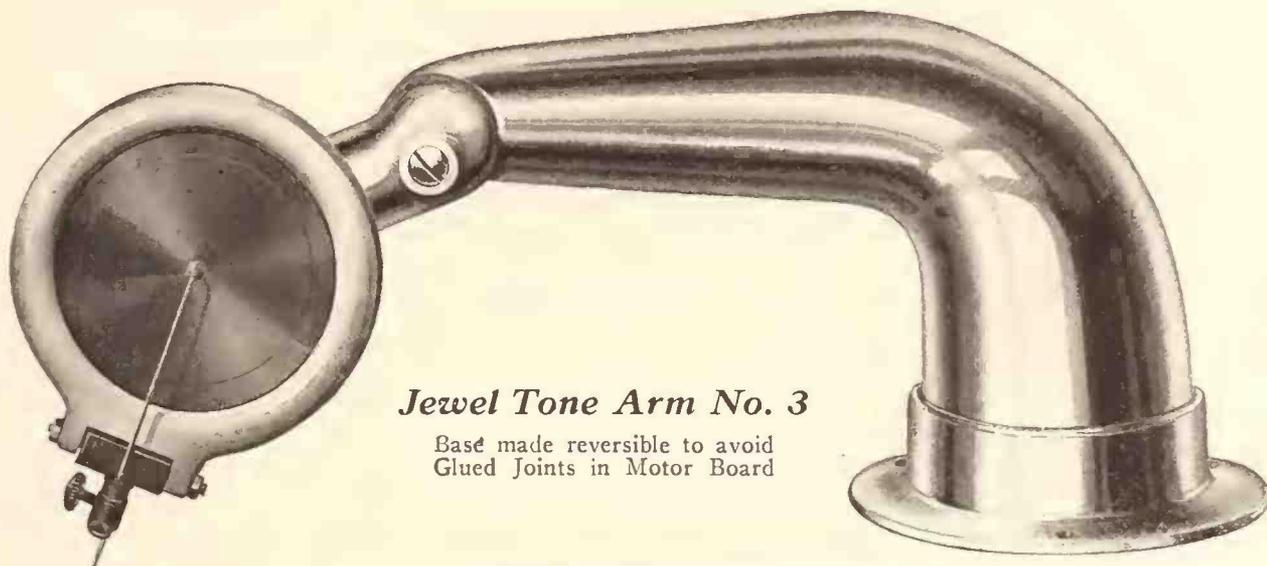
PERRY B. WHITSIT CO.

Record Business

THE Whitsit organization is paying close attention to the dealers' activities in connection with the development of Victor record business. Our facilities and experience are at your disposal—why not take advantage of it?

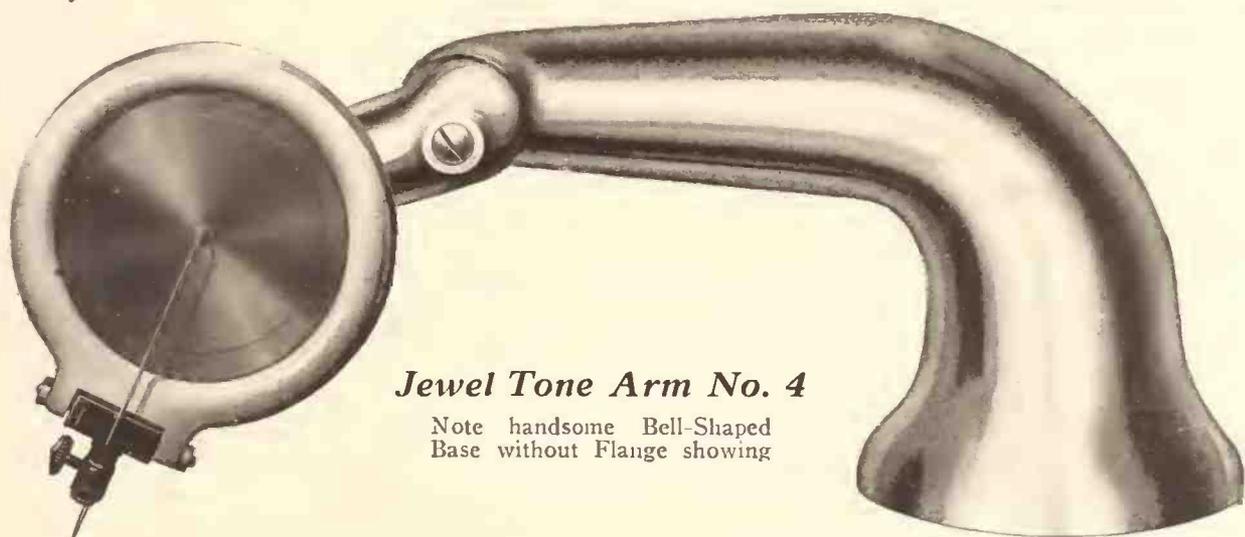
COLUMBUS - OHIO

The Jewel-Tone Reproducer and Tone Arm



Jewel Tone Arm No. 3

Base made reversible to avoid
Glued Joints in Motor Board



Jewel Tone Arm No. 4

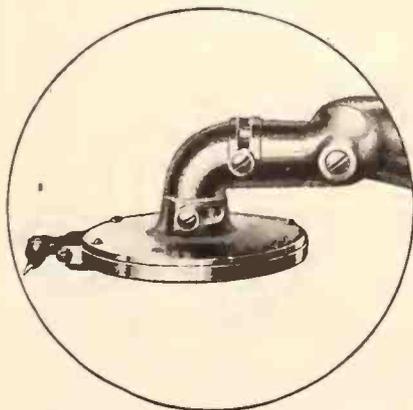
Note handsome Bell-Shaped
Base without Flange showing

Original and Exclusive Features

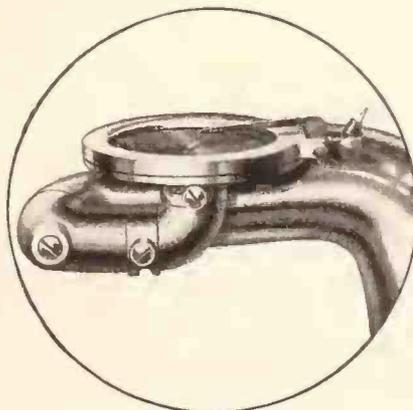
Plays Edison and Pathe Records in actual Edison position and with a fibre needle.

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

Finished in nickel or gold plate.



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



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



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



150-160 Whiting Street

CHICAGO, ILLINOIS, U. S. A.

REMARKABLE BUSINESS ACHIEVEMENT WITHIN DECADE

Rapid Growth of the Manufacture of Unico Equipment Shows Value of Sound Business Principles and Satisfactory Product—A Tribute to the Untiring Efforts of President Rayburn Clark Smith

PHILADELPHIA, PA., March 6.—This month marks a decade of successful business accomplished by the Unit Construction Co., of this city, during which it has built an excellent reputation for itself throughout the talking machine trade with Unico equipment. The growth of the business within this span of years has been remarkable and is a decided tribute to the untiring efforts of Rayburn Clark Smith, president of the company, who has directed the destinies of the organization from its very beginning. Mr. Smith has gathered about him a personnel of co-workers of the highest caliber, men well equipped and specifically trained to carry on the work before them.

From a small beginning this company grew to its present magnitude, and the large factory situated at Fifty-eighth street and Grays avenue, this city, is often taxed to its utmost capacity to turn out the orders for Unico equipment. In that length of time the scope of the products of the Unit Construction Co. has also widened. Although originally the Unico line consisted of hearing rooms and record racks, it now also covers sales counters, repair benches, interior equipment for the furnishing

of warerooms, ventilating and lighting of the rooms, sales stimulators, service tables for table model talking machines and radio cabinets. The variety of designs and finishes of the equipment has also been greatly diversified since the early days of the company.

The first Unico installation made by the Unit Construction Co. was during March, 1913, exactly ten years ago, in the warerooms of the Hammann-Levin Co., Baltimore, Md., which is in use at the present time, and has given ten years of profitable service. As time passed Unico equipment found its way into practically all the large trade centers of this country and the handsome installation made a year or so ago in the warerooms of the British Gramophone Co., of London, England, started a new era of wareroom equipment in the British Isles and on the Continent, which resulted in the opening of a worldwide market for Unico products, and the demand for equipment is steadily growing.

The present officers of the company are Rayburn Clark Smith, president; Harry A. Beach, vice-president; F. L. Rice, secretary, and Alfred Sperring, treasurer.

PLAN TO DEVELOP HOLIDAY TRADE

Talking Machine Men, Inc., Appoints Committee to Devise Holiday Sales Plans—Music Memory Contest Plans Progress—Interesting Discussions and Exhibits in Evidence

Several discussions of topics of vital interest to the talking machine trade and a number of interesting exhibits marked the February meeting of the Talking Machine Men, Inc., of New York, in the Café Boulevard. The proper handling of the mailing list as an increasing source of profit was pointed out by Irwin Kurtz, president of the association, and several other members.

A move which has great potential possibilities was made in the appointment of a committee to develop plans for increasing sales during all holidays. The committee includes Max Landay, president of Landay Bros., chairman; J. J. Davin, of Ormes, Inc.; C. L. Dennis; Lloyd Spencer, of the Silas E. Pearsall Co.; Edward Strauss, of the Brunswick-Balke-Collender Co.'s New York office, and Philip Marcus, of the S. B. Davega Co.

The members of the Talking Machine Men, Inc., are solidly in back of the Music Memory Contest to be held in the public schools of New York this Spring, according to a report on the progress of the plans for this event. Many members have donated records as well as machines as prizes for the schools in their districts and at this meeting the following additional gifts were announced: Silas E. Pearsall

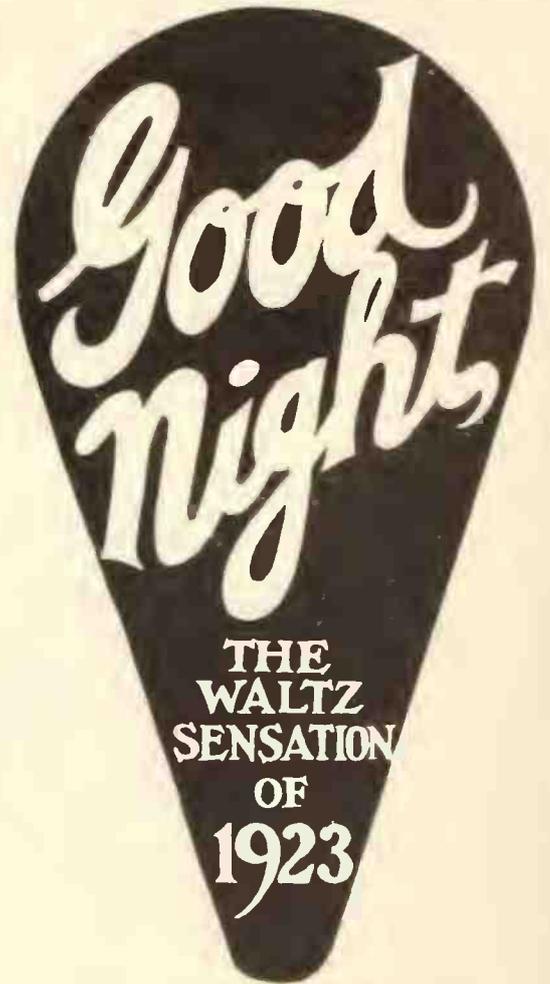
Co., \$150 worth of merchandise; Ormes, Inc., \$150 worth of merchandise; Modernola Co., a Modernola portable; Brilliantone Steel Needle Co., 500 needles and a record cleaner to each school; Sol Lazarus gave an additional prize, and H. Emerson Yorke, mechanical manager of the Witmark music publishing organization, announced that this concern would give a quantity of Black & White sheet music to be distributed as prizes.

A guest of the association, S. Mason Timberlake, of the New York offices of the Elliot Co., made an interesting address on the advantages of the Elliot Addressing System, after which he gave a demonstration of the system to those interested.

Among the exhibits was a display of "The Parade of the Wooden Soldiers," which has been prepared by Ormes, Inc., Victor jobbers. This display is being featured by Ormes, Inc., to aid dealers in boosting sales of the records of this selection by Paul Whiteman and His Orchestra. Other displays which attracted considerable attention included an exhibit of sporting goods by the S. B. Davega Co., designed to show how sporting goods and talking machines could be profitably combined, and a new model talking machine by I. H. Isaacs.

A committee composed of S. M. Creedman, chairman; J. J. Davin, Sol Lazarus and C. L. Dennis was appointed to collect old records for the Welfare League of Sing Sing prison, who requested this service in a letter to the Association.

The meeting closed with musical entertain-



ment furnished by M. Witmark & Sons, who presented some of their most recent and leading song hits. H. Emerson Yorke, who represented the company, gave a brief talk and some of the leading composers of popular songs in the Witmark organization followed with songs.

VICTOR FOREIGN SUPPLEMENTS

The March foreign language record supplements include listings of recordings in the following languages: Bohemian, French-Canadian, German, Greek, Hebrew-Yiddish, Italian, Mexican, Norwegian, Polish, Russian, Slovak, Swedish, Ukrainian.

The 118 Nassau Corporation sold the fifteen-year lease on the five-story and basement building at 118 Nassau street, New York, to Herman Steinlauf, who will conduct his music and phonograph business in the premises.

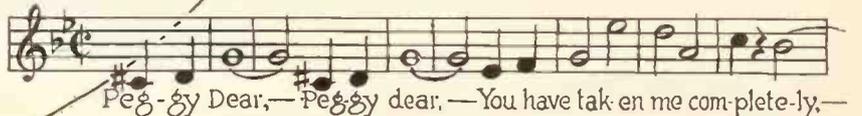
PEGGY DEAR

Light, Tuneful and Original FoxTrot



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

You can HEAR it and BUY it HERE



She almost forgot to buy those New Columbia Records for the party tonight. But not quite! She just happened to see the *Columbia Exterior Metal Sign* in front of Jones' Music Shop.

It was a narrow escape. Would she have seen one in front of your store?

\$5 at your Columbia Branch.

COLUMBIA GRAPHOPHONE CO.
New York



KENNEDY NEW COLUMBIA ARTIST

Well-known Singer of Irish Songs Added to Columbia's List of Exclusive Artists

The latest addition to the fast-growing list of exclusive Columbia artists is Wm. A. Kennedy, a tenor who specializes on the rendition of Irish ballads. Mr. Kennedy is well known



William A. Kennedy

in the East, having achieved considerable success in vaudeville and having also appeared at a number of formal and informal concerts where he was enthusiastically received. His first Columbia record, now ready for release, features two popular Irish ballads, "Little Town in the Ould County Down" and "In the Valley Near Slievenamon." Mr. Kennedy's voice is particularly adapted to singing Irish ballads and Columbia dealers who have visited the company's recording laboratories have highly praised Mr. Kennedy's first record.

UNIQUE STUNT DRAWS CROWDS

Members of Sales Staff of Barker Bros. Record Department Costumed to Represent Characters of Various Operas—Effective Publicity

LOS ANGELES, CAL., March 6.—On the occasion of the visit here recently of the San Carlo Grand Opera Co., arrangements were made by J. W. Boothe, general manager of the music department of Barker Bros., for the costuming of the entire sales force in the record department to represent characters from the various operas. The plan, which was originated by Miss Donzella Cross, of Sherman, Clay & Co., was well carried out, the salesladies in costume appearing daily for the two weeks of opera. The Hotel Ambassador Orchestra, under the direction of Abe Lyman, was engaged for the opening day of the opera, playing from 2:30 to 3:30 in the afternoon and attracting hundreds of people. This orchestra is specially noteworthy, owing to the fact that the members include Abe Lyman and Gus Arnheim, composers of "Peggy Dear" and "Apple Sauce," which have been recorded by the Vocalion Co. and are now on sale; John Schonberger, composer of "Whispering"; Ray Lopez, composer of "Bees' Knees"; Gus Muller, composer of "Wang Wang Blues."

OPENS MODERN VICTOR DEPARTMENT

Empire Music Co., Atlanta, Ga., New Concern, Opens for Business With Complete Line

ATLANTA, GA., March 8.—An up-to-date talking machine department has been established on the fourth floor of the J. M. High Co.

The department was installed by the Empire Music Co., a \$25,000 corporation recently organized in Atlanta by Walter F. Higgins, William A. Barfield and R. H. Hixon. They are all well known in this city, having been in business here for a number of years.

"Ours will be an exclusive line of Victrolas and Victor records," said Mr. Barfield, who has had twenty-one years' experience in the talking machine business. "We will be the only Victrola house in the Whitehall street shopping district."

Mr. Higgins, who will actively manage the new department, has been district manager of the Ajax Rubber Co. for five years. Mr. Hixon formerly was manager of the F. W. King Candy Co. On the opening day exhibitions of the latest Victrolas were made.

PLANS FOR DALLAS MUSIC WEEK

DALLAS, TEX., March 5.—The monthly meeting of the Dallas Music Industries' Association was held in this city just recently and the chief discussion centered around the plans for the annual music week to be held from April 30 to May 5. It is announced that an elaborate preliminary

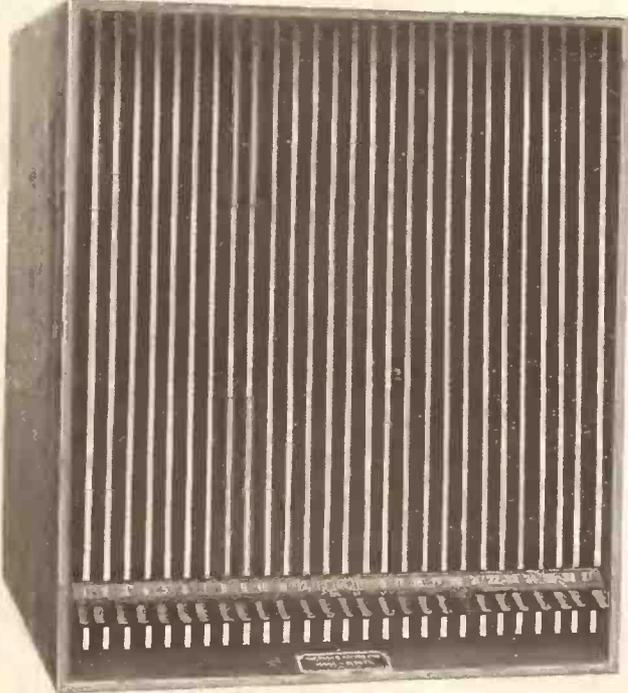
program has already been arranged and that all the musical interests of the State will take part, including the churches, schools, clubs, theatres, etc. Among the features will be a massed piano concert, with each local dealer providing a grand piano for the affair, and there will also be a massed talking machine concert presented by recording artists of the different companies.

FIRST RECORD BY WILL ROGERS

Included in Special Release of Six Victor Records to Be Placed on Sale on March 15

The first Victor record by Will Rogers, the popular comedian of the "Ziegfeld Follies," who, as recently announced, has arranged to record exclusively for the Victor Co., is included in a special release of six records to be placed on sale by Victor dealers on March 15. Five of the records will be listed in the April supplement and the other one in May. The Will Rogers record is doubled-sided, one side bearing a monologue on "A New Slant on War," and the other, "Timely Topics."

A new record by Caruso, "Nina"; another by the Shannon Quartet, a record of "Fate," and "Lady of the Evening," two fox-trots, from "The Music Box Revue," played by Whiteman and his orchestra; "Aggravatin' Papa," and "Aunt Hagar's Blues," played by the Virginians; "Down in Maryland" and "Georgia Cabin Doors," and two fox-trots by the Benson Orchestra of Chicago make up the special list.



**HAAG
RECORD FILES**

Instantly hand you the desired record and automatically file them for you.

Beautifully finished in Olive, Green, Gold and Black, durably constructed, beautifies the appearance of the Talking Machine in which it is installed.

Made in sizes to fit any Talking Machine

HAAG RECORD FILES
Accommodate all makes of Records

Sold in Every State

Haag & Bissex Co., Inc.
SALES OFFICE
Calvert Bldg. Baltimore.

In Chicago—It is

Guyon's Paradise Orchestra

In Detroit—It is

Finzel's Detroit Society Orchestra

In Chicago and in Detroit, thousands and thousands of people every year dance to original and unusually effective arrangements of the latest, up-to-the-minute dance hits, as played by Guyon's Paradise Orchestra and Finzel's Detroit Society Orchestra. Speak of the *best* dance music, and Chicagoans will say, "Guyon's"—Detroiters will quickly answer, "Finzel's."

These two famous orchestras
now record exclusively for

OKeh Records

Chicagoans, Detroiters, and people from the neighboring cities are enthusiastically greeting the opportunity for hearing their favorite orchestra right in their own homes. The release of each new recording shows a further increase in the already marked demand for the recordings of these famous organizations.

Recordings by these, or any other OKeh artists or organizations may be obtained from Consolidated with the same promptness and smooth efficiency that are always so characteristic of CONSOLIDATED SERVICE.



Consolidated Talking Machine Co.

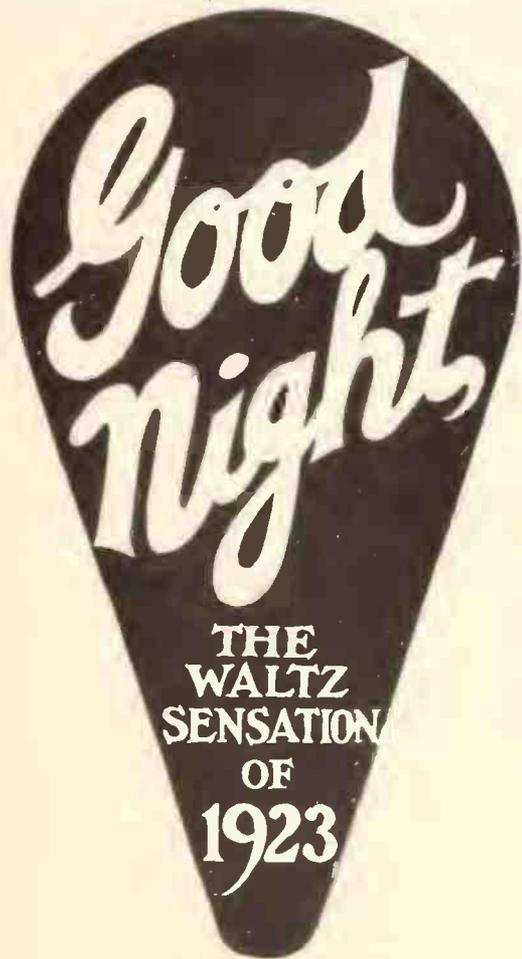
227 W. Washington Street

Chicago, Ill.

Branches:

2957 Gratiot Avenue, Detroit, Mich.

1121 Nicollet Avenue, Minneapolis, Minn.



RECORDING COMPANY CHARTERED

A charter of incorporation has been granted to the Prince Lance Recording Laboratories, under the laws of the State of Delaware. The concern, which is capitalized at \$100,000, will engage, it is announced, in the manufacture of talking machine records.

Many dealers have passed out of business existence because they did not believe in advertising.

BILL TO CHECK MISLEADING ADS

Proposed Legislation in Wisconsin Would Establish Rigid Advertising Censorship

MADISON, Wis., March 5.—The unscrupulous merchant will have to turn over a new leaf if Assemblyman J. Timmerman succeeds in getting the approval of the solons on his bill establishing a rigid State censorship on misleading or untruthful advertising. The bill will come up for debate at this session of the legislature.

Violators of the act would come under three divisions. The first is the merchant who falsely advertises a sale on damaged goods or stocks of bankrupt concerns. The maximum penalty for this offense is a \$50 fine.

Persons misrepresenting the quality, value, motive of sale or the source of purchase of merchandise, which is known to be untrue, will be subject to a maximum fine of \$1,000, 60 days' imprisonment, or both.

The third class of violator is he who advertises a sale of merchandise sold at a fixed price and who fails to state the amount of goods offered and who does not mention the quality of the article. This section is designed to reach those selling "seconds" as first-class merchandise.

SUCCESSFUL SOUTHERN SALESWOMAN

Miss Willie Cox, of Clark & Jones, Birmingham, Ala., Featured in Newspaper Article

In a series of feature articles on "Successful Business Women of Birmingham," the Birmingham Age-Herald recently devoted considerable space to a portrait of Miss Willie Cox, for ten years connected with the Victor record department of Clark & Jones, that city, together with an interesting story regarding the young lady's accomplishments as a record saleswoman.

In an interview Miss Cox reiterated the oft-repeated advice of those who handle records most successfully, namely, that the sales person should have a complete and accurate knowledge of every record in the catalog in order to meet the requirements of customers properly and to give proper advice in the selection of numbers.

LEASES STORE IN PATERSON

George E. Gevas, proprietor of the United Music Store, 567 Broad street, Newark, N. J., has concluded arrangements for a long-term lease on a large establishment at 24 Main street, Paterson, N. J., which he will soon open as a branch store.

WERRENRATH SCORES IN RECITALS

Noted Baritone and Victor Artist Presents a Number of Popular Programs During the Season, Including Recital on February 22

Reinald Werrenrath, the noted baritone and Victor record artist, has been giving a series of very successful recitals during the present season, at times in connection with musical organizations and again giving the entire program himself. Mr. Werrenrath, for instance, succeeded in filling Carnegie Hall on the afternoon of Washington's Birthday, February 22, and gave a program of particular interest to record buyers and talking machine dealers.

In addition to a number of folk songs in native tongue, Mr. Werrenrath's program on that occasion included such recorded numbers as "Zur Ruh! Zur Ruh!", and three of the Kipling numbers for which he is famous, namely, "On the Road to Mandalay," "Fuzzy Wuzzy," and "Danny Deever." As an encore he also sang "Drink to Me Only With Thine Eyes," also a recorded number.

In the case of popular artists of the Werrenrath type, it is well for dealers to secure advance programs of recitals and concerts with a view to featuring the records of the numbers appearing on the program. Werrenrath's repertoire is what may be termed the popular ballad type and has a far wider appeal than that of the average concert artists, hence the importance of tying up with his recitals.

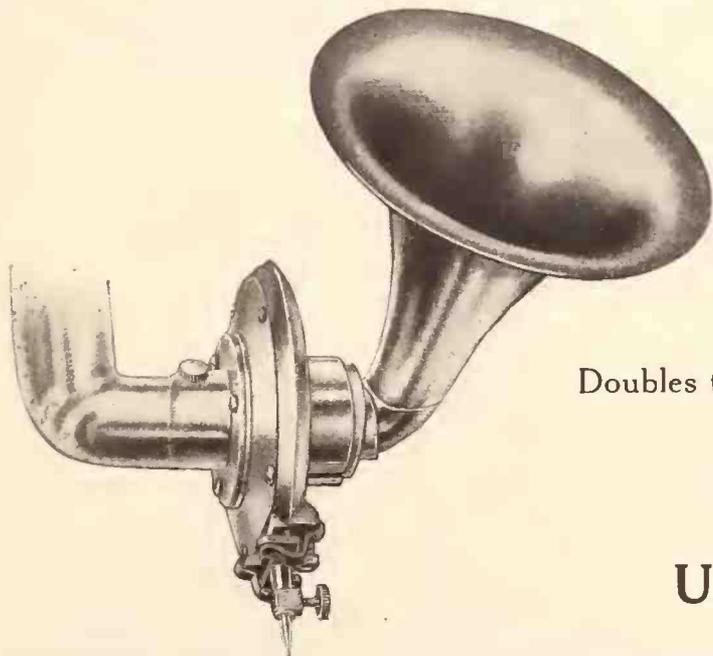
MANY STUDY WOOD-USING METHODS

Many Courses Conducted by the Forest Products Laboratory Show Constructive Work Being Successfully Carried On

The educational work in boxing, crating, gluing and kiln drying among men from the leading wood-using industries of the country being carried on by the Forest Products Laboratory, Madison, Wis., is indicated by the fact that in a period of five years fifty-three short courses have been given and 532 representatives from almost every State in the Union have taken these courses. Thirty-nine courses in kiln drying, with an enrollment of 326; nineteen courses in boxing and crating, with 167 enrolled, and five classes in the gluing of wood, with an enrollment of thirty-nine, have been given. Among those in the talking machine industry who enrolled for the last course in boxing and crating was A. W. Bergeon, of the Brunswick-Balke-Collender Co., Muskegon, Mich. Other courses are planned for the near future.

ADD-A-TONE

THE SUPREME TONE AMPLIFIER



A simple, neat appliance, easily attached to your machine. Produces a pure natural tone, free from all "blast," vibration or distortion.

Note the novel spring suspension

Incomparable for Dancing

Renewed pleasure from your favorite record is assured. Doubles the volume, yet improves the quality and detail.

*"If you haven't heard the
ADD-A-TONE
You haven't heard your machine"*

UNIQUE REPRODUCTION CO., Inc.
32 Union Square, New York

Financial Service

for

Phonograph Dealers



C. I. T. Service



Means to the dealer all the advantages of additional capital. It is a real sales aid—it enables you to increase your time sales without financial strain. It means more volume and more profits.

It is a sound and simple arrangement for converting your time payment paper into cash.

Our charges are moderate.

Our long experience has enabled us to eliminate all red tape.

We invite inquiries. Write for details, which we will gladly send without cost or obligation to you.

BRUNSWICK DEALERS

Write for special Brunswick—C. I. T. plan arranged with and recommended by the Brunswick-Balke-Collender Co.

Commercial Investment Trust Incorporated

(Organized under the investment section of the Banking Laws of New York State)

Capital — \$6,000,000

Liggett Building, 41 East 42nd Street

New York City

BUFFALO

*Exhibits at Better Homes Show
—Fire Destroys Brunswick Home
—Business in All Lines Good*

BUFFALO, N. Y., March 6.—The month which has just closed has brought the largest volume of business to leading talking machine dealers of Buffalo of any February for the past three or four years.

Sales Manager Raymond Smith, of the Hoffman Piano Co., reports that he has had the most successful February in the history of the store, which has been located on Main street over twenty years. "There is about a 50-50 demand for the Sonora and Brunswick," Mr. Smith said. "Sales on one have been about as good as the other. We have never experienced such a demand for talking machines."

The new Victor models, Styles 210 and 215, are meeting with the enthusiastic approval of dealers, according to C. E. Seigesmund, sales manager of C. N. Andrews, Victor wholesaler. Mr. Seigesmund is in charge during the absence of Mr. Andrews, who is now enjoying a few weeks' vacation at Altamont Springs, Fla., accompanied by Mrs. Andrews.

E. E. Burley, of West Ferry street, says he has just closed a very satisfactory February, which brought in a volume of business much larger than the corresponding month of last year. Mr. Burley is now preparing a direct advertising campaign and planning for a record-breaking Spring and Summer trade. The record business is keeping up with the general trend also, he said.

Louis Kurtzman, manufacturer of the Kurtzman electric phonograph, reports a steadily increasing business. He is featuring the period models in attractive displays. Mr. Kurtzman is planning for a good Spring business.

The Victor talking machine will be represented in the Buffalo Better Homes Exposition by Neal, Clark & Neal, Main street dealers. Speaking of the display, Sales Manager Frank E. Russell says: "We were very successful last year, when we made a number of sales at the show, and took quite a large number of orders. This year we expect to profit even more, for the exposition of 1923 is a much larger show."

Ben Neal, of this concern, recently addressed the Syracuse University Alumni Association in this city.

E. F. Braner, of the Braner Music Shoppe, says they have had a good Columbia business

and the record business has been exceptionally brisk.

R. M. Armstrong, manager of the phonograph department of the Edward Store, says they have a number of orders for Brunswick models 200 and 210, and the York model. "It is hard to get the popular models, which has been quite an inconvenience to us," Mr. Armstrong said. "However, this condition is not discouraging, as we find patrons willing to wait until their particular choice can be secured."

The John G. Schuler Co., Inc., is conducting a sale of pianos and small musical instruments to make room for new Spring stock. A complete and attractive line of Edisons and Sonoras is handled in this large store. They have enjoyed a very profitable business in this department, said Arnold T. Armbrust, secretary of the company.

The building of the Brunswick-Balke-Collender Co. and contents were completely destroyed by fire on February 23. The talking machines were stored in a building across the street from the fire and escaped damage. The loss is estimated at between \$30,000 and \$50,000, which is covered by insurance.

The music store of Alexander Maisel is undergoing changes that will make it a first-class talking machine store. The entire interior is being refurnished. Mr. Maisel says there will be fifteen record demonstration booths on the first floor. Offices will be located on the balcony and the second floor will be used for sample rooms. A twenty-three-foot electric Victor sign will be erected in front of the store announcing the complete Victor line, which will be handled.

The new store of Charles Bellanca is expected to be finished early in June. It will be located at Carolina and Niagara streets. The store will be complete and up-to-date in every respect, according to Mr. Bellanca. The present location of the Bellanca store is at 159 Court street, where business has grown to such a degree that larger quarters have been found imperative. Mr. Bellanca will cater to the Italian trade of this district.

Goold Bros., Main street music dealers, who handle the Sonora line, are conducting a series of concerts throughout the city, for which they have secured nationally known artists.

O. L. Neal, of the Buffalo Talking Machine Co., is enjoying a vacation in Atlantic City, N. J., accompanied by Mrs. Neal. Previous to going to Atlantic City he visited the Victor plant in Camden, N. J.

C. H. Herneke, manager of the talking machine department of Denton, Cottier & Daniels, is in New York on a vacation trip.

SILK PLUSH FOR WINDOW TRIM

Buy Direct

HYDOL PLUSH MFG. CO.

"Plush For Every Use Since 1889"

Write for samples, Dept. "E."

41 East 20th Street

New York City

Columbia dealers of Buffalo and western New York gave a testimonial dinner in the Hotel Iroquois recently to H. B. Haring, manager of the local Columbia branch, which closed last month. The dining room was decorated in Columbia colors and paraphernalia and the participants wore the festive gift envelopes as hats.

M. Turchin, local dealer, presented a gold penknife to Mr. Haring in behalf of the dealers and in his speech praised the honored guest for the help they had received from him while in charge of the Buffalo branch. In response, Mr. Haring spoke on the co-operation he had received from the dealers. J. J. Daugherty, assistant manager of the local branch, was also present and gave a short talk. S. F. Larmon, of the Cleveland branch, spoke on what the dealers might expect from his offices from which distribution to this district will now be made. Mr. Haring is now in New York City with the general offices of the Columbia Graphophone Co.

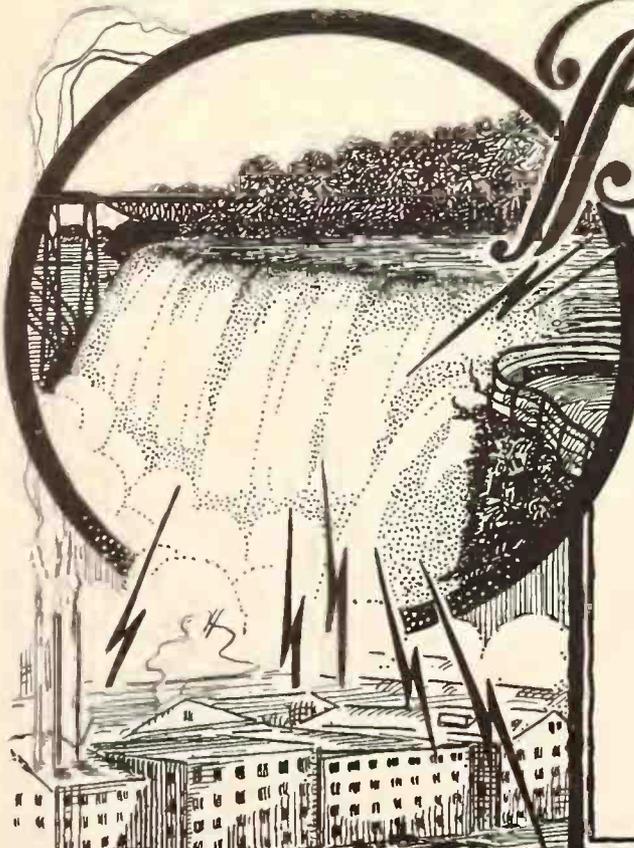
Lafayette Lipe, of Jamestown, has bought a four-acre tract of land on Church street in Randolph, N. Y., where he will erect a factory for the manufacture of phonographs. Mr. Lipe has not made public the details of his plan further than to say he expects to erect a small plant and expand as business increases. He has been manufacturing instruments and cabinets in Jamestown for about a year.

BERNIE ORCHESTRA'S FIRST RECORD

First Vocalion Record by Noted Dance Orchestra Attracts Much Attention

The Aeolian Co. reports a very substantial demand for the first of the new Vocalion records made by Ben Bernie and his noted dance orchestra, who have played very successfully over the various vaudeville circuits and have contracted to record exclusively for the Vocalion. The first record bears on one side "My Buddy," and on the other "Flower of Araby," two particularly interesting fox-trots.

The Eckophone Co., manufacturer of talking machines, Rockwell Terrace, Brooklyn, N. Y., recently was considerably damaged by a fire which started in an adjoining building.



Buffalo means power

As Buffalo is the power distribution center of this great territory
So is the
BUFFALO TALKING MACHINE COMPANY
Buffalo, New York

the power distribution center of Victor machines and records. The Buffalo Talking Machine Co. service forms a truly appreciated work. It furnishes a power of incentive to the Victor dealer that helps materially. Why not let us help you?

Just write or wire

EDISON JOBBERS HOLD ANNUAL MEETING IN NEW YORK

Laurence H. Lucker Re-elected President, A. A. Buehn Elected Vice-president and P. H. Oelman, Secretary and Treasurer—Present Situation Big Improvement Over Last Year's

The members of the National Edison Disc Jobbers' Association convened during the first half of the week of February 12 for their annual convention and on the week-end preceding celebrated the seventy-sixth birthday of Thos. A. Edison.

The convention was held at the Hotel Waldorf on Monday, Tuesday and Wednesday. Monday was devoted to a private session in which only the jobbers participated. Tuesday

facturing division; E. H. Philips, credit manager, and R. Karch, special traveling representative of the phonograph division.

On Wednesday morning the final session was held, which consisted of a joint meeting between the jobbers and Edison officials, at which time the plans and policies which had been discussed and announced during the previous two days were ratified and enthusiastically endorsed by the Edison Co. on the one hand in so far

to 70 per cent, which is, of course, very satisfactory progress.

The jobbers were particularly enthusiastic about the unprecedented demand for the new models of the Edison which have been introduced during the last year and the public approval, which has already been made manifest, of the new record release plan introduced by the Edison Co. last month. No official announcements were made regarding the various plans that were voted through at the convention, but it is expected that a number of announcements will be forthcoming as soon as these plans have been put in concrete shape for efficient operation.



Edison Jobbers Who Attended the Annual Meeting in New York

Reading Left to Right—1, Glenn Ellison; 2, A. A. Buehn; 3, A. C. Dennis; 4, F. C. Beatty; 5, Warren Taylor; 6, Charles Edison; 7, M. Goldberg; 8, Dan Haggerty; 9, B. Wolnitzky; 10, Laurence Lucker; 11, F. H. Silliman; 12, F. Keeney; 13, A. H. Curry; 14, L. H. Ripley; 15, M. M. Blackman; 16, H. L. Ellenberger; 17, P. H. Oelman; 18, E. Bowman; 19, A. L. Walsh; 20, V. L. Eddy; 21, D. Shultz; 22, Mrs. Shultz; 23, L. W. Bloom; 24, R. Karch; 25, R. B. Alling; 26, Walter Kipp; 27, Frank E. Bolway; 28, E. H. Hershberger; 29, A. Meskill; 30, William Hildebrand; 31, F. S. Hemenway; 32, W. L. Rosenblatt; 33, R. Proudfit; 34, William Schmidt; 35, J. W. Scott; 36, E. H. Philips; 37, John Sherman; 38, E. Trautwein; 39, D. Griffin; 40, A. R. Rhinow; 41, P. R. Hawley; 42, J. J. Mehl; 43, Howard Eckert; 44, Ralph Allen; 45, William Lucker; 46, W. A. Myers; 47, M. D. Tharp; 48, H. G. Stanton; 49, James Harris; 50, H. H. Blish; 51, H. Parchan.

was devoted to a series of talks by officials of the Edison Co., who outlined the prospective plans and policies of Thos. A. Edison, Inc., for the coming year. Among those who spoke were Thos. A. Edison, president; Charles Edison, chairman of the board; A. H. Curry, vice-president, in charge of the phonograph division; F. C. Beatty, assistant to Mr. Curry; John Sherman, manager of the order and service department; A. L. Walsh, advertising manager; Warren Taylor, manager of sales promotion; Stephen B. Mambert, vice-president in charge of finance; William Hildebrand, traffic manager; Fred C. Pullin, manager of the record manu-

as the jobbers were concerned and by the jobbers in so far as the plans of the Edison Co. were concerned.

One feature of the convention was the comparison made between business conditions with the Edison industry, at this time and a year ago when the last convention was held. On the basis that the depression which beset the whole industry a year ago represented a 100 per cent serious problem for the Edison manufacturing, jobbing and retailing forces, it was figured that the situation at present is only 30 per cent serious. In other words, that the improvement in Edison business during the last year amounts

The following officers were elected for the ensuing year: President, Laurence H. Lucker (re-elected); vice-president, A. A. Buehn; secretary and treasurer, P. H. Oelman. An executive committee was elected for the forthcoming year consisting of these officers and William Schmidt, Frank E. Bolway, H. G. Stanton and F. H. Silliman.

The convention was also replete with social pleasures. These included a very delightful luncheon given by the Edison jobbers to the Edison officials on Tuesday at the Waldorf and a banquet given by the Edison Co. in the Astor gallery of the Waldorf on Wednesday night, at which the Edison jobbers were the honored guests. At this latter affair significant talks were made by A. H. Curry, who acted as toastmaster, Chas. Edison and other important personages in the Edison trade. A "big-time" vaudeville dinner show was presented for the delectation of the diners, and throughout the meal invigorating music was supplied by Kaplan's Melodists, the famous Edison dance orchestra.

Among those who attended the convention, in addition to the representatives of Thos. A. Edi-

QUALITY IS NOT AN ACCIDENT

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

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

ARE YOU ONE OF THESE MANUFACTURERS?

CLAREMONT WASTE MFG. CO.

Claremont, N. H.

The Waltz Sensation for 1923

Goodnight!

Watch this Baby GROW!



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

son, Inc., mentioned above, were: M. M. Blackman, The Phonograph Co., of Kansas City; M. D. Tharp, Denver Drygoods Co., Denver; L. W. Bloom and E. H. Hershberger, of the Phonograph Co., Cleveland; R. Proudfit, Proudfit Sporting Goods Co., Ogden, Utah; Wm. Schmidt, The Phonograph Co., Chicago; R. B. Alling, Phonograph Co. of Detroit, Detroit; F. S.

Co., Philadelphia, and E. Bowman, The C. B. Haynes Co., Inc., Richmond, Va.; Glenn Ellison, Edison artist; William Lucker, Minneapolis; James Harris, W. H. Thorne & Co., Ltd., St. John, New Brunswick; Walter Kipp, Indianapolis; L. H. Ripley, Syracuse; Dan Haggerty, B. Wolnitzky, V. L. Eddy and E. Trautwein, of the Edison organization.

NEW CANADIAN COPYRIGHT BILL

Provides for Royalties of 5 Per Cent on Highest Retail Price for Roll and Record

OTTAWA, CAN., March 5.—James A. Robb, the Minister of Trade and Commerce, recently introduced in Parliament a new copyright bill, at the suggestion of the Canadian Authors & Composers' Society, providing for royalties on the mechanical reproduction of musical compositions. Heretofore, no songwriter or publisher received revenue for any music roll or record made in this country and this applied to British and American composers as well as Canadians.

There was passed in 1921 a copyright act which had never been proclaimed. There were several resolutions presented urging an amendment to the 1921 copyright act and these have been withdrawn.

The new copyright law calls for 5 per cent royalty to the copyright proprietor, based on the highest retail price per roll and record. If the bill is passed and approved in its present form the royalty on individual records sold to the public will be much larger than that now obtained in the United States. The percentage of royalty is the same as is now prevalent in the British Empire.

SPECIAL HEALTH RECORD CAMPAIGN

Standard Talking Machine Co. in Co-operation With Dealers Places Demonstration of Victor Health Records on Bills of Movie Theatres

PITTSBURGH, PA., March 3.—The Standard Talking Machine Co., Victor wholesaler of this city, recently fostered a very strong campaign for the exploitation of Victor Health Records in co-operation with the various Victor dealers in the territory. The new campaign hooks up with the local motion picture theatres and Miss Mary Craig, the girl athlete of Pittsburgh, was engaged to demonstrate the use of the records as a regular feature of the regular bills at the theatres.

A particularly interesting feature of the campaign was the amount of newspaper publicity it developed. The dealers carried special announcements of the feature, as did the theatres, and stories regarding the demonstration were carried in the theatrical columns of the newspapers. The result of this co-operative campaign was a noticeable increase in sales of these records and the development of interest which will result in future sales.



A. H. Curry, Vice-pres., Thos. A. Edison, Inc. Hemenway, Diamond Music Co., Inc., New Orleans; D. Shultz, Shultz Bros., Omaha; N. D. Griffin, American Phonograph Co., Albany; W. L. Rosenblatt, Phonographs, Inc., Atlanta; A. Meskill, Phonograph Corp. of Indiana, Indianapolis; A. C. Dennis, Texas-Oklahoma Phonograph Co., Dallas; A. C. Ireton, representing Edison Phonographs, Ltd., of San Francisco, Los Angeles and Portland, Ore.; H. G. Stanton, of R. S. Williams & Sons Co., Ltd., Toronto; Frank E. Bolway, Frank E. Bolway & Sons, Inc., Syracuse, N. Y.; H. H. Blish, Harger & Blish, Des Moines, Ia.; A. A. Buehn, Buehn Phonograph Co., Pittsburgh; P. H. Oelman, The Phonograph Co., Cleveland; Laurence H. Lucker, Minneapolis; F. H. Silliman, F. Keeney, L. H. Ripley and H. L. Ellenberger, of Pardee-Ellenberger Co., Boston; H. Parchan, Montana Phonograph Co., Helena; M. Goldberg, Silverstone Music Co., St. Louis; P. H. Oelman, The Phonograph Co., Cincinnati; P. R. Hawley and A. R. Rhinow, of the Girard Phonograph

RECORD ARTISTS IN FILM THEATRES

Signing Up of Jardon, Harrold, Ciccolini and Others to Appear in Motion Picture Theatres of Genuine Interest to Trade

A piece of news of unusual interest to talking machine dealers is that concerning the signing up by motion picture theatre operators of a number of prominent artists, including several opera stars, who will appear on the programs of some of the leading picture theatres of the country. Among those who have already been signed up by various interests are Dorothy Jardon, of the Chicago Grand Opera Co.; Orville Harrold, of the Metropolitan Opera Co.; Sig Ciccolini, of the Chicago Opera Co.; Victor Herbert, who will act as guest-conductor; Cantor Rosenblatt, noted Jewish artist, and others.

While it is believed that the press agent stories of the sums paid these famous artists by the film magnates are greatly exaggerated, the fact that they have been induced to appear in motion picture theatres is significant. It means that the talking machine dealer has opened another opportunity for tying up with the personal appearance in his town of the prominent recording artists, with the additional advantage that through the picture theatre he is able to appeal to a class considerably different from that patronizing the operas and the concerts.

BERGENER CO. IN NEW HANDS

PRICE, UTAH, March 6.—The Bergener Music Co., of this city, has passed into the hands of A. Turner, Kenneth Dunn and J. E. Caldwell, of Provo, Utah, who will operate the business without any changes of policy. Mr. Bergener and George Richards will remain with the company for the present.

The Baton Rouge Music Co., Brunswick dealer, of Baton Rouge, La., reports a decided increase in its business since removal to its new location, which is now one of the best-arranged shops in central Louisiana.

ATTRACTIVE JOBBING PROPOSITION

**Wall-Kane Phonograph
Needles**

THE TEN RECORD NEEDLES

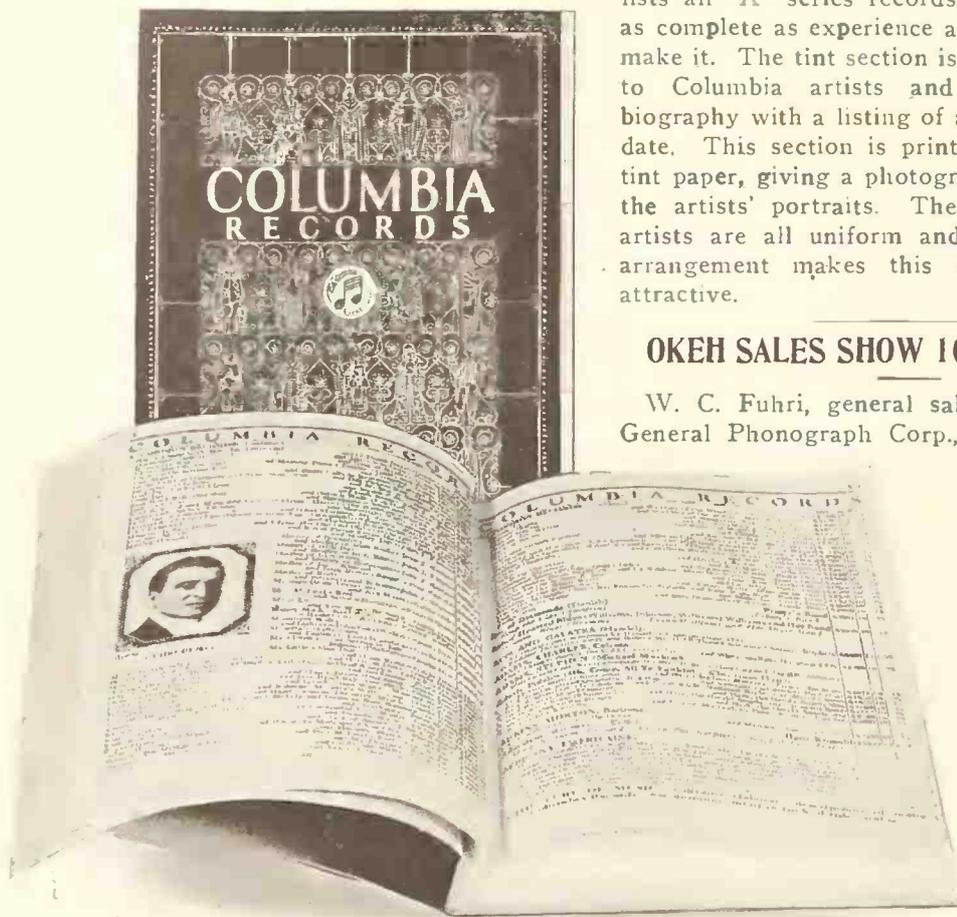
Some Jobbing Territories Still Open

WALL-KANE NEEDLE MFG. CO., Inc., 3922 14th Ave., Brooklyn, N. Y.

COLUMBIA CO.'S CATALOG FOR 1923

Artistically Designed Volume Is Admirably Arranged and Very Carefully Edited

The Columbia Graphophone Co., in the preparation of its 1923 catalog, spared no expense in order to place in the hands of its dealers a sales aid of artistic, effective design. The



Cover of the Columbia Graphophone Co.'s New Catalog

cover design, which is exceptionally attractive, has miniature figures worked into an intricate

pattern, these figures representing authentic drawings of leading characters from famous operas. It is expected that curiosity will influence many music lovers to try to pick out the operas and names of characters represented in this pattern, and in order to assist these curiosity seekers a key to the characters is presented on the second page.

The catalog contains a white section which lists all "A" series records, and this listing is as complete as experience and knowledge could make it. The tint section is devoted exclusively to Columbia artists and contains a brief biography with a listing of all records issued to date. This section is printed on soft finished, tint paper, giving a photographic appearance to the artists' portraits. The illustration of the artists are all uniform and a pleasing border arrangement makes this section particularly attractive.

OKEH SALES SHOW 100% INCREASE

W. C. Fuhri, general sales manager of the General Phonograph Corp., New York, manufacturer of Okeh records, who returned recently from a Western trip, is keenly enthusiastic regarding the sales totals reported by Okeh jobbers throughout the country. In a chat with The World Mr. Fuhri stated that Okeh record sales for February showed an increase of more than 100

per cent over the corresponding period of last year. In fact, by the fifteenth of February

the figures were ahead of the sales totals of February, 1922, and Okeh jobbers everywhere report a steadily increasing demand for this popular record.

NEW VOCALION RECORD FOLDERS

Particularly Attractive Pieces of Literature Featuring Noted Vocalion Recording Artists Just Issued by the Aeolian Co.

The trade promotion department of the Aeolian Co. has just issued the first two of a series of particularly striking folders featuring the famous artists who record exclusively for the Vocalion Red records. The folders, the first of which is devoted to May Peterson, well-known opera star, and the second to Rosa Raisa, of the Chicago Civic Opera Co., are unusually attractive in appearance and outside the stereotyped forms. On the covers appear striking photographs of the individual artists set in brilliantly colored backgrounds and the text is of the interesting readable sort. The back page of the four-page folder carries a list of some of the recordings of the particular artists.

The folders are well worth while and should prove of material assistance to the dealer in calling the attention of music lovers to the prominent artists who record for the Vocalion.

CONDUCT MUSIC MEMORY CONTEST

MOUND CITY, ILL., March 8.—Pulaski County, Ill., conducted a county-wide Music Memory Contest early this month which resulted in wide interest. Miss Golda Airy, of the Koerber-Brenner Co., St. Louis, Mo., gave an illustrated talk on music appreciation at both afternoon and morning sessions. E. C. Crosson, Victor dealer at Mound City, furnished the Victrola for the demonstration. Miss Airy also gave a program before the Belleville, Ill., Women's Club. A Victrola was furnished by the Knapp Music Co.

THINK TWICE

Before purchasing your next lot of needles permit us to suggest your securing samples and prices of our

DE LUXE NEEDLES

(Best By Every Practical Test)

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.



Full Tone

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS



Medium Tone

Three for 30 cents (40 cents in Canada)
LIBERAL TRADE DISCOUNTS

For the Sons of Erin— Okeh Irish Records

What a world of difference there is in the popularity of "jazz" and that of the old Irish melodies! The much-heralded "hit" is here today—and gone tomorrow. The entrancing lilt of Irish tunes, and the beauty and sentiment of their verses stay with us indefinitely. There always has been, and always will be, a steady demand for the true Irish music.

In meeting this demand, our repertoire of Irish records has become justly famous. The majority of all the favorite songs, ballads, reels, and jigs that are dear to the lovers of Irish music will be found on Okeh Records, recorded by artists who are noted particularly for native-like interpretation of the melodies and verse of the Emerald Isle.

Take, for example, Gerald Griffin, the famous Irish tenor who records exclusively for Okeh Records. Gifted with a widely-ranging, pure and silvery tenor voice and an unusual faculty for vivid expression, his singing of Irish lyrics has earned the praise and admiration of thousands. When the demand for Irish music ceases, then, and only then, will the demand for Griffin's records cease also.

Okeh Irish Records are faster sellers, simply because they sell themselves.

St. Patrick's Day, the day for all true Irishmen, will soon be here, and with it, a notable increase in the demand for Irish records of every character. It offers an excellent opportunity for a quick increase in sales, and we urge all Okeh dealers to take every possible advantage of the opportunity, and to make sure that their stocks of the famous Okeh Irish Records are thoroughly complete.



GERALD GRIFFIN

Okeh Records

The Records of Quality



**General Phonograph
Corporation**

OTTO HEINEMAN, President
25 West 45th St. New York

You don't need ear-muffs when Paul Specht and his orchestra start you fox-trotting with "My Buddy," record A-3817. Smooth! That's the word! Pep to spare—s-o-m-e smooth! A worthy fox-trot partner, "When You and I Were Young Maggie Blues," is on the other side. Two prize dancing numbers that are extra prominent on this month's list.

COLUMBIA GRAPHOPHONE CO.
New York



OBTAIN BETTER INSTALMENT TERMS

W. P. Doing Gives Interesting Comments on Business Outlook—Expects 1923 to Be a Banner Year—Points Out Pertinent Factors

W. P. Doing, manager of the phonograph department of Abraham & Straus, Brooklyn, N. Y., contributes an interesting article to the current issue of the Sonora Bell entitled "Possibilities and Policies for 1923." In this article Mr. Doing comments as follows:

"There are a number of sound reasons why 1923 should be the best phonograph year since 1919. The vast army of unemployed has dwindled. New dwellings spring up daily; tenants are quick to take advantage of a modern place or lower rental; a new home requires at least some new furniture and perhaps an up-to-date phonograph. This has been reflected in the tremendous increase in sales of furniture and has also had its effect on phonograph sales.

"Our policy in regard to instalment business should be to obtain better terms. Ninety per cent of those who buy phonographs can and will pay at least 10 per cent down and the balance in twelve monthly payments. More liberal terms tend to cheapen the merchandise. Approximately 95 per cent of phonograph purchasers are women. Advertising should appeal to women and phonograph shops be designed to attract them. Stocks should be kept up and advertised. Advertising should feature the newest model phonograph. People are discarding old-style living room suites for new, upholstered ones; why not discard the old talking machine?"

"Allowances on old machines should be discouraged wherever possible to close a sale without taking in the old. When it becomes necessary the offer should not be too liberal. It is not good business to be forced to sell two in-



W. P. Doing

struments for the profit on but one. In figuring an allowance on an old one it will be well to remember that it will have to be overhauled, polished, sold and guaranteed to the new customer. The same profit should be made on this sale that there is in the sale of a new one. Competition on allowances must be met fairly and squarely."

HYATT TO ERECT NEW BUILDING

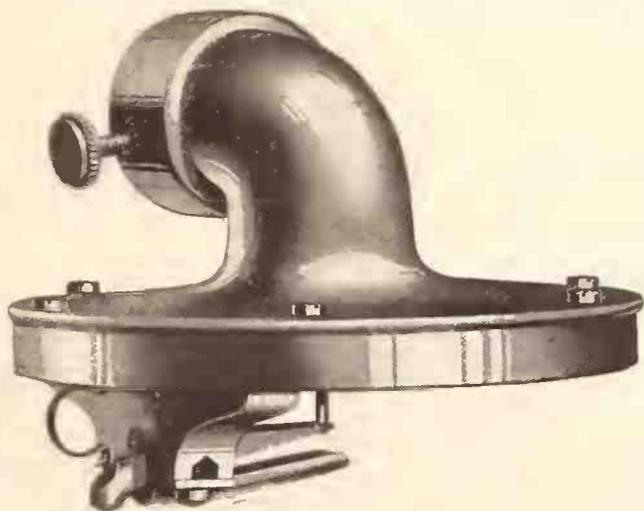
Head of Portland Talking Machine Co. Purchases Site for New Two-story Structure in Growing Section of the City

PORTLAND, ORE., March 6.—Looking into the future and with great business foresight E. B. Hyatt, of the Hyatt Talking Machine Co., the only exclusive talking machine establishment in Portland, has purchased 50 by 100 feet on the north side of Alder street, near Thirteenth, on which he plans to erect a two-story building. The trend of business is to the west, in the direction of Mr. Hyatt's purchase, and he has announced that he has made the purchase as an investment. The first floor will be fitted up with stores and the second will be arranged for light manufacturing. While Mr. Hyatt's lease on his present location will expire some time this Spring, he has not indicated that he will move into the building which he proposes to erect.

TRADE MARKET IN SOUTH AFRICA

WASHINGTON, D. C., March 7.—A concern in South Africa desires to secure the agency for pianos, organs, talking machines with cylinder records, blank records, sheet music and other musical instruments, according to a request received by the Bureau of Foreign and Domestic Commerce here. Terms, cash. Quotations, c. i. f., African port. Further information can be secured by communicating with the Bureau or any of its district offices and referring to File No. 5577.

The Claravox Does Not Injure Edison Records



CLARAVOX
CLEAR VOICE

Instantly Attached

Diamond Pointed

You can make any test with a Claravox on Edison Records as with the original reproducer for playing these records.

It has a diamond point (not sapphire), an exact duplicate of the Edison point. It is microscopically ground to the correct contour and is guaranteed not to cut the record. Records have been played hundreds of times without apparent evidence of wear.

The weight is the same on the record as with the original reproducer for these records.

The reasons why the Claravox gives a natural reproduction without nasal or metallic tone are as follows:

The diaphragm is crowned in the center and mounted with cork ring, tapered to the outside so that it vibrates as a whole and not in partials.

It is padded front and back, to reduce surface noise without reducing the volume.

The stylus is light, pivoted on knife edge, minimizing friction and giving best possible definition of record.

You can safely sell and recommend the Claravox as a reproducer which does full credit to Edison Records.

THE CLARAVOX CO.

Youngstown

OHIO



\$10,000,000 FOR MUSIC STUDY

Juilliard Foundation Announces That Sum at Disposal for Musical Education of Youth of United States—General Plan Outlined

More than \$10,000,000 has been received by the Juilliard Music Foundation formed by the will of the late Augustus D. Juilliard, to give American youth a free musical education, the income of which will be devoted to that purpose. This was announced recently by the trustees, who for the past year have been awaiting the receipt of the money.

After much consideration the following general plan for the income's disposition has been announced:

"Income from funds in hand or yet to come will be used to assist students of music, to aid schools and colleges where music is taught, to aid organized musical movements, to advance musical appreciation and to stimulate musical ability in the United States. All aid granted by the Foundation will be for American music.

"Suggestions, advice and information have been sought and received from innumerable sources concerning the possible functions and services of such an organization as Mr. Juilliard provided for.

"The final test applied to each plan or project submitted to or considered by the Foundation has been its actual or possible value in a broad American scheme. Limited activities deserve support, but not from a Foundation whose province is general. In connection with so delicate a subject as music there will always be differences of opinion about measures of value, but it is the intention of the trustees to distribute the income from Mr. Juilliard's bequest for general musical goods."

DEVELOPING SCHOOL TRADE

ROLLA, Mo., March 8.—Miss Lillian M. Allen, of the J. A. Spilman Victor Store, this city, is spending a fifteen-minute period in each room of the public schools each week at the request of the superintendent. A grade school entertainment in Rolla recently used the Victor health exercises as a part of their program.

FOSTER CO. IN NEW QUARTERS

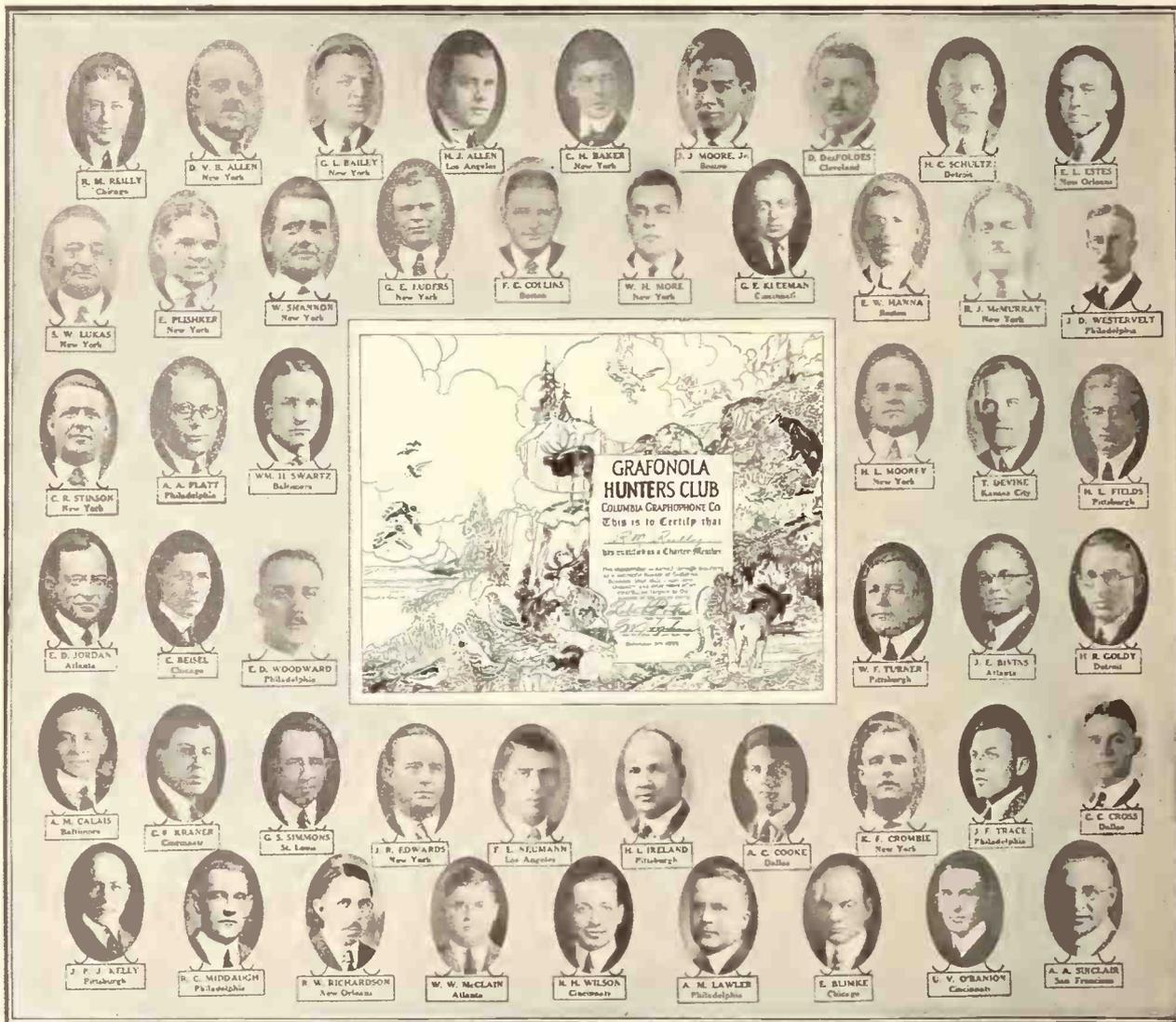
TROY, N. Y., March 8.—The Foster Piano Co. is now located in its new quarters at 283 River street, this city. The new quarters are a few doors south of the old ones in which it was housed for nineteen years. The new building is a decided improvement over the old.

COLUMBIA SALES LEADERS IN 1922

Charter and Associate Membership of the Grafonola Hunters' Club—Columbia Salesmen Show Their "Speed" in the Sales Field

The accompanying illustration presents the twenty-five charter members of the Grafonola Hunters' Club, together with the twenty-five associate members. These fifty men represent

the campaign. The "game" hunted consisted of Grafonola sales plans put out for Grafonola dealers, each sales plan counting in the score according to the number of Grafonolas involved in the plan. Record sales were not considered in this campaign, and it is interesting to note that Raymond M. Reilly, of the Chicago branch, finished first in the entire organization, having attained a phenomenal record. However, the New York branch of the company is to be com-



Charter and Associate Members of Grafonola Hunters' Club

the successful Columbia salesmen who finished 1922 as leaders in the Columbia organization.

This unique and interesting "Club" was formed during 1922 at the executive offices of the Columbia Graphophone Co. Geo. W. Hopkins, general sales manager of the company, was an active figure in the preparation of the details, while Robert W. Porter, field sales manager of the company, took personal charge of

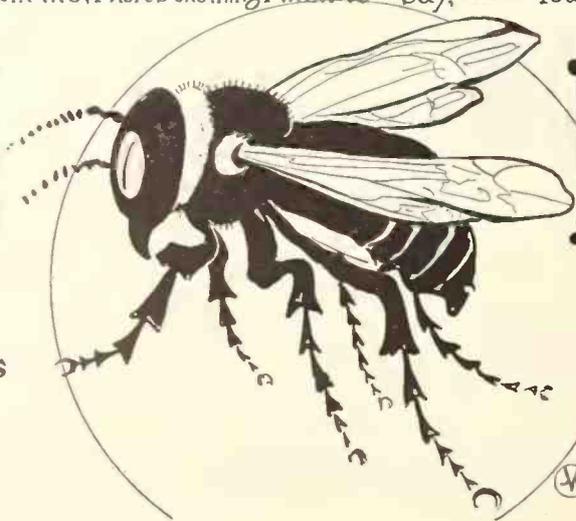
mended for its remarkable sales record, for included in the first twenty-five members of the Grafonola Hunters' Club there are eleven members of the New York sales staff. Kenneth Mills, manager of the New York branch, has been congratulated upon the aggressiveness of his sales force, which enabled this branch to be represented so effectively in the Grafonola Hunters' Club.



BEEES

A Busy Bee Fox Trot

by Ray Lopez and Ted Lewis



KNEES

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



The Player-Tone

IT'S SIMPLY GREAT

No Better Tone Instrument In the World

TWO

High Grade Lines of Phonographs With a Price That Will Sell

Every instrument on this page is exceptionally good, regardless of price, with the house back of it for years.

We offer you phonographs that are masterful in their perfection of high grade cabinet work, exquisitely finished by skilled workmen, and when you sell one of these perfect tone producing instruments, you prepare the way for another sale.

The more closely you analyze our high grade construction, combined with perfect tone quality, the more fully will you realize its unqualified value.

Write us for our net prices, which are exceptionally low in large or small quantities of either line.

Player-Tone Talking Machine Co.

Office and Salesrooms

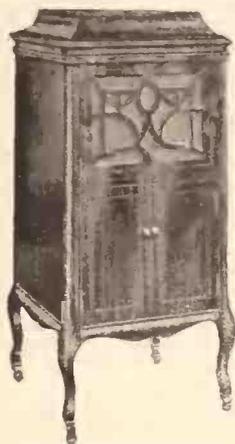
967 Liberty Avenue Pittsburgh, Pa.



New List \$75.00
Model 14
Brown Mahogany
or Golden Oak
Music Master Horn,
record shelves



New List \$100.00
Model 17
Brown Mahogany or
American Walnut
Round Ivory Horn,
record shelves, gold
equipment.



New List \$125.00
Model 20
Brown Mahogany Only
Music Master Horn
No. 44 Motor, record
album filing device.
All exposed parts gold
plated.



\$125.00
Model 200
Adam Brown
Mahogany
Queen Anne Console



Model 40
All gold equipment,
with 5 record filing
albums. \$150.00



\$150.00
Model 901
All Gold Equipment

Model 30
All gold equipment,
with 5 record filing
albums. \$135.00



\$75.00
Model 701
Mahogany Only



\$100.00
Model 311
Oak or Mahogany



\$110.00
Model 314
Oak, Mahogany or Walnut



\$125.00
Model 316
Oak or Mahogany



SAINT LOUIS

*Customer Co-operation Boosts Sales—Closing Columbia Branch
—J. F. Ditzell Joins Brunswick—Koerber-Brenner Dealers Meet*

St. Louis, Mo., March 8.—After a February that was somewhat disappointing to a good many talking machine dealers, due to adverse weather conditions which continued almost throughout the month, March started off like a lion. Practically all of the St. Louis Winter was compressed within the short limits of February. When the weather was not cold it was otherwise disagreeable and most of the dealers complained that business felt the effects. Consoles and cheaper machines contend for favor, with a slacking up of the demand for medium-priced goods. Record sales are good. Dealers are all most optimistic and look forward confidently to good Spring business.

Customer Canvass Boosts Sales

One place where February business was good

was at the Silverstone Music Co. It was not only a good month, but the best February in the history of the firm. The result was achieved mainly by the retail department and this was a result of a campaign among Edison owners. All owners were solicited for names of prospects and inducements were held out. The response was above expectations. In three instances two sales were made through one owner. Favorable terms also helped to jump the sales. E. J. Miller was high salesman for the month. He has been with the firm fifteen years and it was his best month's business. Fifty per cent of the month's business was done through the co-operation of owners. Paul Gold, manager of the retail department, is trying out salesmen who have not had experience

in selling talking machines, and is getting good results. Oliver Scott, who was formerly a railroad mechanic, sold twenty-three machines in February, totaling about \$3,000. Dave Steller, who was taken out of the bookkeeping department, also is making good. The wholesale department also made a good record for the month. Geoffrey Menne opened four new accounts the first week he was out and has been averaging three a week. O. A. Reynolds is doing well too. The store is being redecorated and two additional record booths are being installed.

Closing Columbia Branch

The local branch of the Columbia Co. is in process of being closed, under a decision of the company to make distribution to the St. Louis trade territory hereafter from Chicago. The members of the St. Louis organization will be scattered around to the other branches. The Columbia business for St. Louis and vicinity will be taken care of by Young Helwig, city salesman, who will have an office on the fourth floor of the Nelson Chesman Building, where the branch has been located.

Victor Educator Delivers Talks

Miss Mabel Rich, of the Victor educational department, spent two days here recently and gave a very interesting talk in the Vandervoort Music Hall. Some sixty supervisors and music teachers were present and each carried away some new ideas in music appreciation. Miss Rich went from St. Louis to Oklahoma City, where she appeared three times on the program of the State Teachers' Association and talked to the Oklahoma City Advertising Club on how the city can help the Music Memory Contest.

Brunswick Artist Scores

Margaret Young, Brunswick artist, who was here for two weeks at the Orpheum, showed dealers how it is that some artists, new to the public, quickly become popular. She had not been here three days before records by her could not be purchased at the shops of twenty dealers. She visited many dealers, sang with her records and made many friends.

The Schmitt-Baker Music Co., 3749 South Jefferson avenue and Jefferson avenue and Gravois street, has recently spent about \$200 in direct-by-mail suggestions to patrons impressing them with the benefits of the new Brunswick method of releasing records.

News Brieflets of the Month

P. J. Ricklin, Victor representative in the St. Louis territory, is spending a month in this city, after which he will work southern Illinois and eastern Missouri.

J. McKinnon, wholesale representative of the Aeolian Co., after spending two weeks here, departed for Chicago and other parts of his territory.

The talking machine department of the Stix, Baer & Fuller Co. is being remodeled and redecorated and presents a very attractive appearance.

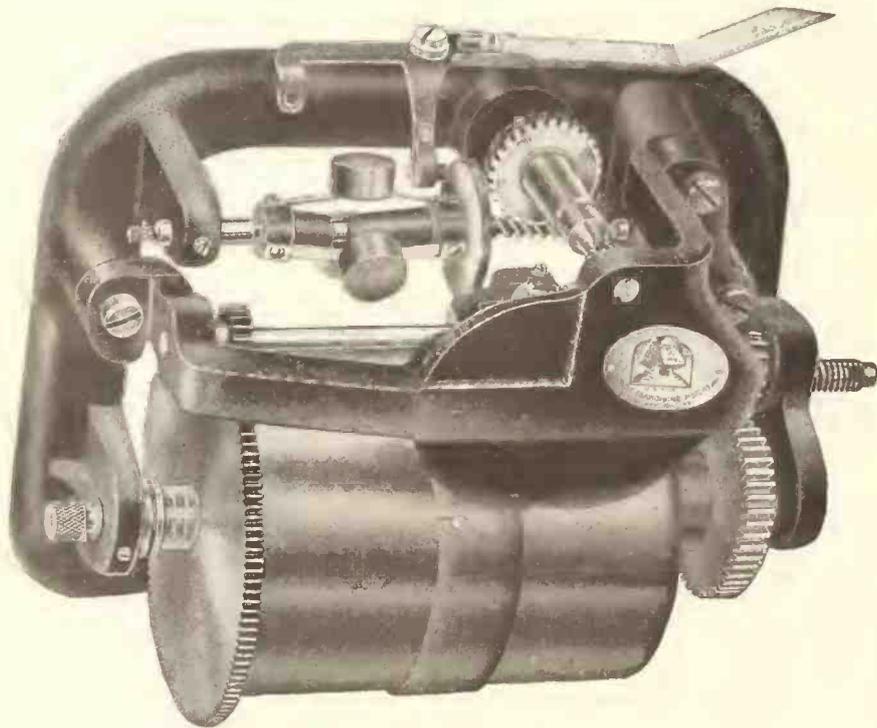
Mark Silverstone, president of the Silverstone Music Co., and his wife went to Marion, Ill., to attend a concert recently given by Miss Anna Case, Edison artist, under the auspices of the G. W. B. Music Co.

Manager Hosier, of the Scruggs, Vandervoort & Barney talking machine department, has recovered from an illness which kept him at home a few days.

George F. Standke, new manager of the Famous & Barr Co. talking machine department, made a business trip to Cleveland, O., early in March.

F. S. Horning, manager of the Stix, Baer & Fuller talking machine department, was in New York on a buying trip for ten days late in February and early in March.

The Koerber-Brenner Co. was represented at the "Move More Merchandise" Institute of the seventh district conference of the advertising clubs by a display of advertising prepared by the firm of Roeder & Schanuel, who do the Koerber-Brenner advertising. It consisted of



A MOTOR DESIGNED FOR HARD USAGE

Three good reasons

why you should use

S · P · H · I · N · X

FIRST—Designed to stand the strain of hard usage.

SECOND—Built to run smoothly and noiselessly under varying conditions.

THIRD—Operated with uniformity, and constant in speed.



Our mark on all motors

Write for our earliest delivery

Sphinx Gramophone Motors Inc.

21 East 40th St.
NEW YORK CITY

Charles Hackett reaches out and grips men's souls in "The Living God," record No. 80599. The author has called this song "a man's idea of religion," and Hackett's marvelous tenor voice is displayed with a strong dramatic quality that makes the song sink in deep. It's a record never to be forgotten.

COLUMBIA GRAPHOPHONE CO.
New York



the advertising done in connection with the "Victrola Exposition Week," the Koerber-Brenner Salesmanship School and the school held recently by the Victor Co. in this city.

Val Reis, of the Smith-Reis Piano Co., has returned from Hot Springs, Ark., where he went for his health.

Victor dealers of St. Louis had the advantage of having Mme. Schumann-Heink and Maier and Pattison in recitals recently.

J. F. Ditzell With Brunswick Co.

J. F. Ditzell, for several years manager of the talking machine department of the Famous

acting as critics, observing the twelve vital points of presentation.

The winner of the contest on guessing the best-selling February records was A. F. Hosier, of Scruggs-Vandervoort-Barney, whose score was 100 per cent. From the Koerber-Brenner Co. Tom Cummings had high score. A selling contest between two dealers will take place at the next meeting, which will be held March 28.

Wurlitzer Co. Buys Lehman Concern
The Lehman Music House, East St. Louis,

has been purchased from Fred Lehman by the Rudolph Wurlitzer Co. and will be operated under the direction of Manager J. B. Moran, of the St. Louis branch. It is understood that the Wurlitzer Co. plans to acquire a string of stores in southern Illinois and through Missouri as far as Jefferson City. Mr. and Mrs. Lehman have gone to Hot Springs for a stay of a few weeks. Later they will go to California for a prolonged stay. Mr. Lehman has no present plans for resuming business.

REMARKABLE TIE-UP WITH ARTISTS

Dealers in St. Louis and Surrounding Towns Carry Out Unprecedented Publicity Program, Tying Up With Brunswick Artists

St. Louis, Mo., March 6.—The Oriole Terrace Orchestra, Brunswick artists, were met by a special delegation of Brunswick dealers when they appeared here recently. Balloons, horns and banners played a prominent part in the reception. Broad publicity was given the appearance of the artists through a combined committee from the New Grand Central Theatre, the Arcadia Dance Pavilion and Brunswick dealers. The local newspapers gave a great deal of space and in addition 25,000 cards of miniature Brunswick records announcing the appearance of the exclusive Brunswick orchestra were attached to steering wheels of automobiles through the congested district; 30,000 inserts were mailed by Brunswick dealers and an additional 30,000 folders were distributed throughout the city.

When the orchestra appeared at the Arcadia Dance Pavilion on "Brunswick Night" there were distributed 1,500 large gas balloons, 1,000 horns with confetti paper stuffing and 1,000 squawker balloons. On all of these novelties were imprinted the words "Insist on Brunswick."

As a result of the wonderful dealer co-operation evidenced by this celebration Brunswick records by the Oriole Terrace Orchestra experienced a demand many times greater than usual for even that popular orchestra. Dealers here and in surrounding towns were almost completely sold out.



John F. Ditzell

& Barr Co., has gone to Chicago to become general sales manager of the record promotion department of the Brunswick-Balke-Collender Co. His resignation from the Famous & Barr Co. took effect in February and shortly thereafter he chose the Brunswick proposition among several that were open to him. He expressed himself enthusiastically regarding his important new connection and regretted leaving his friends in St. Louis and the local trade, but in his new position he hopes to be able to give many of them, as well as other Brunswick dealers throughout the United States, the benefits of his several years' experience in the retail field.

Koerber-Brenner Dealers Meet

Victor dealers of the Koerber-Brenner Co. held their usual monthly meeting February 27 at the Missouri Athletic Association for dinner and an evening's discussion of April records and other vital topics. In this and future meetings out-of-town dealers will join the city dealers. Each member present was asked to present one of the records in a manner he or she considered proper, with the rest of the company



Oriole Terrace Orchestra at Arcadia Pavilion on Brunswick Night

tion evidenced by this celebration Brunswick records by the Oriole Terrace Orchestra experienced a demand many times greater than usual for even that popular orchestra. Dealers here and in surrounding towns were almost completely sold out.

SEND OPERA THROUGH THE ETHER

WASHINGTON, D. C., March 8.—The entire opera of "Faust" was recently broadcast from the auditorium of Woodward & Lothrop, under the direction of A. D. Keller, manager of the Victor department of the store. The Washingtonians, a local opera organization, sang the opera, which was transmitted from station WIAY.

Brunswick
PHONOGRAPHS AND RECORDS

For St. Louis
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
915-19 N. Sixth St. R. W. Jackson, Branch Mgr.

AGGRESSIVE POLICIES WIN OUT IN SYRACUSE

All Lines of Machines and Records in Good Demand—Shortage in Some Lines Hampers Dealers—Optimism Prevalent in Trade—New Accounts Opened—Other Activities

SYRACUSE, N. Y., March 7.—The talking machine situation in this city since the first of January, particularly in sales of machines and records, has been very satisfactory, and dealers generally are keenly optimistic and predict a banner year. As Syracuse caters to a large suburban clientele in small towns within a radius of fifty miles, it is particularly fortunate in this respect, and as a result talking machine sales are not confined to the so-called busy Winter months, but extend throughout every month of the year.

Wholesale houses which are located in this city are extending helpful co-operation to dealers in Syracuse and in the territories they cover throughout New York State. Sales promotion letters have been sent out and representatives from these wholesalers have made special visits to dealers with the idea in mind of helping them prepare their stores and, in other ways, boost sales. All in all, the talking machine situation is very encouraging and the future is bright.

The W. D. Andrews Co., well-known Victor jobber, with headquarters in this city and which serves a large territory in New York State, reports that the demand for Victrolas since the holidays has been very large and that dealers are ordering all types of machines in large quantities. The demand, stated Mr. Andrews, is far ahead of the supply, and dealers are impressed more than ever with the fact that orders for machines must be placed far in advance in order to insure delivery on time. The announcement of the new horizontal models recently made by the Victor Co. has met with a hearty reception, with the result that the supply of these machines was exhausted within a few days after they arrived at the local headquarters. Mr. Andrews stated that dealers are very enthusiastic over these new horizontal types and now feel that the Victor line is more complete than ever, offering an assortment of sizes, models, finishes and prices to meet the requirements of every buyer. Of course, with the sale of so many new machines, record business has increased accordingly.

The Gibson-Snow Co., wholesale distributor of the Sonora phonograph and Vocalion records for New York State, with headquarters in this city, is much concerned over the acute shortage which exists at the present time. Efforts have been made to get delivery of Sonora phonographs so as to be able to meet the requirements of dealers, and while this has been accomplished in a degree it has been impossible

GIBSON-SNOW Co. Inc.
THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL
SYRACUSE, N.Y.

THE PERFORMANCE OF SERVICE
is the test of any organization
The Gibson-Snow Co. as distributors in New York State for the Sonora phonograph and Vocalion records, accomplishes this test of service that does help the dealer merchandise his product in an efficient manner.

We are prepared to help you. Ask us for our co-operation.
Sonora phonograph and Vocalion record distributors for New York State.

GIBSON-SNOW CO., Inc.
Syracuse, N. Y.

to furnish dealers with the number of machines ordered. C. B. Malcomb, general manager of the company, has tried every means possible to meet the situation which has existed since the holidays, and as a result many dealers throughout the territory which they serve have been able to secure a fair number of machines. "This is our greatest problem," stated Mr. Malcomb, "and we hope to be able in the next few months to gather enough machines in our warehouses so that we can have a representative stock on hand at all times, insuring prompt shipment." Vocalion records, Mr. Malcomb stated, are meeting with wide popularity throughout the territory, and dealers everywhere are very enthusiastic over the reception received by this line. Each month a large number of dealers are established through our featuring this record and from all indications during the coming year we expect it will meet with an even larger distribution.

This month the company announced to its trade that the newly equipped repair department is now at the service of dealers. The initiative of Mr. Soule, manager of this branch of the business, resulted in the installation of the improved repair service. It is located on the top floor of the large Gibson-Snow Building, where plenty of light is available and space enough to allow for the installation of a fully

equipped machine shop. A complete line of Sonora motors and parts has been arranged in an efficient manner on specially constructed shelves and cabinets.

This month the first of a series of concerts, which are to be given to the school children of Syracuse, N. Y., through the auspices of Melville Clark, proprietor of one of the largest retail Victor stores in New York State, was held in Keith's Theatre. Mr. Clark, who is president of the Syracuse Symphony Orchestra, is planning to deliver a lecture after each selection, explaining each individual instrument of the orchestra. This analysis of the use of the different instruments that go to make up a Symphony Orchestra provides a very instructive as well as entertaining program, designed to enable children to better appreciate music in general.

A sale worthy of mention made this month in Syracuse is that of a Gothic Deluxe Sonora, which retails at \$750, by the Gibson-Snow Co. to the Clark Music Co., of this city. It is rumored that this high-class instrument has already found a place in the home of a consumer, as Mr. Clark had already made plans and negotiations for its sale.

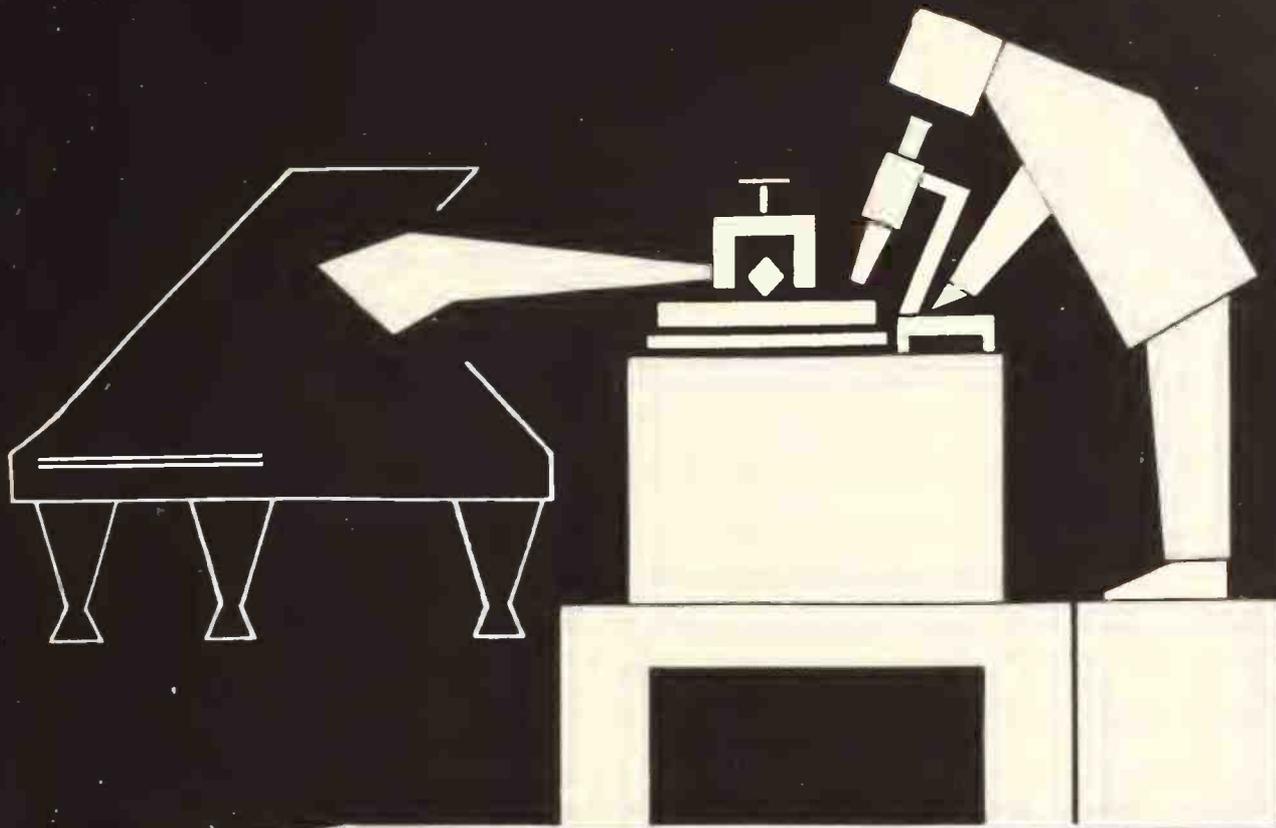
Among the new accounts recently opened by the Gibson-Snow Co., Sonora jobber, is Joseph Alpert, of Elmira, and the Corning Jewelry

W. D. ANDREWS CO.

DISTRIBUTORS OF
VICTROLAS and VICTOR RECORDS

"Service That Satisfies"

SYRACUSE, N. Y.



WE DO
RECORDING

FOR THE
TRADE
ALL CLASSES
OF
RECORDING
EXCLUSIVE TALENT
AVAILABLE
VOCAL - INSTRUM. TL.
ORCHESTRATION
ARRANGED
MASTERS
MOTHERS
OF RECENT
RELEASES
FOR SALE

PRECISE
SCIENTIFIC & ARTISTIC
MODERN LABORATORY
CONVENIENT LOCATION
IMPROVED EQUIPMENT
CHARGES MODERATE
QUALITY UNSURPASSED
UNDER EXPERT
EUROPEAN SUPERVISION

FOR THE
PUBLIC
WE SOLICIT
PROFESSIONALS
MUSICAL STUDENTS
INDIVIDUALS
SPECIAL ATTENTION
AND
INSTRUCTION -
COURSE
FOR
BEGINNERS

FULL PARTICULARS
UPON APPLICATION

H.
DER
MARCH 23.

STRONG RECORD CO. INC.
206 FIFTH AVENUE

MADISON SQUARE
4365-4366

CABLE ADDRESS
STROCO

NEW YORK N. Y.

ADOLF HAWERLANDER
PRESIDENT

MANAGEMENT:

HENRY GLAUE
PRODUCT. MANAGER.

Co., of Corning, N. Y., who have taken on the complete line of Sonora phonographs. Both these stores have previously handled the Vocalion records, and with the addition of the Sonora phonographs promise to give Sonora and Vocalion records a strong and high-class representation.

Frank E. Bolway & Son, Inc., jobbers of Edison Diamond Disc products, closed a very satisfactory month in February, and the Edison dealers in this territory all showed a substantial gain over last year. This was particularly true with Edison Diamond Disc Re-creations, and quite a number of the dealers used extensive publicity and aggressive sales methods with excellent results. The Bolway sales staff is co-operating with the dealers in every possible way and this co-operation is proving an important factor in the development of Edison business in this section of the State.

REPORTS INCREASING PROSPERITY

Federal Reserve Board and Labor Department Both Find Steady Improvement

WASHINGTON, D. C., March 7.—Evidence of a rising tide of prosperity was portrayed to-day by the Federal Reserve Board. Making public its monthly report on finance and commerce, it told of increases taking place in the production volume of commodities generally and expansion of enterprises. The Department of Labor, on the basis of responses of its employment agents in thirty-seven States to official queries, reported decreased unemployment, heightening demand for labor in nearly all industrial centers and an impending labor shortage in many areas.

The Reserve Board's account of heavier bank lending, increasing building operations, maximum railroad loadings of freight, particularly forestry products, and expanding production in basic industries like steel and cotton weaving, checked completely with the Labor Department's findings.

Industrial employment continued to increase during February and shortages of both skilled and unskilled labor were reported by the textile and steel mills and in the anthracite mines. The board added, however, that there was still some unemployment west of the Mississippi River, but, generally speaking, important wage increases were reported. Office workers, the board declared, have not been in such great demand, yet in Eastern industrial centers this class of workers is being absorbed more rapidly than conditions a few months ago would have indicated.

Reports from other sources show the same indications of continuing industrial prosperity in every section of the country.

ENJOY FLORIDA SUNSHINE

UTICA, N. Y., March 6.—Arthur F. Ferris, popular Victor dealer of this city, enjoyed the balmy air of Florida during February on a well-earned vacation. Mr. Ferris was accompanied by Mrs. Ferris and they returned on the first of March. Another dealer who has left the cold and windy climate of New York State for a rest and vacation in Florida is I. D. Bramer, Victor dealer, Fairport, N. Y.

MILLIGIN MUSIC SHOPS CHARTERED

CHICAGO, ILL., March 7.—The Milligin Music Shops, Inc., 3232 West Madison street, this city, have been granted a charter of incorporation under the laws of this State with a capital of \$100,000. The concern will manufacture and deal in musical instruments, radio cabinets, etc. Incorporators are B. H. Milligin, B. E. Milligin and M. G. Milligin.

James MacFarquhar, manager of the Victor department of S. Kann, Sons & Co., one of the largest department stores in Washington, D. C., left recently on a visit to Europe.

NEW COLUMBIA DISTRIBUTORS

Columbia Wholesalers, Inc., Formed in Baltimore—New Concern Headed by W. S. Parks

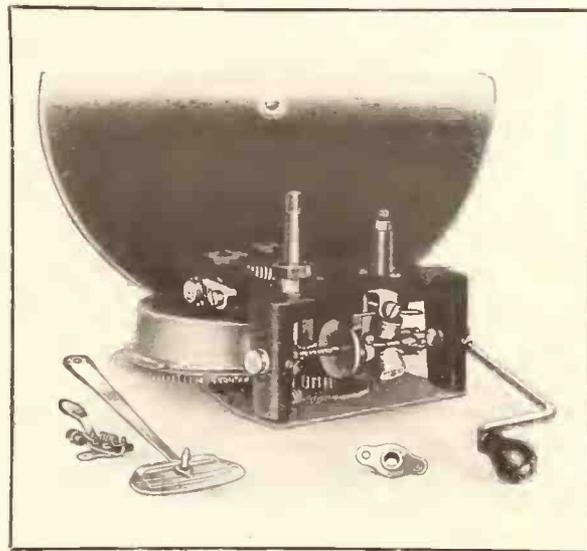
George W. Hopkins general sales manager of the Columbia Graphophone Co., New York, sent out a notice to the Columbia trade on March 1 advising the dealers that, effective this date, the Columbia Graphophone Co. had disposed of its Baltimore wholesale branch to a new company, which would be known as the Columbia Wholesalers, Inc. This new company is headed by W. S. Parks, formerly manager of the Columbia wholesale branch in Baltimore, one of the best-known members of the Columbia organization. Associated with Mr. Parks are L. L. Andrews, formerly South American representative for the Ford Motor Car Co., and W. H. Swartz, previously identified with the Columbia wholesale branch in Baltimore. The Columbia Wholesalers, Inc., will distribute Columbia Grafonolas and Columbia New Process records in the territory formerly covered by the Columbia whole-

sale branch, which comprises Maryland, District of Columbia, Virginia, West Virginia and part of North Carolina. As soon as all arrangements are completed Columbia Wholesalers, Inc., will be located at 205 West Camden street, Baltimore, Md.

LOUIS H. SCHUTTER ON VACATION

ALBANY, N. Y., March 7.—Louis H. Schutter, secretary and treasurer of the Thomas Music Stores, this city, is away on a vacation trip which will take him through the sunny South and eventually to California. Mr. Schutter left New York by boat for New Orleans, thence through the Panama Canal to California. He plans to return to Albany overland. Mr. Schutter is considered one of the liveliest dealers in New York State, and according to W. D. Andrews, Victor jobber, who serves him, this live retailer is successful in putting out a large number of Victor talking machines and records each year. He has built up a large clientele and is aggressive in the pursuit of business.

The New Single Spring Motor for Portables



RECOGNIZING the absolute necessity for the best in motors and the increasing use of smaller machines has resulted in the building of our S. S. motor pictured above. Combining the superior features of our larger motors with the weight reduced to a minimum makes the S. S.—the perfect motor for portables. Absolutely SILENT in operation, easy winding, designed to stand severe strain and built to give a perfect performance under any condition. The S. S. plays in excess of two records at one winding. We will be pleased to supply you with samples of the S. S. and our larger machines playing in excess of three and five records.

THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, *President*

321-323-325 Dean Street

BROOKLYN, N. Y.



Will Receive the Appropriation

After making a careful survey of the field, the Everybody's Talking Machine Co., Inc., has decided to give its advertising appropriation to THE TALKING MACHINE WORLD. The answer is obvious—advertising in THE WORLD produces results.

EVERYBODY'S TALKING MACHINE Co. INCORPORATED

810 ARCH STREET, PHILADELPHIA, PA.

Makers of Honest Quaker
Main Springs, Umantone Needles and a
Complete Line of Talking Machine Repair Materials



January 8, 1923.

The Talking Machine World,
373 Fourth Avenue,
New York City.

Gentlemen:--

We have been advertisers for years - in fact since the time we entered business. Advertising never has had to be sold to us -- we have always bought it willingly. We understand its advantages and know what good it has done for us -- and consequently it is only a case of trying to invest it in the best manner possible and as much as we can afford.

At the time of this writing the writer does not know of the exact appropriation to be made in advertising in Trade Journals, but we do know that whatever will be spent will certainly be invested in the Talking Machine World, and this statement is not made boastful or in haste.

There is no doubt that your journal has given us more results than any other, and probably you know that we have just tried one of your competitors and consequently our statement is true.

Yours very truly,

Everybody's Talking Machine Co. Inc.

Secretary

No. 5 of a
Series

We maintain copy and art departments that will be pleased to submit an advertising plan adapted to your individual proposition. Let us send you copy suggestions.

TALKING MACHINE WORLD, 373 Fourth Ave., New York

Published by Edward Lyman Bill, Inc.

TOLEDO

*Dealers Adopt Aggressive Tactics
—Displays Aid Sales—A. E. Rae
Moves—Other Important News*

TOLEDO, O., March 6.—While talking machine sales the past month have been good the outstanding feature, however, is the unprecedented demand for records. The call is not confined to any one class of buyer or to any special type of record, but embraces the whole list. Many concert artists and vaudeville stars have appeared locally during the past weeks, which has given impetus to a number of selections. But the great bulk of music is of the kind which is purchased apparently to satisfy the desire for a great variety. Collections are more than fair. Customers are meeting their obligations promptly and delinquents are catching up on back payments. On the whole the local field is in a flourishing state.

Victor Displays Boost Sales

The Toledo Talking Machine Co., Victor jobber, has enjoyed a successful business the opening months of the year. Record demand is especially brisk. The service idea and the desire to be of greater help in securing full returns from a release have never been more fully developed than at the present time. Two recent window displays offered retailers at a very low cost have attracted wide attention and closed many sales. Whiteman's "Parade of the Wooden Soldiers" was made the center of such a display. Wood or pasteboard soldiers were arranged in parade formation. Then the head of Paul Whiteman was cut from a poster and pasted over the head of the leading soldier, a colored ribbon was run from this soldier to a sign or streamer—the effect was striking.

Another display which drew even more interest is the Victor Dog Ferris Wheel. This mechanical device is rented to dealers. In each car are seated two dogs and to each car is attached a sign giving the name of a selection. As the wheel moves the different titles appear. Persons are always interested in watching a moving object and this on account of its novelty is especially interesting. Many dealers have engaged this Ferris wheel display, Chas. H. Womeldorff states.

New Columbia Records in Demand

At the Goosman Piano Co. Columbia New Process records are greatly in demand. The national advertising carried on by the manufacturers is drawing many to the store. Columbia, Vocalion, Bush & Lane, Granby and Starr phonographs are dealt in here. A Spring talking machine drive is soon to be launched.

A new addition to the sales force is Harold Johnson, who was formerly connected with the Cable Piano Co.

Adds Brunswick and Cheney

At the Lion Store Music Rooms the 1923 showing has exceeded by a good margin any previous result for a similar period. Part of this fine record is no doubt due to the fact that this department has added the Brunswick and Cheney phonographs to its stock. A. J. Pete, manager, in announcing the additions, stated that the demand for flat top period machines compelled them to add these lines to the Victor in order to satisfy a growing clientele. The new system of releasing Brunswick records is proving a very great aid to record sales here. The releases are being exploited by the factory through newspaper ads appearing three times a week in each of the local dailies.

Further, the store featured the five Victor mid-month releases by mailing a card listing them to several thousand talking machine owners the day before the release went on sale. This, A. J. Pete states, is a wonderful help in enlarging record sales. It not alone draws the patron to the department, but it gives him the opportunity to ask for a selection after he gets there. So many persons, it is found, do not

know what to inquire for after they reach the record counter. Moreover, a window display of wooden soldiers to exploit the Whiteman record, "Parade of the Wooden Soldiers," in conjunction with the Brunswick and Cheney flat top models, drew attention to this number.

Moves to Better Location

A. E. Rae, Jefferson avenue, Columbia and Vocalion dealer, who in the recent past succeeded Rae & Maxwell, moved his store to Adams and Twelfth street the first of March. The new shop is now known as the Rae-Record Shop. No change in the lines carried is contemplated. This location brings him nearer to a neighborhood which buys many records.

Allen Maxwell is conducting a repair service on all makes of machines. The need for this service is apparent from the fact that already he has been compelled to enlarge his staff.

The Talking Machine Shop, owned by J. Frame & Son, is now installed in the new store at 611 Adams street. This location makes it possible to reach a larger sales total.

Display Attracts Trade

At the J. W. Greene Co. the mechanical Ferris Wheel with its array of Victor dogs is proving one of the most attractive features of the year. At eleven and five o'clock each day the wheel is stopped. Persons are asked to come in and register and guess which car will be the uppermost when the wheel stops. The lucky person is given a Victor dog. This feature is proving most interesting and is drawing an unusual amount of interest to the store. Then, for the new enlarged record department the Amberg record file has been chosen. E. A. Kopf, manager, visited several cities before making a decision. Victor, Cheney and Brunswick instruments are dealt in here.

News Gleanings

The Fremont, O., branch of the Greene Co., in charge of Clifford Struble, has moved recently to the new location, 319 Garrison street. The talking machine department has been greatly enlarged and new booths added.

At the La Salle & Koch Co. the fiftieth anniversary of Caruso was made the subject of a special anniversary appeal for Caruso records. Large newspaper space was devoted to this event.

F. O. Edwards has been appointed manager for the Henderson Shop. He was formerly manager of the Henderson Service Shop, Chicago, and has a fine business record.

R. O. Danforth, formerly manager here, has accepted the position of manager of the talking machine department of the Fair Store, Chicago. A host of friends wish him well.

At the Whitney-Blaine-Wildermuth Co. the Victor catalog is made the basis for sales appeals directed at groups of persons. The native American, it is found, for example, is becoming a buyer of foreign records. He wants something different. The weird and catchy music of many foreign people appeals to him, hence he buys, reports Miss M. Plotkin, in charge.

The Home Furniture Co., Brunswick and Columbia dealer, is cashing in on both the Columbia New Process discs and the daily Brunswick record releases. Persons will purchase additional records if they are made acquainted with these features, Miss Helen Canfield states.

Frank H. Frazelle, Sonora dealer, is working the city in sections to close sales while the factory co-operative advertising and promotion campaign is going on.

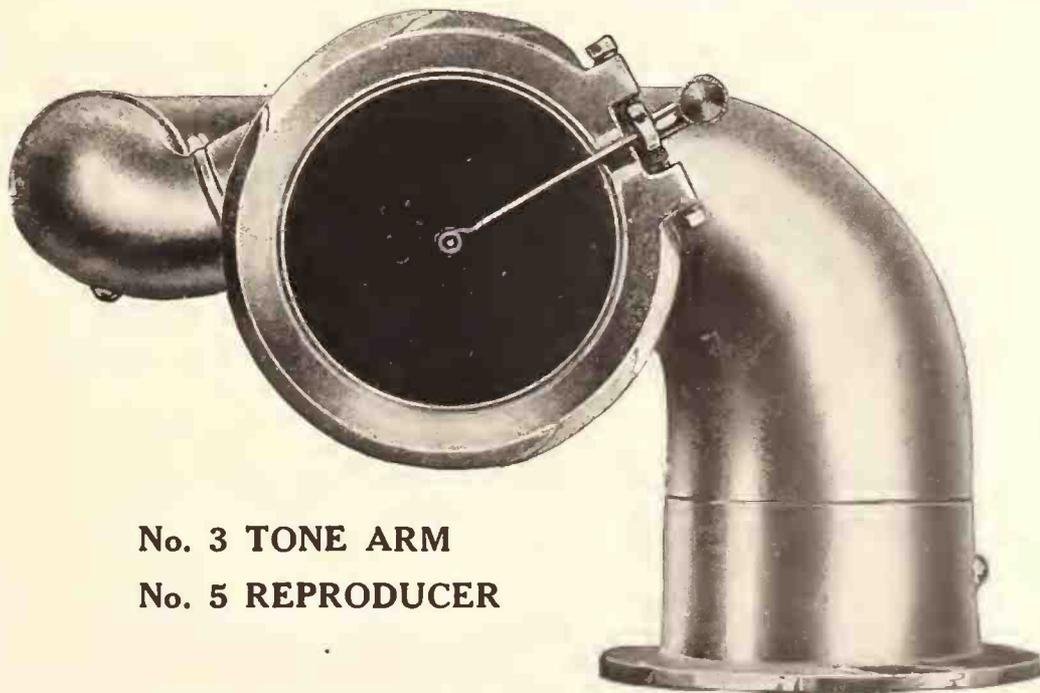
Frank Fleightner, Cherry street Columbia dealer, is developing his foreign record and machine trade. Many Italian, Mexican and Yiddish record buyers are among his clientele. These folk are real music lovers.

Grinnell Bros. devote a good share of their efforts to interesting old customers in new merchandise—new machines, new records, operatic, classic and standard selections. W. L. Bierd, formerly with the Social Service Federation, has established connection with this house as a salesman.

R. E. Kane, of the Chicago Talking Machine Co., reports Michigan trade greatly improved.

The MUTUAL THROW-BACK

IN TONE REPRODUCTION AND APPEARANCE THIS TONE ARM CANNOT BE EQUALLED ANYWHERE



No. 3 TONE ARM

No. 5 REPRODUCER

Write to-day for our new catalogue illustrating the complete line of MUTUAL TONE ARMS AND REPRODUCERS.

MUTUAL PHONO PARTS MFG. 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



For Minneapolis
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
426-28-30 Third St., South
E. L. Kern, Branch Mgr.

THE TWIN CITIES

Demonstration of Health Records Lures Heavyweights—Merchants Handling All Lines Unanimous in Optimistic Expressions

MINNEAPOLIS and ST. PAUL, MINN., March 8.—The Northwest's first large public demonstration of Victor Health Records brought throngs of women, plump, overly plump and frankly fat, to the Victrola parlors of the L. S. Donaldson Co., March 2. The exhibition, arranged through the co-operation of Murray M. Kirschbaum, manager of the store's Victrola department, and Charles K. Bennett, secretary and general manager of George C. Beckwith Co., Victor jobbers, resulted in a rush for the record counter, where thirty sets of a dozen records each were sold in less than that many minutes.

The exercises were performed by Miss Virginia Vennema, physical instructor of the Young Women's Christian Association. Miss Vennema worked with clocklike precision to the tunes of "Comin' Through the Rye" and "Oh, Dem Golden Slippers" and the other exercise tunes, demonstrating the entire course from Lesson 1 to Lesson 12 without intermission. Her exhibition was preceded by a talk on "Exercising for Health" by Miss Ermina Tucker, physical instructor in the Minneapolis public schools.

Miss Vennema has been demonstrating the use of the Victor reducing records preceding some of her swimming classes and found her pupils enthusiastic about ridding themselves of undesirable avoirdupois in this manner.

"The year is going to be very big," is the prediction of Mr. Bennett, who returned March 1 from a short tour of inspection, traveling as far as Duluth. Sales on the Iron Range and in the region of Sault Ste. Marie are fine now, according to his statement, but North and South Dakota will show poor returns until they produce a crop. Mr. Bennett recently returned from a visit to the Victor factory in Camden, N. J., and to New York, where he visited members of the New York trade.

Exclusive Brunswick artists, Maria Ivogun, coloratura soprano, who created a tremendous sensation with the Straus aria here last season, and Isa Kremer, are both appearing at the Minneapolis Auditorium this month and giving impetus to the sale of their records. Madame Ivogun was soloist March 2 with the Minne-

apolis Symphony Orchestra. Madame Kremer appears March 7.

Eugene F. O'Neill, of the Brunswick-Balke-Collender Co., states that the Brunswick business is very good and is showing steady improvement. The new system of Brunswick record releases, that of issuing records as soon as completed, is much liked by dealers in the Northwest, he says.

"Everything points to a good year," says George A. Mair, head of the Victrola department of W. J. Dyer & Bro. "The dealers in the country are much encouraged." The week of the blizzard early last month affected business, but since then it has been fairly good, he stated.

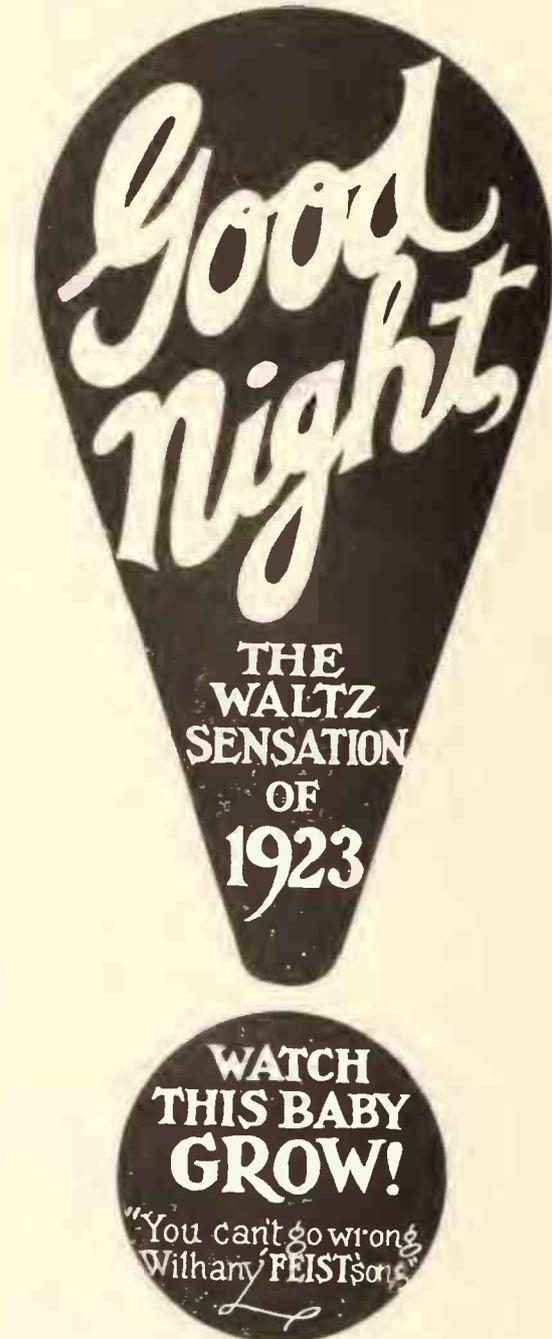
Sales of Vocalion machines are as good day for day as they have been at any time during the year, according to A. E. Munson, manager of the Stone Piano Co., Northwestern distributors. The Red records, he says, are going good. Aeolian company representatives who visited the trade March 2 were W. H. Alfring and H. B. Levy, of New York.

Edison phonograph and record business at the Minnesota Phonograph Co.'s Minneapolis store was "simply immense" the concluding part of last month, according to Milton Lowie, although the month started rather poorly. He attributes this year's good sales largely to the \$100 and \$125 console models.

Cold cash may be all that talks in city business transactions, but the horse swappin' instinct has not died out in the rural districts as is testified by a recent transaction of M. B. Hagen, Victrola merchant in Hopkins, adjacent to Minneapolis. Mr. Hagen was asked to take a horse in payment for a Victrola, and he did.

CLOSES BIG ORDERS FOR CABINETS

WABASH, IND., March 7.—Officials of the Wabash Cabinet Co., this city, recently announced that contracts have been closed by them with an Eastern company to manufacture \$250,000 worth of talking machine cabinets in its local factory this year. About two months



ago the company closed a contract with the same concern to make \$1,000,000 worth of cabinets. The machines will be assembled at Wabash and the company plans to employ 300 more workers soon.

The reason why some advertising does not prove effective is because of its cheapness and lack of dignity which the business warrants.



You've Got To See Mamma Ev'ry Night

(or you can't see Mamma at all)
A lonesome, lovesick "Come to Mamma" Blues.

Sun.	X	X	X	X
Mon.	X	X	X	X
Tue.	X	X	X	12
Wed.	13	14	15	16
Thu.	17	18	19	20
Fri.	21	22	23	24
Sat.	25	26	27	28

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



NEW BILL TO PROVIDE FOR RESALE PRICE MAINTENANCE

Measure Introduced in House by Representative Merritt, of Connecticut, Along the Lines of Previous Bills Designed to Protect Interests of Manufacturers of Branded Articles

WASHINGTON, D. C., March 3.—Representative Schuyler Merritt has introduced in the House a measure entitled "A Bill to Prevent Discrimination in Prices, to Provide for Publicity of Prices and to Protect Good-will." The bill, which has the backing of the American Fair Trade League and numerous commercial organizations, provides that the manufacturer of a trade-marked or branded article may, for the purpose of preventing discrimination and protecting his good-will, mark his product with an established uniform retail price, and may by contract with his vendee, prescribe uniform prices and manners of settlement to all purchasers in like circumstances at which the different qualities and quantities of each article covered by such contract may be resold.

The bill, of course, applies only to articles manufactured and sold in interstate commerce, and in order to conform to already existing legislation directed against monopolies it provides that the vendor of the article shall not have any monopoly or control of the market for articles belonging to the same general class as his product, and that he shall not be a party to any agreement, combination or understanding with any competitor in the production, manufacture or sale in interstate commerce of any merchandise in the same general class.

A further provision which is of interest to all manufacturers who desire to maintain uniform resale prices for their articles is that, if the purchaser shall in good faith be unable to sell such goods at the published price, he shall first offer them back to the seller at the purchase price before he may resell them at less than the established uniform resale price.

The Music Industries Chamber of Commerce, with which a number of talking machine manufacturers and other talking machine trade factors are affiliated, has addressed a letter to the

members of the House Committee on Interstate and Foreign Commerce urging the support of the bill and pointing out some of the evils that have resulted from the price-cutting of standard advertised goods.

This is the latest measure designed to permit retail price maintenance on trade-marked articles. It has the endorsement of the American Fair Trade League and other commercial organizations. The trouble has been that for several years past there has been introduced at practically every session of Congress some measure, generally similar to the original Stephens bill, designed to legalize the maintenance of resale prices on trade-marked articles. Each time such a bill comes up for consideration various commercial bodies, including the piano and talking machine associations, endorse the bill strongly and there the matter rests.

If this and other industries really desire a measure legalizing price maintenance, something will have to be done beyond simply endorsing the idea. The Chamber's letter to the House Committee is a move in the right direction, but it should not be the final one. If the principle is worth fighting for, members of the trade as individuals should impress their Senators and Congressional representatives with the desirability of the measure and the fact that it should pass.

The arguments of this policy's opponents are chiefly to the effect that price maintenance leads to monopoly and is a burden on the public. These have been shot to pieces on numerous occasions, for it has been proved that price maintenance under proper regulation really protects the public by preventing price-cutters from using reductions on nationally known trade-marked articles as a bait to draw customers to the store where they may be in-

fluenced to buy articles of inferior quality at excessive prices. It is significant that most of the troubles of the talking machine trade came after the courts had placed the ban on price maintenance.

NEW LOCATION IN MARSHFIELD, ORE.

L. L. Thomas Music Co. Holds Formal Opening of New Music Establishment in That City—New Home Modern in All Details

MARSHFIELD, ORE., March 3.—The L. L. Thomas Music Co., of this city, moved into a new location at 162 South Second street during the past month, having its formal opening February 16. Mr. Thomas is most enthusiastic over his new establishment and future business. The new store is modern in every respect and artistically finished throughout in old ivory and gray. A large room has been installed for the display of the Gulbransen line of player-pianos, as well as four modern audition booths and one large demonstrating room for Victrolas and Brunswick phonographs.

Mr. Thomas has been in business in Marshfield for eleven years and is a prominent figure in the business world of this thriving lumber community. He is president of the Oregon State Retail Merchants' Association, vice-president of the Chamber of Commerce and a director of Coos County Business Men's Association, and is altogether a "live wire." The Thomas Music House claims the distinction of being the farthest west of any music store on the continent.

A. WOOKEY RETIRING FROM TRADE

PEORIA, ILL., March 7.—Alonzo Wookey, veteran music merchant of this city and widely known to the trade, is closing out his large business, preparatory to retiring. For many years he has been one of the leaders in the trade in this section of the country. He is planning to spend most of his time between his home here and Los Angeles, Cal.



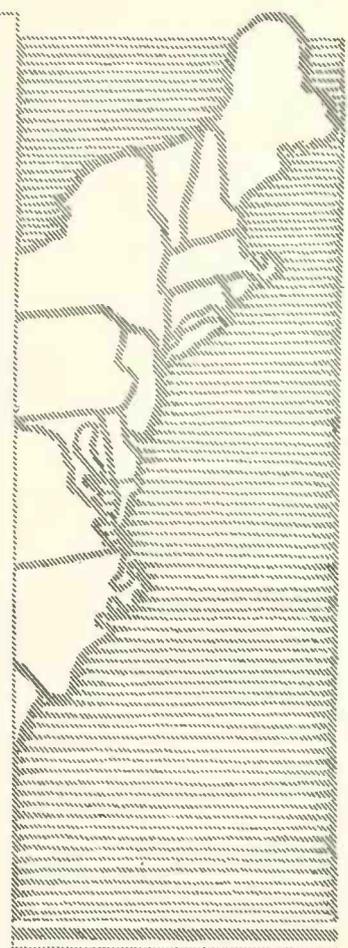
Sherman,  Clay & Co.

*Victor Distributors
on the Pacific Coast*

*Victrolas Victor Records
Victor Accessories*

Main Wholesale Depot:
741 Mission Street, San Francisco, Cal.

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



5 DISTRIBUTING DEPOTS for YOUR CONVENIENCE

Regal Records

Lowest Prices Our Chief Attractions
Boston Store
 STATE MADISON AND DEARBORN STS.
Latest Popular Talking Machine Records at 1/2
 49c
 69c

10,000 Regular 85c Records
 Please Take Notice of the Only Store in New York These Records. They are 85c Records, 10-Inch Can Be Played on All Phonographs.

RECORDS 49c
Latest Hits (10-Inch Double Face Two Selections on Each)
 Another shipment of the popular Phonograph Records arrives—to replace the stock of a week ago. Newest songs and dance music (Exclusively at K. & B.'s) essential sale of a week ago. Newest songs and dance music (Exclusively at K. & B.'s) essential sale of a week ago. Newest songs and dance music (Exclusively at K. & B.'s) essential sale of a week ago.

R. H. Macy & Co. Inc.
 Herald Square
Double-Faced Phonograph Records 49c
 When we introduced these records, some weeks ago, it was in the nature of an experiment. The response was tremendous. The records are now a regular feature of our Music Department. The outstanding records are only a few of those on sale. We carry also:

DANCE HITS
 "Tuck Me to Sleep in My Old Kentucky Home" and "My Sunny Tennessee"—Just One of the Latest Hits and Standard Favorites

Crowley, Milner & Co.
 "Tuck Me to Sleep in My Old Kentucky Home" and "My Sunny Tennessee"—Just One of the Latest Hits and Standard Favorites
49c Double-Faced! The Equal of Many 85c Records

Philadelphia's Greatest Sale of Phonograph Records
 These Records on sale at Lit Brothers Only. Records of highly reputable make and splendid construction. Records in a list of popular selections that omit not a single crowd-day favorite in dance, instrumental or vocal music.
85c Double Disc 10-Inch Popular New Records, at 49c
 Just look at the partial list printed below! Think of getting records like these—when the selections are NEW for almost half what you've been accustomed to pay for them.
 And we've been able to mention comparatively few of the many, many popular favorites that the entire list contains.

Dance Records CROONING, Fox Trot STOLEN KISSES, Fox Trot WHY DEAR? Fox Trot JUST LIKE A RAINBOW, Fox Trot TI-O-SAN, Fox Trot SECOND HAND ROSE, Fox Trot OH JOY! Fox Trot ANNA IN INDIANA, Fox Trot KILL 'EM WITH KINDNESS, M.A. I'VE GOT THE JOYS, Fox Trot	Popular Songs SUNSHINE, One Step TWO LITTLE LOVE BIRDS, Fox BRING BACK MY BLUSHING, B. YOU MADE ME FORGET HOW CRY MOLLY ON A TROLLEY AIN'T YOU COMIN' OUT, MELIN ALL BY MYSELF, Fox Trot OPEN ARMS, Fox Trot MY MAN, Fox Trot HEML, Fox Trot	Musical Novelties HATS TRIMMED FREE OF CHARGE Lit Brothers On Yellow Trading Stamp With Every 10c Purchase All Day Market Eighth	Monologues EETHEART, Fox Trot YOU'LL BE MINE, Water MEN AT THE TELEPHONE, Comedy Monologue HEN'S WEDDING, Comedy Monologue E JAZZ-ME BLUES, "Blues" Character Song STUCKY BLUES, Fox Trot WONDER I'M BLUE, Fox Trot JO, Fox Trot	Monologues SWEET BELLS OF SAN JOSE, Fox SCANDINAVIA, Character Song STRUT MISS LIZZIE, Bix MORTENSE, Comedy Song VAMPING TOES, Comedy Song COHEN'S NEW AUTO, Comedy Monologue COHEN ON PROHIBITION, Comedy Monologue
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America's greatest stores have used the Regal Record with tremendous success!

Regal's quality brings more customers —bigger business—greater profits!

The Regal quality constitutes a selling force that has opened the way for hundreds of dealers to infinitely greater sales than they ever believed possible. Regal artists are the same talented stars who record for other leading record companies.

Regal uses the best materials obtainable because only the best materials make a record that will stand up under constant use.

Regal Record pressing is perfectly done in a factory that is the third largest in the world.

Regal selections are recorded by experts who have had long experience in this very important branch of record making.

That comprises Regal's quality. But remember, too, that Regal is invariably out with the hits first! And that it maintains a twenty-four-hour delivery service in shipping these hits to the dealer.

Isn't it logical that Regal is the kind of record you could handle profitably and satisfactorily?

Write us for exclusive territory today!

REGAL RECORD CO., 20 W. 20th Street, New York

IN PITTSBURGH

Merchants Unanimous in Predictions of Bright Outlook—New Edison Accounts—New Sonora Agencies—Trade Changes and News

PITTSBURGH, PA., March 10.—General indications for the talking machine business, as far as the Spring trade is concerned, are excellent. There is more than an optimistic feeling among the leading talking machine dealers, who are keenly alive to the fact that, with the pronounced activity in the industrial area of Pittsburgh and this, coupled with the tremendous building operations in which apartment dwellings and small dwelling houses are being featured quite numerously, there is a new field opening for the sale of talking machines and records.

Predict Steadily Growing Business

Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., said: "The general outlook for the Victor business

in our territory is good. From all that I could gather, as the result of a recent trip to a number of our dealers, I am more than impressed with the fact that there will be a shortage of Victor merchandise. At the present time many of the dealers whom we serve are disposing of their shipments of goods about as fast as they are able to uncrate them and place them on display. The general line of Victrolas is bound to have a very good sale and it will be the wise retail dealer who will so place his orders as not to be disappointed when he needs merchandise most of all."

S. H. Nichols Reviews Situation

S. H. Nichols, manager of the local offices of the Columbia Graphophone Co., is very hopeful concerning the field that he serves. In reviewing the situation Mr. Nicholas said: "As I view it the sales of Grafonolas and Columbia records for the Spring season are bound to show a marked increase over the same period a year ago. With the good times that are on, due to the activity in the iron and steel mills and the improvement of mining conditions, coupled with the fact that the menace of a miners' strike has been averted, it is my candid opinion that sales of Columbia goods from now on will be very satisfactory. Reports from our many dealers in the vast territory that we cover indicate most plainly and positively that a good Columbia season is about to dawn."

New Edison Accounts

A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributor, stated that the Edison business is increasing right along and that every indication points to a highly satisfactory Spring business. Mr. Buehn declared that: "Busy mills mean large payrolls and this means good business for all other lines of trade, and this includes the Edison dealers in this territory."

Among the new Edison retail dealers in western Pennsylvania is W. H. Bonnage, of Beaver Falls. L. Bert Hartman, of Tunnelton, W. Va., is also a new Edison dealer.

One of the features at the opening of the new Nathan store, at Johnstown, Pa., February 25-28, was the distribution, free of charge to all dealers, of the celebrated sapphire points, by which Edison records can be played on all talking machines. Nathan's, one of the largest department stores in that section, are Edison dealers and have a fine department in their new store devoted to the Edison line. T. A. Dillon, of the Buehn Phonograph Co. staff, of Pittsburgh, Edison distributor, was at the opening.

A. H. Hunt, for the past twelve years connected with the Buehn Phonograph Co., has resigned to accept the management of the talking machine shop of G. M. Fincik, of Latrobe.

New Department Almost Ready

A. R. Meyer, manager of the talking machine department of the Joseph Horne Co., has announced that he expects that by March 23, which will mark exactly one year since his department had to move owing to building operations, the new department will be ready for complete occupancy. The demonstration booths and salesrooms are very attractively fitted up, fifteen in all, and will have ample facilities for caring for the many patrons of the company's talking machine division. Mr. Meyer anticipates that, with his increased space and enlarged quarters, there will be a marked increase in sales of the several lines of talking machines that are handled—the Victrola, Cheney, Pooley and Columbia. L. J. O'Neill, a well-known talking machine man, is also connected with the department.

Expect Big Spring Victor Trade

T. A. Shortell, manager of the Victor department of the S. Hamilton Co., is of the opinion

(Continued on page 82)

Mr. Edison Man:—

Don't Say

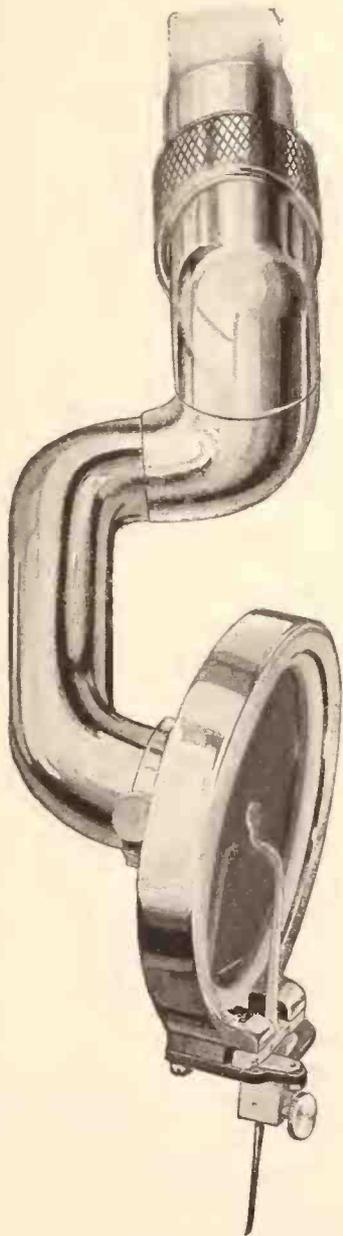
"KAN'T," say "KENT"

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.

**4
WALTZ
HITS**

**WONDERFUL
ONE**

*Good
night!*

**LOVELY
LUCERNE**

**THREE
O'CLOCK
IN THE
MORNING**

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

TRADE IN PITTSBURGH TERRITORY

(Continued from page 81)

that Spring business in the Victor line will be a very brisk one. He bases his view on the fact that the industrial situation in the Pittsburgh and adjoining districts is excellent and that the large payrolls which are disbursed weekly will cause a large volume of cash to be sent into various channels, and in which the talking machine business must eventually share.

Mrs. C. H. Walrath, manager of the Victor department of Kaufmann's (The Big Store), stated that the business in Victrolas and Victor records for February was highly satisfactory and that the volume of business handled showed a marked increase over the same month a year ago. Mrs. Walrath is of the opinion that Spring business in the Victor line will be excellent. The foreign record sales department of Kaufmann's in the basement store is being well patronized.

Marion Cheney Now in Columbus

Marion Cheney, who was formerly with the

Pittsburgh sales offices of the Cheney Phonograph Co., is now located at Columbus, O. Mr. Cheney made many friends while stationed in Pittsburgh and his departure caused deep regret in trade circles here.

John Henk, of the Columbia Music Co., Edison and Columbia dealer, said that February sales showed a big gain over the same month a year ago. Mr. Henk feels that a steady increase in business is bound to come, due to the fact that the talking machine trade must reflect the prosperity that other lines are enjoying. The foreign record department of the Columbia Music Co. reports a big call for foreign records.

Player-Tone Line in Demand

"We feel that the Spring business of the Player-Tone line of talking machines will be better than in some time and only governed by the ability of the manufacturing end of our business to deliver merchandise on time to our retail representatives in all sections of the country" was the statement of I. Goldsmith, president of the Player-Tone Talking Machine Co.

C. L. Dawson, president of Dawson Bros.,

dealers in Starr phonographs and Gennett records, is spending the Winter months in Florida. C. S. Mechling, sales manager, reports very satisfactory sales of Starr machines and Gennett records.

New Sonora Agencies

H. Milton Miller, manager of the Sonora distributing agency and the Vocalion record agency, reports business at a high mark and stated that the Spring outlook is most rosy. Among the new Sonora dealers booked recently were the following: Nathan's, Johnstown; Clark Music Co., Greensburg, Pa.; A. J. Showalter, 809 Homewood avenue, Pittsburgh; M. Michelson, Uniontown, Pa.; Zelt & Letton, St. Marys, Pa.; W. I. Straitiff Piano Co., Uniontown, Pa.; California Hardware & Furniture Co., California, Pa.; Pennsylvania Salt Mfg. Co., Natrona, Pa.; Cunningham Furniture Co., Turtle Creek, Pa.; Moore, Keppel & Co., Ellamore, W. Va.; R. Reich & Son, Meyersdale, Pa. Earl S. Miller, of the Sonora agency, spent several days at Johnstown, Pa., at the opening of the Nathan store, assisting the manager of the talking machine department, T. Reed List, in receiving the many callers in the department. A full line of the Sonora phonographs was on display.

Frank J. Coupe, vice-president and general sales manager of the Sonora Co., of New York, and R. H. Keith, of the Long Island Phonograph Co., Brooklyn, N. Y., were callers at the offices of Mr. Miller here. The outside men of the Pittsburgh offices of the Sonora and Vocalion are: R. J. Steenson, who covers West Virginia; Earl S. Miller, who traverses western Pennsylvania, and Henry Lewis, who is in the Pittsburgh district proper.

Interesting News Brieflets

E. J. Hays, a well-known talking machine man, of Marietta, O., is now affiliated with the firm of Amsler & Hilliard, of Coraopolis, Pa., talking machine dealers.

Batchelor Bros., talking machine dealers, of Monaca, Pa., have opened a new music store in Rochester, Pa. The department devoted to records and talking machines is a very attractive one.

J. M. Hornberger, formerly manager of the talking machine department of Kaufman & Baer Co., is now affiliated with the General Radio Corp., dealer in Strand phonographs and Okeh records.

Enjoy Florida's Sunny Clime

Horace Hays, of the E. G. Hays Co., Brunswick dealer, is spending the remainder of the Winter and early Spring months at St. Petersburg, Fla. While in Jacksonville he called on his old friend, French Nestor, well-known Victor distributor and former Pittsburgh dealer.

Edward Hoffman, of the J. M. Hoffman Co., Brunswick dealer, left last week for Miami, Fla., for a three weeks' stay. His brother, Theodore Hoffman, treasurer of the company, spent practically the entire month of February in Florida.

TALKING ALARM AROUSES INTEREST

Use of Talking Machine to Warn of Thieves or Fire Shown at Inventors' Exhibition

One of the interesting exhibits at the International Exhibition of Inventions and Investments held recently in New York was a talking machine alarm which attracted considerable attention. An ordinary telephone instrument is placed in the box with a specially designed talking machine so hooked up that when either the heat of a fire affecting a thermostat or the raising of a window by a burglar energizes a magnet the telephone hook is lifted, a phonograph, its small horn jutting into the transmitter, is set in motion, and a clear voice calls, over and over again:

"Central, there is a fire in the shop of John Jones, 23 Forty-ninth street; notify the Fire Headquarters at once."

When the record is done, a repeater sets it in motion again and the alarm keeps up for ten minutes.

H A R P O N O L A

Has good looks and super quality Cashable Sales Value?

That's not a trick question.

If an article is so finely made that its cost is far above all similar articles, the average dealer will have a sorry time making sales.

But, if you can get (we are speaking of talking machines now) superlatively handsome cabinets with mechanical units as trustworthy as are produced, you have a real proposition, PROVIDING

you can meet competition on price.

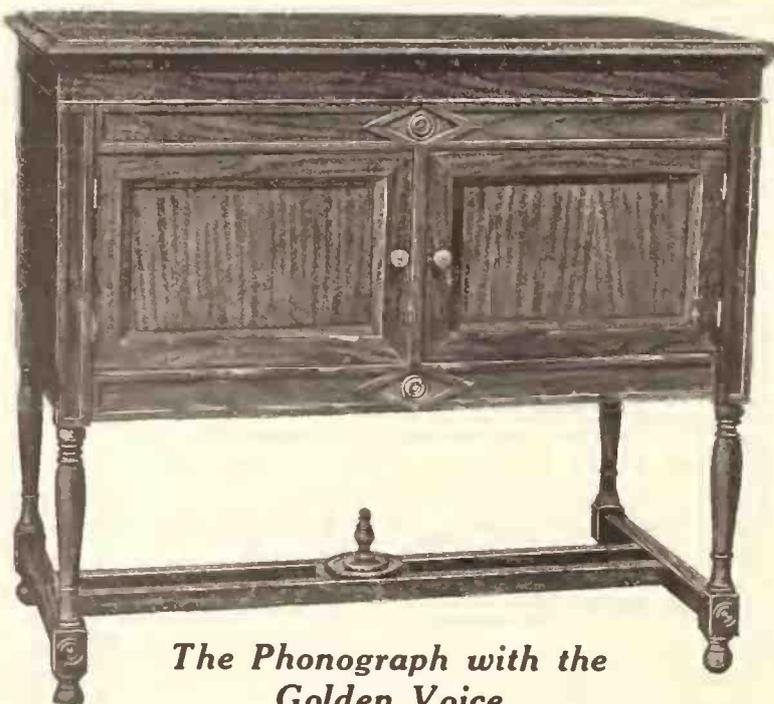
The Harponola is such a proposition. It meets all competition, except bankrupt competition, on every standard: looks, performance, durability and price.

If your returns on talking machine sales have been less than anticipated, you may have the wrong machine. Some propositions excel others. It is to your interest to investigate Harponola Machines.

Important: We have a remarkably attractive proposition for assemblers who want cabinets only.

Write for the
Harponola Proposition
on Complete Machines
or Cabinets

THE
HARPONOLA
COMPANY
CELINA, OHIO

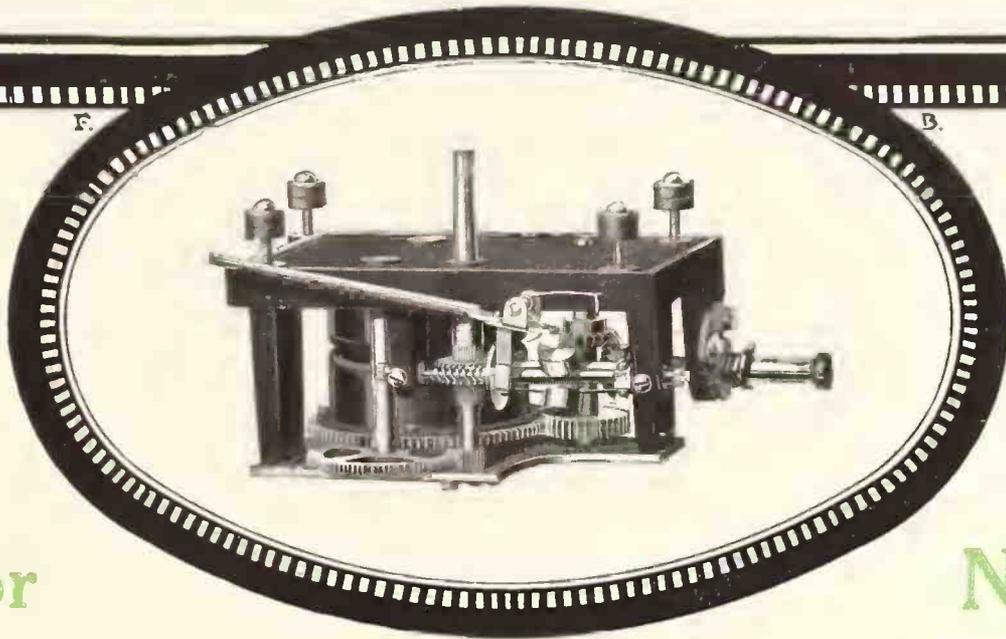


The Phonograph with the
Golden Voice

HARPONOLA

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

*“Quality
our
Trade Mark”*



*“Service
our
Watch-Word”*

The Trade in **BOSTON** *and* **NEW ENGLAND**
 JOHN H. WILSON, Manager
 324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., March 8.—With a large proportion of the retail shops, and it was particularly so with the wholesale distributors, the past month on the whole proved especially good so far as volume of business went. We say on the whole, for the particular spurt that brought the month up was in the last week, as up to that time business was nothing to boast about. The greatest deterrent element—and this has been of prolonged duration—is the weather, for the Winter of 1922 and 1923 will go into climatic history as something quite out of the ordinary, severe in the extreme, and such as to keep people housed, the very people on whom retail stores most depend. Business generally has been affected and of course the talking machine end has had to bear its share of the burden. In a larger way, too, the weather has badly disrupted railroad schedules, this with particular reference to freightage, and the wholesale and retail houses alike have at times had great difficulty in getting goods through which had been shipped over one or another of the railroads weeks earlier. In not a few cases the consignments have had to be sent by express; and where vessels have been resorted to instead of the railroads freight has been on the wharves days at a time before facilities could be found to place the goods aboard. The general situation, however, is likely now to be vastly improved because of the advent of good weather, when transportation facilities will be getting back to normal and efficient operation.

Association "Party" in April

It looks now as though the deferred "party" of the New England Music Trade Association will be held on some date toward the middle of April; the 17th has been mentioned, but that is only tentative. The Hotel Somerset is likely to be the scene of the function, which will be in the nature of "Ladies' Night," and this means that there will be dancing. Governor Channing Cox has been invited to be a guest, and it is likely that Dr. Tehyi Hsieh, the Chinese publicist, who addressed a recent Association luncheon, will also be present if his engagements permit.

Fire Damages Steinert Quarters

The Victor headquarters of M. Steinert & Sons, 35 Arch street, suffered considerably from a fire toward the middle of February, entailing

a loss of \$50,000 before the blaze was extinguished. The fire was discovered just before closing time and smoke had been scented by some of the employes for some little while before the blaze could be located. When finally found it was between the walls and the firemen had a difficult task in getting it finally extinguished. As the fire was mostly at the rear, where the secondary surplus stock of records is kept, the loss here was most severe, although the protective department did good work in removing large quantities of goods. The employes who were at work at the time the fire broke out never for a moment lost their heads, but saw to it that all the books were put away in the safe and stayed at their posts, exhibiting a rare presence of mind all through the excitement. Before the first of March the insurance was all adjusted and now the workmen are busily at work making necessary repairs. Fortunately the retail department did not suffer any from the fire so that business there was not in the least interrupted.

Enjoys Unusual Victor Demand

Kenneth Reed, wholesale Victor manager for the Steinert house, reports February as having been a very good month with an unusual demand for Victor merchandise crowded into the last three days. Mr. Reed says his house has had some difficulty in getting goods through from the factory owing to the railroad situation and he adds that the Merchants and Miners Steamship line, which the Steinert Co. uses in the forwarding of merchandise from Philadelphia, has had its piers so crowded with freight that it has not infrequently happened that trucks laden with Victor merchandise have had to wait at the docks all day and then carry the goods back and return the following day, thus causing serious delay. The steamship company has been appealed to by way of improving the situation, but the congestion is such that very little betterment can be looked for for the present.

Record Month for Brunswick

February was one of the best months in the history of the Brunswick in so far as the New England territory is concerned, but Kraft, Bates & Spencer, Inc., have experienced the same difficulty as have the other large concerns in getting goods through owing to the railroad congestion. Several new accounts have

Have You
Tried
The Eastern?

Exclusively



Wholesale

The Eastern Talking
Machine Co.

85 ESSEX STREET
BOSTON MASS.

lately been opened up by this house for Brunswick representation. Harry Spencer, head of the house, is over in New York just now. This has been his second visit to that city within the past fortnight.

Paul Whiteman Closes Tour

Paul Whiteman's Orchestra played its last New England engagement at Bridgeport, Conn.,
 (Continued on page 84)



Cashing In On Prosperity

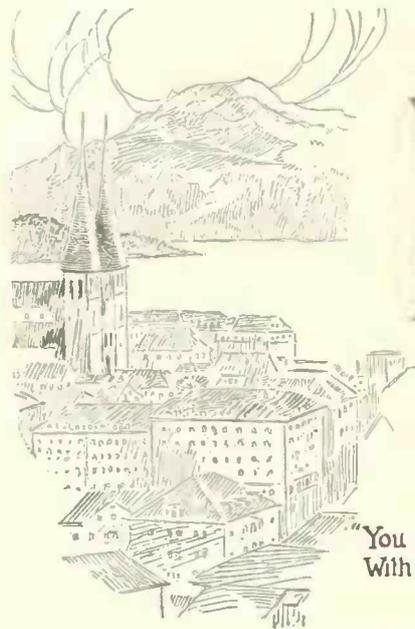
**Ditson
Victor
Service**

There will be plenty of business for the Victor dealer during the next few months, but he will get his full share only if he gives proper thought to his selling, his publicity and his stock. In each of these departments Ditson Service will prove of tremendous assistance.

Victor Service Based on Knowledge and Experience.

CHARLES H. DITSON & CO.
NEW YORK

OLIVER DITSON CO.
BOSTON



LONDON'S NEWEST WALTZ HIT!

LOVELY LUCERNE

As Beautiful as "Valse Septembre" and by the same Writer



When falls the calm of e-ven-tide, There comes a vis-ion glow-ing,—

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

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

on February 18, and Kenneth Reed, who was a prime factor in arranging this tour, went down there; in fact, he has been present at nearly every concert this famous band has given on its recent visit to New England centers. Through the medium of this series of visits Paul Whiteman's personality and the superiority of his musicians have been so indelibly impressed on the minds of the public that it has acted as a stimulus to the buying of the records of this orchestra.

Talking Machine Dealers Meet

Two meetings have been held by the newly organized Massachusetts Talking Machine Dealers' Association and plans are moving along in a way satisfactory to those instrumental in forming this body. The first meeting was held at the Conclave Phonograph Co.'s store at 45 Court street, and in a resolution adopted it was ordered that "the purpose of this association is to adjust trade conditions so

that a better and more profitable relationship shall be maintained by and between all dealers, jobbers and manufacturers in the talking machine industry." "It was the unanimous opinion of those present," said a typewritten statement subsequently sent out, "that this territory has long felt the need of an organization of this nature and that the benefits to be derived therefrom would be of great value to all concerned." The temporary officers elected were: Chairman, Harry Rosen; vice-chairman, Joseph Katz; treasurer, Henry Reinherz, and secretary, Ralph W. Longfellow.

Columbia Training Course a Success

The training course successfully inaugurated by Manager Fred E. Mann, of the Columbia Co., to give intelligent instruction to women in the handling of Columbia merchandise and to which reference was made last month, finished up in a blaze of glory, and success in capital letters tells the whole story. During

the progress of the course there were talks by W. A. Willson, manager of the educational department, who came over here from the executive offices; O. F. Benz, record sales manager, who also came over from New York; E. H. McCarthy, Boston branch salesman, and Manager Mann. The class also had the privilege of listening to talks by Olin Downes, music critic of the Boston Post and author of "The Lure of Music"; Toscha Seidel, the violinist, who records exclusively for the Columbia and who was appearing at the Boston Symphony Orchestra at that time; Harry C. Browne, leading man with Irene Bordoni, who was playing at the Tremont Theatre, who entertained with banjo and negro vocal melodies. Since the class has finished its course Columbia dealers have made a number of overtures for the services of these young women. So successful was it that the management has in mind to start another similar class in the near future, believing that these trained saleswomen who have a love for and a knowledge of music will play an important part in solving for the dealer the problem of securing plus sales.

N. B. Smith With General Phono. Corp.

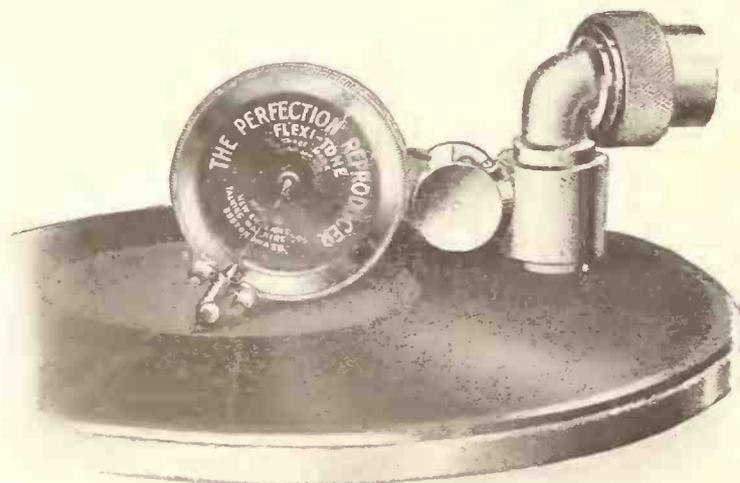
N. B. Smith is now the New England manager of the General Phonograph Corp. and he has retained the old headquarters at the corner of Columbus avenue and Berkeley street. Mr. Smith, who is a New Englander and knows the business traditions of the East, comes here from Chicago, where he was identified with the Columbia Co. Beginning on March 1 he instituted a businesslike program looking to the careful and efficient covering of the New England territory, and it is probable that ere long the Okeh line of records will be known in all the corners of the six States comprising this field. Mr. Smith has very carefully chosen his staff, and the latest one to be taken on and who officially started out on March 1 was Charles P. Hodgkins, who has the metropolitan Boston territory. P. J. Donovan, who has been with the Bay State and the Lansing Sales Co., will cover western Massachusetts, with Springfield as his headquarters. Forrest P. Conklin will have southern Massachusetts, Rhode Island and Connecticut. Mr. Conklin formerly was assistant to the sales manager of the Sonora Co. With Manager Smith in the Boston office is J. W. Connelley as assistant manager. He was formerly with the New York distributing division of the General Phonograph Corp.

New Columbia Accounts

Business throughout Manager Fred E. Mann's territory, in the Columbia line, has been very good thus far and for the two months of January and February there was a large demand for the new Columbia models as well as for the records of this house. Since E. M. McCarthy has again taken over the reins in his old North-eastern and New Hampshire territory business has picked up surprisingly. Some of the new accounts which he has been able to open up have been Ralph Leavitt, Orange; the Normyle

Make More Profits This Year

"Perfection" Edison Attachments and Reproducers provide extra sales profits in themselves and increase record sales.



This is the "Perfection" Edison Attachment (Nos. 4 and 7)

Send today for complete information, prices and dealers' proposition.

NEW ENGLAND TALKING MACHINE CO.
16-18 BEACH STREET BOSTON, MASS.

A new gold finish by the Chesley process is now being put on all Perfection attachments. It's a good heavy durable gold finish—a "five-ply" finish. You can recommend and sell Perfection attachments, with a guarantee of 100% service.

Every Edison owner is a prospect.

It makes possible the playing of all makes of lateral cut records on Edison machines.

Construction and finish—the best.

Music Shop, Framingham, and Natick, Lord & Co., Inc., Lawrence, all in Massachusetts.

Recent visitors at the Boston branch of the Columbia Co. have been Jack Slaughnessy, of the United Music Stores, Portland, Me.; Louis Feldman, of the F. & F. Talking Machine Co., of Fall River; Mr. Bradford, manager of the talking machine department of the Atherton Furniture Co., Plymouth; Mr. Perrault, of Perrault & Smith, of Nashua, N. H., and Mr. Hardigan, of the Franklin Stacey Co., of Andover.

Sonora Co. of New England Chartered

The Sonora Co. of New England, Inc., is now the official name of the concern that has been formally incorporated under the laws of Massachusetts. This, it will be recalled, is what was formerly known as the Musical Supply & Equipment Co., though the newer name has been used in this department when reference has been made to it for the past two or three months. The officers as they at present stand are: President, George B. Brightson, who is the president of the parent company in New York; vice-president and general manager, Joseph Burke, and treasurer, W. J. Keyes, of New York.

General Manager Burke, of this company, reports that the Sonora consignments are now coming along better than in some time. The weather has been such that there has been a serious delay in transportation and the facilities for getting goods through have been seriously handicapped. On several occasions, Manager Burke says, consignments had to be shipped by express direct to dealers, so behind were they in getting goods through. February was an unexpectedly good month, he reports. A new representation for the Sonora is the Shepard store at Providence, R. I., where the talking machine department is conducted by F. C. Henderson. The initial order is now being delivered to these headquarters.

Eastern Co. Makes Some Changes

Because of some very advantageous changes and rearrangements, the Eastern Co. is now in a splendid position to meet the demand of the trade. In the first place the stock house, which heretofore has been over in South Boston, is now in the headquarters building at 85 Essex street. By eliminating several booths (one is really all that is necessary for the Eastern's purposes) considerable more room is given for record racks, the shipping department at the rear has been considerably enlarged, and a new

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 84)



An improved line of Victor Machines,
A better business year ahead,
A wide-awake STEINERT organization,
convince us this year is going to be a
big one for New England Victor Dealers.
Let STEINERT SERVICE help you
make the most of these conditions.

May we also call your attention to
our separately organized Radio De-
partment, handling DeForest Receiv-
ing Sets and Parts exclusively.

We welcome your inspection of the
most improved Radio merchandise on
the market today.

M. STEINERT & SONS
Victor Wholesalers
35-37 Arch Street Boston, Mass.

ANYWHERE IN NEW ENGLAND

repair parts compartment has been built. A number of minor changes, all of them with an eye to better accommodating the dealers as they come in, have been installed, so that now the Eastern Co. is about the last word in industrial and managerial efficiency.

W. A. Harvey in Georgia

Winthrop A. Harvey, head of the Harvey Co., at this writing is in Augusta, Ga., where he and Mrs. Harvey went ten days or more ago. Mr. Harvey had a severe cold when he started, but has much improved since going South.

New Yorkers Greet "Billy" Merrill

Those New Yorkers who have the pleasure of knowing "Billy" Merrill, secretary of the New England Music Trade Association, were glad to see him on Broadway the end of last

month, for he took several days away from his desk to run over to the metropolis to dispose of some matters of business. "Billy" doesn't often get so far away from home.

Returns From Southern Trip

Ernest A. Cressey, of the C. C. Harvey Co., whose illness in January compelled him to go South for a time, has returned from his trip which he took with Mrs. Cressey. They got as far as Havana, Cuba, where Mr. Cressey found everything quite to his liking. En route home Mr. and Mrs. Cressey stopped over at Key West, Daytona and St. Augustine, Fla.; Washington, D. C., and New York City, where Mr. Cressey had several business appointments.

Bostonians on Pacific Coast

Wilbur W. Longfellow, who is pleasantly remembered locally by men in the talking machine trade, is now located on the Pacific Coast, whither he went a few weeks ago. He is in charge of the talking machine department of the Keystone Hall of Music at Riverside, Cal. Another local man similarly identified who is on the Coast is George Leonard, lately with the C. C. Harvey Co., who is located at San Jose, Cal., where he is with Kohler & Chase, Victor and Brunswick dealers.

Mr. and Mrs. Cotter in Florida

John L. Cotter, vice-president of the Hallet & Davis Co., is on a several weeks' leave of absence and at present is a guest at the Alcazar, St. Augustine, Fla., where he and Mrs. Cotter write home of the delightful climate which they are enjoying.

Farnsworth Visits Victor Plant

Charles H. Farnsworth, president of the Eastern Talking Machine Co., was a caller at the Victor factory at Camden, N. J., recently. He stayed there for a few days and also stopped over in New York on his return to Boston.

Columbia Brieflets

Manager Fred E. Mann, of the Boston branch of the Columbia Co., recently spent three days at the executive offices of the company over in New York.

J. D. Simonds, of Skowhegan, Me., a Columbia dealer in that place, was in town lately and he reported that they were having real Winter down his way, with the thermometer hovering between 30 and 40 below zero, and with four or five feet of snow on the ground. "Wonder,"

(Continued on page 86)

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

NOW IS THE ACCEPTABLE TIME

It takes three angles to make a triangle. And it takes selling force exerted at three points, we claim, to make a really successful phonograph dealer.

In the case of your Brunswick franchise, all the needed elements are present in a marked degree.

1. Your own standing and your own selling ability in your community.
2. Brunswick newspaper and magazine advertising, constant and dominating, creating Brunswick customers everywhere.
3. The intensive local work of a thoroughly organized Brunswick Dealer's Service Department, co-operating with you at all times.

The steady and rapid growth of Brunswick sales and the notable increase in Brunswick dealer representation are well-known facts which need no coloring and which cannot be gainsaid.

KRAFT, BATES & SPENCER, Inc.
1265 Boylston St.
Boston, Mass.
New England Distributors

Steel Needles Motrolas Record Brushes Khaki Covers

IN NEW ENGLAND AND BOSTON TRADE

(Continued from page 85)

he says, "if folks in Alabama and Florida can believe that!"

Congratulations are in order for W. R. Ingalls, Columbia traveler in northern New England, for he and Mrs. Ingalls recently became the proud parents of a seven-pound bouncing boy. Fine cigars, those, Ingalls is sending his friends.

Sympathy for Kenneth Reed

Kenneth Reed, wholesale Victor manager for M. Steinert & Sons, has the sympathy of his large circle of friends in the serious illness of his young son, Carleton Reed, who has been sick for several weeks, first with an attack of whooping cough, which lately developed into pneumonia. At last accounts the lad was showing some improvement.

Frank Horning a Visitor

The local Victor trade was glad recently to extend a cordial welcome to Frank Horning, who paid Boston a visit while East from St.

Louis, Mo., where he went less than a year ago. Mr. Horning, it will be recalled, was president of the New England Music Trade Association, and his sudden decision to sell out his business here and accept a lucrative offer in St. Louis came as a surprise to his friends. Mr. Horning was accompanied by Mrs. Horning, who also has many acquaintances here.

Enjoying Florida's Balmy Breezes

Alexander Steinert, head of M. Steinert & Sons, is another of those who are enjoying the balmy breezes of the South. He is at Palm Beach, Fla., and he did not forget to take his golfing outfit, for annually this enterprising Boston music merchant finds himself on some of the best of the Southern links indulging himself in his pet game.

W. J. Fitzgerald Moves

W. J. Fitzgerald, "Billy," as he is known to the trade, who has had a thriving store in Cornhill, has been obliged to make a move owing to the plans made for demolishing the building, which is a very old one, and the erection of a new, up-to-date structure. Mr.

Fitzgerald has found other quarters farther down Washington street.

Brieflets of Interest

Carbone Bros., who operate stores in Roxbury and South Boston, have just put in a line of Okeh records, for which they are finding a big demand.

W. C. Fuhri, general sales manager of the record department of the General Phonograph Corp., is expected over in this city in a few days.

Henry Kahn, who operates several talking machine shops in Boston, has opened a new one at 22 Hayward Place, which promises to be a popular rendezvous for the purchase of the Columbia line.

Joseph Burke, vice-president and general manager of the Sonora, has just purchased a new home in Newton, of which he will take possession on May 1.

E. W. Kilgore on Maine Trip

E. W. Kilgore, sales manager of the Eastern, accompanied by E. A. Johnson, of the staff of salesmen at the same quarters, took a trip to Maine a short time ago, visiting Bangor, where they found the glass registering 42 degrees below zero at Waterville, Portland and other places. Yet despite the cold they got warmed up in finding business good in all these places.

W. R. Fleming in New Post

Beginning March 1 William R. Fleming, of the Columbia Boston offices, became foreign record salesman and stockman of this branch. His work as supervisor of merchandise will be handled by Robert Kerr, formerly with the New Haven and Buffalo branches of the Columbia Graphophone Co.

DISCUSS MUSIC MEMORY CONTEST

Victor Dealers of Northern Ohio Gather in Cleveland to Hear Mrs. Frances E. Clark Explain Important Features of the Contest

CLEVELAND, O., March 5.—More than fifty Victor dealers in the northern Ohio territory were guests of the Cleveland Talking Machine Co. and the Eclipse Musical Co., Victor jobbers, at a special meeting at Hotel Winton to-day, where they heard Mrs. Frances Elliott Clark, head of the educational department of the Victor Co., tell of the development of the music memory contest, and of facts pertaining to the contest in Ohio particularly. With Mrs. Clark were her aides, Miss Marie Finney, Miss Margaret M. Streeter and R. J. Coleman.

The contest in Ohio is believed to be interesting 150,000 children. Contests are being held in nearly every town, city and county. Winners in these localities will compete in finals for the State at Columbus during May. The contest in Cleveland will close some time in April. The schools are using the Victor records specified by individual workers in the respective districts. Approximately fifty numbers are being used in each school as well as instruments on which to play them. The children need these records to keep themselves abreast of the work, and thus their elders are made interested, and made customers for the live merchants who want to cash in on this business.

The work, dealers here learned, is the result of twelve years' effort on the part of Mrs. Clark to put it across with school interests. The first State contest was held in 1916. Seven State contests now are being conducted. It is believed that perhaps twice as many such contests may be held next year.

THEARLE MUSIC CO. ELECTS

SAN DIEGO, CAL., March 7.—The Thearle Music Co., prominent music concern of this city, recently elected the following officers at its annual meeting: A. D. La Motte, president and general manager; H. E. Calaway, vice-president, and L. E. Burton, secretary and treasurer. The concern handles musical instruments of all kinds, including a complete line of talking machines and records, and its establishment is among the finest on the Coast.

Another Big Step in Advance

No. 4 — Plays All Records on the Edison
Sample Sent on 30 Days' Approval



Showing position for playing all lateral-cut records.



Showing position for playing Edison and other "hill-and-dale" records.



Showing ease with which needles may be changed.

SEND for our latest improved No. 4 Edison Concert Equipment on thirty days' trial. This new Edison Equipment is by far the most finished and desirable attachment available for playing all disc records on the Edison. It is a marvel of simplicity and mechanical ingenuity.

Many phonograph dealers have told us that they have been able to close many sales of machines merely through showing their customers how with Oro-Tone Equipment all records can be played perfectly and beautifully.

Weigh These Special Advantages

1. The No. 4 Edison Concert Equipment automatically adjusts itself to the correct Edison weight, the correct needle center and the correct angle for playing Edison or other "hill-and-dale" cut records.
2. It also automatically adjusts itself to correct needle center, correct weight and correct angle for playing Victor or other lateral-cut records.
3. The height adjustment feature insures that the reproducer will swing clear of the record just the same as the regular Edison reproducer which is controlled by the raising and lowering lever.
4. The reproducer will not coast over record when played through, due to the correct needle center and perfect operation.
5. No. 4 Edison Concert Equipment plays an Edison record with the regular fiber needle, producing splendid volume and entirely eliminating surface noises.

Every attachment is guaranteed to be mechanically perfect in workmanship and operation for a period of two years. All Oro-Tone products are guaranteed because they are made right and thoroughly tested before leaving the factory.

1000-1010
George Street

The Oro-Tone Co.
QUALITY FIRST

CHICAGO
ILLINOIS

It's rosemary for remembrance—this "Medley of Old Timers" on both sides of record A-3797. Sweet Rosie O'Grady, Little Annie Rooney, Daisy Bell and all the fancies they recall come trooping to mind under the magic harmony of the Shannon Four. Whenever the crowd gets together, this record is bound to start 'em singing.

COLUMBIA GRAPHOPHONE CO.
New York



DENVER

Dealers Enjoy Substantial Business—New Boot Melody Shop—Many Record Artists Come Here

DENVER, COL., March 7.—At the end of February the talking machine dealers of Denver report a very satisfactory month's business. Edison dealers are hopeful that the Edison Co. will soon be able to get a 100 per cent production on the popular baby console. If that number were in stock to-day there would be a big local demand for it, say the dealers. Columbia dealers likewise cannot take care of the trade seeking the console model No. 239. The Brunswick model "The York" is likewise wanted by dealers to take care of their trade and the Victrola

dealers are after more models No. 80 and No. 210. If the factories will speed up deliveries in all these lines Denver talking machine men will be happy.

Demand Is Heavy for Columbia Console

The Columbia Stores Co., Columbia jobber for several Western States, reports a very big month for February. The new console model No. 239 is meeting with such high favor that a recent shipment received by the company did not nearly take care of the dealers. Even another shipment now on the way will not be sufficient. A new account has been opened at Albuquerque, N. M., the Maisel Music & Jewelry Store taking over the Columbia agency, succeeding H. D. Rothman. The new account is the only one handling the Columbia products in Albuquerque. The company reports the New Process record as the biggest thing developed by the Columbia Co. in months. Records continue to sell better than at any previous time.

Still Making Deliveries on Holiday Sales

The Arvidson Piano Co., which handles the Edison, has been able to make some of its deliveries of the console model sold at Christmas time during the past month, but because of non-arrival of machines is yet behind on Christmas deliveries. The recent appearance of Frieda Hempel in concert here has created a demand for her re-creations at this store.

Russell Gates, handling Brunswicks and Columbias, reports a good month's business for February and a lively sale of records.

Sheet Music Sales Active

Manager Thompson, of the Charles E. Wells Music Co. talking machine department, having both the Victor and Brunswick machines, reports a fairly good business for February. In the sheet music department there has been a run on "Who Cares" and "Fate" and the sale of the latter number has been aided by the talking machine record of "Fate."

Huntoon Back from Chicago

Harry Huntoon, manager of the Victrola department of the Knight-Campbell Co., had just arrived from Chicago and Milwaukee when The World representative called. He was so tired from his ten-day hobnobbing with the delegates to the International Convention of Gyro Clubs, held in Milwaukee, that he had not had time to see how many Victrolas had been sold during his absence.

Tharp Back from the East

N. D. Tharp, buyer for the Edison wholesale and retail department of the Denver Dry Goods Co., is back from the East, where he attended

a meeting of Edison Disc jobbers. He reports the Edison Co. as promising to soon have an adequate output to meet the demands of the trade, though the call for the baby console model is so heavy at present that the factory cannot begin to fill the orders. However, an effort is to be made for a 100 per cent production on this model within a month or so.

New Boot Melody Shop

Herman B. Castle, formerly of the Golden Eagle Song Shop, has removed to the Boot Music Store, 1628 Champa street. The new department will be known as the Boot Melody Shop. All the popular songs will be sold and at the Shop a demonstration of any song wanted will be made.

Many Record Artists Come to Denver

Denver music lovers have been visited by one artist after another in such rapid succession that a great variety of music has been offered to the delight of thousands of people. Thousands heard Frieda Hempel when she presented her famous Jenny Lind costume recital at the City Auditorium Monday evening, February 26. Madame Louis Homer and daughter pleased another large audience on February 28. Bookings announced for March include Paderewski, greatest of pianists, and Emma Rubinstein, eminent violinist.

PAIGE'S MUSIC STORE REMODELED

TERRE HAUTE, IND., March 8.—Paige's Music Store, this city, has recently remodeled its sales-rooms to provide more space for the display of Victor, Edison and Aeolian instruments. The entire basement of the store has been rearranged and redecored, practically doubling the amount of floor space allotted to the talking machine department. A sale of discontinued styles of machines at special prices is being held.

Ward's Padded Khaki Moving Covers



for
Pianos
and all
Models of
Upright
and
Console
Machines

Distributors

BRISTOL & BARBER, INC.

3 E. 14th St.

New York City

SHERMAN, CLAY & CO.

741 Mission St.

San Francisco, Calif.

THE C. E. WARD CO.

Manufacturers

NEW LONDON

OHIO

Repair Parts and Main Springs

Double-spring Motors.....	\$ 3.25
Liberty Motors	6.00
Three-spring Motor	12.50
Four-spring Motor.....	15.00
Tone Arm and Sound Box, per set,	\$1.35 and up

WRITE FOR CATALOG

PLEASING SOUND PHONO. CO.

204 E. 113th St.

New York, N. Y.

Brunswick
PHONOGRAPHS AND RECORDS

For Denver
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
1552-54 Blake St.

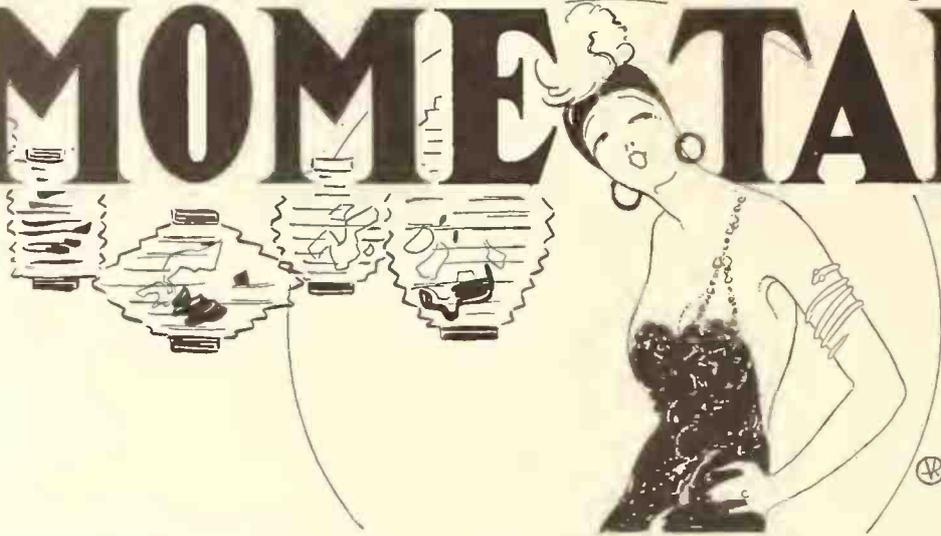
L. M. Gjerde, Branch Mgr.



LA MOME TANGO

The Tango Dance Hit
of PARIS!

By Emile Doloire
Chef d'Orchestra
"Follies Bergère" Paris



(The Tango Kid)

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



VICTOR SCHOOL IN OKLAHOMA CITY

Dealers and Salesmen in Oklahoma Talking Machine Co.'s Territory Take Advantage of Instruction in Selling Victor Products—Banquet and Entertainment at Close

OKLAHOMA CITY, OKLA., March 7.—The Victor School of Salesmanship was held here during the four days following February 26 under the auspices of the Oklahoma Talking Machine Co., Victor distributor, and under the direction of F. A. Delano, who has been successfully conducting classes in salesmanship in various cities throughout the country during the past year. The classes, of course, were conducted along similar lines to those in other cities. Victor dealers came from all parts of the territory served by the Oklahoma Talking Machine Co. to attend the classes and profited greatly therefrom.

P. A. Ware, sales manager and secretary of the Oklahoma Talking Machine Co., presided at the banquet at the Huckins Hotel at the close of the classes and E. L. Gratigny, president of the company, delivered a few words of welcome to the assembled Victor dealers. Others who made brief addresses included T. LaRue Husselton, Victor factory representative; Miss Mabel H. Rich, of the educational department of the Victor Talking Machine Co., and F. A. Delano. An excellent program, in-

cluding a number of songs, reading and piano solos, was rendered for the entertainment of the guests.

The Victor dealers and employes who enrolled for the course were: Rudolph A. Arn, Miss Winnifred Alvis, Mrs. Warren Andrews, Warren Andrews, Edgar Bee Brain, Arthur Bradbury, Mrs. Ruth Bradbury, Mrs. J. B. Billingsley, Eunice E. Brown, James S. Billings, Miss Dorothy F. Billings, O. C. Billings, Mrs. J. H. Barthold, J. H. Barthold, Miss Harriet V. Coleman, Miss Anis Campbell, William Nathan Cooper, Bird H. Campbell, Jr., Mrs. J. Frank Corry, J. L. Constant, Mrs. J. L. Constant, Mrs. Robert Dennard, Miss Grace Drabek, Thomas J. Edgar, John B. Frederickson, Mrs. John B. Frederickson, George Frederickson, Mrs. George Frederickson, Mrs. Clara Garver, J. H. Garner, Mrs. B. W. Gratigny, B. Wayne Gratigny, E. L. Gratigny, Mrs. E. L. Gratigny, C. W. George, Noble F. Hilsmeier, R. A. Hickerson, Mrs. R. A. Hickerson, Mrs. Willie Mae Joiner, L. G. Jenkins, Mrs. L. G. Jenkins, Miss Willa McBee, Tuttle Meder, William J. Martin, C. O. Morton, Ned R. Mann, Miss Marie McElvany, George J. Mauck, Mrs. George J. Mauck, Mrs. T. L. Neal, James F. Neece, Jr., William M. Puckett, Miss Bess M. Potter, Mrs. Mattie E. Payne, Major Parley Parkinson, T. D. Pedigo, Mrs. T. D. Pedigo, Miss Frances Quarles, Miss Frances C. Rude, Miss Pauline Roberts, D. L. Ray, Walter Ross, W. B. Rus-

sell, Miss Mildred Russell, Ira D. Row, Miss Eula Rutherford, Miss Sarah Shay, Miss Byrd Schrader, Miss Cleo Shaffer, George B. Sahn, Myles F. Smith, Mrs. K. M. Smith, Miss Thelma Snodgrass, Wallace Stoffe, E. M. Snedeker, Lee Thagard, Mrs. Lee Thagard, Harry A. Wheeler, Miss Georgia Walker, Miss Letha Walker, Mrs. Alice B. Walker, Edwin V. Walker, P. A. Ware.

W. SCHROEDER WITH TOLEDO FIRM

Now Associated With Traveling Staff of Toledo Talking Machine Co., Victor Wholesaler—Formerly With Philip Werlein

TOLEDO, O., March 6.—Walter Schroeder, until recently connected with Philip Werlein, Ltd., New Orleans music house, as road representa-



Walter Schroeder

tive, has joined the traveling force of the Toledo Talking Machine Co. He will be assigned to territory in Ohio, Indiana and Michigan.

This addition to the sales force is in line with the expansion policy and progressive spirit of the house. Mr. Schroeder is not unknown to Toledo, however. For a number of years he was associated with the old Whitney & Currier Co., which is now Grinnell Bros. Following this he joined the army, later becoming connected with Philip Werlein, where he remained for some time.

L. R. McDOWELL OPENS STORE

WASHINGTON, D. C., March 6.—L. R. McDowell, who for the past eighteen years has been connected with local music concerns, has opened a talking machine establishment at 3710 Georgia avenue, N. W. A complete line of Columbia and Aeolian-Vocalion instruments and records is handled.

Physical culture exercises in a theatre act in Clearfield, Pa., have resulted in a decided boom in the demand for exercise records.

A reliable combination—

Okeh Records

The Records of Quality

and Independent Service

You can always rely upon Okeh Records for early releases on all the popular hits, and a well-balanced monthly release; to sell as fast as they are released; to make satisfied, friendly customers.

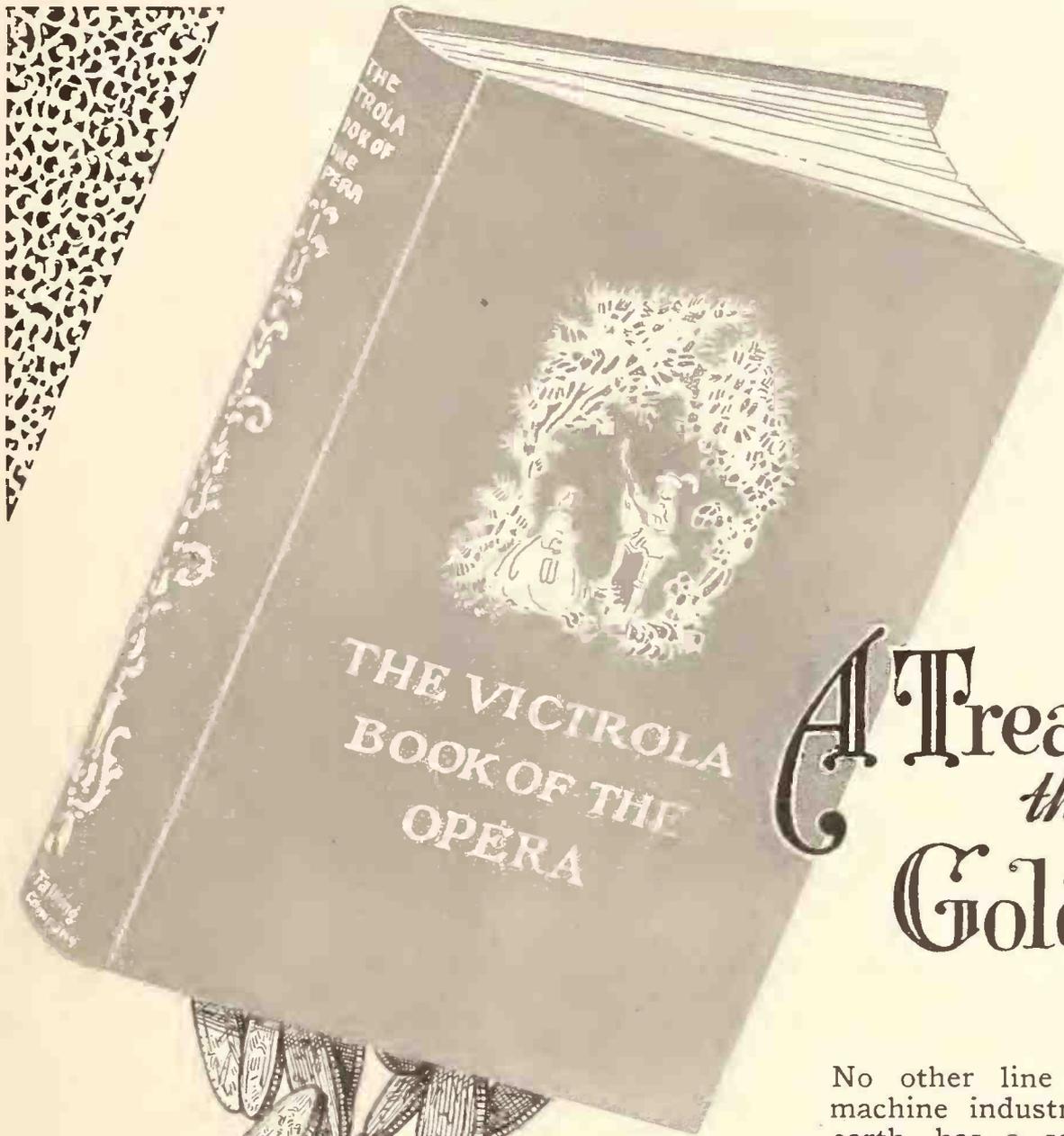
You can rely upon Independent Service to be operating at its best, for your interests, at all times; to have on hand continually a complete line of Okeh Records; to be able to fill your most urgent wants immediately.

If you are not already an Okeh dealer it will pay you to investigate our unique sales plan.

INDEPENDENT JOBBING COMPANY

122 East Centre Street, N.

GOLDSBORO, N. C.



A Treasure Chest that means Gold Dollars to you

No other line of merchandise in the talking machine industry, in fact, no other industry on earth, has a sales-builder of anything like the power that is in "The Victrola Book of the Opera." Just stop for a moment, Mr. Victor Dealer, and consider what this means to you.

In the four hundred thirty pages of that volume are embodied the highest form of Victrola entertainment, education and inspiration and the Victor records of the world's greatest operas by the world's greatest artists. It contains more than a story—the cast of characters, the musical significance, and the profuse illustrations of scenes and characters in over two hundred undying operatic productions. Truthfully, it is the encyclopedia of the world's best music.

"The Victrola Book of the Opera" invites the reader to ownership of a Victrola, to continuous participation in the limitless wealth of operatic entertainment afforded *exclusively* by the Victor catalogue. It speaks more eloquently than the most persuasive salesman. It speaks authoritatively. It is a "treasure chest." It is prepared and printed complete by the Victor Company.

So, whether one may already own a Victrola or has yet to learn of its delights, the purchase of "The Victrola Book of the Opera," Mr. Victor Dealer, will enable your customer to enjoy infinitely more and patronize far more regularly the colossal store of musical treasure you have to offer.

Get this book into the hands of your prospects. Sell it to them with enthusiasm and as energetically as you would sell any other Victor merchandise. This book paves the way to greater enjoyment for the customer and to bigger and better business for you.

C. Bruno & Son, Inc.

VICTOR WHOLESALERS

351 Fourth Ave.

New York

SAN FRANCISCO

Construction of New Wholesale Establishment of Sherman, Clay & Co. to Be Started in Spring—Business Good—News of Month

SAN FRANCISCO, CAL., March 3.—The latter part of February was fairly satisfactory in the talking machine business in San Francisco and vicinity, but the first part was rather slow, probably on account of the many post-holiday sales which for the time being exhausted the people's interest. The wholesalers now have ample stocks of machines and records for the trade, many shipments having arrived from the factories in the last few weeks. The sale of Chaliapin

records has been lively with many dealers and there would have been a very much better demand if the great singer had not been taken ill and so could not fill his widely advertised concert engagement in San Francisco. Jazz selections lead in the sales records.

Robert Bird, manager of the wholesale Victor department of Sherman, Clay & Co., says the indications are that the new Victrola consoles, Nos. 215 and 220, which are expected on the Coast in about two months, will meet a very popular demand, many inquiries being received every day. The February wholesale business is satisfactory. In records, a special hit is the new record of Chaliapin's, "The Volga Boatman." Floor plans for the new wholesale establishment of Sherman, Clay & Co. have been drawn and the members of the company are puzzling their heads trying to apportion the space satisfactorily among the various departments. Building will be commenced this Spring.

J. Bray, manager of the retail talking machine department of Kohler & Chase, says that the sales of Burnham phonographs and Okeh records during February have been pretty fair and that the demand for the high-class models in machines is increasing.

The Kohler & Chase store in Sacramento has taken over the stock of Victor merchandise held by Hale Bros., of that city. The latter company has discontinued its phonograph department in the Sacramento store.

Brunswick goods are coming to the Coast regularly and the dealers are liberal in their orders. The Wiley B. Allen Co. has just received a carload of Brunswicks and the Jackson Furniture Co., of Oakland, another carload.

The O'Connor Music Co., Merced, Cal., has just taken on the Brunswick agency.

George Morton, manager of the talking machine department of the White House, says that the business of his department is 30 per cent greater than a year ago. The highest class merchandise is in steady demand.

George Hughes, of the Wiley B. Allen Co., took a week off at Rio Vista, Cal., the last of February. J. J. Black, treasurer of the company, together with T. M. Pletcher, president of the Q R S Music Co., enjoyed a week of golfing at the famous Del Monte links during the month. Mr. Black says that the volume of January and February business indicates that this will be a prosperous year for the trade.

The Oakland establishment of the Wiley B. Allen Co. has been moved to a new location at Washington street, near Fourteenth. The new talking machine department will be the largest in Oakland and will, of course, be most modernly equipped.

Billy Morton, manager of the retail talking machine department of Sherman, Clay & Co., is about to visit the talking machine departments of the company's stores in Oregon and Washington.

The San Jose store of Sherman, Clay & Co. is being remodeled in order to provide for greater space and convenience.

F. B. Travers, Western Sonora general agent, called a meeting of the Sonora dealers in the vicinity of San Francisco on February 20 for

the purpose of discussing matters pertinent to the merchandising of this product. The little convention was held at the Phonograph Shop in San Francisco. Most of the Sonora dealers were able to attend. There is still a shortage of Sonora phonographs on the Coast, but early shipments are promised.

P. S. Kantner, manager of the San Francisco branch of the Columbia Graphophone Co., has been spending most of his time on the road in the last three months, during which time he has opened forty new Columbia accounts. These new agencies are located mostly in the smaller cities of the interior. The next campaign of Mr. Kantner will be centered on developing Columbia business in the larger commercial centers. The vogue of the console is strong throughout the California territory.

The latest benedict in the San Francisco trade is G. A. Einselin, owner of the two thriving music stores on Mission street. The bride was Elizabeth Storer, a belle of Marin County. The couple spent their honeymoon on an automobile trip to Southern California.

The Music Trades Association of Northern California will hold a dinner meeting some time in March in honor of Alex McDonald, of the executive committee of the National Piano Manufacturers' Association, who is coming to the Coast to boost the annual trade convention to be held this year in Chicago.

PLAN MUSIC WEEK IN LOUISVILLE

LOUISVILLE, Ky., March 7.—Extensive preparations are under way for Music Week, which will be held here from April 8 to April 14. The Music Week program is in charge of Miss Carolyn Bourgard, who is arranging for special features each day. A number of other committees have been appointed to work out the complete details of the program. Talking machine and other music dealers will co-operate to make the event a success. Special window displays will be staged and other forms of publicity will be indulged in.

The PHONOSTOP

STANDARD for SEVEN YEARS



100% Efficient.
Guaranteed.

Sold direct to
manufacturers all
over the world.

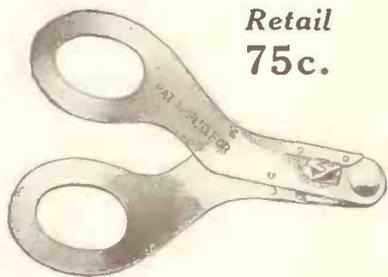
Nickel or Gold.

Your phonograph
is worthy of the
best stop.

Your customers appreciate it.

NEED-A-CLIP

Fibre Needle Repointer
with Hardened Tool Steel Blade



Retail
75c.

WORKS
PERFECTLY

POPULAR
PRICE

Sold to
DEALERS

We also sell

Standard Phonograph
Hardware and Trimmings

Get Our Printed Matter
and Prices

PHONOMOTOR CO.

121 West Ave. ROCHESTER, N. Y.



PHONOGRAPH DE LUXE

The instrument of incomparable tone, that plays any record better than you have ever heard it played before.

Complete line of table, upright and console models.

Prices to the Trade Range from

\$8.50 to \$125.00

Cabinets of beautiful design and finish, improved motor equipment.

Dealers write us: The Reginas now in homes are making lots of friends; people come in and ask for them. Watch us increase our sales.

Cash in on the Regina; now is the time. Also Regina Music Boxes with or without phono attachment.

Regina Hexaphones and Mandolin orchestrons.

Regina tune discs and parts for any instrument ever manufactured by the Regina Co.

Send for particulars on territory arrangements.

The Regina Phonograph Co.

MANUFACTURERS

RAHWAY

NEW JERSEY



For San Francisco

and adjacent territory

Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.

767-69-71 Mission St.

F. A. Smith, Branch Mgr.

BALTIMORE

Jobbers Hold Back in Extending Franchises Because of Stock Shortage—Local Firm Takes Over Columbia Branch—Trade Brisk

BALTIMORE, Md., March 7.—The after-Christmas slump which usually follows the holidays in all lines, and especially in the musical instrument business, was not noticeable during the past month, according to reports from the trade generally and the outlook for an increased business during 1923 over that of last year is very promising. Practically all of the leading jobbers here are oversold on the popular makes of their machines and in many instances have stopped taking orders for some models until the factories can supply the orders booked.

Hardly any of the jobbing houses have opened a new account during the past month for the reason that they are unable to promise anything definite in the way of delivery and consider it poor policy to take on new customers when it is impossible to supply their regular trade with the goods. Notwithstanding this handicap, however, dealers generally report an increase last month over that of the corresponding month of last year. W. F. Roberts, manager of E. F. Droop & Sons, Inc., said that his business in January this year was ahead of that of January, 1922, but that the increase last month over that of February, 1922, was considerably more than the percentage increase of the previous month. Mr. Roberts is very optimistic over the prospects for this year and predicts a better business during 1923 than last year, which was one of the firm's banner years.

The Baltimore branch of the Columbia Graphophone Co. has been absorbed by the Columbia Wholesalers, Inc., a local company composed of W. S. Parks, formerly manager of the Columbia branch; L. L. Andrews, who has been the South American representative of the Ford Motor Co., and W. H. Swartz, for the past year assistant manager of sales for the Columbia branch here. The new company has leased a four-story building at 205 West Camden street and will move from the present location on South Howard street as soon as extensive alterations are completed. With but few exceptions the entire force of the Columbia Co. will be taken over by the new company. The subject is referred to elsewhere in this issue.

Manager C. F. Shaw, of the Brunswick Agency, said his one great worry now is to supply the orders which he has already booked on the popular types of the Brunswicks, especially the York model. The new Tudor models have been received here in limited number and are being distributed as fast as received. Mr. Shaw has just returned from a trip through the southern portion of the territory of the local agency and reports prospects as very good. Business generally, he says, shows unmistakable signs of improvement and he looks for one of

the best years in the history of the local branch if the factory can keep them supplied with the popular models, as he reports being oversold on a number of types, especially the York, for several months.

Need for Local Association

"One of the things that is proving detrimental to the talking machine business in Baltimore," said one prominent dealer, who did not care to have his name mentioned, to *The World*, "is the practice of many dealers in the city of cutting the price on talking machines in the way of giving a discount on cash sales.

"There are few houses in Baltimore where a customer cannot get a discount of from 5 to 10 per cent off on the purchase price of any make of machine for cash. This not only cuts the dealer's legitimate profit, but in my estimation lowers the standard of the business, which should be on a higher plane and not stoop to the 'cheap John' practice of cutting profits in the way of cash discounts.

"One of the things that is needed here, and needed badly," he continued, "is a real organization of the dealers. The trade should be organized and placed on a higher plane through organization. The practice of some dealers of selling a machine without a substantial cash payment and on practically any terms the customer may want is one that can only lead to disastrous results to the trade generally and encourages the public to look for greater inducements in the future.

"We are engaged in a legitimate business and selling standard lines of merchandise and just why some dealers consider it necessary to let their machines go out of the house without a substantial cash payment and a fair plan for deferred payments on the balance is a puzzle to me.

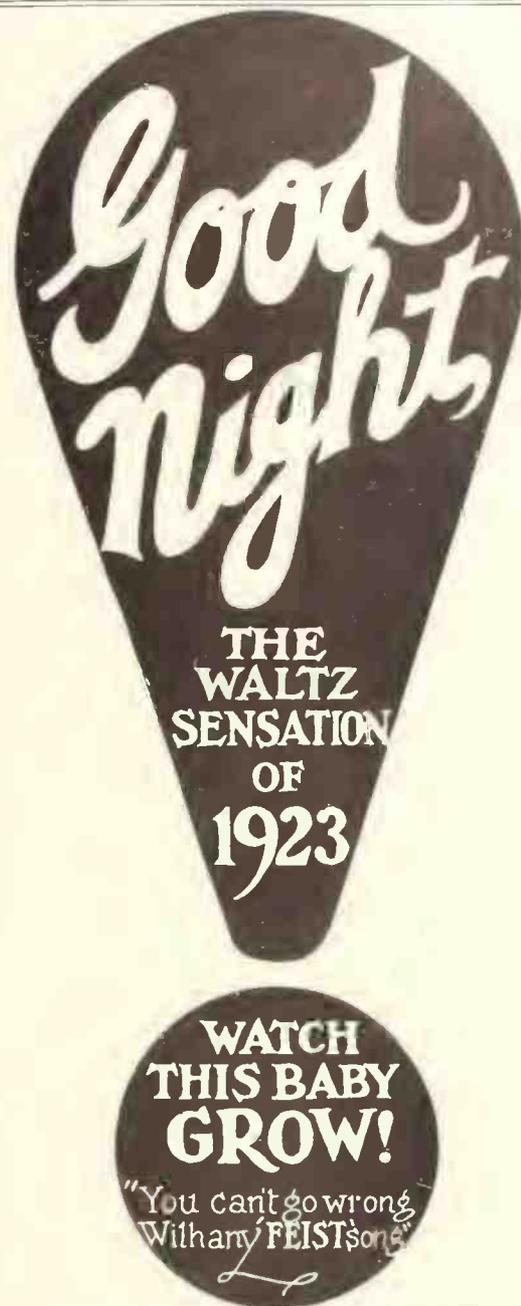
"I certainly would like to see some move toward getting the trade together in the way of an organization through which we could regulate the business so there would be no more price-cutting, or any other evils that may crop up in the industry."

Kranz-Smith Co. Remodeling

The Kranz-Smith Piano Co. is featuring the health exercise records of the Victor Co. This company is remodeling and redecorating its talking machine booths under the direction of F. C. Schyler, formerly connected with the Chickering Warerooms and Knabe Studios.

C. B. Noon, Inc., 325 North Charles street, is working the personal letter appeal with good results. The company is sending out the following letter to a select clientele:

"We have two very important announcements to make to our customers. One is that Josef



Hofmann, the world-famous pianist, is now recording for the Brunswick exclusively.

"The second is that the Brunswick people have discontinued the old system of monthly release of records and are now releasing records daily, or as often as they come out.

"We shall be very glad to send you samples of the new records as we receive them if it is not convenient for you to call, and remember, you are not in any way obligated to keep them, if by chance the records do not please you."

The Monumental Music Stores Co., 108 North Eutaw street, distributor of the Phonolamp, has made some extensive improvements in its showrooms and business is excellent.

Sanders & Stayman continue to be the only music house in the city to do radio broadcasting and sell radio sets and supplies. Contrary to the belief of some dealers radio has not affected the sales of musical instruments here and it certainly has affected the sales of the Vocalion, according to Manager W. B. Turlington.

Recordings of Distinction

High grade record work by responsible men with many years of experience in all branches of the art

Ask for estimate, by piece or contract

Full Satisfaction Guaranteed

A. E. SATHERLEY, Manager AL HAUSMANN, Recorder CHARLES A. PRINCE, Musical Director

NEW YORK RECORDING LABORATORIES, Inc.

Manufacturers and Distributors of Paramount Records

1140 BROADWAY

Phone Madison Square 3763

NEW YORK, N. Y.

More Profits per sale More Sales per week

Emerson Records

The new type Emerson Records are miles ahead in the qualities that make for enjoyment. With Emerson you don't sell your customers just "records", but the one thing they come to buy—and that is, ENTERTAINMENT VALUE.

Emerson Records of Hits are first in the market. They yield you 20% extra

profit. And you don't get "out of stock" reports from Emerson in substitute for the shipments you are calling for. Instead, *Emerson Service* is always on the job to fill your re-orders at once—you cash in on every sale opportunity by always having the stock you want.

You know what all this means.

New Emerson Phonographs

*Exquisitely rich in tonal beauty
Incomparable masterpieces of period design*

Emerson Phonographs are pre-eminently a pleasure for the dealer to sell. For in them we build the quality that spells ENDURING SATISFACTION for his customers. Every Emerson sale wins another appreciative friend for the dealer that makes it—

increases his good-will.

Given the distinctive Emerson features that combine to create in the Emerson Phonograph its surpassing richness of tonal beauty, we resolved to carry our period designs to the same high plane of craftsmanship.



EMERSON QUEEN ANNE MODEL
Mahogany or Walnut, Retail Price \$150

Beauty of design is a matter of lines—not of needlessly more costly materials, but of higher artistry. Once our designs of more graceful lines were achieved, we found our production costs no greater. Hence we are enabled to furnish

our dealers the maximum of Emerson excellence in both tonal and case value—still at the lower discounts that yield the greater profit per sale.

Get particulars of our co-operative selling plan. It may lead to greater prosperity for both you and us.

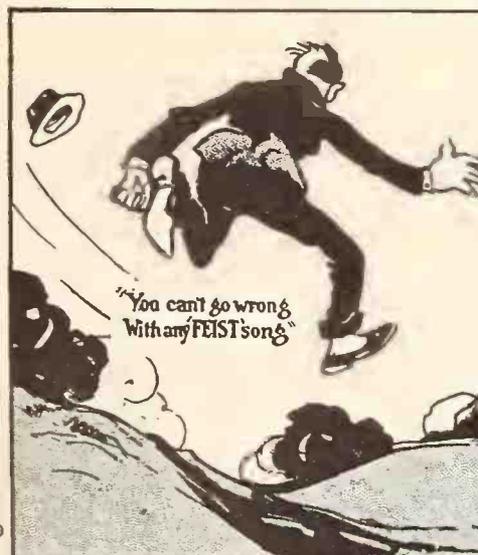
All Emerson Phonographs are constructed with the Emerson Music Master Horn—the radical, distinctive feature of superiority in the phonograph world today

Distribution is being re-aligned in some districts—write or wire in today

EMERSON PHONOGRAPH CO.
Manufacturers of Emerson Records
Eastern Distributors Emerson Phonographs
105-111 W. 20th St., New York, N.Y.



WASMUTH-GOODRICH CO.
Manufacturers of Emerson Phonographs
Peru, Indiana



An Ebony Jazz Tune -

Runnin' Wild

As Big a Hit as "HOT LIPS"

An entirely New - and different rhythm - A Sensational Dance tune - and just as good as a Song

KANSAS CITY

Display Brings Prospects—New Edison Travelers—Fire in Brunswick Home—Death of C. W. Cosgrove—L. S. Blythe in New Post

KANSAS CITY, MO., March 7.—The Victor School of Salesmanship opened Monday, March 5, and was in continuous session for four days with F. A. Delano in charge. The two Victor jobbers, the Schmelzer Co. and the J. W. Jenkins' Sons Music Co., worked hard to bring it to the attention of the dealers in this territory, sending out circular letters stressing its importance and value and urging all to attend.

New Victor Models Please

"Regarding business conditions," A. A. Trostler, secretary of the Schmelzer Co., said, "it looks as though we will enjoy a very healthy business for the balance of the year. The new type instruments announced by the Victor Co. have taken the trade by storm and we are satisfied they will fulfill a long-felt want."

Okeh and Odeon Records in Demand

The Artophone Corp., distributor of Okeh records in this territory, reports an unusual month in the sale of records during February. The popular selection, "Sugar Blues," is selling by the thousands. "Mamma's Got the Blues" is also a topnotcher. The Odeon records are in great demand, too. The company has recently added Claude Herrington, of this city, as manager of the shipping department.

Prospects Result from Edison Display

Blackman's music booth at the Better Homes Exhibit, held here last month, was a very great success. Three thousand names were turned in upon cards as being interested in purchasing musical instruments. M. M. Blackman has just returned from the East, where he spent two days at the American Piano Co. in New York, and returned via Baltimore for the object of making a personal visit to the Knabe factory. While in the East Mr. Blackman closed definitely with the American Piano Co. for the agency of the Knabe-Ampico, Fischer Ampico and Franklin Ampico lines. Blackman's Music Store will be located some time the latter part of May or the first of June in new quarters at 1209-11 Walnut street.

New Edison Travelers for Phonograph Co.

C. M. Severns and Mr. V. P. Heimlich are new traveling representatives of the Phonograph Co. of Kansas City for the Edison line of phonographs. Mr. Severns is an Edison man of several years' experience, having come from

the Martin-Durham Music Co., of Rogers, Ark., to the Chappell Music Co., of Salina, Kans. His work there was of sufficient note so that he attracted attention of the management of the Phonograph Co. He is meeting with splendid success on the road. Mr. Heimlich was formerly associated with the Edison Shop, of this city, and he has had wide experience.

The following Edison dealers were visitors to the Phonograph Co. during the past month: C. H. Lane, Lane Music Co., Eureka, Kans.; Scott Morgan, Morgan Book Co., Baldwin, Kans.; Carl Latenser, Carl Latenser Music Co., Atchison, Kans.; E. Cahill, Cahill Bros., Windsor, Mo.; Mr. Brown, of Halley & Brown, Fayette, Mo., and Mr. Wilkinson, of Sims-Wilkinson, Clinton, Mo.

Death of C. W. Cosgrove

C. W. Cosgrove, partner and manager of the Innes-Cosgrove Music Co., Wichita, Kans., died very suddenly Thursday, February 22. Mr. Cosgrove left a traveling position at the Phonograph Co., Edison jobber, six and a half years ago to take management of the Edison department of the Innes Dry Goods Co. Later a partnership was formed and an exclusive Edison Shop located on Douglass avenue. Mr. Cosgrove was markedly successful both in a personal and business way.

New Edison Dealers

Among the new Edison accounts recently opened are: Grimes & Co., Barstow, Okla.; T. S. Terry, Bartlesville, Okla.; Forrest Smith Jewelry Co., Richmond, Mo.; Durland-Sawtell, Junction City, Kans.; Rorabaugh-Wiley Dry Goods Co., Hutchinson, Kans.; Jas. M. Laughlin, Marceline, Mo., and Frank Crabtree, Potwin, Kans.

The local appearance of Ted Lewis, Columbia artist, in concert here recently and broadcasted through the Kansas City Star, resulted in a stimulation of the demand for his records.

A. A. Doerr Offered Public Post

A. A. Doerr, Columbia dealer of Larned, Kans., has been offered the post of state business manager under the present administration. Mr. Doerr has built up a large general merchandise and phonograph business, was a member of the House of Representatives several years ago and later was in the Senate. Mr.

Doerr has had considerable experience in general business and will be of great value to the trade in handling the business affairs of the big institutions which consume approximately 50 per cent of the State taxes.

New Grafonola Style Brings Business

The local branch of the Columbia Co. has just received a shipment of a quantity of the new type console Grafonolas. This new type console Grafonola is listed at \$100 and the few dealers who have been fortunate to get some of these Grafonolas report a big business.

Big Brunswick Fire Loss

The Brunswick-Balke-Collender Co. suffered a severe loss when its leased warehouse at Second and Main streets caught fire the night of Sunday, February 25. The origin of the fire is unknown. There were 687 talking machines destroyed, many of every style, but the majority were of the higher priced instruments. While the fire handicapped the company, temporarily depleting its stock of some models, orders were immediately placed and are en route and will be on the floor just about as soon as the company is situated at its new location at 2020 Grand avenue.

Artist's Appearance Boosts Sales

Irene Williams, Brunswick artist, scored in her recent tour, appearing in Norman, Shawnee and Oklahoma City, Okla. The dealers received a volume of business as a result.

L. S. Blythe Rejoins Brunswick Co.

L. S. Blythe, who formerly was with the local branch of the Brunswick Co., but for the past three years has been traveling in the Southern territory with the Columbia Graphophone Co., has returned to the Brunswick-Balke-Collender Co. Mr. Blythe has a wide acquaintance among dealers in this section and the news that he is to return to the Brunswick Co. will be gladly received by his many friends.

The Brunswick branch recently added several new accounts in the immediate territory, among them the Chappel Music Co., of Salina, Kans., and Chestnut Bros., of Okemah, Okla.

Hold Wallace Reducing Classes

A deal of interest was shown in the Wallace Reducing Classes held in Kansas City during the month of February. For two weeks the "heavyweight" ladies worked earnestly under the instruction of Miss Betty Crampton, of the Wallace Institute of Chicago. The demonstrations and class instructions, which were given free, were held three times each day. The first week the Jones Store introduced it and later the J. W. Jenkins' Sons Music Co. held classes.



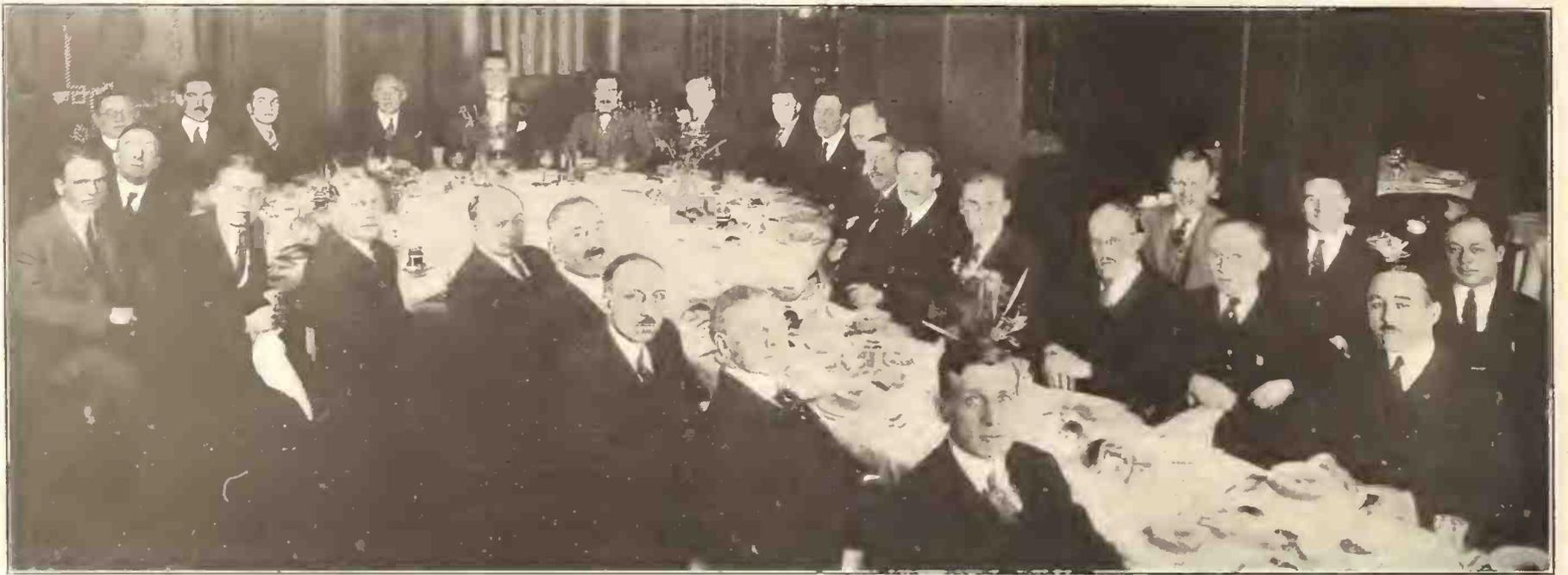
Brunswick

PHONOGRAPHS AND RECORDS

For Kansas City
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
1329-31 Main St.
Paul Bradford, Branch Mgr.

ANNUAL EXECUTIVE STAFF DINNER OF THE EDWARD LYMAN BILL, INC., PUBLICATIONS



The annual dinner of the administrative, editorial and business staffs of the publications of Edward Lyman Bill, Inc., including *The Talking*

Machine World, was held in the clubrooms of the Builders' Exchange, 34 West Thirty-third street, New York, on Friday evening, February

23. The affair was entirely informal and a pleasant evening was spent by all those who were in attendance.

C. L. MARSHALL CO. ADDS NEW LINES

Well-known Detroit and Cleveland Jobber Will Distribute Pooley and Outing Lines—Vocalion Records Will Also Be Distributed

DETROIT, MICH., March 7.—C. L. Marshall, head of the C. L. Marshall Co., this city, jobber of the Vocalion record line and well known throughout this territory, announced to the trade this week that his company had been appointed distributors of the Pooley phonograph line and the Outing portable line. Both of these products, together with Vocalion Red records, will be distributed from the two offices of the

company in Detroit and Cleveland, and the company will cover these two important territories.

Howard Hodson, sales manager of the Pooley Furniture Co., Philadelphia, spent several days recently at the Cleveland and Detroit branches of the C. L. Marshall Co. The Pooley line for 1923 consists of eight models, the majority of which are consoles, and the C. L. Marshall Co. will display a complete line at Cleveland and Detroit with warehouse stock at both points.

In conjunction with the acquisition of the well-known Outing line, Mr. Marshall stated that the portable business had developed into

an all-year-round business and at this time the Outing factory is behind with its orders.

Another recent visitor at the offices of the C. L. Marshall Co. was Oscar W. Ray, sales manager of the Vocalion record division of the Aeolian Co., New York. He stated that Vocalion jobbers showed a substantial increase during January and February over last year and this report was substantiated by the C. L. Marshall Co., which closed a greatly increased business in Vocalion Red records over last year.

G. W. HOPKINS ADDRESSES DEALERS

Interesting Talk Delivered by Vice-President of Columbia Graphophone Co. at Move More Merchandise Conference in St. Louis

ST. LOUIS, Mo., March 7.—One of the features of the luncheon at the "Move More Merchandise" Conference held recently in this city, which was of especial interest to members of the talking machine trade, was an address by George W. Hopkins, vice-president of the Columbia Graphophone Co. In his address Mr. Hopkins pointed out that this year will demand salesmanship of a high order and he urged those present to break away from precedent and look into the future with their own eyes and judge it for themselves. He also pointed to the value of doing unusual things to get the best results, citing several instances by way of illustration.

Advertising inertia, he said, was a malady which was resulting in loss of business for many concerns. This malady is peculiar to salesmen who are connected with concerns where the advertising department has achieved signal success, making it easy for the salesman to sell, and consequently causing a general easing up of effort. Mr. Hopkins also took a slam at co-operative advertising, stating that where it is indulged in as a method of reducing distribution costs it is purely "bunk." He said that one of the best ways to reduce distribution costs is by the establishment of a production schedule which should be adhered to.

No. 01-V *Oro-Tone* Victor Equipment PLAYS ALL DISC RECORDS ON VICTOR MACHINE

You will appreciate the deep, rich, powerful tone quality

ORO-TONE Equipment means always *quality first*. It is built to give tone satisfaction to the user and profit satisfaction to the dealer. Note these special advantages of our No. 01-V Concert Victor Equipment.

Special Advantages

1. The No. 01-V Victor Concert Equipment is simplicity itself. It can be attached in one second and no further adjustment is necessary.
2. By simply turning the reproducer to play either vertical or lateral cut records, it automatically adjusts itself to the correct weight and needle position and will not coast when record is played through.



Showing position for playing Victor, Columbia, Brunswick and other lateral cut records.



Showing position for playing Edison records. Fibre needle shown in reproducer.

3. In attractiveness, finish and scientific, tone-producing qualities Oro-Tone Equipment is first. The proof is in a comparison of tone values.
4. The special Oro-Tone indestructible diaphragm insures perfect and lasting tone quality.
5. Sapphire needles, genuine diamond needles, fibre needles or our special Oro-Tone Velvet Running permanent needles may be used.

No. 6. List Price

Nickel Finish \$6.00
Gold Finish . \$8.00

Usual discount

Sample sent on 30 days approval

1000 to 1010
George Street

The Oro-Tone Co.
QUALITY FIRST

CHICAGO
ILLINOIS

STYLUS BARS

(Any Style)

Stylus Bar and Mfg. Co.

Clague Rd.

Bay Village

OHIO

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., March 9.—Business during the past month has been fairly good, according to reports of the talking machine dealers of the Quaker City, many of whom report that they are still having trouble in obtaining a sufficient supply of certain popular models of the machines they handle.

It had been generally expected that production conditions would be improved after the beginning of this year, but while the dealers have been able usually to secure limited shipments of the desired models, they were merely enough to fill outstanding orders. This is true especially of the Edison, Victor, Brunswick and Sonora dealers.

Now that Spring is approaching, many dealers are making or planning to make improvements to their stores and salesrooms and as a consequence a distinct "building boom" is to be noticed throughout the trade in this section of the State.

Stages Edison Tone-test by Radio

A decided novelty was enjoyed by the thousands of radio enthusiasts in this vicinity when on the evening of February 23 a tone-test concert by Miss Elizabeth Spencer, an Edison artist, was broadcast for the first time in the history of the talking machine business from station WWAD, of Wright & Wright, Inc., at 2215 North Broad street. This tone-test was arranged by the Girard Phonograph Co., Edison distributor for this territory, and many of the Edison dealers notified their patrons and prospects of the plan so that they could "tune in" with their radio sets. According to P. R. Hawley, an official of the Girard Phonograph Co., the test was exceptionally successful and he is

now planning to hold a number of similar tests in order to answer the demand of dealers and public. He received letters from radio fans praising the tests from many distant points, including Canada, Michigan, Florida and from many other States.

Weymann Victor Department Expands

H. A. Weymann & Sons are about to start work on extensive alterations in the arrangement of the departments of their store. Owing to the greatly increased Victor business of this firm it has been found necessary to turn over the entire second floor to the talking machine department, giving a total of 285 feet to the length of their Victor floor space. This change, it is expected, will give better facilities for handling business with the Victor dealers.

Mr. and Mrs. H. W. Weymann left this city several days ago for a trip to Bermuda. They expect to be gone ten days or two weeks.

Buys Broghamer Store

Neil Conneghan, the leading Victor dealer of Mt. Carmel, Pa., has just purchased the store of J. Broghamer and will handle an extensive line of Victor machines and records. He also plans to install five or six booths for the comfort of his Victor patrons.

Meiser & Sons Move

Meiser & Sons, of Northumberland, Pa., have just moved into their new headquarters and now have the most elaborate and attractive store in that vicinity. Their new store has a frontage of 35 feet on the leading thoroughfare and a depth of 135 feet. This firm has long been a Victor dealer and is also supplied with Victor stock through H. A. Weymann & Sons. C. W. Eissinger, of Ashland, Pa., another

prominent Weymann dealer, is planning to make extensive improvements to his store, including a new front that will make this store one of the most attractive talking machine stores in this part of the State.

Columbia Artists Score

Paul Specht and His Orchestra, exclusive Columbia artists, were the headliners at Keith's Theatre recently and they more than proved that they are entitled to that honor on any vaudeville bill. Newspaper critics and the general public were loud in their praise of this clever body of instrumentalists.

This was Mr. Specht's first appearance in Philadelphia, but it will not be long before he is back in the Quaker City if he accepts any of the offers tendered him.

Columbia dealers tied up with the appearance with window displays, streamers, etc. A graphophone was placed in the lobby of Keith's Theatre and Paul Specht records were played before and after each performance.

Like New Brunswick Record Release Plan

According to O. F. Jester, the head of the Brunswick distributing branch in this city, the Brunswick dealers are taking to the new record plan with enthusiasm and he is making extensive additions to the number of Brunswick dealers, so that now one is located in almost every town of 10,000 or more inhabitants. He says that his only difficulty now lies in securing enough of the popular models and the console type machines to satisfy the demands of his dealers.

Andrew Weaver, of Slatington, Pa., is one of the new Brunswick dealers who have re-

(Continued on page 96)

Preparedness

Many VICTOR DEALERS promised themselves last Fall when the shortage on Machines developed they would never be caught again.

Already some of these Dealers have forgotten and are trying to conduct business without planning for a steady supply of goods and a gradual upbuilding of stock during the coming Summer Months.

Don't make the same mistake this year. Consult with us and we will be glad to prepare a schedule with you for Victrola shipments this Summer that will be fine insurance for the Fall business.

DO IT NOW

THE LOUIS BUEHN COMPANY
OF PHILADELPHIA



INTIMATE knowledge of successful Victor merchandising enables us to offer a service of genuine value.

The Talking Machine Co.
Victor Wholesalers

1025 Arch Street Philadelphia, Pa.

"LET PHIL FILL 'EM"

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 95)

cently secured the agency for this popular line.

A. J. Charon, the Brunswick representative in the coal regions, who was ill with tonsillitis, has been able to return to his duties and recently installed an attractive window display in the Temple Music Store at Allentown, Pa., featuring the popular "Burning Sands" record, that has attracted considerable attention and caused a great deal of comment.

E. S. Ambler, Brunswick representative in the Philadelphia territory, has also been confined to his home with tonsillitis.

Penn Phono. Co. Busy

T. W. Barnhill, secretary of the Penn Phonograph Co., reports that business has been very good during the past month and that if sales continue to pick up during the rest of the year the way they have during the past two months his firm will have a banner year.

Introduce New Brush

The Philadelphia Badge Co., of this city, the producer of the well-known circular, celluloid backed record brushes which are used for advertising purposes, reports that business is generally good. Increasing numbers of dealers are making use of these record cleaners as advertising novelties and the future looks very bright. Foreign business has been exceptionally good and the Canadian business is expanding steadily.

A Canadian patent has just been taken out. During the last month a new product was placed on the market by this company which is a new brush with a cleaning surface of pile plush and which is to be sold as a straight sales proposition and to be devoid of any advertising whatsoever. The back of the brush is in ebony finish and provides an attractive article.

Exceptional Volume of Business

Everybody's Talking Machine Co. reports that the volume of business during the month of February has been exceptionally big. It proved remarkable not only in the volume of business, but in the number of new dealers who have taken on Everybody's line during the month. All repair parts in the line have sold well, particularly Honest Quaker main springs, the demand for which continues to grow still larger each month.

Grit and Ability Winning Success

L. P. Morsbach, who recently opened a new and modern store at 1610 Snyder avenue, this city, is a forceful illustration of what can be accomplished by determination and enthusiasm plus live merchandising methods. It wasn't so long ago that he entered the musical instrument field with a few dollars in cash and nothing else, and now he gives promise of becoming one of the leaders in the field here. Indicative of his

growth is the fact that his new store contains a complete line of Vocalion phonographs, Vocalion and Okeh records, sheet music, player-pianos, music rolls, musical merchandise and radio. A formal opening was held which attracted such crowds that the store was filled to overflowing and police had to be called out to keep the crowd in hand.

Popular Victor Dealer in New Home

John di Stefano, one of the most aggressive Victor dealers of this city, recently held the formal opening of his fine new Victor warehouses at 1503 South Thirteenth street. During his many years in the Victor business Mr. di Stefano has built up a large trade in Red Seal records and his efforts in building up a clientele who appreciate the better class of music have been largely instrumental in his success.

Interesting News Brieflets

The Happy Six Orchestra, exclusive Columbia artists, who were featured at the Lorraine Hotel and Lit's department store recently, have been a great success and the Columbia New Process record advertisements given out at these concerts have made a big hit with lovers of dance music.

N. S. Houghs, of Shenandoah, Pa., is making elaborate alterations and additions to his store and is installing a number of audition booths.

E. C. Malarky, a well-known Victor dealer of Shamokin, Pa., has just purchased a new building and is planning to make extensive changes which will make his store the finest equipped in the coal regions, with the latest facilities and comforts for his patrons.

E. T. Eiler, of Schuylkill Haven, is arranging to make changes to his store that will make it the leading Victor store in that community.

George Witney, manager of C. J. Heppe & Son, has just returned to the city after making a brief trip to New Jersey to visit relatives over the week end.

Big Demand for Edison Machines

P. R. Hawley, manager of the Girard Phonograph Co., New Edison distributor, reports that he is still having great difficulty in getting enough machines to fill the orders of his dealers, and that although he secured a shipment of nine carloads of machines last week, they were all gone within twenty-four hours. Owing to this demand, he says, he has found it impractical to push the campaign for new dealers that was launched last month. He feels that present dealers should have their orders filled

H. A. WEYMANN & SON, INC.

VICTOR WHOLESALERS

1108 Chestnut Street

Philadelphia, Pa.

NO two Victor retailers have exactly the same sales problems. One of the important points in Weymann Victor service is the individual attention given to the individual needs of the individual dealer.

Authorized distributors of BUESCHER TRUE TONE Saxophones and Band Instruments

Manufacturers of WEYMANN "KEYSTONE STATE" String Instruments

Wholesale distributors of Q · R · S Player Rolls

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.

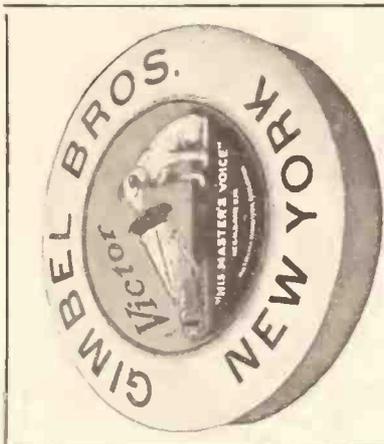
Philadelphia, Pa.
Baltimore, Md.

before any new dealers are sought. Despite this fact he is continually receiving requests from dealers for permission to handle the Edison line and as a consequence more than twenty dealers were added last month, although no effort was made to get new agencies.

Mr. Hawley attended the convention of the Edison Disc Jobbers' Association last month at the Waldorf-Astoria Hotel in New York City, where plans were made for 1923. He says he found greater enthusiasm than ever before among the Edison dealers who expect this year will be the best in their experience and that sales will even pass the high peak reached in 1920. He expects to add more than 100 dealers in this district if he can only get the machines, and is encouraged by the fact that the Edison factory has consummated arrangements to more than double its previous output.

Aftermath of Radio Congress

Although decidedly an innovation, the aftermath of the Radio Congress, held by the General Radio Corp. in Philadelphia, Pa., last month has proved that the enthusiasm aroused by this meeting has stimulated business in the



New Patented Record Brush

Celluloid top. Plush cleaning surface.
Fits the hand. Printed in colors.

Emblems, trade-marks and buildings reproduced. Typographic, lithographic and photographic process

HALF MILLION SOLD LAST YEAR

*Attractive proposition for distributors
Send for samples and full particulars*

Manufactured by

PHILADELPHIA BADGE CO.
942 Market Street Philadelphia, Pa.

The stimulating effect of this Congress on the radio business in general among those dealers attending highly repaid all those who worked so hard for its success, for radio business throughout Pennsylvania and surrounding territory has been very good. The General Radio Corp., which is a distributor for the Radio Corporation of America, reports that its dealers are doing considerable business with the Aeriola

well, a display of Strand phonographs and Okeh records was also made. The sales volumes of both Strand machines and Okeh records, although already large, are showing substantial increase as time goes on.

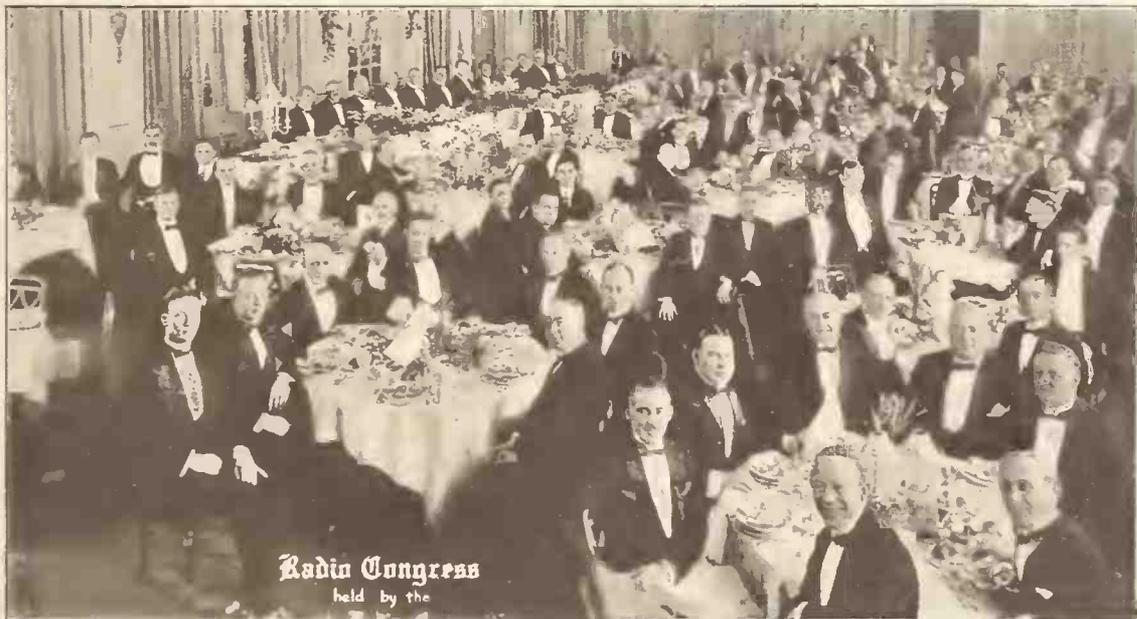
The General Radio Corp. has opened the new year well and Mr. Eckhardt looks forward to exceptional business in both the talking machine and radio lines throughout 1923.

CHANGES IN COLUMBIA PERSONNEL

H. E. Gardiner Now Manager of Philadelphia Branch—New Regional Representatives Appointed—Changes Provide for More Efficient Service Than at Any Previous Period

In conjunction with the recent announcement by Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., relative to the company's new distributing plans, another announcement was made this week in connection with changes in the personnel. These changes, effective March 1, are as follows: H. E. Gardiner, formerly manager of the Detroit branch, becomes manager of the Philadelphia branch; H. P. Haring, formerly manager of the Buffalo branch, and A. B. Creal, formerly manager of the St. Louis branch, become regional representatives, and R. J. Mueller, formerly of the Omaha branch, becomes assistant manager of the Cleveland branch.

In sending this announcement to the Columbia organization Mr. Hopkins stated that it had already been demonstrated that the regional branches are going to give Columbia dealers better service than they had ever received before, and that the entire organization has expressed its approval of the new plans for 1923.



Radio Congress
held by the

Banquet Which Closed Radio Congress Held Under Auspices of General Radio Corp.

radio field among dealers served by the General Radio Corp. to a remarkable degree.

The success of this Congress and the credit for its far-reaching effects must be given to Walter L. Eckhardt, president of the corporation, and his co-workers. Although one of the busiest men in the Quaker City, Mr. Eckhardt gave his attention to every detail entering into the success of the affair. Until a late hour on Sunday evening he was to be found at the Bellevue-Stratford to see that every part of the exceptional radio exhibit was in place when the doors would open next morning. On the following day Mr. Eckhardt crowded a surprising amount of accomplishment into twelve hours, for it was exactly 11 o'clock in the morning when he opened the Congress and exactly 11 o'clock at night when the orchestra rendered the final piece of the evening's program.

The final session of the day was a banquet at which were present many leading personages in both the radio and talking machine industries. At the close of a bounteous repast an equally delectable treat was to be found in the inspiring addresses of the evening.

line of complete radio receiving sets and that the demand for radio parts is being satisfactorily met through the Geraco line, produced by the General Radio Corp. The Music Master horn, as a radio loud speaker, is also selling very well. As many of the dealers present at this Congress were talking machine dealers as

**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 Waltz Sensation for 1923

Goodnight!**Watch
this Baby
GROW!**

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

CO-OPERATION REDUCES CREDIT LOSS, SAYS ECKHARDT

Clearing House for Credit Information at Disposal of Merchants Essential in Curbing Activities of "Credit Bandits," According to President W. L. Eckhardt, of General Radio Corp.

PHILADELPHIA, PA., March 8.—The time is past when men in business can refuse to co-operate with their fellowmen in similar lines, for such a lack of joint effort brings about an economic waste and a harm not only to their own interests, but to those of the entire community as well, according to Walter L. Eckhardt, president of the General Radio Corp. and chairman

of the Retail Merchants' Committee of the Philadelphia Chamber of Commerce.

"The men and the women who sell direct to the consumers have been like so many thousands of individual units, and each has gone on along in his or her own way, totally independent of any of the others. As a result of this there grew up in the community an abuse

which has been a drain upon retail business and a charge upon the community and public.

"This was the entry of the 'credit bandit' into the picture. The 'credit bandit' is an individual who seeks and obtains credit from retailers and then fails to meet his or her financial obligations to creditors.

"In the strict sense of the word, the 'credit bandit' is not a well-intentioned person who has simply fallen upon hard times, for there are thousands of these, and they will pay their obligations when they are able to do so, and, although the retailer may have to wait for his money in some instances, he does not lose it.

"But the 'credit bandit' is one who operates in this manner by intention and design; in many cases he lives largely on what he can get from the retailer without cost to himself.

"Now, such an individual never could have got his grip set so deeply in the pockets of the retail merchants if the latter had had co-operation in the past. This individual invariably maintains one or two good accounts with reputable establishments. Then he goes to a score or more of other establishments and opens accounts with each of them, giving the names of the two or three houses with which he has a credit record in good standing. The books of these firms show always that he has paid his bills promptly and that, so far as they are aware, his credit is perfectly good.

"An investigation of these accounts which he gives as his reference invariably shows him to be a good credit risk. Then, after the new firm grants him credit, he proceeds to mulct them all of large sums.

"The proper method of operation to stop such wholesale frauds would have been for all the stores to have been in such close co-operation that the credit records of all would have been available for the others. This was our central thought two years ago, and we proceeded earnestly to put under way a central clearing house for retail credit information.

"After a great deal of missionary work, we feel that the merchants are now beginning to see the light and to realize the importance of such co-operation. Large groups of retail merchants are now joining the bureau and clearing all their credit information through it.

"The method of operations, as we have now devised it, consists of establishing the credit records of all retailers in card index system in the chamber building. Direct wire connections are maintained with all merchants who take this service, so that they can obtain their information practically instantly.

"Under this plan, suppose that a 'credit bandit' enters a Chestnut street store and asks for a line of credit, glibly telling the credit man that he can refer to certain houses for information as to his standing and giving their names.

"But the credit man at the store where the credit is asked, instead of calling the firms mentioned, calls the Retail Credit Bureau. Within one minute he is able to say to the applicant for an account: 'Yes, your credit is good with the firms which you mentioned, but how about these other firms to which you owe hundreds of dollars?'

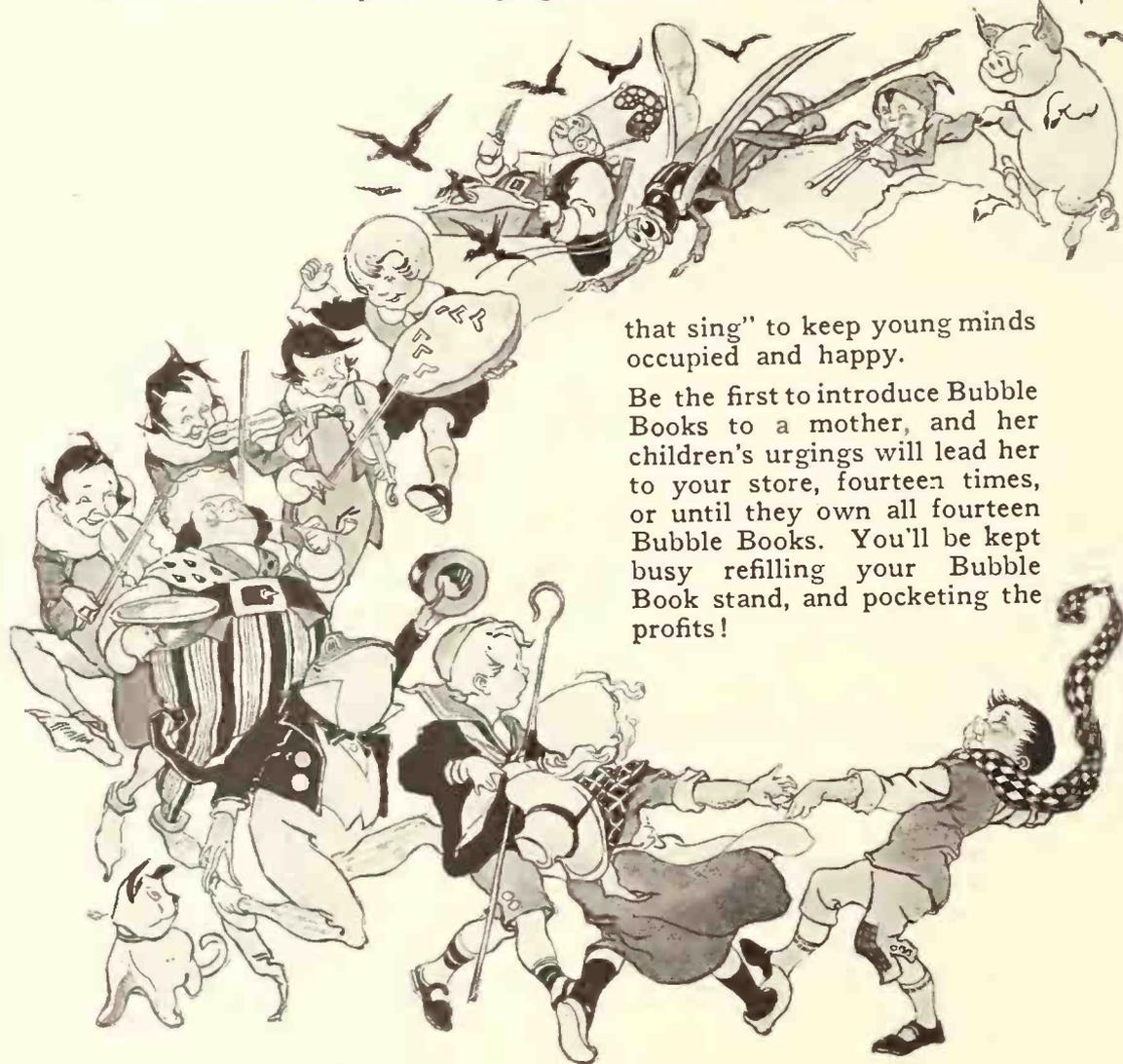
"When I say that millions of dollars are yearly taken from the pockets of the retail merchants by persons who operate in this manner, the value to the merchant of such a burden can be immediately appreciated; and when it is further pointed out that these losses are generally absorbed in the cost of the articles to the consumers, the saving to the public can also be appreciated."

Sing a Song of Bubble Books

A Pocket full of Profits

Children adore Bubble Books—the tiny records that sing all their loved, familiar nursery rhymes and jolly games—the singing books that bring them entertainment for hours at a time.

But it's really the mothers who most appreciate an introduction to Bubble Books. They are always grateful when told about the "books



that sing" to keep young minds occupied and happy.

Be the first to introduce Bubble Books to a mother, and her children's urgings will lead her to your store, fourteen times, or until they own all fourteen Bubble Books. You'll be kept busy refilling your Bubble Book stand, and pocketing the profits!

BUBBLE BOOKS

"that Sing"

Retail at \$1.00 a book with three records

By RALPH MAYHEW and BURGES JOHNSON

Illustrated by Rhoda Chase

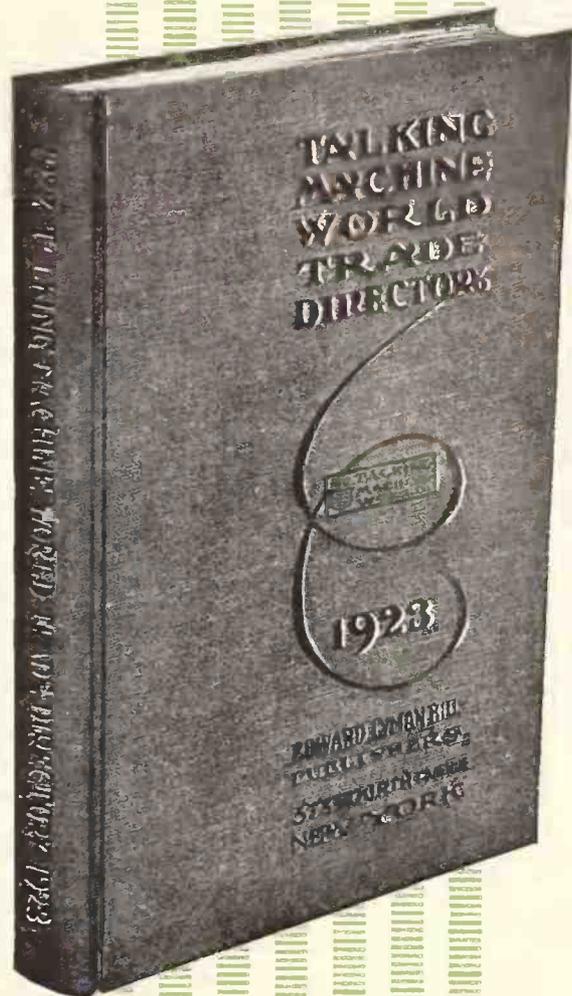
When you sell one you sell a habit and when you sell a habit you're building business.

HARPER & BROS., Bubble Book Division

Established 1817

Franklin Square

New York City



ADVERTISING
FORMS CLOSE
MARCH 22ND

THIS IS THE LAST CALL

If you want to deliver your message to an international audience consisting of the buyers of the talking machine industry—if you want to keep your message before this all-important audience with its tremendous buying power throughout the year—

then you want your advertisement to appear in the 1923 edition of the TALKING MACHINE WORLD TRADE DIRECTORY—the standard reference and handbook of the industry it covers. Make your reservation today.

EDWARD LYMAN BILL, Inc., 373 Fourth Ave., New York

PORTLAND, ORE.

Prosperity on the Way, Says Banker—Business Grows Steadily—Many Concerns Improve and Expand—Month's Trade Changes

PORTLAND, ORE., March 5.—In spite of a heavy snowstorm hitting Portland and tying up business tighter than a drum for over a week, business for the past month was way over that for a similar period of last year and optimism prevails among the music dealers.

Emery Olmstead, president of the Northwestern National Bank, who returned this week from a visit to New York, Chicago, Philadelphia and other Eastern cities, says: "If there is a man from the pessimistic ranks who clings to beliefs that business conditions are unimproved and that the financial structure of the country is still going to the 'bow-wows' let him make a trip over the United States and visit those centers of production and financial activity that are indicative of the status of the whole. Everywhere I went I saw much building in progress. This, of course, means much to Oregon with its large number of lumber mills."

All such reports are of intense interest to the music dealers, for when lumber is moving in the Pacific Northwest business "booms."

Mr. Davis, district manager of the Brunswick phonograph division, says, "Brunswick phonograph prospects for 1923 are showing a marked increase over 1922 business, and throughout the entire territory one meets with many favorable expressions from dealers pertaining to industrial conditions in their territory and every condition points forward to a remarkable Brunswick year. The new Brunswick record release plan in which Brunswick records are released every day is meeting with approval."

A new agreement has been made between the wholesale department and the dealers handling the Brunswick line to the extent that all dealers in the city and in the Portland territory have agreed to charge interest on every Brunswick phonograph sold.

G. E. Corson, an exclusive Brunswick dealer of The Dalles, Ore., has purchased the E. M. Thompson Music Store at Bend, Ore., and intends to run this store in conjunction with The Dalles store.

Jack Price, who has been representing the Wiley B. Allen Co. in Centralia territory for some time, has taken charge of the Wiley B. Allen Co. branch in Centralia.

The Paulsen Pharmacy, of Raymond, Wash., has opened a branch store at Pe Ell, Wash.

Seth Laraway, owner of the Laraway Music House in Eugene, Ore., reports a very large volume of phonograph sales during the month of December and reports a 50 per cent increase in sales volume in 1923 over the same period in 1922.

Elmer Hunt, wholesale manager of Sherman, Clay & Co., reports excellent business and says, "Dealers are ordering heavily on our new flat-top Victrolas, Nos. 215 and 220, and from all indications these models are going to prove the best put out by our company for some time. We are receiving more orders for both models than any other two models we have ever carried before."

W. L. Brown, who made an extended trip down through the southern part of Oregon recently, reports dealers everywhere in the territory as more optimistic than they have been

for two years. Several new Victor dealers signed up during the past month, among whom are the Schneider Music Store, of Myrtle Point, Ore., E. J. Schneider, proprietor, who has a new complete music store and will carry only Victrolas; the Unipqua Drug Co., of Reedsport, Ore. W. A. Burdick, Rexall Druggist, proprietor, will handle Victrolas only and anticipates good business.

L. E. Heyne Music Store, of Lebanon, Ore., also has added the Victor line to his stock.

George Steelhammer, druggist of Silverton, Ore., and Victor dealer, visited the Portland wholesale department the past month. Another visitor to call on Mr. Hunt was Thomas Young, druggist, of Pendleton, Ore., Victor and Brunswick dealer, who was in Portland on his honeymoon.

Among the prominent artists to visit Portland in February were Rachmaninoff, Russian pianist, and Josef Hofmann, pianist, Brunswick artist; Paul Althouse, tenor, Edison artist, and Florence Easton, soprano, Brunswick artist.

A Victrola was purchased from Sherman, Clay & Co. recently for the Multnomah Amateur Athletic Club for use in the gymnasium work of the institution. Professor Mauthe, physical instructor, who has nearly 1,000 pupils in his classes, has a regular pianist for his class work but uses the Victrola for "inspiration" in building new dance steps and exercises between classes. Professor Mauthe says: "I find the Victrola and the wonderful Victor records at my command indispensable for my work. I work out many of my exercises with the aid of the Victrola and the Victor records."

The phonograph department of the Powers Furniture Store has been redecorated and the booths made most attractive. The walls are soft gray and a beautiful effect has been accomplished by overglazing the panels with lavender. Gold and peacock blue have been used discriminatingly to give a touch of color to the rooms. P. J. Heintz, manager, announces discontinuing the Brunswick line. Stock on hand was turned back to the company, as the policy of the Powers Furniture Co. is to charge no interest on goods sold, which did not meet with the new policy of the Brunswick Co.

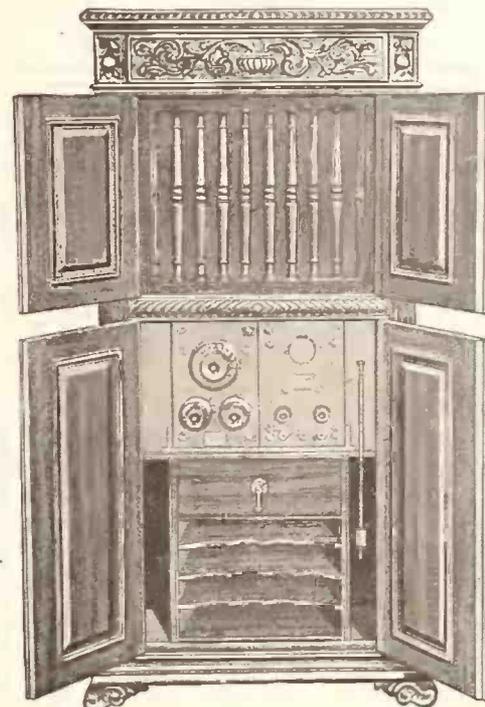
The phonograph department of Lipman, Wolfe & Co., selling the Sonora, Brunswick and Steger phonographs, report good business for February and say the demand for Sonora console models exceeds their supply and many unfilled orders are on hand at the present time.

The Bush & Lane Piano Co. announces February business the biggest in the history of the establishment and J. H. Gallagher, manager, says: "The Bush & Lane phonograph, Victrola and Columbia Grafonola and Victor and Columbia records did their share toward making a record month."

The Music Shop, 354 Yamhill street, L. A. Willard and Bert Guisness, proprietors, has been given the Cheney agency by the G. F. Johnson Piano Co. Carl Jones, representative of the Cheney for this company, reports good business.

The G. F. Johnson Co. has secured the Oregon agency for the Swanson portable and reports sales so good that the original order with

Radio and phonograph combined in the LYRADION—your customers will prefer this line



Lyradion Italian Renaissance

Combination radio and phonograph. A beautiful hand-carved cabinet in polychrome finish for large homes and clubs. Wired for Westinghouse "set" or complete with Lyradion 5 stage non-regenerative set. All instruments and batteries completely housed.

Radio enthusiasts are expressing their preference for the Lyradion line of attractively housed radio sets in no uncertain terms. While the lady of the house has tolerated the old method of placing batteries and sets on the library table and floors as a matter of necessity in the past, she is now demanding the attractive Lyradion combination radio and phonograph completely housing instruments and batteries and offering dual and perpetual entertainment features. Besides these attractive cabinets harmonize with the furnishings of the modest as well as the most luxurious home surroundings.

The wonderful Seabrook amplifying horn used on all models is responsible for the remarkable reproducing qualities of Lyradion instruments. This horn employs entirely new principles of sound reproduction which are fully protected by basic U. S. patents.

Lyradion cabinets can be furnished wired complete for Westinghouse two-stage R. C. sets or with Lyradion five-stage non-regenerative receiving sets.

Territory is being rapidly allotted—dealers or jobbers should write or wire immediately for proposition.

Lyradion Manufacturing Co.
Mishawaka, Indiana

KENTON W. MIX, Director

the factory for this machine has been doubled.

James A. Stitt, Western Coast representative of the Hallet & Davis Co., spent several days at the Reed-French Piano Co.'s store, Portland representative of the Hallet & Davis line, while en route home to California after a visit to the factory in Boston.

The firm of Harmon & Mains, 109 West Munroe street, South Bend, Ind., is featuring Odeon and Fonotopia records with good effect. A vigorous drive on both these records has been inaugurated.

For Portland
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
46-48 Fifth St.

A. R. McKinley, Branch Mgr.

J. NEWCOMB BLACKMAN'S TRIP THROUGH WEST INDIES

Well-known Victor Wholesaler of New York and Family on Cruise Through Southern Seas Takes Occasion to Study the Existing Business Conditions

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesaler, returned to New York a few weeks ago, after spending four weeks on a cruise through the West Indies and other in-

Victor line in the Panama Canal zone and among the West Indies is much better than I had anticipated, although, of course, the merchants in these countries do not compare very favorably with our own American retailers.



(1) Semi-finals Deck Tennis, J. Newcomb Blackman, Runner-up; (2) Mr. and Mrs. Blackman, John Reynolds, Jr., and Miss Betty Hamilton; (3) In the Sugar Cane at the Barbados; (4) On the Isle of Trinidad; (5) The Beach at St. Pierre—the "Ruined City"

teresting points. Accompanied by Mrs. Blackman and several personal friends, he sailed on the S. S. "Meganic," of the White Star Line, and during the course of their trip visited Havana, Santiago, Kingston, Jamaica, Colon, Panama, the Panama Canal, Caracas, Venezuela, Port of Spain, Barbados, Martinique, St. Thomas, San Juan and the Bahamas.

Although this trip was primarily a pleasure jaunt, Mr. Blackman found time to closely observe general business conditions wherever he visited and, in a chat with *The World*, commented as follows upon Victor activities in these far-distant points: "The representation of the

When I found that the only noticeable representation at all in the talking machine business was the Victor and that it was above the average, compared with all merchandise sold and displayed, I was not only pleased but very much surprised.

"Cuba is slowly, but surely, recovering from her condition of bankruptcy and there is a general feeling of optimism. In the West Indies business is poor and the attitude of the merchants in a tropical country is always passive, compared with those in a colder climate. When you add to this the uncertainty of the future, emphasized by the fact that the world's great-

est nations have not yet solved the problems affecting international relations, one will easily understand why sales must be curtailed until a general improvement in world affairs is apparent. The Victor, however, is more than holding its own, well represented by comparison with all merchandise, and in the hands of the better type of dealers."

Mr. Blackman, accompanied by Louis Buehn, head of the Louis Buehn Co., Philadelphia, Pa., Victor wholesaler, spent about ten days the early part of March on a business trip through the South. During the course of this trip they called upon French Nestor, head of the French Nestor Co., Jacksonville, Fla., Victor wholesaler, and it is rumored that Mr. Buehn performed some interesting feats on the Southern golf courses.

PITTSBURGH EDISON DEALERS MEET

Conference of Retailers in Pittsburgh Zone to Be Held on March 14

PITTSBURGH, PA., March 8.—A meeting of the Edison phonograph dealers of the Pittsburgh zone will be held at the Fort Pitt Hotel Wednesday, March 14, at 10 a. m. and 2 p. m. In the evening there will be a dinner, followed by dancing. Arrangements for the affair are being made by the Buehn Phonograph Co., Edison distributor. N. W. Russler, of Cumberland, Md., is president of the Association and will preside at the business sessions, when important matters will come up.

BONDS READY FOR DISTRIBUTION

In accordance with its plan of reorganization the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., is issuing its income bonds to those creditors who fill in a claim made out in proper form and approved by the special Master. It is stated that the bonds are now ready for distribution.

Brooks

The Wonder Instrument

DON'T JUMP UP and RUN

A BROOKS REPEATING PHONOGRAPH

Plays and repeats automatically any make of record any desired number of times, then stops automatically with the tone arm suspended in the air

Write today for literature covering upright and console models and dealers' discount

THE BROOKS COMPANY

Saginaw

Michigan





Phonograph Men Find *the* Displayette a Great Aid in Record Sales

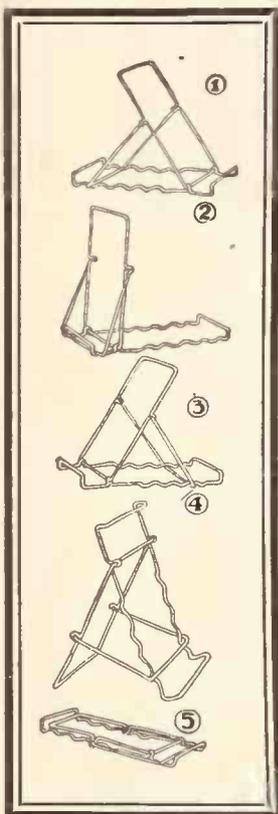
For displaying phonograph records the Displayette has no equal. It combines the attractiveness of the artist's easel with the scientific principles of correct display.

This it does by giving a maximum display to the record and exposing a minimum of fixture.

Because of the adjustable feature of the stand, records may be tilted at any desired angle. The window shopper, the prospective customer, reads the titles readily—and, influenced by the general attractiveness of the display, is induced to buy.

The Displayette, an all-metal stand, is made in four different finishes. Staunchly constructed, durable, and rich in appearance, the Displayette will serve you for years.

For your convenience we attach a coupon order blank. Order a dozen for your next window display now.



PIN THIS COUPON ORDER BLANK TO YOUR LETTERHEAD

Consolidated Talking Machine Co.,
229 West Washington St., Chicago.

Please send us Displayettes as follows:

Quantity	No.	Finish	Per Gross	Per Dozen
.....	104	Black	\$25.00	\$2.50
.....	103	Nickel Lustre	25.00	2.50
.....	101	Silver Plated	30.00	3.00
.....	102	Bronze	30.00	3.00

(Sign Here)

DISPLAYETTE

CONSOLIDATED TALKING MACHINE CO.

229 West Washington St., Chicago

2957 Gratiot Ave., Detroit
1121 Nicollet Ave., Minneapolis

DISTRIBUTORS—Write for our attractive jobbing proposition



Cry-ing for you, cry-ing for you, Heart bro-ken lone-some and blue,

CRYING FOR YOU

A NEW BALLAD

By the Writers of "Why Should I Cry Over You?"



ANNOUNCE NEW EMERSON ARTISTS

Anton Lada's Louisiana Orchestra Again to Record for the Emerson Co.—Famous for Distinctive Type of Jazz Music

The Emerson Phonograph Co. announces the re-signing of Anton Lada's Louisiana Orchestra to record exclusively for that company. There is a certain amount of sentiment attached to Mr. Lada and his orchestra again recording for the Emerson Co., as Mr. Lada's Louisiana Five made their first recordings for this company. Those recordings sprang into vogue almost over night and from the very first these "syncopated jazz" recordings, as Mr. Lada terms his type of jazz music, became one of the big hits of that day, which was about six years ago.

Since that time Mr. Lada has been under an exclusive recording contract with one of the largest talking machine companies and it was only recently, at the expiration of this contract, that the Emerson Co. was able to again obtain the exclusive services of this wonderfully popular orchestra.

It is well known that there is a typical rhythm in Mr. Lada's music which is distinctly noticeable and markedly different from other orchestras. Mr. Lada says that this is due to the fact that he follows the distinct Southern style in the interpretation of the popular hits. Mr. Lada was born in the South, studied music

there and acquired his knowledge of "syncopated jazz" in the environment of its origination and his orchestra had made it popular in the



Anton Lada's Louisiana Orchestra

largest restaurants of New Orleans before New York ever heard it.

The Emerson Co. announces that Mr. Lada will soon complete his engagement at one of the largest restaurants in New York and will, as has been his custom for years, take his orchestra on tour throughout the country, cov-

ering the largest cities in the Middle West, West and Southern States. Announcements of the itinerary of his orchestra will be forwarded to the dealers at a later date so that they can stage a tie-up with the concerts.

"Some of Mr. Lada's recent recordings," the Emerson Co. states, "are undoubtedly the finest he has ever made and are the result of a long and mature experience in his chosen field of music. He takes much pride in the fact that he is one of the original orchestra leaders, probably the first, to introduce this type of music in the North."

LARGER QUARTERS FOR NYACCO

New York Album & Card Co. Secures Additional Space in Gotham Quarters

The New York Album & Card Co., manufacturer of the Nyacco record album, has taken possession of the additional loft leased in its building at 23-25 Lispenard street. Max Willinger, president of the company, reports that the album demand is keeping up and that production in both the New York and Chicago factories is large.

"The Nyacco line of talking machine record albums," stated Mr. Willinger, "does not consist of one model of album, as some people might suppose, but instead provides the widest range of selection to be found in the album field. It is now possible to obtain in the Nyacco line both the lowest priced album in the market and the highest priced as well, with an intermediate range of prices and models. We have found, in our many years of experience in this field, that giving the trade what it wants is a good policy and in adhering to this principle we have constantly widened the scope of the line of albums which we manufacture."

PHILLIPS PHONO PARTS POPULAR

William Phillips, president of the William Phillips Phono Parts Corp., New York City, reports that the demand for tone arms and reproducers continues well and looks for the steady continuance of good business throughout 1923. The No. 1 tone arm is one of the most popular numbers in the Phillips line and orders for this constitute a large proportion of those received. The many repeat orders being received by the company are ample proof of the growing popularity of this line.

"It Is the Little Foxes That Spoil the Vines"

Well fitted, beautiful accessories on your Cabinet are just another mark of the general Excellence of Your Phonograph.

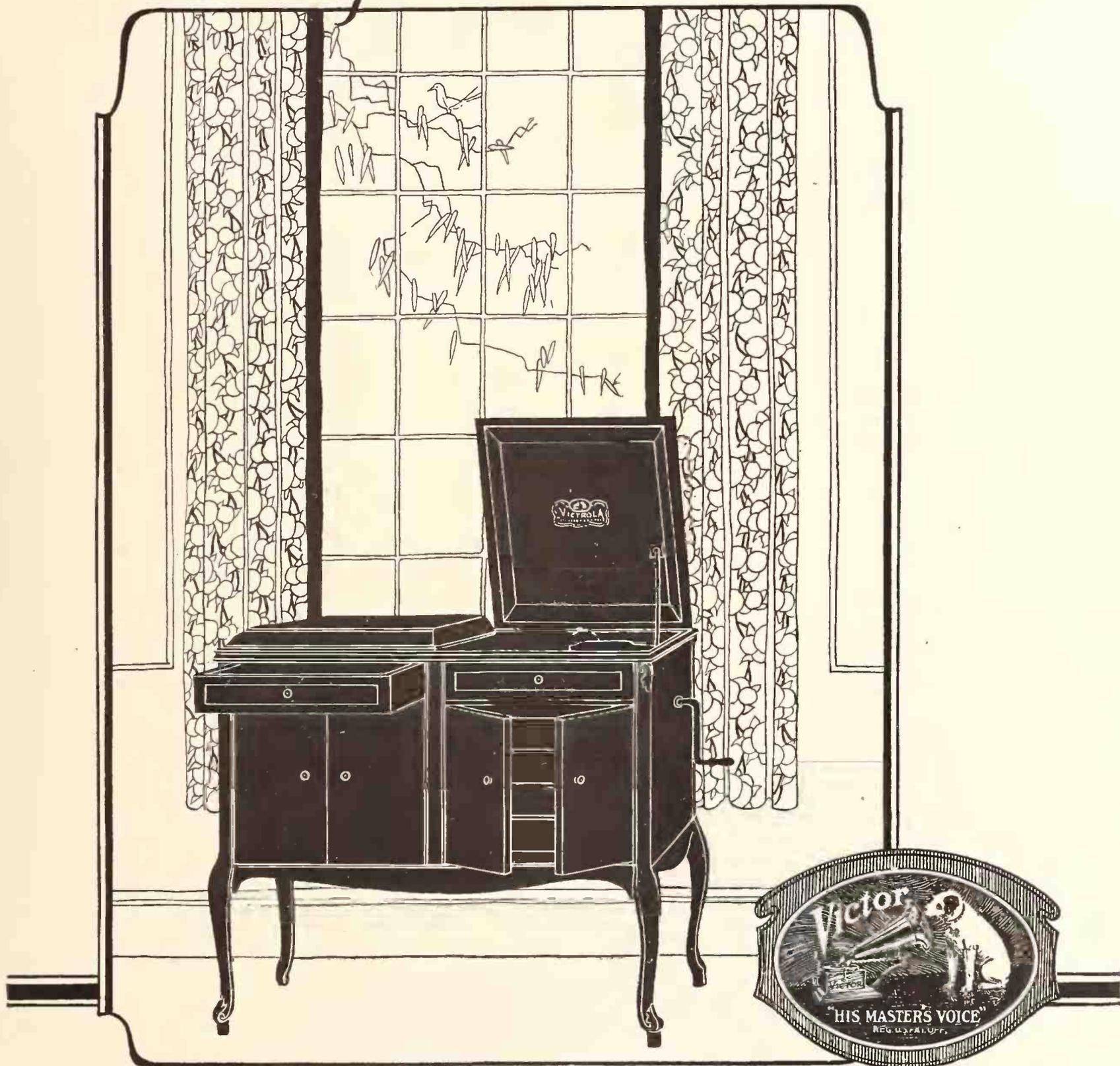
The Standard of your whole machine is easily lowered by a faulty stop or a sagging hinge.

An Automatic Stop made of finely tempered steel—hand rubbed and individually tested—becomes a vital part of your machine. It cannot fail because it is alive.

Sample for inspection and test sent on request

Sherburne Manufacturing Company
952 Penobscot Building Detroit, Michigan

The Greatest Value in the Talking Machine World



The Greatest Value in Jobbing Service in the Country

NEW YORK
TALKING MACHINE CO.
521 West 57th Street

A.D. Geissler
President

CHICAGO
TALKING MACHINE CO.
12 North Michigan Ave.

Victor Wholesalers Exclusively

Mid-West Point of View

WESTERN DIVISION OF THE WORLD. CHICAGO, ILL., MAR. 8, 1923.

THE columns of our Chicago and other mid-West correspondence disclose the fact that business is quite generally brisk and that the outlook, superficially at any rate, is very good for an uninterrupted activity during the Spring and early Summer. But it is necessary to take with some caution all happy predictions. A just corrective to excessive optimism is contained in the recently released comparative figures of grain and commodity prices. During each year, from the outbreak of the European war until 1919, the prices received by the farmer for his produce kept fairly well in step with the prices of the commodities he bought. But with the breaking of the great boom in 1920 there came a fall much more disastrous on the one side than on the other, bad as it was in both cases. Grain prices tumbled from \$2.50 to 75 cents and less. For the first time in many years the purchasing power of the farmer was both absolutely and relatively diminished, to an extent which can only be called dangerous. Now, as we of the Middle West know only too well, the prosperity of the farmer is the prosperity of the community. There are no indications of any sharp recovery of grain prices, and so we are led to conclude that until such recovery has taken place there will be an element in the national economy which will prevent the music industries from reaping the rewards to which they are justly entitled. To put it very bluntly, when the farmer is not able to buy, the whole community, including the music industries, suffer in proportion. Prosperity of agriculture is the prosperity of the community. To aid in the recovery of this prosperity is therefore the paramount task of the business world. And those who are best entitled to know tell us that the only way lies overseas; that foreign trade relations must again be opened up, and the agricultural surplus of the country be sent to where it is needed, and where now it cannot go because of the financial chaos and the impossible condition of foreign exchanges. These will have to be stabilized.

Food for Thought

THE death of Frederick Durive Hall removes from the local industry an interesting and picturesque figure, who had a vast though very quiet influence upon the course of the talking machine industry. His invention of the fibre needle was a very important thing for the talking machine and has continued to influence it. Opinions differ and will continue to differ about needles, nor has the last word been said in this matter. But it is certain that the fibre needle opened up a definitely new path in the development of reproduction and gave to the talking machine new and needed powers of refinement and beauty. The fibre needle owes its origin to Frederick Hall, who must be written down as one of those who, striving to do something to improve a condition which wanted improvement, found himself able to improve the conditions, to no slight extent, of a whole industry and to bring satisfaction and pleasure to multitudes.

Frederick Durive Hall

THE news columns carry the story this month of the expansion of a Chicago concern which has had a highly interesting career. The Consolidated Talking Machine Co. is said to be now the largest mid-West distributor of Okeh records, a position which was reached with the opening of the Northwestern branch in Minneapolis. There are now three Consolidated distribution centers—in Chicago, in Minneapolis and in Detroit. The talking machine business is a big business and is increasing so rapidly that we who are in it often

Consolidated Expands Again

cannot realize the rapidity. But those who remember the modest beginnings of Consolidated some years ago may not unjustly compare its rapid rise with the career of the great corporation for whose records it is a distributor. Everyone knows how vast an undertaking is the General Phonograph Corp., and there can be little doubt that its distributors face a future without limit. To all the Consolidated folks, and particularly E. A. Fearn, we offer congratulations upon its latest move.

It is simply amazing how the retail possibilities of the talking machine and its records are being exploited throughout the Middle West. The city of Chicago has witnessed during the last five years a retail development which would have been thought inconceivable before it actually began. In the newest districts talking machine shops are opening up, fitted with the very latest equipment of all kinds and carrying large and handsome stocks. These shops apparently prosper wherever they go, and the only possible conclusion to be drawn is the conclusion that the people of Chicago—and by inference of other cities—have come to regard the talking machine as a staple commodity, a necessity in the home, as much to be taken for granted as a sewing machine or a Ford. That this is obviously the case speaks volumes for the hold which the talking machine has secured upon the affections of the American people. It is to the advantage of everyone in the trade to encourage and develop in every way the neighborhood retail store. There cannot be too many of these local centers of musical satisfaction, whether it be in Chicago or the smallest village. The talking machine today has won a place of the highest as a developer of musical taste and appreciation. If America ever becomes truly musical the talking machine and its records can justly lay claim to a large share of credit.

WE have been hearing a good deal lately out here about the relation of radio broadcasting to the business of advertising. Exactly what those in charge of radio destinies may have in mind is, of course, uncertain, but it is said that an attempt is being made to utilize the broadcasting feature to promote commercial publicity. Some talks which have been heard recently from Chicago stations savor suspiciously of the commercial, and it is beginning to be believed that trials are to be made to see how the radio fans will take to the idea. We imagine that the talking machine trade will view the prospect with mixed feelings. Those who are worried about the influence of radio upon the talking machine business may feel that this is one more foundation pillar for the radio industry to rest on. The wiser men will see that in fact the radio people are undertaking something very dangerous to themselves, which, if persisted in, is likely to create an unfavorable opinion and to be fatal ultimately to success. For if the radio broadcasters are going to rent out their stations for advertising, which will differ from newspaper publicity only in being delivered orally, what will the newspapers think of this competition? And if the newspapers cease to provide the free advertising and service which they have been giving to radio where will radio be? It is to be hoped that the radio men will be wise, and we, who see no harm whatever that they can conceivably do to the music industries, sincerely hope that they will discern the danger in time and steer away from it. The radio business has no business with advertising.

A Danger for Radio



For Chicago
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
623-33 S. Wabash Ave.
A. J. Kendrick, Gen'l Sales Manager

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., March 8.—Reports from all sections of the country obtained through both wholesale and retail sources indicate that the first quarter of 1923 will in many instances show activity surpassing what was accomplished during the entire year 1922. The prediction is based on bookings already made with many manufacturers for future delivery. The retailers in turn are getting their share of the increase and believe that there will be no let-up in their activities until the Spring season is over.

The console is still in the lead and portables are coming along strongly. Many of the older concerns which apparently had been lying dormant for the past year or so are now showing signs of revival, and manufacturers of talking machine parts say there is every evidence of many new concerns coming into the market this year. Moreover, these supply men are of the opinion that the newcomers will invest large amounts of capital and will put only high-grade machines on the market. It is now certain that the inferior goods are a thing of the past and that anyone who attempts to produce them will be merely wasting money. While it is true great numbers of poorly made cabinets are still floating around, it looks as though these will continue to float ad infinitum. In other words, though they are all dressed up, they have no place to go, and it seems there is nothing left for them but to dry up and die. There was a time when the trade thought that the radio manufacturers would use these cabinets, but even radio men refuse to take such a chance.

At present there is a lot of comment through-

out the Chicago trade concerning the housing situation and what effect it will have on business in general. Building has been very active and many new houses and apartments are being put up. It is also known that there are more vacant apartments and houses in Chicago today than there have been for over four years, which fact of itself leads many business men to believe that rents will come down. On the other hand, real estate men say that if any change in rents is made it will be an increase rather than a decrease. Then from another source comes a prediction of the building contractors who say that as long as labor and materials, and particularly labor, continues to demand such high wages, this in itself will have a tendency to keep rents at the present level.

Anyway the fact remains that labor is generously employed at unprecedented wages, and this means the circulation of a great deal of money for buying such necessities as music in the home. And what supplies this need more satisfyingly than the modern talking machine and records of the music of the masters and the popular hits of the day? While high rents are a major consideration it is cheering anyway to know that there will be apartments and houses in abundance, which, according to the law of supply and demand, must develop a downward tendency in the matter of rents. As far as the retail trade is concerned the main consideration is that every new home means a new talking machine, or, at least, it should, if the dealers are working intelligently.

Thomas Piano Co. Concentrates

The Thomas Piano Co., of this city, has dis-

posed of its store, located at 4323 Milwaukee avenue, but is concentrating all activities in its remaining place of business. The store in which the Thomas Piano Co. will continue its business is at 4328 Milwaukee avenue, which was recently remodeled and is to be made into one of the most elaborate retail establishments in the Portage Park section of the city. The company is concentrating on the Cheney talking machine and since the reopening of the remodeled store has enjoyed a very satisfactory volume of business.

Getting Out Window Displays

The Hall Mfg. Co. is contemplating the production of extensive window displays for the purpose of showing talking machine users some of the details concerned in the manufacture of the fibre needle. On several occasions in the past this plan was put in execution at intervals, for the purpose of trying out the effect of these displays. The desired results were obtained to such a degree that the company has practically decided to make these window displays a permanent part of its service. It has therefore secured the services of a high-grade decorative artist who is getting up a number of designs. This week A. N. Hansen, a retail Victor dealer, located at 4032 Milwaukee avenue, placed a fibre needle display in his window and augmented the display by means of a group of Hawaiian musicians. The display consists of a number of bamboo poles in their original state, with samples of the bamboo fibre as it goes through its various cuttings and processes until the finished product is reached.

(Continued on page 106)

IT PAYS TO PUSH HALL FIBRE NEEDLES

The one needle that makes tone—that cannot possibly injure the record—is naturally a necessary accessory of the TALKING MACHINE BUSINESS. YOU NEED HALL FIBRE NEEDLES in your business to give satisfactory service to your customers.

HALL MANUFACTURING CO.

Successors to B & H FIBRE MFG. CO.

33-35 W. Kinzie St.

Chicago, Ill.



Date.....

Jobber's Name

Address

Gentlemen:—Please forward via.....

..... CARTONS COMBINATION HALL FIBRE NEEDLES
25 pkg. No. 1—50 pkg. No. 5.

..... CARTONS NO. 5 PACKAGES HALL FIBRE NEEDLES
100 pkg. in carton.

..... CARTONS NO. 1 PACKAGES HALL FIBRE NEEDLES
50 pkg. in carton.

DEALER'S NAME

ADDRESS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 105)

The idea is further carried out by means of large photographs, which illustrate how the bamboo is grown, packed and shipped.

Much Excitement for a Time

During the month of February the Tonofone Co. of Chicago was not only exceptionally busy keeping up with demand, but on the side it had a little excitement. For example, the head of the company, Miss E. E. Powell, was overcome by an attack of "flumonia," which kept her in bed for over a week and during this time a band of safe crackers went through the building wherein the Tonofone Co. is located and opened every safe in the building. The Tonofone Co. came in for its full share of the activities of the yeggs, who sledged the combination off the Tonofone strong box. A few nights after this a millinery concern on the top floor caught fire and the fire department pumped so much water into the building that much of the other tenants' property was damaged extensively. However, in this case the Tonofone Co. was fortunate in that very little damage was done to its holdings.

Open Grafonola Departments

The American Home Outfitters at 3916 Lincoln avenue have installed a music department in their place of business and will carry Columbia machines and records exclusively. Seven large and roomy hearing rooms have already been laid out with tasteful color effects in ivory finish.

Columbia Artists Appear

The stages of several Chicago theatres were graced this past month by the appearance of a number of well-known Columbia artists. Among the more prominent is Eddie Cantor, who has been appearing at the Apollo Theatre in his musical comedy, "Make It Snappy," which has delighted thousands of theatregoers. His presence has had a tremendous influence on the sales of Columbia records, and dealers are reporting a considerable increase in sales,

because of his latest releases, "Sophie," "How You Gonna' Keep Your Mind on Dancing," "Joe Is Here," "He Loves It."

Over at the Palace Music Hall were two headliners, Van and Schenck, who appeared during the week of February 18. During their stay at Chicago they entertained the Piano Club at the Illinois Athletic Club noonday luncheon.

Up in Milwaukee, our sizable "suburb," Ted Lewis and his Greenwich Village Follies Orchestra enjoyed one of the most successful runs of the city at the Davidson Theatre. Columbia dealers throughout that city tied up to Lewis' appearance with window displays, advertisements in local newspapers, etc.

Robert Porter, field sales manager of the Columbia Grafonola Co., was a visitor to the Chicago branch during the month. His presence called for a meeting of the local sales force, when sales ideas, plans and campaigns were discussed and outlined. Mr. Porter was pleased with the recent business increase shown throughout the Mid-West during the past sixty days.

Gives Series of Music Talks

A most constructive piece of work in the music world was started recently by the Junior Red Cross and is being carried on by Albert Franciscus under the auspices of this organization in the shape of music talks to bedridden ex-service men, illustrating these talks with his rare collection of talking machine records. Mr. Franciscus has always been interested in the promotion of music and when he suddenly lost his eyesight music became his solace. The Junior Red Cross asked Mr. Franciscus to give some little talks to the stricken ex-service men at the contract hospitals, which work he has taken up with great success.

In his first talk to the bedridden men he took them on a "Hearing Europe" trip, in which they visited many countries. The soldiers were so delighted that they begged him to come

again. He told them the story of "La Traviata" and let them hear the greatest stars by reproducing them on phonograph records. He has classified his 700 phonograph records, and is giving a series of talks on music, beginning with 278 B.C. and coming down to modern composers. In addition to giving these talks to ex-soldiers, he has engagements with women's clubs, church societies, and neighborhood groups, and at the same time he is earning his living he is giving the people a better appreciation of music in a most effective manner.

Wolf Drug Store Adds Victor Line

A talking machine and record department was recently opened by the Wolf Drug Store, located at Wabash avenue and Van Buren street. The department occupies the basement of the building, which houses the Wolf business. Actual records and several lines of talking machines are handled.

"Helpful Comments" Appears

The publicity department of Brunswick-Balke-Collender Co. has discontinued the use of its large monthly record folder and in its place is putting out a little leaflet which it is calling "Helpful Comments." These little leaflets are put out with a view to tying up with the daily releases of Brunswick records and each contains a little outline pertaining to some Brunswick record. To illustrate, let us take the leaflet which goes with Brunswick record No. 2389, which carries two fox-trots, "Falling" and "Bees Knees." Following the number of the record and the names of the pieces on the leaflet are paragraphs giving an idea of what the record contains. The publicity department believes that the dealer receiving these little comments will be in a better position to render greater service to his trade.

Another little sales help being put out by the Brunswick publicity department is a folder called "Little Talks on Retailing." So that the

(Continued on page 108)



"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

Our New No. 16 ORO-TONE Concert Arm

Automatically Adjusts Weight on Needle

0-1E Concert Reproducer

IN this new Oro-Tone Concert Arm, we have successfully solved the weight problem. By simply turning the reproducer to play either lateral or vertical cut records, the weight is automatically adjusted, the needle is centered and the correct angle is secured for playing the record.

There are no adjustments to make; nothing to get out of order; a simple turn of the hand and the Oro-Tone No. 16 will play any record you wish—Edison, Victor, Columbia, Brunswick, or any other.

Further, because of the correct weight adjustment and the perfect centering feature, Edison records can be played with the ordinary fibre needle. You get the rich Edison tone quality with splendid volume and no surface noises. Also the reproducer will not coast to the center when the record is played through.



Note the perfect needle center in playing either lateral or vertical cut records, due to the automatic adjusting feature. See dotted lines.



Sample Sent on Approval

You owe it to yourself and to your business to hear the deep, rich, mellow, yet powerful tone of this new Oro-Tone Concert Arm and Reproducer. The construction is scientific and the operation guaranteed perfect.



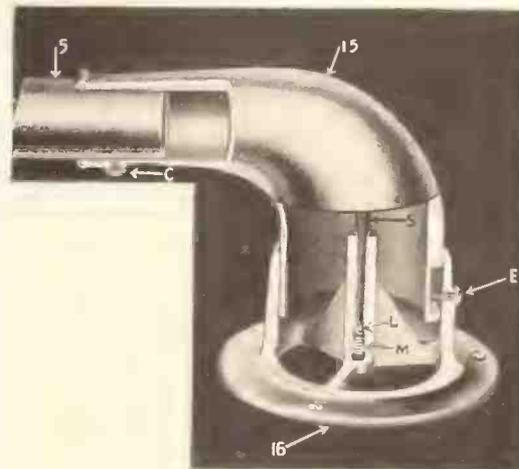
Illustrating the reproducer at rest when thrown back in the Edison position. All reproducers filled with clear mica, or our special Oro-Tone indestructible diaphragms.

Tone Arm is adjustable in length from 7¾ in. to 9½ in.

Tone Arm is adjustable in height from 3-9/16 in. to 4⅛ in.

Manufactured in Canada under the trade name, Oro-Tone Banfield, By W. H. Banfield & Sons, Ltd., Toronto, Canada

Sectional Oro-Tone Construction



No. 16—Base. No. 15—Large Elbow. No. 5—Adjustable length extension. M—Screw for adjusting height of Tone Arms. L—Ball-bearing, insuring extremely sensitive swing to Tone Arm. S—Fixed stud in Large Elbow. E—Stop screw for swing or arc of Arm. This screw also holds Base to Large Elbow.

1000-1010
GEORGE ST.

The Oro-Tone Co.
QUALITY FIRST

CHICAGO,
ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 106)

readers of The World may have a clearer view of what these talks are, we are taking the liberty to quote a few paragraphs herewith:

"Put a smile in your voice. Don't let your face be muscle-bound. 'The Voice With the Smile Wins.' Know your goods and show that you know them. Tell the exact truth in speaking of any article's general merit. Your words will ring true. You will sell goods. It pays to make friends of the tiny tots whose faces peer at you above the counter top. One can never tell about the shabby stranger who comes in for a nickel's worth of this or that. It pays to make courteous service the invariable rule. Show enthusiasm for the goods you sell. Point out the advantages of owning the article—the disadvantages of being without it. Use words that appeal to the senses, rather than the reason. Point out the fullness, roundness, mellowness of tone in your phonographs—the clarity, understandableness and perfect reproduction in each record—the fine craftsmanship, unusual design

in each cabinet. Make use of the manufacturer's literature, window streamers, pamphlets, circulars, inserts, etc. They are prepared at considerable expense to carry a profitable sales message to your customers and prospective patrons.

New Vocalion Store Opens

A new shop which retails the Vocalion line of talking machines and Red records exclusively has been opened by J. H. Bueschler at 2322 W. Madison street. Prior to the opening of this store Mr. Bueschler opened one on Lincoln avenue, but gave this up several months ago in order to open up in a more modern location. Besides carrying the Red record line he will carry the line of player-pianos and Melodee music rolls.

Mr. Bueschler is one of the old-time merchants in Chicago, having first associated himself with the trade in this city something over twenty-five years ago. The new store at present has two hearing rooms open and arrange-

ments have been made for the addition of a number of others.

New Incorporation

The K. & L. Mfg. Co., of 2656 Elston avenue, Chicago, was recently incorporated for \$10,000. The purpose of the company is to manufacture and sell talking machine recording cases. The incorporators named are V. Kolby, F. Lindeman, A. Lindeman and Frank Kolby.

Paul Biese and His Orchestra to Broadcast

One of the latest of the talking machine industry's celebrated artists to become a broadcaster is none other than Paul Biese of Columbia fame, who with his orchestra will, at an early date, begin broadcasting from the marine dining room of the Edgewater Beach Hotel, one of Chicago's famous hostelrys on the North Shore, which is now being equipped with a broadcasting station—one of the finest in the country. It is being erected in the northeast wing on the main floor of the hotel and when completed will be entirely encased in triple-plate glass with four-inch air space between each layer of glass. This is so that the public may see the broadcasting operations from each angle of the wing, as well as from the promenade in front of the hotel. The operator himself, with all his instruments, will also be enclosed in a triangular glass compartment where he will have a full view not only of the station, but also the orchestra and its leader. The station will be known as the Edgewater Beach Crystal Studio and connections with it will be made from the marine dining room, where Biese and his orchestra play. The orchestra will also broadcast in the Summer from the outside pavilion. The station is being installed by the Chicago Radio Laboratory, builders of the celebrated Zenith Receiving Sets. The work is under the personal supervision of Ralph H. Townsend, of the Brunswick-Balke-Collender Co.

One of the striking features now being carried out by the Drake Hotel broadcasting station will be put into effect at the new Edge-

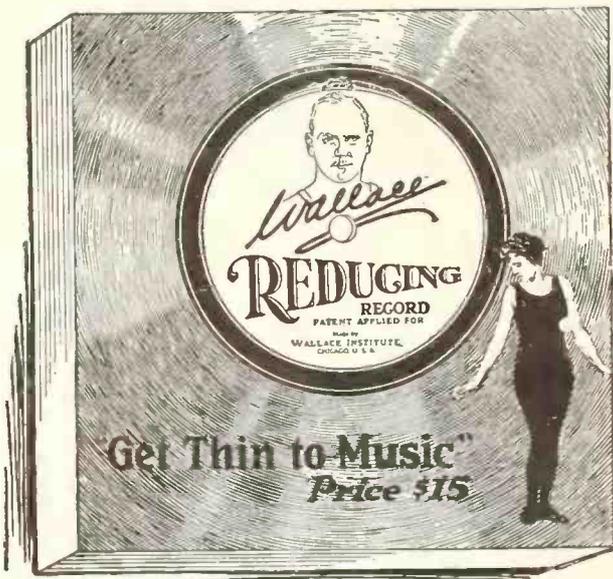


Paul Biese and His Edgewater Beach Orchestra water station. This is to announce the name of the number being played both before and after its broadcasting. This idea was suggested by Eugene F. McDonald, Jr., of the Chicago Radio Laboratory and, though at first it appears insignificant, the repetition of the name of the number both before and after rendition is proving to have a remarkable influence in stimulating retail buying.

There is a movement on foot at present, due to the activities of Mr. McDonald, to have all broadcasting stations carry out this plan, for it is now realized that when a piece of music is played to hundreds and thousands of listeners, and the number is announced only beforehand, some of the listeners pay no attention to the announcement. So then their interest is aroused and they have no way of finding the name of the number unless the announcement is repeated at the close of the rendition. This little stunt not only helps the listeners, but helps the talking machine dealer, as this thing shows great promise of tying up not only the listener of broadcastings, but the music dealer as well.

Lyradion Broadcasting Display

Rothschild & Co., one of the big loop department stores in Chicago, has a very attractive display in one of its State street windows showing in miniature one of Chicago's largest broadcasting stations. The window is fitted out with a piano, in front of which is seated the



Live Dealers

who have the foresight and ability to tie up with our national advertising, which is appearing in all leading women's magazines, are enjoying a harvest season on sales of

WALLACE REDUCING RECORDS

Remember that every sale is \$15.00 and carries with it a profit of \$6.00 or more. Phonograph department managers in department stores are particularly urged to get the details of our special sales promotion plan. Write me today before you forget.

W. C. ECKHARDT, *Sales Manager*

Wallace Institute

630 S. Wabash Ave., Chicago

62 Albert St., Winnipeg, Canada

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 108)

wax figure of a woman singing into a transmitting device of the broadcasting instrument. The transmitting set in detail is attractively laid out on a large table and over to one side very prominently displayed is a large period model Lyradion receiving set. The cabinet of this instrument is a beautifully hand-carved piece of workmanship wired with a Lyradion five-stage non-regenerative equipment. The instrument is cased in a console of period design. Radio enthusiasts gathered about the window are frequently heard to express favorable opinions concerning this instrument.

The Passing of Frederick D. Hall

During the month of February the trade lost one of its best-known men, Frederick Durive Hall, originator and inventor of the world-renowned Hall fibre needle. Ever a lover of good music, Mr. Hall had a desire to get the best there was in a record, and he felt that the only way was by means of a proper needle. With this in mind he set about years ago to develop a material which would give music lovers exactly what they wanted. At that time he was in the real estate contracting business and he spent only his leisure hours in developing needles.

He experimented many years and used every conceivable kind of material in order to bring out the proper needle. One night while working in his little basement shop he noticed a bamboo fishing pole and this gave him the idea. He proceeded to cut up the pole and gradually evolved various shaped fibre needles. After trying them all, he selected one; and from this all fibre needles have since been modeled. The next step was to make a little investigation of bamboo fibre in order to get the best possible kind. In this he was helped tremendously by a Chinese laundry man whom he knew on West Madison St. It happened that the Chinaman had a large number of pieces of different kinds of bamboo. Being friendly with Mr. Hall, the Chinaman gave him these bamboo samples, and

along with each some facts as to where it was grown, its age and everything concerning it. From these samples Mr. Hall selected the proper kind of bamboo. The next step was to devise a special lubricating treatment and then arrange some means of manufacturing. After the formation of the company an unforeseen obstacle loomed. Talking machines then on the market were equipped with stylus bars having only a round opening for the reception of steel



Frederick Durive Hall

needles, whereas the fibre needle demanded a triangular opening. Mr. Hall, however, was undaunted and believing in his little product he set about to sell the various talking machine manufacturers on the same idea. After many months of hard labor he was rewarded for his energy and perseverance, when some of the biggest talking machine manufacturers in the world began to produce sound boxes of which the stylus bars contained triangular openings for the reception of fibre needles. During the

many years Mr. Hall spent in making his institution one of the most prominent in the talking machine trade he never once employed a direct salesman. He believed that if he produced an article of merit and advertised it that article would sell itself. Sooner or later jobbers all over the world recognized the merit of Mr. Hall's invention and ere long the output of the company jumped from a few hundred thousand needles per year into the millions. Mr. Hall continued as active head of his company until May, 1920, when he decided that he had realized his life-long ambition and would retire. The B. & H. Fibre Mfg. Co. was then reorganized and its name was changed to the Hall Mfg. Co. The needle was thenceforward marketed under the name of the Hall fibre needle. With the reorganization Mr. Hall became chairman of the Board of Directors, with L. C. Wiswell, president; Columbus Healy, vice-president; Marquette A. Healy, secretary, and H. J. Fiddelke, general manager.

Shortly after the reorganization of the company Mr. Hall, with his wife, made an extensive tour of the Orient and during the trip investigated the bamboo industries and made contracts for high-grade bamboo to be used in the manufacture of his fibre needles. He is survived by his widow, Elizabeth S.; son, Wm. D., and daughter Mrs. Alice L. Wattley. The funeral took place from his late residence at 821 Michigan avenue, Evanston, Ill., on Saturday, February 17.

Frederick Durive Hall was born in New Orleans in the year 1857 and so was 65 when he died. Although born in this country, Mr. Hall spent his youth in France and Belgium. Upon his return to this country he came to Chicago and after a time embarked in the real estate contracting business.

Wholesaler Seeks Larger Quarters

The Targ & Dinner Music Co., 1457 West Chicago avenue, Emerson record jobber for this territory, is seeking quarters in the Loop as a
(Continued on page 110)

VITANOLA

The Phonograph of Marvelous Tone

Another Vitanola in the Two-Tone Finish



No. 48

Mahogany or Walnut, Two-tone Finish

List Price, \$120.00

Here is illustrated another of the four console models at popular prices in two-tone finish, which have been added to the Vitanola line.

The better class of dealers in all towns, where we are not already adequately represented, are urged to write for prices and catalogue showing complete Vitanola line of upright and console models.

"It is easier to sell the Vitanola than to compete with it"

Vitanola Talking Machine Co.

Saginaw, W. S., Michigan

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

result of the rapid growth of the business. In addition to the Emerson line the concern handles Everybody's Honest Quaker springs and parts and musical merchandise. Samuel Targ and Solomon Dinner, heads of the firm, are well known to the retail trade in this territory, having been engaged in that branch of the trade for a number of years prior to becoming wholesalers.

Jack Kapp Has Some Memory

In a recent article by Isaac F. Marcossou on a person's ability to remember he brought out strongly the fact that what we wanted to remember should be associated with something we knew well. "We have one hundred and fifty dealers in Chicago," said Jack Kapp, of the local Columbia establishment. "By associating their addresses or telephone numbers with the numbers of the records, I instinctively remember that such a man's telephone number is Canal—'Onward, Christian Soldiers'—2706, Lawndale—'Four Little Blackberries'—2806, or 'Old Irish Mother of Mine'—Archer Avenue 2937. People often wonder how it is possible to have several thousand numbers on the tip of the tongue, but it comes very easily after constant association with the names and the numbers of the records."

Consolidated Opens in Minneapolis

The month of February has seen much activity in the Consolidated Talking Machine Co.'s place of business at 227-229 West Washington street. Much of the activity has been due to the shipping of large quantities of Consolidated goods to the new Minneapolis distributing branch.

On the first of the month the Minneapolis Drug Co. (Doerr, Andrews & Doerr), who were Okeh and Odeon record distributors for that territory, turned over this branch of their business to the Consolidated Co., which immediately opened an exclusive wholesale branch at 1121 Nicollet avenue, Minneapolis. Although

it is a wholesale business, the location of the new Consolidated headquarters is in the heart of the Minneapolis retail district.

This branching out on the part of the Consolidated Co. makes it now the largest Okeh and Odeon distributor in the West. The company also maintains a branch in Detroit, Mich. Besides a full line of Okeh and Odeon records the main headquarters of Consolidated as well as both of its branches carries a complete stock of repair parts and attachments for all makes of talking machines. The line of accessories is complete in every detail and anything sold by exclusive talking machine dealers is obtainable from the warerooms of the Consolidated Co.

Brunswick Announces Reductions

A. J. Kendrick, general sales manager, phonograph division of the Brunswick-Balke Collender Co., announces reductions in price on several Brunswick models equipped with electric motors as follows:

Style	EASTERN PRICE	
	With Spring Motor	With Electric Motor
117	\$225.00	\$260.00
122	275.00	310.00
127	275.00	310.00
135	325.00	360.00
135 (American Walnut)	350.00	385.00
217	250.00	285.00
Stratford	300.00	335.00
Cambridge	350.00	385.00

The reduction was made effective on February 1 and it is understood that it is made regardless of the fact that the Brunswick factory costs do not warrant it. The reason for the reduction, as explained by Mr. Kendrick, is to give Brunswick dealers every possible assistance in making more sales.

Record-grams Go Big

One of the busiest men in the Chicago trade these days is Victor K. Tremblett, who looks after the retail service department of the Chicago Talking Machine Co. Although primarily belonging to the sales force of this concern, Mr. Tremblett also has to do with the advertising service gotten out by the company. He

recently sent out a form letter to Victor dealers, advising them of certain newly released Victor records, in conjunction with which letter was a small post-card got up to represent a telegram. These "telegrams" called for a special imprint of the dealer's name, which he, in turn, was requested to mail out to his clientele. Many dealers responded to this request and sent in orders for the "Record-grams," and ere long there was quite a run on this printed matter in Mr. Tremblett's department. Many of the dealers have notified Mr. Tremblett that as soon as they sent out these specially released Record-grams to their trade they began to enjoy the best record business of any time during a period of over two years.

Reducing Contest in Nashville Big Success

The Wallace Institute has just received reports from the Castner-Knott Dry Goods Co., of Nashville, Tenn., about a recent "reducing" contest which was put on by this concern in its talking machine department. This was a cooperative affair launched between the Nashville Pioneer, a local daily newspaper, and the Castner-Knott Dry Goods store. The Nashville Banner offered a prize of \$25 to the woman who lost the most weight within a given time. This was advertised in the paper and the contests were held in the talking machine department of the dry goods company. The advertisement called for four classes per day, but the response by the women of Nashville was so great that it was found necessary to put on six classes of one hour each, one of which was devoted exclusively to business women of the city. Each class was limited to fifty pupils, the first class going on at 9 a. m. and the last one going on at 7:30 p. m. The winner was a housewife of Nashville, who lost something in the neighborhood of fourteen pounds in six days.

The business consummated by the Castner-Knott Dry Goods Co. during the period of the

(Continued on page 112)



Style J



Equipped with Album

Size: 35 in. High
39 in. Wide
23½ in. Deep

Style M
Mahogany

KIMBALL PHONOGRAPHS

Appeal to Those Who Demand the Best

Comparison will prove to the dealer that the Kimball stands superior in construction and in visible beauty; in TONE and accurate reproduction there is none to excel. The Kimball will satisfy customers and produce ready sales. There is *name value* and prestige in selling the Kimball.

Console and Upright Types
Variety of designs
Wide range of prices
Reliable guarantee

Write at once for prices and terms

W. W. KIMBALL CO.

Established 1857

Kimball Hall

306 So. Wabash Ave.

CHICAGO

Manufacturers of Phonographs, Pianos, Player Pianos,
Pipe Organs; Distributors of Okeh Records

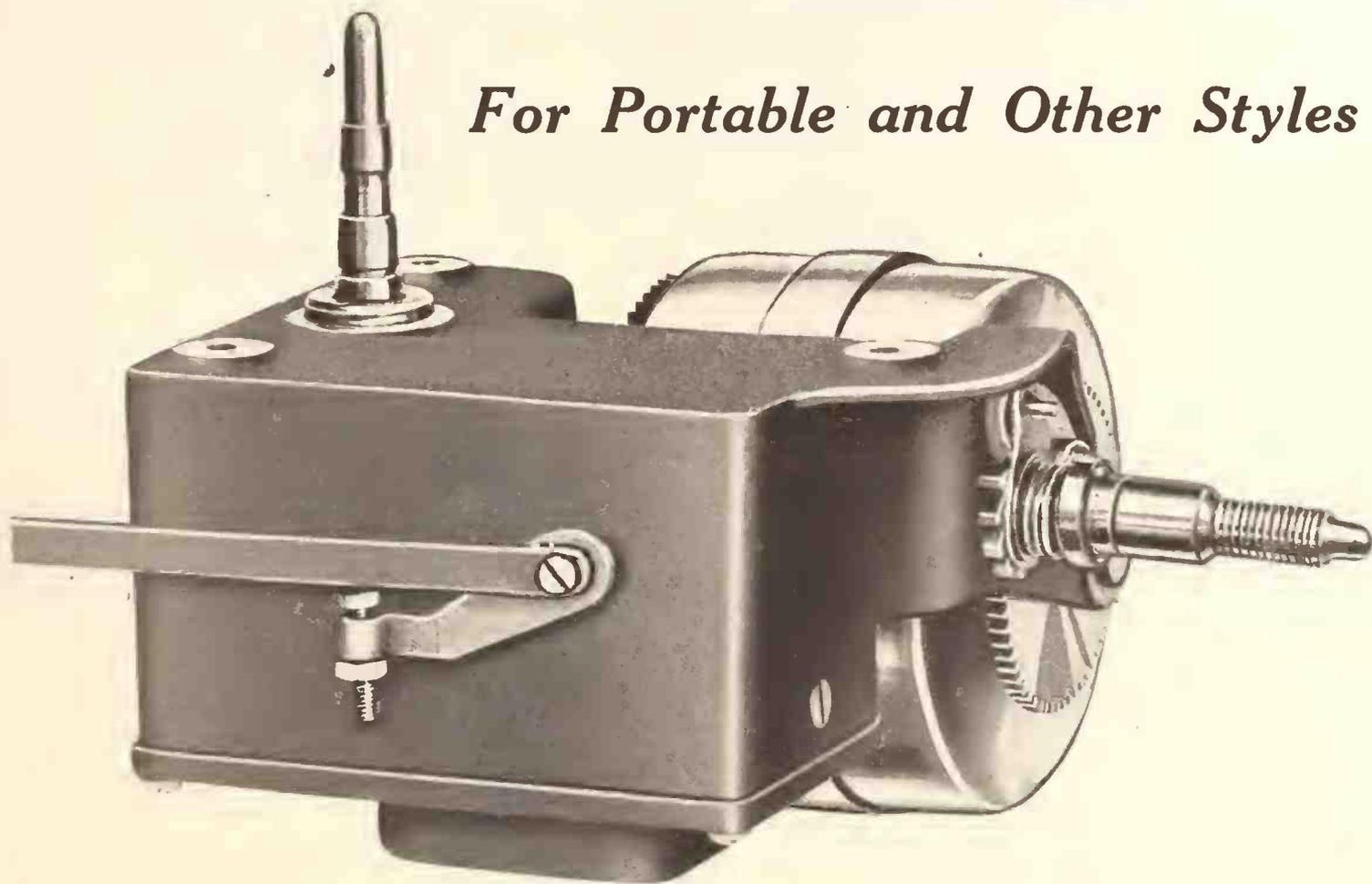


Style G

Kimball Phonographs Play ALL Records

New "UNITED" Phonograph Motor

For Portable and Other Styles



Embodies all the fine features that gave our previous models so wide a vogue; but improved in engineering and mechanical details.

Easy-winding
Silent-running
Long-lasting
Self-protecting

A motor that stands more than the usual amount of punishment, in assembling, packing, shipping, installing and daily use; avoiding a peck of trouble for both manufacturers and dealers.

Mechanism protected by rigid cast iron housing.

Capillary Siphon Lubricating system keeps it automatically and permanently lubricated.

Ball bearings minimize friction.

Transmission, consisting of gear, pinion and worm, conveys power from spring to table without loss, and in complete silence.

Built in Two Sizes

No. 5—This motor is equipped with two springs in series, each spring 10 ft. long. It plays two records at one winding.

No. 6—This motor is equipped with two springs in series, each spring 14 ft. long. It plays three records at one winding. With each motor are included three records and one regulator, turntable stop, mounting screws, etc.

All parts of these models are interchangeable with our present line.

Capacity 1200 Motors A Day

No phonograph motor plant in the world excels ours in its equipment of precision machinery or in the intelligence and expert training of its operatives.

Our inspection program is extraordinarily rigid and thorough. Every motor is tested before packing. It must be right or it goes back to the department responsible.

We Compete In Price

with any other high-class motor as our manufacturing economies, due to quantity production by automatic machinery, keep our production costs low.

Manufacturers are invited to send for sample machine for a thorough test alongside any other make, however expensive.

UNITED MANUFACTURING & DISTRIBUTING CO.

536 Lake Shore Drive, Chicago, Ill.

New York Office:
50 Church Street
New York, N. Y.

San Francisco Office:
709 Mission Street
San Francisco, Cal.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

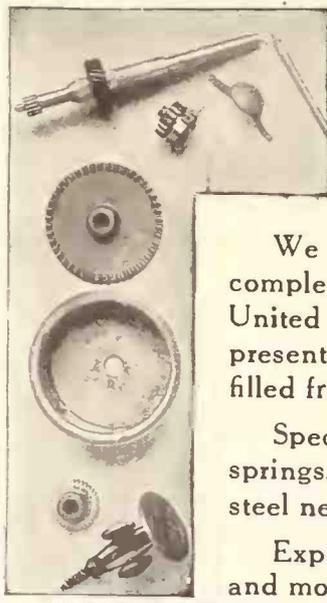
class was very satisfying. In all, something like 300 sets of records were sold to the pupils alone, as well as 300 gymnasium suits.

Not only did the Castner-Knott people prosper by the contest, but the enthusiasm was so great that the circulation department of the local daily newspaper found it necessary to get additional help.

Otto Heineman Visits

Otto Heineman, president of the General Phonograph Corp., and A. G. Bean, president of the General Phonograph Mfg. Co., of Elyria, O., were visitors to the Chicago trade last week. Mr. Heineman spent the best part of the week calling on the Okeh trade in Chicago in company with S. A. Ribolla, head of the local office of the General Phonograph Corp., of Illinois, and found Okeh dealers throughout this section very optimistic regarding talking machine record business.

Messrs. Heineman and Ribolla also paid a visit to the St. Louis trade, where they spent a



Repair Parts

For All and Every Motor
That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.



INCORPORATED UNDER THE LAWS OF ILLINOIS

SUCCESSORS TO:
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretino Co.

High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.

227-229 W. WASHINGTON ST. CHICAGO ILL.
Branches: 2957 Gratiot Ave., Detroit, Mich. 1121 Nicollet Ave., Minneapolis, Minn.



TRADE MARK
CONSOLA
CABLE ADDRESS
CONSOLA

LOUD!!!

For Dancing and Band
Records

MEDIUM!!!

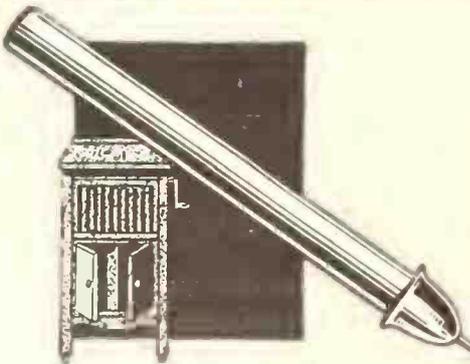
(The Original Tonofone)

For Voice and Instrumental
Records

BOTH ARE



Tonofone
The Needle With A Flexible Point



Sufficient volume is now attainable with a quality only TONOFONE can give by the new loud Tonofone. And at the same price and same construction, but LOUD.

TONOFONE alone gives out all that is in the record. This is because of its famous flexible resilient non-scratching point—an exclusive feature of

“Tonofone”

the best needle value ever offered the trade.

Write for samples and particulars—free.

THE TONOFONE COMPANY

110 So. Wabash Ave., CHICAGO, ILL.

Inventors and Sole Makers

few days and then returned to Chicago. Before leaving for New York Mr. Heineman stated that the business outlook for the coming months was especially bright, and that financial conditions throughout the entire country, so far as he has been able to learn, are far better than they have been.

Baish in New Position

H. C. Baish, who was formerly connected with the sales department of the Unit Construction Co., is now connected with the phonograph division of the Brunswick-Balke-Collender Co. and is traveling the northern Wisconsin territory for this concern.

Wallace Institute Files Important Suits

The Wallace Institute of this city, manufacturers of the well-known Wallace Reducing Records, announces further patent litigation directed against other manufacturers of talking machine records. Additional bills have been filed in the District Court against the Chicago branch of the Rudolph Wurlitzer Co., Victor dealer, and the Boston Store, of Chicago, dealer in talking machine records.

The Wallace Institute claims that the trade and public were generally notified of the receipt from the United States Patent Office, on November 14, 1922, of letters patent number 1,435,660 for educational appliance. This patent they claim to be basic and to cover all combinations of talking-machine records with instructions for physical exercises recorded thereon with any sort of an indicator or chart illustrating such. They claim, further, that anything of this nature put out by any other company constitutes an infringement on their patent. They will ask injunctions against the sale of infringing devices.

The Wallace Institute also claims to possess proprietary rights to the trade-mark “Reducing,” when applied to talking machine records under certificate of registration number 160,758 of October 24, 1922.

Introducing Displayette

The Consolidated Talking Machine Co., of this city, has taken on a new line of merchandise which is known as the Displayette, a very strong and substantial record holder, to be used by retail talking machine dealers in displaying records in their places of business. It is an all-metal fixture, which offers something like twelve adjustments for the displaying of records and can be tipped at any angle desired by the user.

E. A. Fearn, head of the Consolidated Co., has been aware for a long time that dealers have been looking for a device which will stand up and fill every need. For many a month now he has been working for just such an instrument. He has been fortunate, recently, in coming across a concern which makes what he wanted. This is the Displayette, for which the Consolidated Co. has been appointed manufacturer's representative. Already the Chicago trade has been canvassed, and Mr. Fearn reports tremendous sales of this new device.

“To Make America Musical”

The news of the twenty-fifth anniversary of the National Federation of Music Clubs is interesting to the trade. The Federation has adopted the slogan “To Make America Musical” by organizing a music club in every town in the country. So says Helen Harrison Mills, chairman of the national publicity committee.

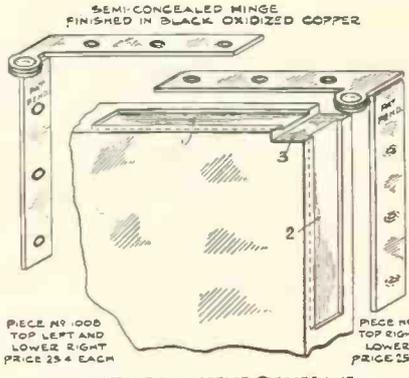
(Continued on page 114)

The Most Practical Hinge For High Grade Phonograph Cases

Write for Prices and Samples

LAKESIDE SUPPLY COMPANY

73 W. Van Buren Street
CHICAGO, ILL.

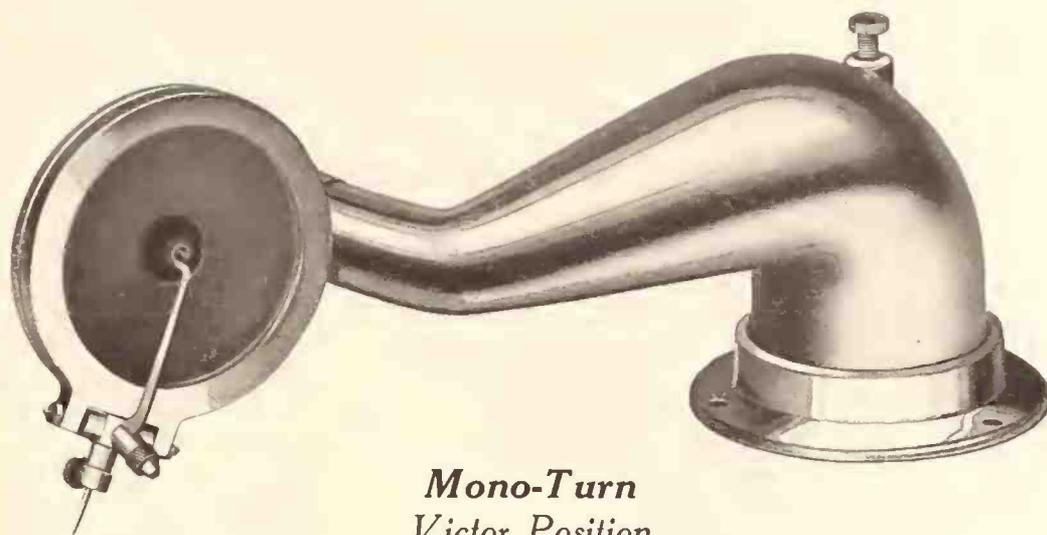


SEMI-CONCEALED HINGE
FINISHED IN BLACK OXIDIZED COPPER

PIECE NO. 1000
TOP LEFT AND
LOWER RIGHT
PRICE 25¢ EACH

PIECE NO. 1007
TOP RIGHT AND
LOWER LEFT
PRICE 25¢ EACH

ROUTE OUT EACH CORNER OF DOORS LIKE
ILLUSTRATION. SLOTS 1 AND 2 ARE 2 1/2" x 1/2"
DEEP. SLOT 3 IS 1 1/2" DEEP. ROUTE OUT IN
NUMERICAL ORDER, THAT IS 1-2-3.



*Mono-Turn
Victor Position*

SENSATIONAL

To say the least, expresses our gratitude at the number of replies to our last month's advertisement announcing the release of

The New BLOOD MONO-TURN Tone Arm (A Typical Blood Product)

Manufacturers with few exceptions have sent in their orders for Blood Mono-turn Tone Arms, the most remarkable improvement ever offered the trade. If you are one of the few who have not ordered, do so at once, and thereby protect YOURSELF, and insure your customers' satisfaction.

The Blood Mono-turn enables the user to play ANY record perfectly, without the slightest inconvenience—just a single (Mono)-turn transforms a tone arm from a "Victor" type to the genuine "Edison" type, reproducing in full round tones ALL makes of records.

Dealers and Jobbers! Place your orders NOW for the Blood Mono-turn Edison and Victor attachments.

All Blood products are standardized, and fully protected by patents.

We always send samples on memo charge for test purposes.

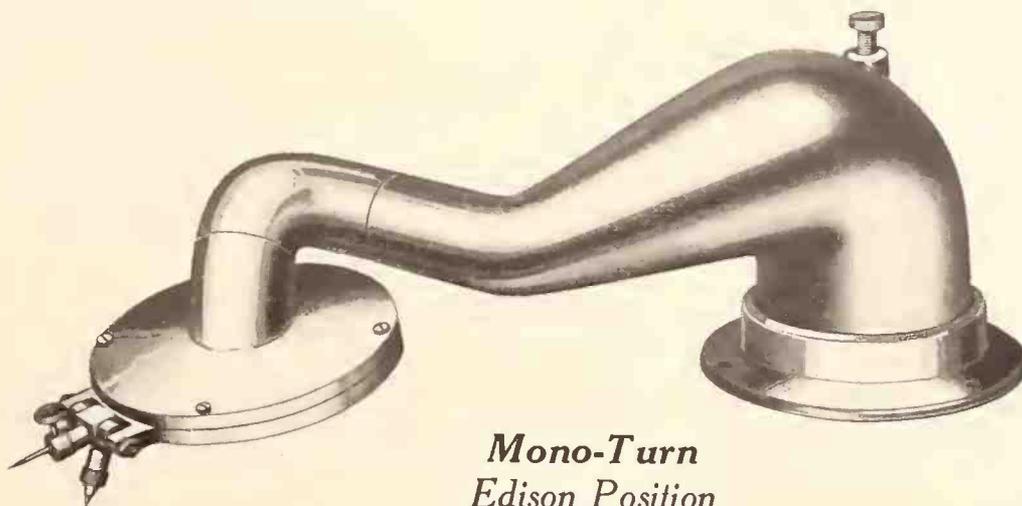
Manufactured Solely by the

BLOOD TONE ARM CO.

326 River Street

CHICAGO, ILL.

The name "Blood" is being used by unscrupulous concerns to sell other makes of tone arms. Beware of such imitations.



*Mono-Turn
Edison Position*

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

The movement is to be formally launched at the biennial convention which will be held at Asheville, N. C., in June.

Twenty-five years ago a few music clubs organized the Federation, which now comprises 1,400 clubs. Part of the Federation's work is to encourage young artists and to support American composers. The musical programs will be strictly American throughout the week of the convention for the first time in the history of any musical organization in the United States.

The Festival Symphony Orchestra, to be directed by Henry Hadley, will be composed of forty-five "first desk" players from some of the country's finest orchestras.

Mandel Bros. Take on Reducing Records

Mandel Bros., one of the biggest Loop department stores in Chicago, have taken on the Wallace Reducing Records, put out by the Wallace Institute of Chicago. This concern has for years been a representative of the Vocalion line

Attention Dealers Introducing the COLUMBIAN Baby Grand Piano



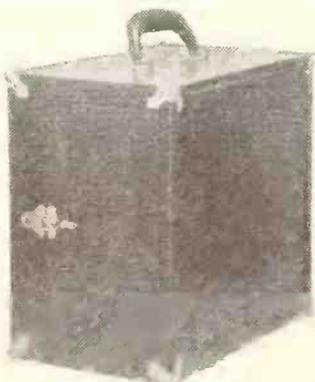
Exquisite in tone this little instrument 59"x56" has the volume of a concert grand. Elastic in touch, wonderful repeating and faultless action. Finished throughout in brass. Beautiful and stately in design, highly finished in mahogany only. Together with our line of Phonographs made in five sizes. We have the best offer to the music dealers today.

STYLE 4

Size 48 inches high, 21 inches wide, 23 inches deep. Cabinet: Genuine mahogany or oak. Panels 5 ply. Motor plays 4 records with one winding.



PORTABLE PHONOGRAPH



STYLE 16

Carries 10 Records

Compact enough to be carried anywhere and absolutely substantial in construction. Its durability is assured by the use of a double spring Heineman motor and a tone arm with a large powerful reproducer. Universal plays all disc records.

EXCEL PHONOGRAPH COMPANY Manufacturers

400-412 West Erie St. Chicago, Ill.

W. W. KIMBALL CO.

SERVICE

Reliable, Ready, Efficient
attention to dealers' needs.

Okéh Records

Best Sellers; latest "hits"; Famous Singers and Instrumentalists; Clear recordings that are a delight.

Write today

W. W. KIMBALL CO., Wholesale Distributors
306 So. Wabash Ave. Kimball Bldg. Chicago

of talking machines and Red records, and possesses one of the busiest talking machine departments in the Loop district.

Lessons in Kiln Drying

During the last five years free courses have been given at the Forest Products Laboratory, Madison, Wis., for men of the wood-using industries, in better methods of boxing, crating, gluing and kiln drying. In all, something over 532 men have taken these courses, among them many who occupy prominent positions in the talking machine industry.

Among the subjects studied are the various glues, including casein, albumin and animal; the effect of gluing conditions such as pressure and temperature on strength of joints; relation of moisture content of cut to humidity of the atmosphere; humidity control in factories; shrinkage of cut, causes of warping in gluing products; drying of plywood; plywood construction, case-hardening or honeycombing, warping, cupping and collapse, rate at which glues set in joints and defects common in gluing.

Conferences to discuss the kiln-drying situation at each plant were also held. Lectures were given on methods of identifying cuts, structure of cut, moisture content of cut, shrinkage of cut, warping, cupping and collapse, case-hardening and honeycombing, decay and durability of wood, the effect of kiln drying on strength, effect of end drying and end coatings and humidity control apparatus.

A demonstration kiln run, using one-inch air-dry oak, was made for the class. The moisture content of the stock was determined by weighing moisture samples at different stages of the drying and the temperature and humidity were governed accordingly. The effectiveness of high humidity treatment in relieving case-hardening was demonstrated. The value of this work to the wood-using industries in general and to the phonograph industry in particular is simply inestimable. Only those who have actually attended the classes can fully understand the need for and utility of this work. Business men as well as technical men in every industry which consumes wood in any form should be insistent upon continued and increased support by Congress of this invaluable enterprise. The laboratory is a branch of the United States Forestry Service, which in turn

is under the Department of Agriculture. Its services are rendered without charge save where co-operative projects are undertaken between the laboratory and some special industry.

Brunswick "Ad" Manager Popular

The recent announcement by the Brunswick-Balke-Collender Co. of the appointment of David L. Miller as advertising manager of the company has brought hundreds of letters and



David L. Miller

telegrams of congratulations from Brunswick dealers throughout the country who know Mr. Miller and the work he previously accomplished.

As an experienced talking machine publicity
(Continued on page 117)

A Better Fibre Needle Cutter for Less Money
RETAIL PRICE \$1.00

The ALTO



Manufactured by
ALTO MFG. CO.

1801-1803 Cornelia Ave., CHICAGO, ILL.

The Story of a New and Better PORTABLE PHONOGRAPH *The Oro-Tone*

HERE it is, the super-excellent Oro-Tone Porto-Type Phonograph. Developed through two years of constant improvement in design, construction and material. We offer it to you now as a machine that is everything the customer can desire. From the serviceable motor to the indestructible diaphragm, every part has been selected to give the utmost in attractiveness of design and dependability of operation.

A Remarkable Achievement in Phonograph Building

The splendid, rich volume of tone produced by the ORO-TONE PORTO-TYPE is something never before attained in a portable machine. With over 100 machines put out as a test, the commendations have been truly remarkable. We aimed first to please the customer and, succeeding in this, now offer a real profit-maker to every phonograph dealer. One of the stores which first tested this new Oro-Tone Porto-Type has already placed reorders for fifteen machines.



THE
ORO-TONE
PORTABLE

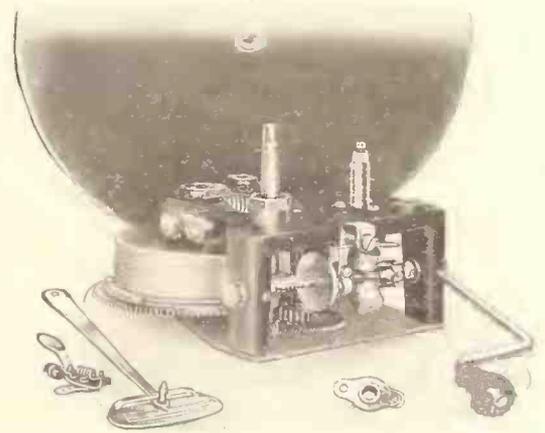
Patent applied for

Seven Big Points of Oro-Tone Superiority



The detachable Record Filing Compartment shown above holds one dozen 10-inch records.

1. The tone quality and tone volume is rich and full and compares well with full-sized machines.
2. Plays ALL disc records.
3. Has special removable record filing compartment that holds twelve 10-inch records.
4. Cabinet is neat and compact and is also the most substantial portable cabinet made.
5. The special deflector located in the back part of the cabinet gives greater volume and clearer tone quality.
6. Hinges and hardware are of superior quality and will last a lifetime.
7. Waxed finishes—choice of golden oak, mahogany or silver gray—are not easily damaged and are easy to keep in perfect condition by rubbing with a waxed cloth.



This illustration shows the powerful single-spring motor, mounted in a rigid cast-iron frame to insure perfect alignment and withstand rough handling. All exposed parts are nickel-plated to enhance appearance and prevent rusting.



The Oro-Tone Porto-Type is especially adapted for dancing because of its convenient portability and its powerful, clear tone quality.

Ten Days FREE EXAMINATION

You need not send any money. Simply ask us to send you a sample Oro-Tone Porto-Type and we will ship it to you immediately. Examine it—put it to every possible test—for ten days. Then if you are not satisfied, just return the Porto-Type to us and you will owe us nothing.

Retail price \$35.00.

Usual discount to dealers.



"Take your music with you"—the Oro-Tone Porto-Type Phonograph is light and easy to carry, with no danger of breaking records.

1000-1010
GEORGE ST.

The Oro-Tone Co.

CHICAGO,
ILLINOIS

Manufactured in Canada under the trade name Oro-Tone Banfield
By W. H. Banfield, Ltd., Toronto, Canada

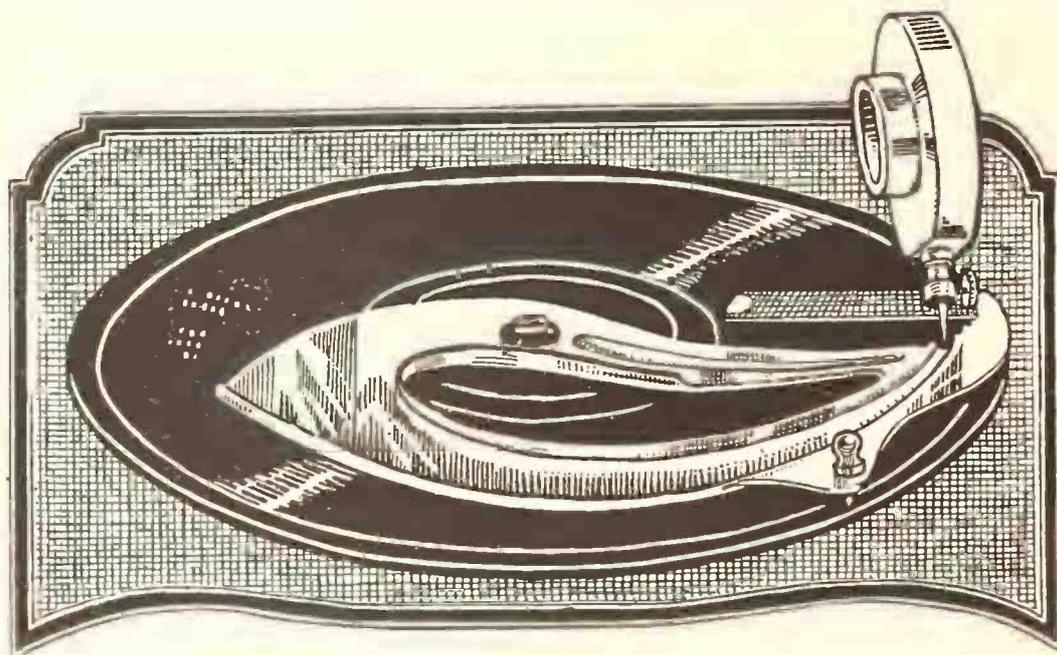
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

executive Mr. Miller will be in a position to give Brunswick dealers exceptional service and co-operation. This service will be especially desirable at the present time, in view of the mammoth advertising campaign being sponsored by the Brunswick organization in connection with the new method of releasing Brunswick records. Mr. Miller's past experience gives him an intimate knowledge of record merchandising, which will undoubtedly be reflected in the co-operation offered Brunswick dealers.

Local Red Seal Publicity Does Good

Quite a number of retail Victor dealers in Chicago got together recently to call the attention of the public to the fact that Victor Red Seal records could be purchased at very reasonable prices. Years ago, before any price revision on these particular records was made, they sold at prices ranging from two to seven dollars retail. At that time the retail trade here used to do considerable advertising each week, calling attention to the Victor Red Seal records, and this advertising in turn created

quite a bit of business. In recent years, however, due to the activities in the record business brought about by quick releases of popular song and dance numbers, many of these dealers were so busy taking care of the popular trade that they forgot to mention that a price revision had come into effect. Naturally a lot of music lovers were still of the impression that the prices remained the same. Lately, however, some of the live members of the trade realized this and have begun to call the public's attention to the fact that a revision had been made and that the prices which formerly ranged from two to seven dollars now ranged from a dollar and a quarter to three-fifty, and that among the artists included in these numbers are Caruso, Farrar, Ruffo, Gadski, Sembrich, Calvé, Melba and many others, as well as duets and sextets by all the aforementioned artists. With this announcement came a tremendous increase in Red Seal business, and not only did this activity reflect on the advertisers, but the non-advertisers felt the stimulus of increased Red Seal



Retail Price, \$1.50

THE IMPROVED GEER REPEATER

Improved to perfection in operation—

Finished in genuine gold plate—

At a new and very popular price—

Adjustable, playing records completely through—

As easy to use as a record—

Positively does not affect instrument—

Users play their records at least twice as often—

Daily becoming more popular—

Thousands of dealers are making the extra profits.

Write to your nearest jobber or to us

WALBERT MFG. CO.

925-41 Wrightwood Ave. Chicago, Ill.

"Superflake" Graphite Spring Lubricant

For PHONOGRAPH MOTORS

A carefully prepared lubricant containing GRAPHITE of the finest quality

Will not get hard, become rancid or leak

PACKED IN TUBES, CANS and BARRELS for JOBBERS, DEALERS and MANUFACTURERS

SPECIAL GRAPHITE for RECORD MANUFACTURERS

Superior Flake Graphite Co.

General Offices: 76 West Monroe St., CHICAGO
Department J Warehouse in Chicago

Victor record business in equal proportions.

Wiswell Recovers

Lester C. Wiswell, Jr., son of L. C. Wiswell, head of the Victor department of Lyon & Healy, has recovered from a recent attack of appendicitis, which confined him for two weeks to the St. Francis Hospital in Blue Island. Last reports coming from the hospital indicate that Lester, Jr., will be sent home within a few days.

While his son was in the hospital Mr. Wiswell's daughter, Ruth, was taken down with scarlet fever and for a while was desperately ill. However, at this writing, we are glad to report that she, too, is well on the way to a quick recovery.

Advertising Proves Its Worth

Some recent news released by the Victor Co. through its jobbers to the retail trade has stirred up quite a bit of activity during the last few days. The news was that beginning in May two new models, Nos. 105 and 125, will be available, which is causing Victor dealers here to put forth extra efforts so that they may have room for the reception of the newcomers. Many of these dealers are therefore anticipating their wants at this early day and are sending in advance orders.

Another Victor announcement which has stirred up much activity in the Chicago trade and has caused dealers here to get out and sell more goods than they have ever sold during the Christmas rush was the announcement of revised prices on upright Victrolas. This price revision applied to Nos. 130 and 120, which will no longer be manufactured by the Victor Co. These two numbers are to be replaced by the new 105 and 125, which are similar in design, but somewhat smaller than their predecessors.

The new Victor flat-tops, Nos. 215 and 220, have brought in many advance orders from the Chicago trade and all Victor jobbers in this section report that when these two instruments are released in April they will have their hands full in taking care of the grand rush.

Music Industries Convention Plans Completed

A meeting of a convention committee was held at the Drake Hotel on March 5, at which time appointments were made to the various committees and plans for entertainment, publicity, etc., were completed. One of the most important features of all conventions, that of informing the public of the annual activities of the music men through the daily press, was placed in the hands of the McCutcheon-Gerson agency, which handled the daily press publicity two years ago. From now until June 4 news notes regarding the convention will appear in the press from time to time.

Much is hoped from the co-operation of certain railroads, which have agreed to put on notices in their depots throughout the country featuring the convention and excursion rates thereto. Publicity in connection with the National Music Merchants' Association will not be handled from Chicago, either through the McCutcheon-Gerson agency or the trade press committee, but through the Music Industries Chamber of Commerce in New York.

Following a resolution taken by the National

The Waltz Sensation of 1923
Goodnight Nearly as good as
 "Three O'Clock in the Morning"
 "You can't go wrong - With any FEIST song"

Music Merchants' Association it was decided that exhibits shall be kept closed during the business sessions of the merchants' body in order that undivided attention may be given to these important gatherings.

The band tournament begins to take on stupendous proportions of interest and importance. The date set for this is Thursday, June 7, in the afternoon. High schools, grammar schools and military academies will be eligible to compete. There will be twelve prizes, totaling \$6,000, in the above-mentioned three classes—three prizes of \$1,000, three of \$500, three of \$300 and three of \$200.

James T. Bristol was put at the head of the committee on arrangements and selling of tickets for the Merchants' Banquet and the Midnight Frolic, which detail he will handle at his new office at 1408 Kimball Building. Walter S. Jenkins was made chairman of the reception committee. John McKenna will be in charge of the committee on musical entertainment for the Merchants' Banquet and Gordon Laughead will do the same for the noonday luncheons. Gene Whelan will take care of cigars and flowers at the banquet and R. Ed. Davis will see to the designing and preparation of convention stickers to be mailed to the trade throughout the country.

Last but not least, H. D. Hewitt will take care of hotel reservations for convention guests. Those who are planning to attend the convention will do well to get in touch with H. D. Hewitt immediately, care M. Schulz Co., 711 Milwaukee avenue, Chicago, stating when they will want rooms, approximately what they wish to pay, etc. It is a foregone conclusion that the Drake will be unable to take care of all reservations; so it is a case of first come, first served. Other reservations will be made at the best available nearby hostelryes.

SONORA RADIO REPRODUCER

Sonora Phonograph Co. Announces New Product Has Many Interesting Features

The Sonora Phonograph Co., New York, advised its trade this week that it is now ready to equip Sonora Deluxe period models with a Sonora radio reproducer. This additional equipment will cost only \$30 and there is no doubt that this reproducer will receive a cordial welcome from Sonora jobbers and dealers.

As soon as the Sonora Phonograph Co. realized the rapid headway being made in the radio field its research department decided to develop and perfect a radio reproducer that would give a true reproduction to radio broadcasting. When in use this new radio reproducer takes the place of the sound box, with the sound chamber acting as a loud speaker. It is suggested that the purchaser use a high-grade radio receiving set in order to obtain the best results.

COLUMBIA CO. DEFICIT REDUCED

Columbia Graphophone Mfg. Co. Reports Over 50 Per Cent Cut in Deficit During 1922

The Columbia Graphophone Mfg. Co. has just rendered a report for the year ending December 31, 1922, indicating that during the year the company's deficit was cut over 50 per cent, or from \$15,710,300 to \$7,323,606, after reserves for depreciation and inventory adjustment had been made. The company also reported an operating loss of \$1,514,052 for the year, as against a loss of \$2,869,930 in 1921.

NEW GRANBY PLANT SOON READY

Additions to Granby Corp.'s Factory in Newport News, Va., Going Up Rapidly

NEWPORT NEWS, VA., March 9.—The continued expansion of business has necessitated substantial additions to the Granby Mfg. Corp.'s plant in this city. As may be seen from the accom-



panying photograph, these plans have materialized into actual brick and mortar and it will not be long before possession will be taken of the increased facilities provided by the new buildings being added to the plant. When the plant was originally laid out and constructed, not such a long time ago, the time when all these facilities would be used was looked forward to with interest. The popularity of the Granby line is such that this goal was reached in an incredibly short period of time and night work was entered in to take care of the orders, which was, in turn, followed by the erection of the additional buildings.

The new buildings in the group are of brick construction, three stories in height, and are said to represent the last word in modern factory construction. It will allow immediate expansion and more than double the capacity will be available. The year has opened well for the Granby line in all sections of the country and the executives are planning to make 1923 a record year in every respect.

BRUNSWICK LINE WITH CABLE CO.

Celebrated Chicago House Takes on Brunswick Line for Chicago and Its Branches—Gives Brunswick Vantage Point in Loop District

CHICAGO, ILL., March 8.—The announcement has just been made by the Brunswick and Cable companies that the latter institution has just taken on a full line of Brunswick instruments and Brunswick records. The deal involves the great retail Cable store in Chicago and the Cable stores at Elgin, Bloomington, Aurora, Joliet, Kankakee, Danville, Mattoon, Wheaton, Ill., and Hammond, Ind.

This important arrangement gives the Brunswick product a point of vantage on the famous "Four Corners" of Piano Row. This particular point, situated in the heart of Chicago's Loop, has always been a dominant factor in the trade and the envy of the entire retail trade of Chicago. It is believed by many that these famous "Four Corners" consummate more retail music business than any other section in the entire world and the sales possibilities of the Brunswick in this location are obvious.

Udell Flexi-File Record Cabinet No. 151—finished in Brown Mahogany. Height 34 inches, width 20 inches, depth 19 inches. Flexible canvas record pockets. Capacity up to 150 records.



THERE'S a lot of profit for you in this because every buyer of a vertical cabinet phonograph is a prospect. Think of the convenience: Records are the right height, it is not necessary to stoop to get them, they are neatly filed at your fingertips. Eliminates the necessity for record albums at \$1.50 each. Besides extraordinary convenience is a beautiful piece of furniture, Udell quality throughout. You can sell dozens of these No. 151s. Better write today and find out all about it.

THE UDELL WORKS

28th Street and Barnes Ave.

Indianapolis



Gypsy Smith singing two of his revival hymns! Picture the treat this record holds for lovers of sacred music! The baritone voice of probably the best beloved evangelist goes straight home to the heart in "I Heard the Voice of Jesus Say" and "Will Your Heart Ring True?" Record A-3802.

COLUMBIA GRAPHOPHONE CO.
New York

INDIANAPOLIS

Sales Volume Increases—Some Interesting Data—Music Memory Contest Date Set—Leading Companies Optimistic Over Outlook

INDIANAPOLIS, IND., March 6.—That the general outlook for dealers in Indiana (Indianapolis, in particular), eastern Illinois and northern Kentucky territories is very good is borne out by the sales records of The Phonograph Corp. of Indiana, distributing Edison products in these districts. This house has increased its sales for the month just past at least 50 per cent over sales for the corresponding period of last year. An increase of at least 100 per cent in sales of records in the sixty-day period just passed is also reported. "This increase we feel is due in large measure to the fact that our dealers are realizing more and more the bene-

fits of hard, consistent plugging for sales and that they did not slacken in their efforts after the passing of the holiday season," said Wm. H. Meskill, credit manager of the company.

Hervey G. Anderson, manager of sales promotion for this house, believes that with the coming of milder weather and better roads sales are going to be given a still greater impetus. "We had a letter, just last week, from one of our dealers in the Illinois territory, and in it he says, 'the roads are "impossible." This is bound to have a serious effect on our dealers serving the rural districts," said Mr. Anderson, "and as soon as this condition is removed there

will be another appreciable increase in sales. Just at present this class of prospective buyer is unable to visit the dealer, and more important, the dealer is unable to call on him. We know that the dealer who is going out after business is getting it and we also know that the dealer who is not doing this is the dealer who is lagging. Now right there lies the secret of whether the Spring and Summer business is going over as it should. We find that, as far as our dealers are concerned at least, from 60 to 90 per cent of sales are made after six o'clock in the evening. Another thing that is helping to boost our dealers' sales are our 'Flash' postals. These are mailed at regular intervals, showing the latest Edison 'Flash,' or release, and showing in addition a number of the latest Edison selections, adding, of course, the suggestion that the customer lose no time in hearing them. When the customer comes into the store the dealer is not confined to any particular list of releases in making his recommendations, but can choose from a very large list, truthfully recommending the selections as late ones. In this way nearly all his numbers are live ones, and if he does happen to have a slow-moving number he is soon able to clear it from his stock."

Sonora Shortage Hampers Sales

The demand for Sonora instruments still exceeds the supply, Edward L. Mayer, manager of the Sonora department of the Kiefer-Stewart Drug Co., says. The greatest problem of this firm is the securing of instruments from the factory. This adverse condition will no doubt be removed soon, Mr. Mayer believes.

Starr Demand Exceeds Supply

Another house that is handicapped by the shortage of instruments is the Starr Piano Co. Sales of Starr machines are not being pushed extensively, due to the inability of the Starr factory to fill all orders, T. H. Bracken, manager, says. The demand for Gennett records has been very good, according to reports of dealers handling these records in this territory.

Doing Large Brunswick Trade

C. P. Herdman, in charge of Brunswick sales for the Baldwin Piano Co., in checking up sales made during the few months just past, which include the holiday months, finds that sales were made almost wholly to customers living in the so-called better residential districts. This was due to no particular effort on the part of the Baldwin Co., Mr. Herdman says, but rather to the fact that they did not offer any unusually low terms, in accordance with the sales policy of the house. As a result their collections on instalment business have been very good and their business stabilized. Sales of records have been very good, Mr. Herdman says, the Brunswick plan of releases having aided them materially in this connection. Columbia sales have been holding up well so far as the Baldwin Co. is concerned.

Columbia Artist Boosts Record Sales

Columbia records, at least so far as Ted Lewis numbers are concerned, were given a

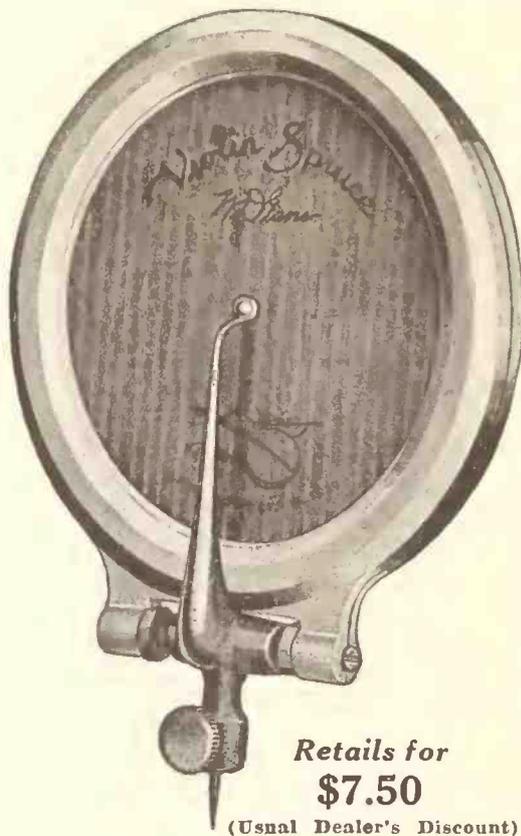
SELF-SELLING to MUSIC LOVERS

The Violin Spruce Reproducer creates business wherever demonstrated. Dealers who sell it know that it is here to stay. No other reproducer equals the Violin Spruce Reproducer for purity and sweetness of tone, and for the elimination of metallie harshness. Everyone recognizes its superiority on first hearing. All phonographs are improved by its use—all records sound better.

Our new Edison Violin Spruce Reproducer brings out the full possibilities of lateral cut records on Edison instruments. A great field is open here.

You can't afford to overlook the wonderful possibilities presented by the Violin Spruce Reproducer. A trial will convince and delight you. Here's a real business opportunity.

Write Today For Full Information



Retails for
\$7.50

(Usual Dealer's Discount)

THE DIAPHRAGM COMPANY
5005 Euclid Avenue, CLEVELAND, OHIO



Violin Spruce Diaphragm

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

decided boost by the recent appearance of Mr. Lewis and his band, in the Greenwich Village Follies. W. G. Wilson, of Widener's Grafonola Shops, reports that the Widener store has had an unusual run on "Runnin' Wild" and "St. Louis Blues" as a result of this appearance. Al Jolson's "Who Cares?" has also been a very good seller with this store. Sales of Vocalion Red records have been up to standard. Fred Binger, of the Granby Phonograph Corp., recently visited Mr. Wilson and claims a good share of business for his house.

Sells Hundred Machines in Month

The sale of more than one hundred machines during the week ending February 24 is the record of the Pettis Dry Goods Co., Victor dealer, which was able to secure a number of Pathé machines which it could offer at a very attractive price. The business done in this week was not confined to these machines, however, the main object in their being offered at these prices having been to attract customers into the salesrooms. The machines sold included Victors in quite a large proportion, no special inducements being offered in that connection, of course. The methods and ideas of Ira Williams, manager of the Victor department, have placed his department above all others in this, one of the larger department stores of Indianapolis. As an example Mr. Williams, in going over his stock, was attracted by the melody of "La Golondrina," a foreign recording by Max Dolin's Orchestra (Victor

73171). He immediately placed another large order for this number and started to feature it in his publicity, which was confined to windows, newspaper advertising and cards placed in advantageous locations throughout other departments. A machine was placed on the main floor, near the entrance to the store, in charge of Mr. Williams' thirteen and three-year-old curly-haired daughters, the older explaining the record as it was being played and the younger assisting her by winding the machine, changing needles, etc. The plan was so successful that on this day the sales of this record amounted to \$183.75, with sales of as high as twenty-five per day being made for several days after, sales of machines and other records also benefiting.

Planning Music Memory Contest

Music Memory Contest dates are being set for the various counties in Indiana, winners of these county contests later competing in district contests, and winners in the district contests competing in the State contest, to be held in Indianapolis on March 24.

Collins T. M. Co. Moves

The Collins Talking Machine Co. has moved from 229 North Pennsylvania street to new salesrooms in the Dennison Hotel Building. The new rooms, facing on Ohio street, have been redecorated and furnish a very attractive home for the Collins Co. Fairly brisk sales of machines and records are reported.

Record Brunswick Business

The Brunswick Shop at 124 North Pennsylvania street gained very high praise in local newspapers for the volume of business done during the past year.

"Our volume of Brunswick business during the year made a nice, consistent growth, and during the month of December the receipts lacked but a few cents of being 100 per cent over the same month of 1921," declared W. J. Baker, manager. "The almost universal demand for better instruments is one of the things that have been responsible for sales.

WALLACE INSTITUTE BRINGS SUIT

Files Action Against Robt. B. Wheelan, Trading as "Pat" Wheelan, for Alleged Infringement of Its Patent on Exercise Records

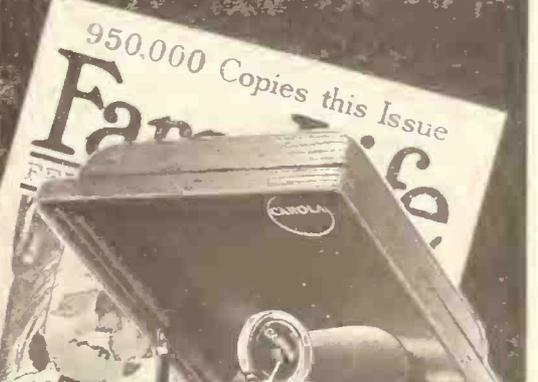
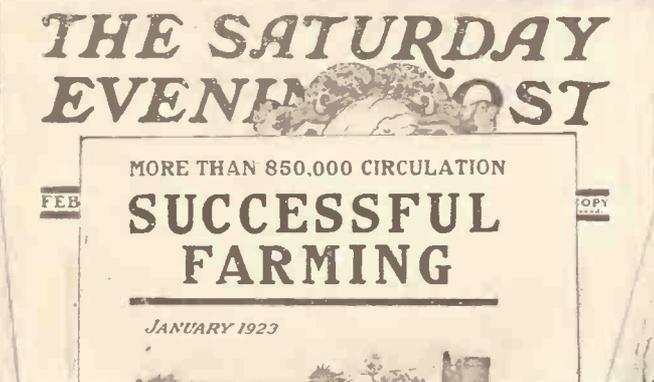
A bill of complaint was filed recently in the District Court of the United States, Southern District of New York, by the Wallace Institute, manufacturer of the Wallace Reducing Records, of Chicago, against Robert B. Wheelan, personally, trading as "Pat" Wheelan, New York City. It is stated that this suit is brought under the patent laws of the United States for alleged infringement of the patent No. 1,435,660, granted November 14, 1922, to Wallace M. Rogerson, president of the Wallace Institute, to which the rights were assigned. This patent covers an appliance for physical education and culture, designed to utilize a talking machine record as a means for imparting audible instruction to the user, correlated with a chart illustrating the individual movements of the exercises.

Robert B. Wheelan, who is also president of Health Builders, Inc., New York City, manufacturer of Walter Camp's "Daily Dozen" set to music on Health Builder sets, and also the Health Builder "Weight Reducing" course, states that this action does not apply to either of the above-named courses, but solely to himself, Robert B. Wheelan, trading as "Pat" Wheelan. The "Pat" Wheelan course of "Weight Reducing" is entirely a mail-order proposition, consisting of a set of seven-inch records at \$3.85, and has never been sold through the dealer.

ENLARGE CHENEY TERRITORY

The Cheney Sales Corp., of Philadelphia and New York City, through the inclusion of all of New England, has added greatly to its territory, which now stretches from Maine to Washington, D. C., and as far west as Harrisburg, Pa.

9,061,230 WILL READ



The New
CAROLA
The Nightingale of Phonographs
NATIONAL ADVERTISING STARTS in MARCH

Order your samples now and prepare for this big demand

Four great national magazines will carry compelling Carola sales messages to millions of subscribers who will be sold again and again on the merits of this wonderful phonograph. They will be asking for Carola demonstrations from thousands of dealers all over the country.

SPECIFICATIONS
The Motor—Exclusive Carola product—Heavy cast frame—no spur gears—self-lubricating—noiseless action—easy adjustment—standard 14-foot spring—plays full 12-inch record one winding—used on all new Carola models.
Reproducer and tone arm—full-sized exclusive Carola construction—guaranteed to equal those found on machines costing many times price.
Amplifier—Special Carola design giving great volume—may be regulated and played when closed.

SPECIFICATIONS
Size and Weight—Cabinet models, 11x13x31 with top open—weighs about 17 pounds. Portable model, 11x13x9—weighs about 15 pounds.
Finishes—Cabinet models in acoustic metal finished in Mahogany or Old Ivory, nickel trimmings—and Polychrome, gold fittings. Portable finished in jet black with nickel trim.
Special—Ample record storage space in all models. Packing—Cabinets in single cases. Portables—four to a case.

ALL PARTS STANDARDIZED AND INTERCHANGEABLE.

Demonstrating Machine shipped on request. Send for it today.

THE CAROLA COMPANY 310 Lakeside Ave., N. W. CLEVELAND, OHIO



Retail prices, all models except Polychrome \$20
Polychrome \$25
10% more in Far West
LIBERAL DEALER DISCOUNTS

Three Novelty Fox Trots—

**VAMP
ME**

By
Byron Gay

DUMBELL

By
ZeZ Confrey
"You can't go wrong
With any FEIST song"

**ALL
MUDDLED
UP**

By
Percy Wenrich

DAWSON RESIGNS FROM CARDINAL

General Manager of Cardinal Sales Co. Resigns March 1—Achieved Considerable Success in Developing Business of This Concern

COLUMBUS, O., March 5.—F. F. Dawson, for some time past general manager of the Cardinal Sales Co., of this city, sent an announcement to the trade recently that he had resigned all connections with the Cardinal interests and would no longer be identified with Cardinal activities. In his announcement to the trade Mr. Dawson expressed his sincere appreciation of the co-operation that his company had received from the dealers, and stated that he would announce his plans for the future very shortly.

During his association with the Cardinal Sales Co. Mr. Dawson achieved a splendid record and at the present time Cardinal phonographs and records are being handled among well-known dealers throughout the country. Mr. Dawson is recognized as one of the "veterans" of the talking machine industry, having occupied important executive and sales posts with several of the leading manufacturing and distributing organizations.

APPOINTED GLOBE REPRESENTATIVE

Dewey D. Prater, of Millport, Ala., has been appointed Southern representative for the Globe Record Distributing Corp., New York, manufacturer of Globe records. Mr. Prater is working energetically in behalf of these rec-

ords and has already established numerous dealers throughout the South. In his new work Mr. Prater has the advantage of knowing the musical fraternity exceptionally well, as he is the author of several popular song hits, including "Harmony Blues," which has already been released on Globe records and Vocalstyle rolls.

W. H. CUMMINGS JOINS M. I. S. STAFF

Victor Wholesaler Appoints Traveler for New England—Well Known in Wholesale Field

C. R. Wagner, vice-president of the Musical Instrument Sales Co., New York, Victor wholesaler, announced recently the addition to the



W. H. Cummings

company's sales force of Wm. H. Cummings, who will travel through New England territory. Mr. Cummings thus resumes an old association with the M. I. S. Co., having been in its employ some six years ago, when he also traveled in this same territory. Mr. Cummings is well known in the talking machine and musical fields, having been previously identified with Thos. A. Edison, Inc., for whom he traveled from Coast to Coast, and subsequently being associated with the Aeolian Co., the Q R S Co. and the Rythmodik Music Roll Co. He is, therefore, thoroughly familiar with the dealers' problems, and will undoubtedly receive a cordial welcome from New England dealers when he visits them as an M. I. S. representative.

NEW CATALOG IN FOLDER FORM

The complete line of the Mutual Phono Parts Mfg. Corp., New York City, is attractively set forth in a new catalog in folder form just issued by the company. The catalog shows a wide range in styles and prices of tone arms and sound boxes for all purposes. Distribution of these folders is now being made.

EXPANDING BANNER DISTRIBUTION

Growing Popularity of This Line Indicated by International Demand

The Banner record division of the Plaza Music Co., New York, states that the sales of its product thus far this year have equaled the figures attained during the holiday period. No falling off in sales has been discerned since the Lenten period arrived and every indication, according to the sales department, would mark continued activity. Distribution of Banner records through retail establishments now covers all parts of the country and distributors in foreign countries are being added regularly. Display material on Banner records for dealers' use and literature of an effective type to be distributed to consumers are now a part of the service of the sales plans.

According to S. Kronberg, head of the sales division, the fact that the recording of Banner records is under the personal supervision of Arthur Bergh, one of the best-known musical directors and recording experts, has done much to give this product a high quality from a musical standpoint.

DEMAND FOR AUDAK GROWS STEADILY

Many Concerns Install This Record Demonstrating Device—Appointing Distributors

The Audak Co., 565 Fifth avenue, New York City, manufacturer of a product bearing the firm's name, which has as its object aid in selling talking machine records, has placed equipment in a substantial number of retail establishments in Eastern territory. One large department store now has forty-two Audaks in use and contemplates adding considerably to this number in a record department to be opened up in a new building, which is to be ready for occupancy later in the year. In addition to the above several distributors have been appointed in both the East and Middle West and these are constantly being added to.

Maximilian Weil, head of the Audak Co., states that, while new jobbers are being selected with great care, all territory will be covered in a short time and a service of the highest order will be instituted.



**MAKE
Your Sidewalk
Your Salesman**

The Slidograf Jr. stops the crowds and brings them in to buy.

Flashes your ad in color on the sidewalk, where every passer-by must see it. Most manufacturers of goods you sell furnish slides free.

Write for special price offer, including machine and ad slides for your particular business.

Standard Slide Corporation

209-213 West 48th Street

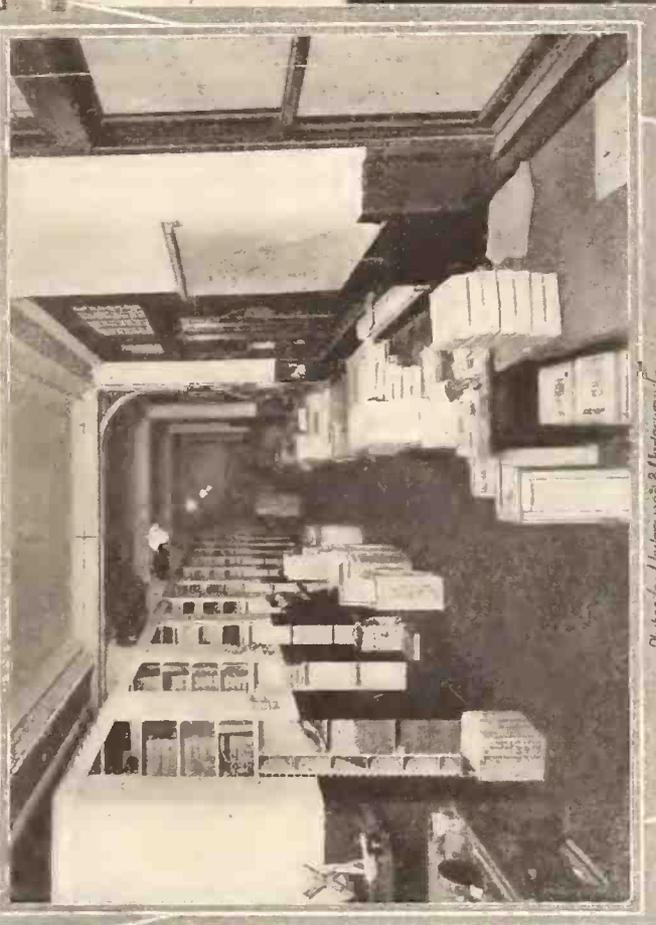
New York City

**Victor
Wholesalers**



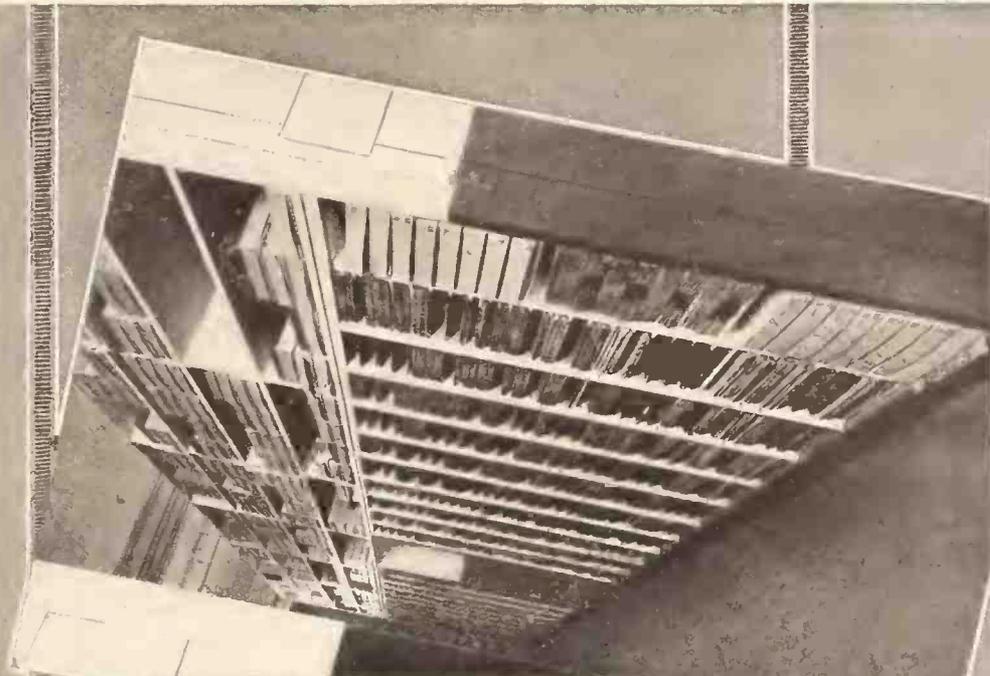
**The House
of
Mellor
in
Pittsburgh
since
1831**

Completeness in both Equipment and Stock
 Enables Us to give Unusual Service
 to Blackman Victor Dealers!

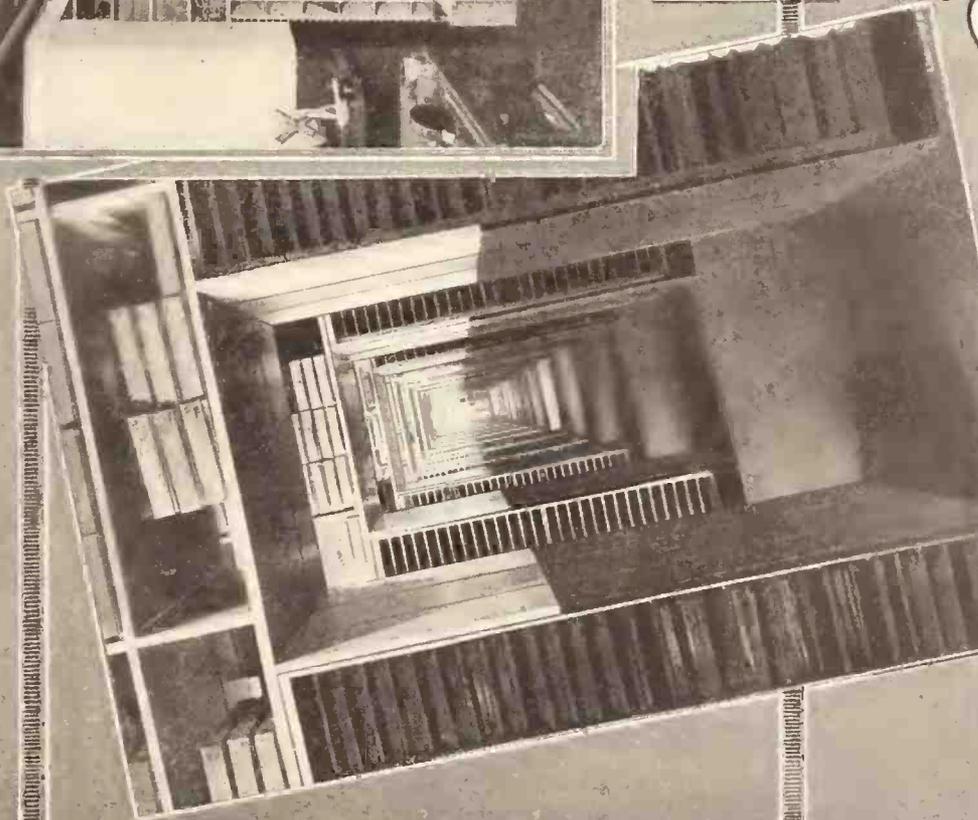


-Photos by Underwood & Underwood-

SECTION OF DAYLIGHT RECORD DEPARTMENT
 Where all orders are double checked before being packed and rechecked. Pleasant, healthful working conditions are important factors in maintaining an efficient working staff.



COMPLETE RECORD RACK UNIT. Side and center aisles are four feet wide. Racks are eleven feet high. Stock not exceeding 200 of a number is within easy reach. Additional stock is carried in original cases.



RECORD RACKS - looking down center aisle. The racks cover a floor area of over 2,000 sq. ft. and have a capacity of about 750,000 records irrespective of stock carried in original factory cases, each of which contains 200 records.

Blackman
 TALKING MACHINE CO.
 28-30 WEST 23RD STREET NEW YORK
 VICTOR DISTRIBUTORS-WHOLESALE ONLY

Van Veen Equipment for Phonograph and Musical Merchandise Dealers Is a Permanent Investment

The truth of this is thoroughly known to those dealers who have had occasion to enlarge, remodel or remove their establishments. Van Veen products are built to be efficient as long as the dealer

stays in business. Their moderate cost will please you.

Your inquiry for catalogues and prices will receive immediate attention. All material held in stock ready for shipment.

VAN VEEN & COMPANY, Inc.

413 East 109th Street

'Phone Harlem 7758

NEW YORK CITY

M I L W A U K E E

General Trade Active—Records Have the Call—Columbia With Gram—Other Important Connections—Victor Dealer Honored

MILWAUKEE, Wis., March 10.—One of the distinct features of business in music stores during the past month has been the excellent demand for talking machine records. These departments have been the most active of all, and sales, both with respect to dollars and cents and number of items, continue gratifyingly large. Instruments are moving well, considering that at this season of the year business usually is slow, as a reaction from the briskness of the holiday period. The theatrical and musical season this Winter has brought to this city stars and artists whose productions and activities have been perhaps more beneficial to talking machine record selling than in any past season. The effect has been exceptionally widespread as well, and all lines of makes have had the advantage of a very definite stimulus.

The most severe cold wave in several years, which prevailed here during the last two weeks in February, did not curtail business of talking machine merchants nearly so much as that of department and other retail shops. While

families were kept indoors, and temperatures were so extreme as to keep children from school, father went to work as usual and as required, and thousands of instances are on record that instead of buying a box of candy or something else of a perishable nature to take home to the isolated family he brought home one or more talking machine records. The large number of talking machines placed in local homes in the recent holiday gift-giving season likewise created a distinctly broader market for records, which has become apparent in the past few weeks, which were long enough removed from the time of the installation of the instrument and the original library of records to make replenishment desirable. While there has been no serious shortage of record stocks, the inability of obtaining specific catalog numbers is felt by all dealers.

Jobbers and Manufacturers Busy

The manufacturing trade in Milwaukee has been experiencing a fairly active and satisfactory trade with jobbers and merchants, who have been filling out their stocks. Buying has been conservative, but probably less so than a year and two years ago. The jobbing trade reports an active month, with records moving relatively better than the instruments, for the reasons already given.

"One of our greatest problems at this time is to get stocks of records," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber, in discussing conditions with The Talking Machine World representative. "We are doing a very fine business in instruments and the new console styles are becoming very popular, judging by the orders we are getting from all parts of the territory. At the same time the regular Victor 'upright' models are still going as big as ever, and since we are not able to procure all the console numbers we need to fill orders this makes a very gratifying situation. The future looks promising and we have anticipated an active Easter trade."

Edmund Gram Adds Columbia

The third annual visit to Milwaukee of Ted Lewis and his famous jazzers with the Greenwich "Follies" exerted a strong effect upon Columbia business during the third week of February. This brought into prominence as well

the Edmund Gram Music House, which has recently been made the downtown headquarters of the Columbia here. The Gram house is one of the oldest and largest, as well as highest-class, music stores in Wisconsin, and the placing of the line in this direction has been a trump card for the Columbia Co.

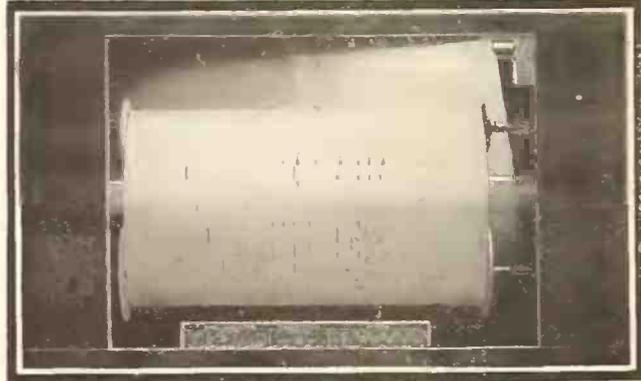
It was in appreciation of this fact that the only appearance of Ted Lewis and His Orchestra



Should be on Every



Phonograph and Player Piano



Beautifully finished in Nickel or Gold

It applies perfectly to every phonograph and player piano, no instrument is complete without it.

For phonographs this light makes cumbersome operations easy and simple in darkest corners where phonographs are usually placed. It prevents scratching of records and makes setting of automatic stop positive and simple.

For player pianos it is indispensable, gives an abundance of illumination for singing or inserting music rolls.

Easily and quickly attached, comes complete ready for use, no electricity or wiring necessary.

RECORD FLASHERS last indefinitely and are fully guaranteed. Batteries last from 6 to 12 months in service. Renewals can be had at 75 cents.

Prices { Nickel Plated with Battery - - \$3.00
Gold " " " - - 3.75

Special Discounts to Dealers and Manufacturers
Write for descriptive circular

Standard Accessory Corporation

Sole Manufacturers and Patentees
1015 Third St. Milwaukee, Wis.

ITALIAN Popular Music



AND



MONTHLY RELEASES

Distributed by

ITALIAN BOOK CO.

145 Mulberry St. New York, N. Y.

on his annual visit was this year staged at Gram's. The spacious main floor of the Milwaukee street store was crowded to its absolute limit when these artists played for two hours.

Victor Dealer Made Postmaster

The installation of one of the most prominent Victor dealers on the South Side of Milwaukee as postmaster of the city took place Monday, March 5. He is Col. Peter F. Piasecki, who for many years has retailed the Victor. Col. Piasecki served over twenty years as a private and officer in the Wisconsin National Guard, and went overseas with the famous Thirty-second or Red Arrow Division. During this time the store was conducted by Mrs. Piasecki, who made an enviable record which she expects to sustain as active head of this institution during the time her husband functions as the head of the Milwaukee post office.

Brunswick in Good Demand

Brunswick continues to be one of the most conspicuous successes in the Milwaukee and Wisconsin talking machine trade. Thomas I. Kidd, manager of the local branch of the Brunswick-Balke-Collender Co., is devoting more and more attention to the talking machine department, which is gradually becoming one of the most important parts of the business in comparison with the volume of the numerous other departments handled by the branch. The record division is having an exceptionally busy month, and the popular numbers in the Brunswick catalog are moving so briskly that it is extremely difficult to keep stocks filled in.

Change Name to Milwaukee Cabinet Co.

The Zefira Phonograph Co., of this city, has decided to extend the scope of its operations and in addition to manufacturing talking machines will hereafter build a general line of cabinets. Consequently a change has been made in its corporate title, which now is Milwaukee Cabinet Co. Thomas Dembinski is president and Stephen Roman is secretary.

Uhen Music Co. Chartered

A new talking machine, piano and general music house at Kenosha, Wis., has become a corporation. This is the Uhen Music Co., which has been granted a charter to deal in musical instruments and merchandise of all descriptions. The capital stock consists of \$12,000, and the principals are Henry W. and Madeline Uhen and Nicholas J. Lichter.

Kesselman-O'Driscoll Co. Gets Brunswick

Of much interest to the trade and the public was the announcement made in February that the Kesselman-O'Driscoll Co. has been awarded a Brunswick franchise. For many years this house has specialized in the Edison and Victor; in fact, the business was built up from an exclusively talking machine house into one of the largest and most complete music stores in the United States within the past seven years. At one time the concern operated not only its own Victor and Edison store, but six other wholesale and retail talking machine stores and departments. The addition of the Brunswick makes even more certain the eminence of this company in the music field and emphasizes its slogan, "The Music Center of Wisconsin."

Fred E. Yahr Back From New York

Fred E. Yahr, president and general manager of the Yahr & Lange Drug Co., one of the principal Sonora distributors of the country, is back from a trip to New York and reports that he has fortified himself against a shortage of stocks which at the wind-up of the 1922 holiday season created a rather serious situation. The Sonora line has been one of the outstanding successes of the last few years in the Wisconsin territory.

Branta-Rechliez Co. Moves

The Branta-Rechliez Furniture Co. has recently moved into its new and modern store building at 581-585 Lincoln avenue, where special provision has been made for the music department, in which the Columbia line is featured. The department is under the management of Walter J. Prgybylski, who has had a wide experience in merchandising talking machines, pianos and the various other items of musical merchandise.

OPENS NEW MODERNOLA AGENCIES

A. Ohlson, General Manager of Modernola Co., Closes Important Deals on Flying Trip

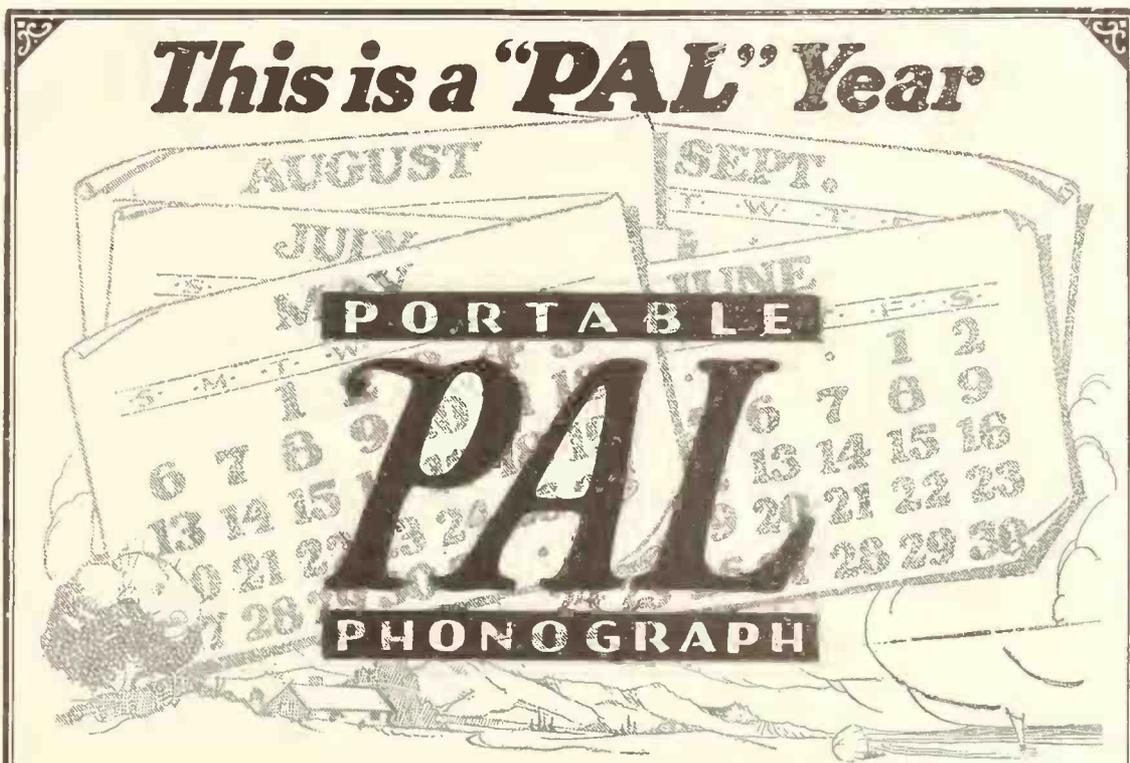
JOHNSTOWN, PA., March 8.—A. Ohlson, general manager of the Modernola Co., of this city, almost accomplished the impossible feat of being in two places at one time, for in a three weeks' trip he covered over 6,000 miles, making many stops en route. This, of course, necessitated spending a large part of his evenings in the narrow confines of Pullman berths. The effort was worth while in every way, however, for the sales outlet for the Modernola phonograph and the Modernolette portable was greatly increased through the addition of numerous dealers and distributing houses situated at strategic points.

Among the new distributors for either the Modernola, the Modernolette, or both, are the General Radio Corp., of Philadelphia, Pa.; Stew-

art Sales Co., of Indianapolis, Ind.; Whittel Music Co., Dallas, Tex., and William Volger & Son, Kansas City, Mo., who also have branches situated in a number of large cities. Mr. Ohlson reports that both the Modernola and Modernolette continue in high popularity. The latter instrument is being packed six to a crate. Many dealers are taking advantage of this safe method of shipment and are ordering this portable in units of six. Mr. Ohlson reports that the year has opened particularly well, as in the first six weeks of 1923 50 per cent of last year's output was sold.

PRICES OF RADIOLAS REDUCED

The sales department of the Radio Corp. of America, New York, manufacturer of Radiolas, announced this week a reduction in the prices of the Radiola R. C. and Radiola 5, which are now listed at \$142.50 as compared with the former price of \$207.50.



This year let "PAL" insure your portable profits!

THIS year let "PAL" insure your portable profits. "PAL," a good to look at, ear-pleasing, long life portable is the ideal phonograph for your customers, and the most practical business proposition for you.

"PAL'S" great national reputation as an item of unusual value has developed for it a selling force that produces

for dealers surely—quickly—right thru the year!

Above all, you know, when you sell a "PAL," you are giving your customers the best value their money can buy—with substantial profits to you!

Write us today!

"PAL"—in Mahogany, Walnut, or Fabrikoid

List \$35 - - Net \$21

F. O. B. New York

PLAZA MUSIC CO.

18 West 20th St., New York

"Every time you sell a 'PAL' you make a friend."



DETROIT

Trade Gains Sixty Per Cent in Year—Exhibitors at Builders' Show—Happenings of Interest

DETROIT, MICH., March 9.—Retail business was very good during the month of February—at least 60 per cent better than a year ago for the same month, according to the reports of local dealers. Of course, last year Detroit was still suffering from the depression and the motor factories had not yet opened up. Whereas this year all of them have practically been running to capacity. Wholesale business, it naturally follows, has been good during February and the outlook is splendid for the Spring. The congestion and the embargoes have raised havoc with wholesalers, as they have not been able to get goods in fast enough.

Record business is exceedingly good. It seems that everything is selling, with preference leaning toward the dance records. Dealers who handle Victor, Brunswick, Columbia, Edison, Vocalion and Okeh records say February demand has been much better than that of January. On some numbers there has been a big shortage.

The Brunswick Shop had an exhibit at the Builders' Show held the last week in February at the General Motors Building. As the show was very largely attended the Brunswick booth proved a very popular place. A full line of uprights and consoles was exhibited and the very latest in Brunswick records was played. We might say here that the new policy of the Brunswick Co. to announce new records as soon as they are ready, instead of the former method of waiting for the regular release, is proving a big advantage.

The Arnold Johnson Orchestra, which makes records for the Brunswick and which has been playing for some weeks at the Oriole Terrace, left February 26 for New York to make some new records and then went to Chicago for a three weeks' engagement at the Balaban & Katz theatres, which include the Chicago, Tivoli and Riviera.

Weil & Co., one of Detroit's largest installment furniture houses downtown, are discontinuing a line handled for many years and are replacing it with the Brunswick line of phonographs and records. This gives the Brunswick three downtown dealers—the Brunswick Shop, J. L. Hudson Music Store and Weil & Co., all aggressive merchandisers.

The Janney-Bowman Co., high-grade piano dealer, also handling phonographs, has moved from the Book to the New Park Building, at West Adams and Park avenue. They have a much larger and a much nicer store and the location is also considerably better for retail trade.

Charles H. Grinnell, manager of the Victor

C. L. MARSHALL COMPANY Wholesale Distributors

Announcing the expansion of our activities with increased capacity and opportunities to serve the Phonograph Trade in Michigan and Ohio, by the acquisition of the distributing rights of two additional lines of quality and value—

The
Poolley
PHONOGRAPH

AND

Outing

PORTABLE PHONOGRAPH

OFFICES:

DETROIT: 514 Griswold Street

CLEVELAND: 328 Superior West

Warehouse stock: DETROIT and CLEVELAND

Write us for information

wholesale department of Grinnell Bros., left March 1 for St. Petersburg, Fla., and other points South and expects to be gone for about three weeks. Before leaving he reported splendid business for January and February.

Talking machine subjects of every description were discussed when the store managers of Grinnell Bros. recently held their annual convention in Detroit.

Oscar Willard Ray, general manager of the Vocalion division of the Aeolian Co., was a recent Detroit visitor. While here he conferred with S. E. Lind, manager of the Lind & Marks Co., Vocalion distributor for Michigan and parts of Ohio. Mr. Ray was well pleased with the way orders were coming in from this territory during January and February and stated that all over the country the Vocalion Red record is increasing in popularity.

The Lind & Marks Co. recently increased its capitalization from \$100,000 to \$250,000.

J. H. Heinsman, formerly sales manager of the Sonora department of the C. L. Marshall Co., in this city, is now associated with the Hoover Suction Sweeper Co., Canton, O., with headquarters at the distributing branch in Detroit. B. L. Marshall, who was formerly Kentucky representative for the Sonora activities of the C. L. Marshall Co., is now in charge of Tennessee territory for the Brunswick-Balke-Collender Co. in Cincinnati. His wide experience is a valuable asset in his new connection.

NEW JUVENILE REGAL RECORD

Regal Record Co. Announces Seven-inch Records With Special Loose-leaf Album for Children—Very Attractively Prepared

The Regal Record Co., 20 West Twentieth street, New York City, manufacturer of the popular Regal record, announces a seven-inch juvenile record which is to be marketed under the trade name "Little Tots' Nursery Tunes," sold in albums, which is to contain songs, games, stories and other material pleasing to children. Among the features of these children's selections are the size, seven inches, and the fact that they come in albums containing three double-faced records with illustrated colored cards carrying out the theme of the selection. The albums are loose-leaf in design and future records sold in separate pockets with additional supplementary cards can be inserted.

NEW YORK GRANBY SALES GROW

O. P. Graffen, New York sales manager of the Granby Mfg. Corp., reports that business in this important territory thus far this year has been exceptional. In actual comparison Mr. Graffen pointed out that February sales totaled as much as the previous months of December and January combined and were ten times as large as the month of February, 1922.



New Model "E"

The General Phonograph Mfg. Co. Model "E" TABLE PHONOGRAPH

The Greatest Value on the Market

IMMEDIATE DELIVERIES IN ANY QUANTITY

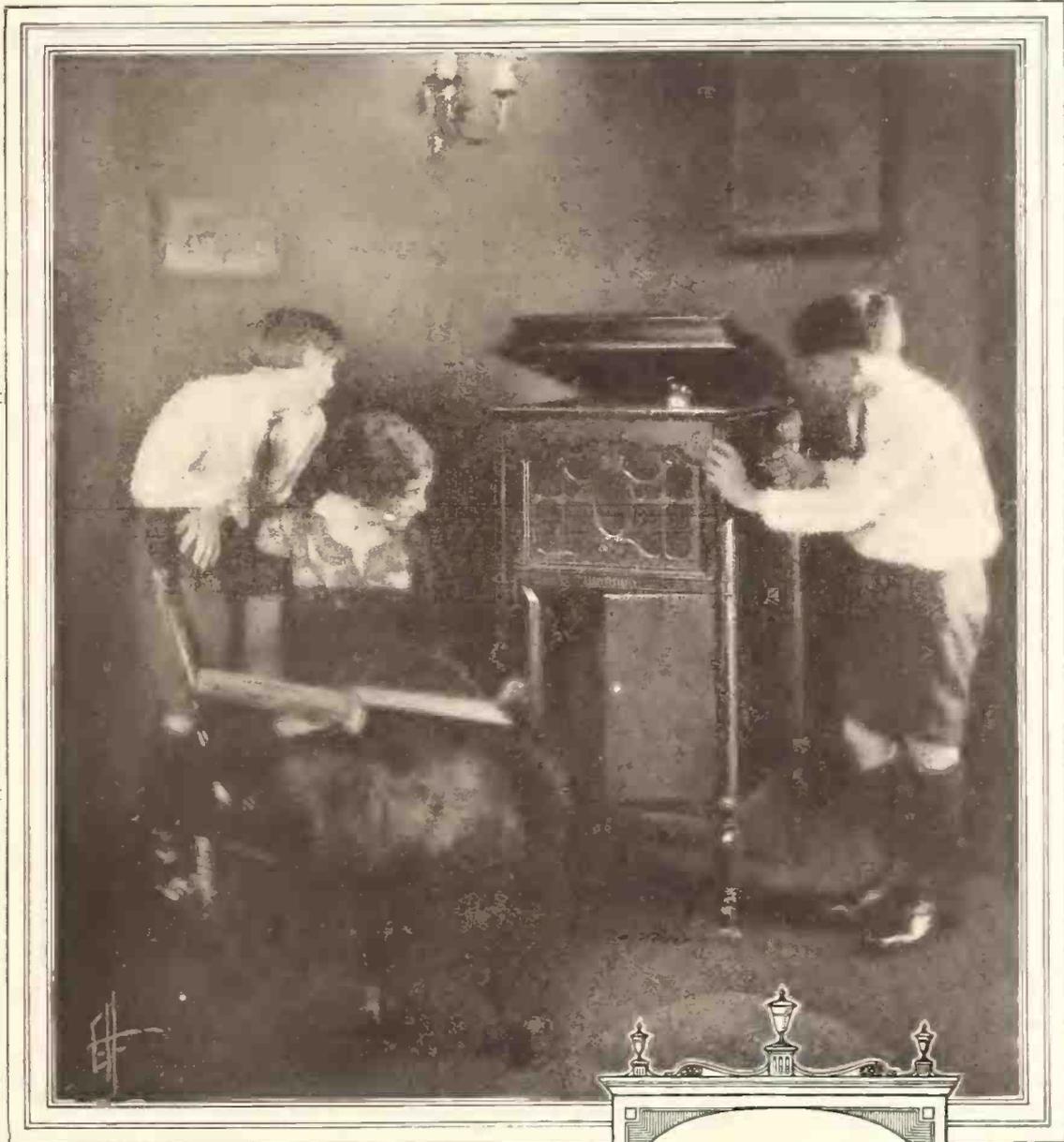
Plays All Makes of Records

Superior Tone Quality

Write for our Proposition

The General Phonograph Mfg. Co.

ELYRIA, OHIO



**SHERATON
MODEL 8**

The Widdicomb Sheraton model illustrated is finished in Red or Antique Mahogany, or Walnut, and is equipped with albums for records, automatic stop and patented tone control. Widdicomb Phonographs play all records. Prices range from \$90 to \$260.

Widdicomb phonographs reproduce recorded music—whether vocal or instrumental—with a surpassing faithfulness which is a revelation to music lovers. The artistic period designs of the Widdicomb are modern interpretations of the best work of the old masters of the art of wood fashioning. Naturally the merchant with the Widdicomb franchise gains and holds the esteem and patronage of the best class of buyers. Write today for complete catalog and full particulars regarding the Widdicomb franchise. Learn for yourself the unusual advantage it offers you.

THE WIDDICOMB FURNITURE COMPANY

Grand Rapids, Michigan

Fine Furniture Designers Since 1865

NEW YORK: 105 W. 40th Street

CHICAGO: 327 S. La Salle Street

Widdicomb
PHONOGRAPH
The Aristocrat of Phonographs

BROOKLYN MERCHANTS DEVELOPING BUSINESS

Sales for the Past Month Show Steady Progress—Every Means Employed to Interest Public—Jobbers and Dealers are Working Hand in Hand to Make 1923 One of the Greatest Years in the Talking Machine Trade in Brooklyn and Vicinity—The News in Detail

The talking machine business generally, during the month of February, in Brooklyn territory has been of a very satisfactory nature. Talking machine dealers have made the most of every opportunity offered, with the result that sales have compared favorably with those of last year for the same period. It seems as if dealers laid much greater stress on the appearance of their show windows since the first of January than for a long time, as every retail window presents a very attractive appearance. February had two national holidays which gave the dealers an opportunity to add variety to their windows by featuring Lincoln's and Washington's birthdays, which came in this month.

Perhaps the most impressive feature of the business done in February has been the large increase in the sale of records, which dealers have featured throughout the month, or, as a matter of fact, since the first of January. There is no doubt but that the large number of new owners of machines has affected this increase materially. Therefore, dealers have taken advantage of the fact that these new owners are not supplied with a large number of records, and have made a strong effort to interest them in increasing their record libraries. The fact that the weather has been very cold has tended to keep people indoors and, consequently, to seek entertainment at home as much as possible. The talking machine has filled this need admirably and, as a result, the interest in both machines and records has increased accordingly.

Many Orders for Bruns & Sons' Products

A. Bruns & Sons, manufacturers of covers for the talking machine trade, are now busily engaged in the manufacture of especially designed awnings for talking machine dealers. Last year the company inaugurated this new feature of its business and this year many dealers throughout Brooklyn who were attracted by the appearance of this especially designed awning have ordered new ones. This special awning, on which are painted or embroidered special designs to fit the talking ma-

VICTROLAS

Victor Portable

April is the beginning of the outdoor season and the most active period for Victor portables.

The wide interest in outdoor life; increased use of the automobile, etc., give indications that the demand for portables—Victor portables—will not wane.

Plans for sharing in these growing sales should be made now.

VICTOR RECORDS

G.T. WILLIAMS CO. Inc.

272 Flatbush Avenue Extension Brooklyn, N. Y.

chine dealer's store, is constructed to fit any store front. In the case of Victor dealers the well-known Victor dog is a feature, while the Sonora carries the famous Sonora bell, and so on to correspond with the machines the dealer handles. This constitutes splendid publicity for the store. The officials of the company report that business is exceedingly good and that their moving covers are being distributed now in every section of the country.

Harmony Music Shop Changes Ownership

The Harmony Music Shop, 319 Ninth street, which was formerly owned by Michaels Bros., furniture dealers, who also conduct a large business at 71 Smith street, has been taken over by Messrs. Rubinstein & Walkoff. The new proprietors have taken over the entire stock and assets of the store and have redecorated and repainted throughout. Both these men are well known in the talking machine retail trade of Brooklyn and, no doubt, will

carry on the business, as heretofore, in a high-class and successful manner.

Marcy Riesenburger a Benedict

Marcy Riesenburger, progressive dealer of Bayside, L. I., is receiving the congratulations of his friends on his marriage to Mrs. Flora Hirschfeld, which took place last month. Mr. Riesenburger is well known in the talking machine trade and many friends from the trade were present at the wedding, including J. J. Davin, of Ormes, Inc., Victor wholesaler of New York City.

Busy Supplying Victor Demand

The American Talking Machine Co., Victor wholesaler of Brooklyn and Long Island, reports that the demand for Victrolas has been a very healthy one and that it has been busy shipping machines out to every one of the dealers. Machines that were due in the early part of January, on account of congested traffic conditions, are just now arriving. Dealers who have been waiting for these models are anxious to get them, with the result that this live wholesaler has been kept very busy getting the machines into these dealers' hands at the earliest possible moment.

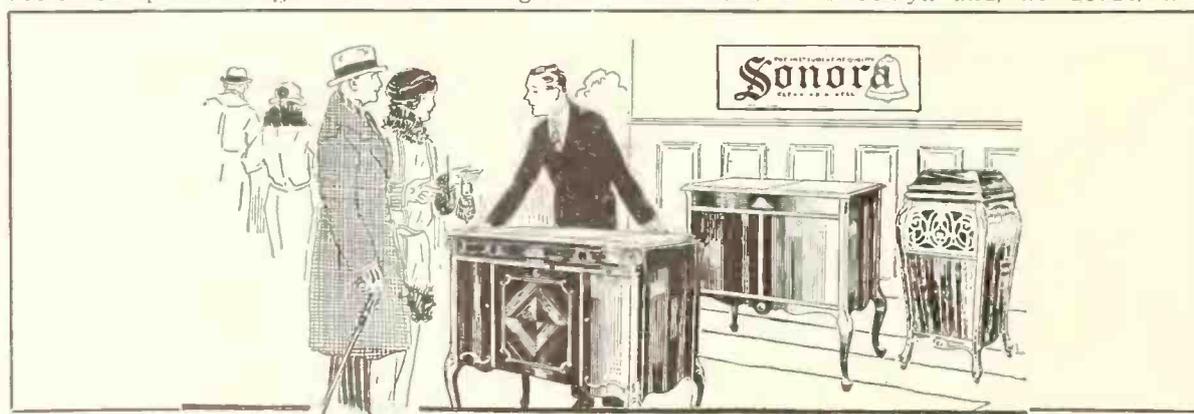
Rountree Orchestra Popular

Maine M. Rountree, popular representative of the American Talking Machine Co., who, in addition to his activities with this wholesaler, conducts and manages an orchestra of several pieces, is very enthusiastic over the reception given him and his orchestra by dealers for whom he has played. During the latter part of February Mr. Rountree gave a concert at the E. A. Schweiger store, at 1525 Broadway, which was attended by a large number of people. This concert was given by the Trio De Danse, an organization which is under the management of Mr. Rountree.

Busy Month for Sonora

The Long Island Phonograph Co., Sonora wholesaler for Brooklyn and Long Island, reports that its dealers have had a prosperous month and are all feeling optimistic, and, from all indications, this business will continue for some time to come. R. W. Keith, general manager of the company, is sparing no effort to impress on the dealers that they should improve every opportunity offered, and merchandising ideas and helps are being given the dealers by the company so that no opportunity for the procuring of sales will be neglected.

Mr. Keith, this month, has spent more than



THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

The Highest Class Talking Machine in the World

The line that sells at sight
Because it's always right.

Long Island Phonograph Co., Inc.

Sonora Distributors for Brooklyn and Long Island

150 Montague Street, Brooklyn, N. Y.

Telephone Main 4186

ten days at the Pittsburgh offices, where he went to hold a conference with the sales representatives of that office. J. J. Schratweiser, sales manager of the company, has been continually out among the dealers during the past month, helping them with inventories and assisting them in getting their stores in shape after this arduous task of inventory was over.

H. Gerwitz in New Store

H. Gerwitz has just moved into a new and modern retail shop from 125 to 139 Sutter avenue, having purchased the entire building, and is devoting the entire first floor and a large part of the second to a fine talking machine retail shop. He features the Sonora phonograph exclusively, and is considered one of the most progressive Sonora dealers in this section of New York. Cards were sent out announcing the formal opening of the store and a special program of music was held and souvenirs were distributed.

M. Golden Buys Crescent Shop

Another retail store which has changed hands this month in Brooklyn is the Crescent Music Shop at 7218 Third avenue, which was purchased by M. Golden. It was formerly known as the Kissel Music Shop. Mr. Golden intends to make several improvements that will aid him in the better handling of his large clientele. He will handle Sonora phonographs and Vocalion records.

Jacob Bros. Add Sonora

Among the new dealers recently established by the Long Island Phonograph Co., Sonora wholesaler, is the firm of Jacob Bros., 316 Fulton street, Jamaica, who introduced the Sonora phonograph to their large number of clients through a very attractive window display and the aid of newspaper advertisements.

Harry Bieling Promoted

Harry Bieling, genial sales representative of the Pease Piano Co., 34 Flatbush avenue, has been promoted to the managership of the phonograph department of this store. Mr. Bieling is an old, experienced talking machine salesman, and his promotion to the managership of the store is well merited.

Window Display Boosts Sales

The Ormonde Music Shop, conducted by the Herschenroder Bros., at 1314 Fulton street, popular Victor dealers, recently installed one of the most attractive window displays yet seen in Brooklyn. The window consisted of a display of records in which was featured the number, "Lost—A Wonderful Girl." The word "Lost" was printed on a large panel which

20th Anniversary

THIS IS THE 20TH YEAR THAT WE HAVE DISTRIBUTED VICTOR MERCHANDISE.

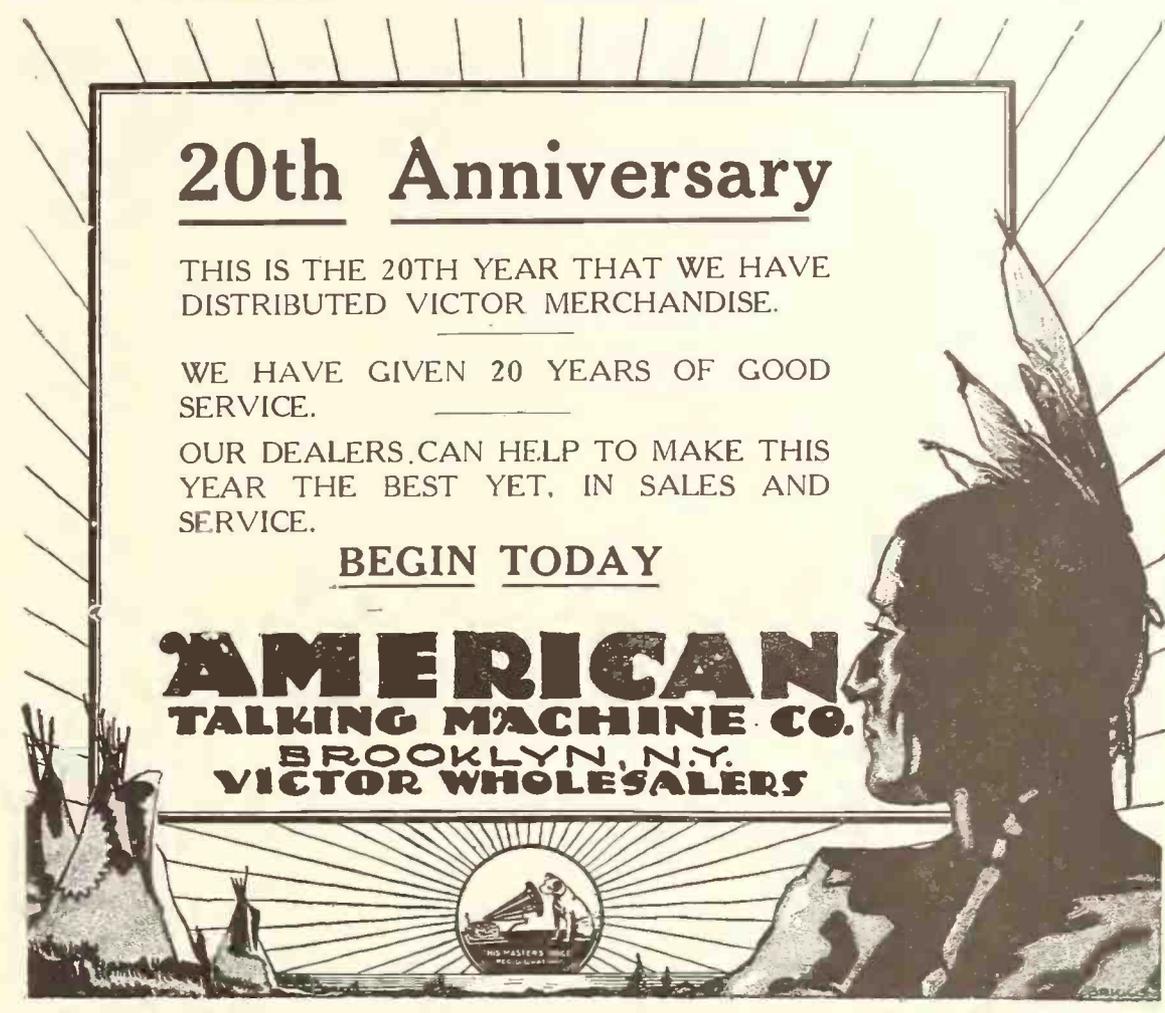
WE HAVE GIVEN 20 YEARS OF GOOD SERVICE.

OUR DEALERS CAN HELP TO MAKE THIS YEAR THE BEST YET, IN SALES AND SERVICE.

BEGIN TODAY

AMERICAN TALKING MACHINE CO.

BROOKLYN, N.Y.
VICTOR WHOLESALERS



extended the entire width of the window. At a distance nothing else but this large sign was visible, but on approaching the window the eye would catch a large sign, which was placed on the floor of the show window which contained the words "A Wonderful Girl." Records of this number were used as a background, presenting a novel and attractive appearance. As a result of this window the sale of this record was increased to a large degree.

Another Unique Display

Gibbins & Owens, Victor dealers, 10 Fourth avenue, made quite an impression with talking machine men and the public generally by a very attractive window display on the popular Victor number, entitled "The Dance of the Wooden Soldiers," from Chauve Souris. A large sign was placed in the window on which was worded "International Hit." A horn machine was placed in the center of the window and a large

number of wooden soldiers were so placed as to appear coming out of the horn and arranging themselves in true military fashion.

Stage Community Week

Krauker Bros., who conduct a piano and talking machine store at 1653 Pitkin avenue, were recently instrumental in putting over a most successful "Community Week," which was held in the Pitkin avenue section in Brooklyn. This store carried a very attractive window display during this period in which was shown a Hoppelwhite Traymore model Sonora, retailing at \$675 and which was sold the very first day that this event opened. A second was sold soon after.

New Sonora Accounts

New dealers recently established by the Long Island Phonograph Co., Sonora jobber, are the Model Music Shop, 778 Franklin avenue, operated by Herman Goldstein, and the Zion Music Shop, 179 Tompkins avenue, which was recently purchased by M. Tessler.

Adds Musical Instruments and Radio

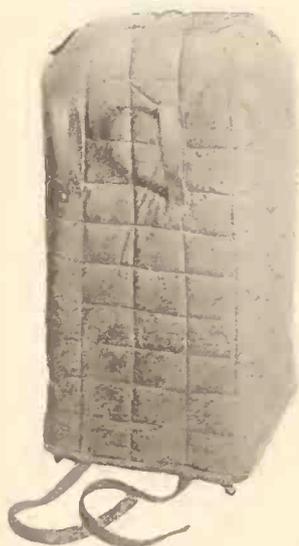
James R. De Nyse, who conducts the St. Marks Victor Studio at 647 Nostrand avenue, has recently established a new department in his well-known shop. A complete line of musical instruments is to be carried and a special department also has been set aside for radio.

Einer Stange, who was formerly with the Manor Music Co., is now connected with Sofus Kjeldsen, where he is to be a sales representative for this live Victor dealer.

BRUNS MADERITE

Phono Moving Covers

Cover, Straps Attached



For all models of Upright and Console Machines

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

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

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

A. BRUNS & SONS

Manufacturers of Canvas Goods

50 Ralph Avenue

BROOKLYN, N. Y.

A Business Builder

Maine M. Rountree

and
His Orchestra

STORE CONCERTS

Management of

William H. Applegate

308 7th Avenue
Brooklyn, N. Y.

Phones South 7727
Flatbush 2230

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE.—This is the twenty-fourth 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.]

THE DRIFT TO BETTER MUSIC

The more experience one has in selling records, and thus in dealing with the general mass of buyers of music for the talking machine, the more one is struck by the fact that the normal human being is a much more musically intelligent person than might superficially appear. It would, of course, be quite wrong to argue, even in one's most expansive moments, that the American people are a musical people. To say this is to say that which is not. There is not as yet, and perhaps never will be, a musical atmosphere around the ordinary American community. But for that matter there is not a musical atmosphere around the ordinary European community, not at least in the sense commonly held. What is true is that in Europe musical art is encouraged and fostered, so that in the places where its devotees gather there is governmental and social aid of every kind, intended to render as easy as possible for everyone the enjoyment of musical art, and to those who have talent, the needed technical training. A musical atmosphere is thus created in certain communities.

In this country there is a distinct lack of such an atmosphere. We have in some great centers of population, New York, Chicago, Boston, musical institutions of great power and influence; but they touch scarcely the fringe of the population and leave the masses entirely outside their orbits. A thousand causes can be alleged for the aloofness of musical art from the masses of the American people; but the fact remains that it is too early to say that this country is, in the right sense of the term, musical. It is too early, that is, to pretend that there is that authentic American influence in music which is the note of a musical nation.

What Popular Music Shows

But we need not feel ashamed or even discouraged. We are improving every day. Bit by bit the musical thought of the people is becoming more enlightened. The progress of popular music, so-called, really shows just this very thing. Thirty years ago popular music was far less interesting than it is today, but at the same time it was far more stupid. Today the post-war dance-mania has produced a variety of dance rhythms which are really most fascinating; and although the words of popular

songs are as stupid as ever, they are certainly less harmfully so than they used to be. The songs are gayer in their music and certainly no more inane in their texts. Meanwhile a new movement is making itself known, to the existence of which the talking machine has made large contributions, and which is really bound up with the development of the talking machine itself. There is growing up, in fact, a public interest in better music of every kind.

Rise of a New Spirit

Talking machine dealers who pay close attention to their record sales know perfectly well that every year they find a larger demand for records representing the best music. This is not a dream or a pious wish. It relates to a state of affairs which is becoming better and better understood daily by those who are in a position to observe. The manufacturers of records are awake to the situation and those who carefully watch their doings cannot avoid the conclusion that they recognize a drift toward better music and are determined to be ready to take care of it as quickly as it makes itself felt. In fact, it is making itself felt, and only a very blind business man can be indifferent to what is so plain and so significant.

Facts Supporting Claims

It is not necessary to go into history, but the recent monthly bulletins of all makers of talking machine records will repay the most careful study. One may in them perceive two most interesting lines of thought and action. On the other hand, the most forward-looking institutions are deliberately strengthening their catalogs in the direction of orchestra, ensemble and solo instrumental music. They know, of course, that they are already strong in the vocal department, but they also know that no deductions as to the musical powers of a nation can safely be drawn from the mere fact that it is comparatively easy to sell Galli-Curci or Caruso records. But when it is found advisable to strengthen and enrich the less obvious elements in the collection of good music—the orchestral numbers, the string quartets, the violin sonatas, etc.—when furthermore the utmost attention is being given to recording piano music in the finest manner possible—it is certain that preparations are going on before our eyes for taking care of a coming vast improvement in public taste.

On the other hand, those catalogs which hitherto have been frankly commercial are being strengthened by a persistent attempt to associate well-known artistic names with them and to build up a respectable collection of music performed by the owners of those names. The

methods adopted may not always be very far-sighted or well directed, but they are sincerely intended to fill what is recognized as an existing commercial want.

Responsibility of the Dealer

In this movement the dealer has a responsibility which cannot be dodged. Ultimately, the disposal of these records will be in his hands. He must sell them if they are to be sold. And if he is indifferent or apathetic, they will not be sold, and another opportunity to put the business on a thoroughly permanent foundation will have been lost.

For everyone who has ever thought twice about the matter knows that the profit and the prestige alike are to be found in the high-class records. To the manufacturer they are the best and cleanest goods he can produce. To the dealer they imply high-class trade, trade with those who have money to spend and know exactly what they want. To all concerned the promotion of better music means larger profits, steadier business, higher prestige in the community.

Relation of Art Music to High-class Machine

Every effort that legitimately can be made by every retailer, therefore, to study, to become interested in and enthusiastically sell the highest kind of records is an effort worth making; for itself and for its commercial results alike. The musical possibilities of the talking machine cannot be exhibited in any other way or by means of any other music. Let this thought always be kept in mind: ordinary dance orchestra music, no matter how well it be done, cannot possibly be expected to sound any better through the medium of record and talking machine than it sounds to those who hear it directly. Now we know that when heard directly it is interesting to the dancers but profoundly monotonous to those who don't want to dance. It is not intended to be refined or artistic, publicity enthusiasts to the contrary notwithstanding. So it might just as well be realized that with music of this kind the reproductive value of the talking machine is reduced to its minimum, and, save for the looks of the thing, there is nothing to be gained in buying an expensive one. A "portable," in all respects save loudness merely, is in such case as useful as the finest console talking machine made.

On the other hand, it takes the finest kind of machine to do justice to the finest kind of record. Here is something about the musical possibilities of the talking machine which every merchant in the music business ought to thoroughly realize.

THE SWANSON PORTABLE

COMPLETE, COMPACT

Note the clean-cut appearance of the Swanson Portable. And remember that although it looks—and sounds—like a most expensive phonograph, it is the most reasonably priced portable.

A beautiful and natural tone quality, plus lightness in weight (but 15¼ lbs., including record album) and sturdy, attractive construction gives the Swanson Portable an appeal that is universal. To fully appreciate its superiority it must be seen and heard.



AND DURABLE

Satisfied customers, whether of dealer, jobber or manufacturer, are the key-note of business success.

Dealers who are now selling Swanson Portables say that lasting satisfaction and the creation of many new prospective customers is the result of each sale.

We would like to explain to you the full details of the Swanson Portable.

Will you send us your name to-day?

Write us to-day for full particulars.

SWANSON PORTABLE PHONOGRAPH **DISTRIBUTORS**

738 So. Los Angeles Street
Los Angeles, California

DEALERS FURBISHING THEIR STORES

Orders From Dealers in All Parts of the Country Received by the Unit Construction Co. Indicate Optimistic Trade Trend

Rayburn Clark Smith, president of the Unit Construction Co., when interviewed recently at headquarters in Philadelphia, pointed out that the activity generally predicted for the music trades during 1923 was apparently confirmed by the influx of orders for Unico equipment starting immediately after the holidays and continuing without any let-up through January and February. Practically all of these orders were for rush delivery, indicating that the trade is busily making preparations for Spring activity of unusual proportions.

That this trade revival is not restricted to any particular section, but is general throughout the country, is evidenced by the following partial list of Unico 1923 orders: Nelson Music Co., Fullerton, Cal; Economy Stores, Bloomsburg, Pa.; J. Boiarsky, Charleston, W. Va.; Lerch Music Shop, Port Jefferson, N. Y.; Hibbards Music Shop, Huntington, W. Va.; Smith, Reis Co., St. Louis, Mo.; Rothschild's Department Store, Chicago, Ill.; Steinway & Sons, Dayton, O.; Lit Bros., Philadelphia, Pa.; Brunswick-Balke-Collender Co., Buenos Aires, Argentina; Berliner Gramophone Co., Montreal, Can.; Luebtow's Music Shop, Milwaukee, Wis.; Badger Talking Machine Co., Milwaukee, Wis.; W. G. Brown Co., Gloucester, Mass.; G. R. Ferguson, Babylon, L. I.; Supplee-Biddle Co., Philadelphia, Pa.; Robbins Piano Co., Columbus, O.; Miller Piano Co., Coatesville, Pa.; Gallo & Caroley, Philadelphia, Pa.; Brunswick-Balke-Collender Co., Cleveland, O.; Knabe Studios, Baltimore, Md.; Mt. Pleasant Talking Machine Co., Washington, D. C.; Archie Smith, Jamaica, L. I.; Robt. L. White Co., Cleveland, O.; B. F. Fowler, Haddonfield, N. J.; Fulkerson Music Co., Carbondale, Pa.; J. W. Jenkins' Sons Music Co., Kansas City, Mo.; T. F. Hargis, Pocomoke City, Md.; Stoehr & Fister, Scranton, Pa.; Mallett & Woller, Champaign, Ill.; Madison Music Shop, Lakewood, O.; Gardina Furniture Co., Cleveland, O.; Pearson Piano Co., Indianapolis, Ind.; People's Outfitting Co., Indianapolis, Ind.; Kohler & Chase, San Francisco, Cal.; Brunswick-Balke-Collender Co., Los Angeles, Cal.; F. W. Schmidt, Anaheim, Cal.; Beras Brunswick Shop, Beverley Hills, Cal.; Palmetto Hardware Co., Dillon, S. C.; Logan Music Co., Twin Falls, Idaho; Vocalion Hall, Boston, Mass.; Gibbs Piano Co., Springfield, Mass.; Grinnell Bros., Detroit, Mich.; J. De Stefano, Philadelphia, Pa.; K. C. Sexton, Washington, D. C.; Woodman House Furnishing Co., Charleston, W. Va.; Rothert & Co., Harrisburg, Pa.; Hunt's Leading Music House, White Plains, N. Y.; Ballen Music Store, Philadelphia, Pa.; Rochester Music Store, Rochester, N. Y.; Erion Piano Co., Buffalo, N. Y.; Hickok Piano Co., Poughkeepsie, N. Y.; Zerweck Jewelry Co., St. Louis, Mo.; Kruck Piano Co., Camden, N. J.; Alexander Glass, Jr., Philadelphia, Pa.; Spear & Co., Pittsburgh, Pa.; Sanger Bros., Dallas, Tex.; Wolfe Music Co., Cleveland, O.; B. Beneman & Son, Cumberland, Md.; Webber Music Co., Red Wing, Minn.

That the demand for Unico equipment is not confined to the United States is evidenced by the fact that orders were recently received and shipped by the Unit Construction Co. to Buenos Aires, Argentina; Montreal, Canada; London, Liverpool and Manchester, England. Orders are also in process for Belgium and France.

The Unit Co. was recently awarded contracts by the General Electric Co., of Schenectady, N. Y., for 12,500 radio cabinets, including those required for the Radiola No. II, Radiola No. IV, Radiola No. V and Radiola No. VI outfits. Other well-known concerns using the Unico cabinets are De Forest Telephone & Telegraph Co., Allen D. Cardwell Mfg. Corp., A. C. Gilbert Co., Atwater Kent, National Radio Co., Pennsylvania Radio Laboratories and J. S. Timmons.

"SPECIAL DAY" COMMITTEE MEETS

New Committee of Talking Machine Men, Inc., Discusses Plans for Tying Up Special Record Campaigns With Holiday Celebrations

The first meeting of the "Special Day" committee of the Talking Machine Men, Inc., appointed at the last meeting of that organization to take up the work of preparing suggestions for the hooking up of trade interests with special holiday events with a view to creating an increased demand for appropriate records, was held in the offices of the Trade Service Bureau of the Music Industries Chamber of Commerce on March 1, and plans were discussed.

It was decided that the best results could be accomplished by concentrating on a few selected holidays during the first year, rather than endeavoring to cover the whole list at once, and the holidays thus selected for preliminary work include Valentine's Day, Easter, Mother's Day (May 14), July Fourth, Thanksgiving and Christmas. A special campaign will also be pre-

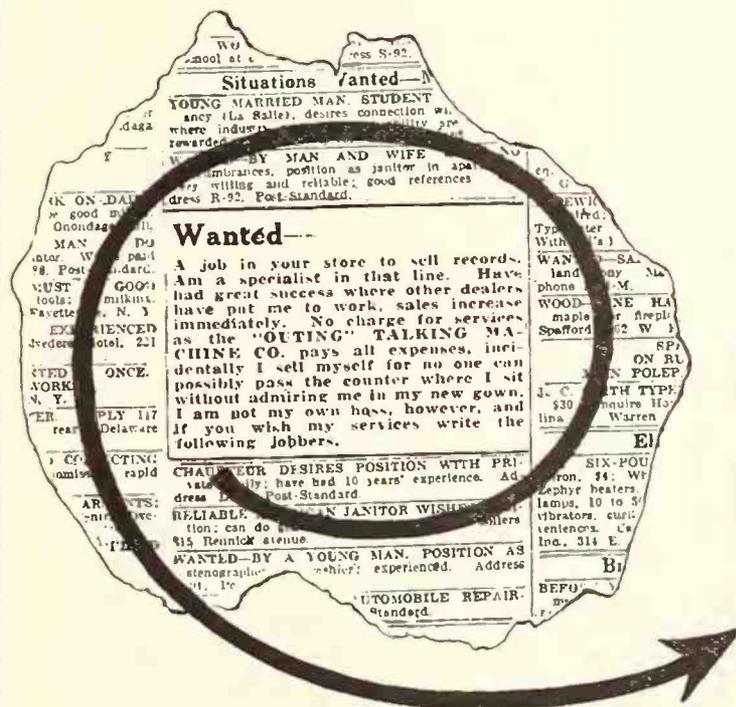
pared for use during June in presenting talking machines and records as bridal gifts and as wedding anniversary presents.

Consideration will be given, also, to taking cognizance of the holidays celebrated by the foreign element, with a view to featuring and advertising records from the foreign catalogs.

In the course of the meeting it was decided that the original title of the committee was not sufficiently comprehensive and the body, therefore, selected the title: "Committee on Advertising Co-operation for Special Days, Events and Observances." Those who attended the meeting included: Max Landay, chairman; Sol Lazarus, P. Marcus, B. H. Roth, Lloyd Spencer, J. J. Davin, Milton Weil and V. Burnett. E. A. Strauss and Saul Birns, also members of the committee, were unable to be present, but pledged their support to the work.

C. L. Dennis, director of the Trade Service Bureau of the Chamber, was named as an associate member of the committee and will cooperate with it in developing its various plans, with a view to broadening the movement.

Wanted— A Job



- New York City: Cabinet & Accessories Co., 3 West 16th St. General Phonograph Corp., 15 West 18th St. Bristol & Barber, 5 East 14th St.
- Buffalo, N. Y.: Iroquois Sales Co., 210 Franklin St.
- Utica, N. Y.: Utica's Gift and Jewelry Shop.
- Boston, Mass.: A. C. Erisman Co., 174 Tremont St.
- Philadelphia, Pa.: George C. Ulrich & Co., 56 Ester Bldg.
- Pittsburgh, Pa.: Star Phonograph Co., 634 Grant St.
- Ohio: Vocalion Co. of Ohio, Cleveland. Sterling Roll & Record Co., 137 West 4th St., Cincinnati. J. K. Polk Furniture Co., 294 Decatur St. C. L. Marshall, 514 Griswold St. M. & M. Distributing Corp., 5 South Wabash Ave.
- Atlanta, Ga.: Davenport Phonograph & Accessory Co., 217 Brady St.
- Detroit, Mich.: Duning Co., 303 Second St.
- Chicago, Ill.: Stewart Talking Machine Co.
- Davenport, Ia.: Artophone Corp.
- Des Moines, Ia.: Artophone Corp.
- Indianapolis, Ind.: San Francisco, Cal. Walter S. Gray Co., 942 Market St.
- St. Louis, Mo.: Chipman, Ltd., 8-10 Bridge St., New York City.
- Kansas City, Mo.: Cable address, Chipmonk, New York.
- Foreign Export

WE WANT MORE JOBBERS

If this machine has not been sold in your territory, write for "Jobber's Privilege"

Outing TALKING MACHINE CO., Inc.

A. J. COTE, President

MT. KISCO, N. Y.

A Complete Line of "Money-Makers" LONG CONSOLES

Due to heavy demand, necessitating large cuttings, we have been able to reduce our manufacturing costs. We pass this saving to our customers—more than 10 per cent below former prices:

Please note that while Consoles 601, 602, 603, 608 and 610 are regularly fitted to take care of Victrola VI, these same cabinets can be fitted to take care of Victrola IV, and, when taking the reduction in price of Consoles into consideration, it enables the dealer to sell an up-to-the-minute standard outfit at a very moderate price.

Long Consoles are covered by basic patents and infringements will be prosecuted.

Long Consoles are distinctive in design and have the divided top.

Long Cabinets are regarded by the trade as the Standard of Quality.

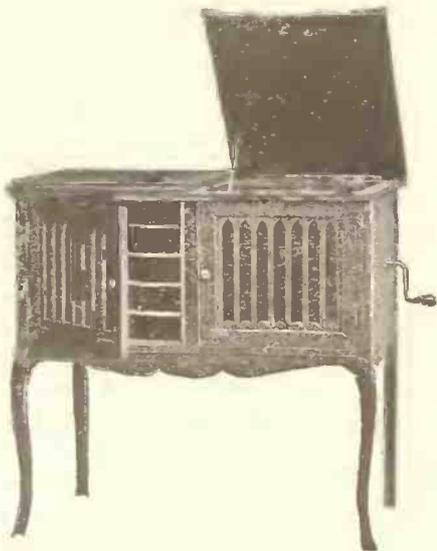
Deliveries can be made at once.

Made in dark red mahogany only.

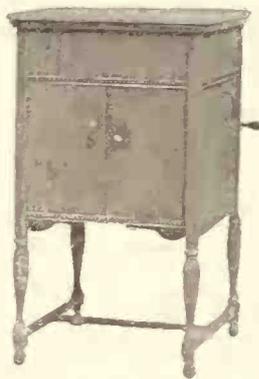
Order now for Fall and Holiday requirements.

Write to-day for catalog of full line.

All of the Long Consoles illustrated on this page, except Style 606, are also ideally adapted for use with the Columbia Grafonola A-2.



Style 601
Price \$27.00



Style 606
For Victrola IV only
\$20.00

Specifications:
Made in dark red mahogany only.
One piece top, 19½ inches long;
34 inches high; 21½ inches deep.

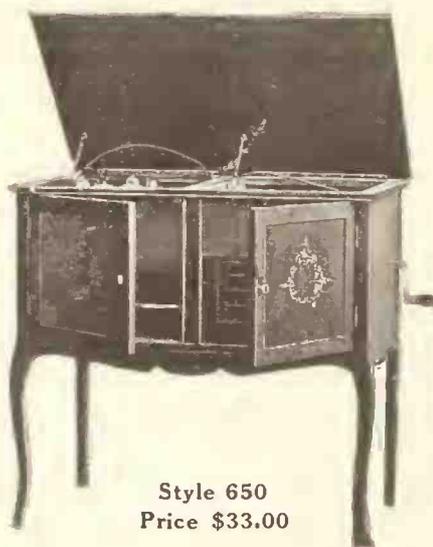


Style 603
Price \$29.00

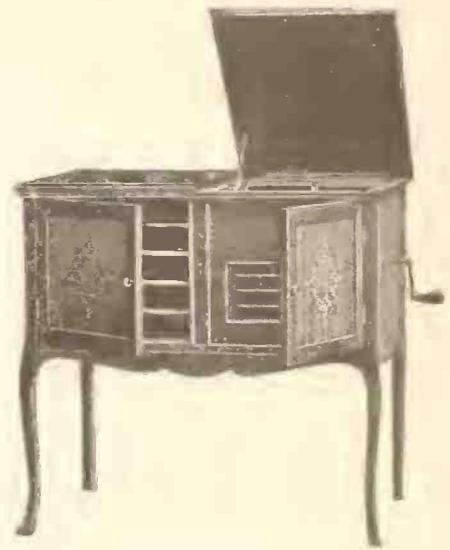
New LONG Radio and Talking Machine Cabinet



Style 608
Price \$30.00



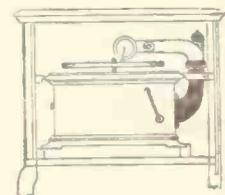
Style 650
Price \$33.00



Style 610
Price \$28.00

Specifications for all models except 606. Made in dark mahogany only. Two-piece top, 36 inches long, 34 inches high and 22 inches deep.

LONG combination Radio and talking machine cabinet for Victrola VI. Radio chamber will accommodate receiving set 7 inches or less in height; room available for dry batteries. Head-sets or loud speaker may be attached to radio terminals. Cabinet shown equipped with Westinghouse Aeriola, Sr., and Baldwin loud speaker.



The Geo. A. Long Cabinet Company
HANOVER, PA.

J. W. SCOTT JOINS JEWEL STAFF

Well-known Edison "Veteran" Now Field Supervisor for Jewel Phonoparts Co.—Ideally Qualified for Important Work—Will Visit and Co-operate With Jobbers and Dealers

A. B. Cornell, sales director of the Jewel Phonoparts Co., Chicago, who visited New York recently during the course of the Edison jobbers' convention, announced, prior to his return to Chicago, that J. W. Scott had been appointed field supervisor for the Jewel interests. Mr. Scott assumed his new duties immediately and,



J. W. Scott

in company with Mr. Cornell, visited several important trade centers in the East.

According to Mr. Cornell's plans, Mr. Scott, in his capacity as field supervisor for the Jewel Phonoparts Co., will co-operate with the jobbers and dealers in every section of the country handling the company's attachments. This co-operation will be along intensive and practical lines and the executives of the Jewel organization are prepared to give Mr. Scott every possible form of assistance in making this co-operation worth while.

In securing Mr. Scott's services as field supervisor the Jewel Phonoparts Co. is to be congratulated, as "Scotty," as he is familiarly known to his many friends, is one of the most popular members of the talking machine industry. For more than a quarter of a century Mr. Scott was identified with Thos. A. Edison, Inc., and during this long period of years visited Edison jobbers from one end of the country to the other. Possessed of a most pleasing personality and thoroughly familiar with every phase of retail merchandising, Mr. Scott won and retained the good-will and esteem of the jobbers and dealers everywhere.

In joining the Jewel organization Mr. Scott is becoming identified with a company which has made phenomenal progress in the past few years. The Jewel Phonoparts Co. is to-day recognized as a leader in the manufacture of attachments, tone arms and sound boxes, and under Mr. Cornell's able direction the sales have increased by leaps and bounds. A considerable measure of the success attained by the Jewel Co. may also be attributed to the exceptional skill and knowledge of T. E. Davidson, president and factory executive, who has placed Jewel products in the front ranks of the industry.

SECURES REGINA PATENTS

The Musical Instrument Specialty Co., 21 Fulton street, Rahway, N. J., which for the past several months has marketed the Regina phonograph, has changed its name to the Regina Phonograph Co., having purchased from the old Regina Corp. the ownership of all its patents on phonographs as well as the trade name "Regina" as applied to musical instruments.

OHIO DEALERS SUPPORT NEW BILL

Answer Call of Secretary of Music Merchants' Association of Ohio to Get Behind Measure Introduced for Protection of Piano Trade

CLEVELAND, O., March 5.—Statewide call to every member of the music industry in Ohio, whether a member of the Music Merchants' Association of Ohio or not, to get behind the new legislation that has been introduced at Columbus and support the measure to the full has been issued this week by Secretary Rexford C. Hyre. Plea that every member of the industry apprise his legislator of the importance of this bill, to the end that it will be passed, likewise is made by Mr. Hyre.

"The importance of this bill, known as house bill No. 347, cannot be overestimated," says Mr. Hyre. "It has been prepared with great and careful attention to detail, contains no sleepers, and means what it says. In effect, it attempts to prevent frauds in the giving and recording of Ohio chattel mortgages. It is the kind of protection the music merchant, and particularly the piano dealer, has needed and wants. It is really no exaggeration to say that passiveness on the part of the merchant may mean failure of the bill, while action on his part may mean its passage—and the protection that it affords."

The new bill is designed to allow a period of five days for the filing of chattel mortgages by dealers, and thus will relieve them of the present necessity of having an immediate record made of such transactions, and also provides fines of from \$100 to \$1,000 and prison sentences of from one to three years for those who give fictitious names and addresses in connection with the giving of the chattel mortgages. This last provision is regarded as particularly important and is calculated to stop a form of fraud that has caused considerable loss to music merchants.

Through his position in the legal fraternity Mr. Hyre succeeded in getting Hon. M. J. Wal-

ther to introduce the bill at Columbus. Indeed, Mr. Walther is the author of the measure, and as such has given freely of his time and skill in preparing the document. It is the belief of both Mr. Walther and Mr. Hyre that passage of the measure will give the merchants protection that no other method will afford. Mr. Hyre expects to tell of its merits at the next meeting of the Music Merchants' Association of Northern Ohio, of which he is secretary.

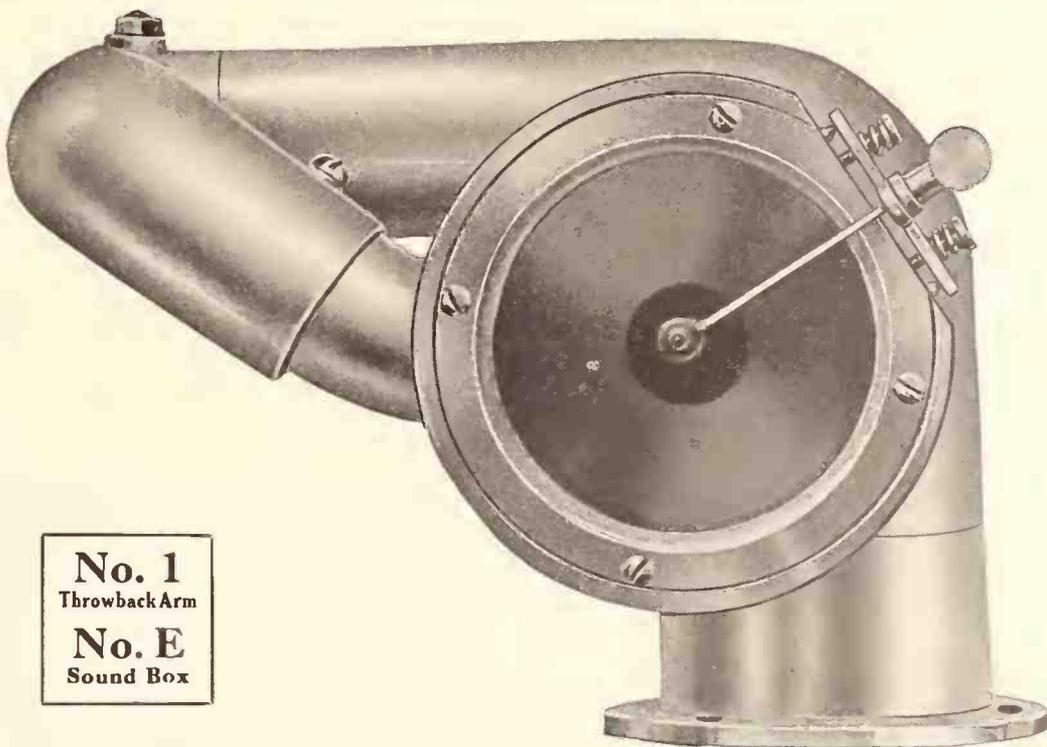
SONORA ART POSTER FOR MARCH

The art posters prepared by the Sonora advertising department for the use of Sonora dealers during March are especially fitting the season of the year, as they embody the period



of Spring. The accompanying illustration, showing one of the March posters, will give some idea of their attractiveness, although the black and white reproduction hardly does justice to the color theme. This poster features a scene from "Hansel and Gretel" and it is also interesting to note that the popular Louis XV Sonora is shown on this poster in its actual color.

The **PHONOGRAPH'S "RIGHT ARM"** *is the* **PHILLIPS' TONE ARM**



No. 1
Throwback Arm
No. E
Sound Box

No. 1 IMPROVED THROWBACK ARM

Length 8 1/4" and 8 1/2" Centre to Centre. Full, Deep Tone

Sample to Manufacturers \$3.00 Post Paid

Tone Arms for Portable, Medium and High Grade Machines

WM PHILLIPS PHONO PARTS CORP.

145 West 45th Street

CABLE ADDRESS: PHONOPARTS

New York City

Advertising and Service

WITHOUT EXPENSE

and at a

PROFIT

IS ASSURED THE TALKING
MACHINE DEALER WHO HANDLES

SHEET MUSIC

Properly Presented

IT ATTRACTS ATTENTION AND
CUSTOM WITHOUT INCREASING
OVERHEAD.

COSTS NOTHING TO FIND OUT
ABOUT IT.

Ask me!

E. C. MILLS, *Chairman*
M. P. P. A. ... 56 West 45th St., NEW YORK

I Ask You!

Name

Street

City

GLEANINGS *from the* WORLD *of* MUSIC

INCREASING PUBLIC INTEREST IN VOCAL SELECTIONS

Growing Popularity of Vocal Numbers Indicated by Gradual Trend of Purchases of Talking Machine Records—What the Effect Is Likely to Be on the Demand for Dance Music

The trend of talking machine record purchases and the interest in vocal selections, as reported by some retailers, will, if accelerated, create a new era in the sale of sheet music. Any increased interest in songs in vocal form naturally has a tendency to redound to the advantage of sheet music. This is true, no matter what avenue or channel from which the increased interest comes. While reports up to the present would indicate that there has been no diminishing interest in dance selections, the new movement undoubtedly will have an effect, for during the past two years since the dance craze took such an important place in the record, player roll and allied fields, the sales of sheet music have had smaller totals than heretofore, although, of course, there have been some individual exceptions.

The renewed interest in vocal numbers might be credited largely to the fact that the trade in general is giving such works more attention and is bringing vocal music before those who heretofore were seemingly only interested in dance numbers. It also may mean that the general public has been surfeited with dance music. Certainly there has been no lack of supply. Fox-trots have predominated everywhere and in the monthly releases of both records and rolls they have been featured.

The music publishers and dealers will, undoubtedly, look with favor upon any trend that gives added recognition to vocal selections, either to the injury of dance music or supplementary thereto. Either one would be looked upon as an improved and healthy situation.

Any substantial demand for vocal selections will be immediately recognized by writers and publishers. Naturally, there can only be so many numbers published each year and, if this vocal demand has an influence upon output, it will necessarily decrease the number of selections that are now published with an eye to pleasing the orchestras and the dance enthusiasts.

The present dance craze has been with us over quite a lengthy period and it can hardly be said that there is yet an apparent lack of interest or a changed situation. It has been stated, however, by some who are qualified to speak that the vogue will in time, at least in its present form, spend itself. The period necessary for such a change to take place has been estimated at a various number of years, one prediction stating that the modern dance would still be popular for more than a decade.

But this is probably too long a period. It undoubtedly will lose its predominating position to vocal selections before that time.

NEW STOCK DISTRIBUTION TO EMPLOYEES OF FEIST HOUSE

On May 16 of last year Leo Feist, Inc., in celebrating its twenty-fifth anniversary, added to the stockholders of that organization Philip Kornheiser, manager of the professional department; Rocco Vocco, manager Chicago office; Theodore Morse, manager mechanical department; Lee Olean Smith, manager of band and orchestra department, and Myer Jacobs, auditor of the firm.

At the time the above stock distribution was made it was announced that the move was only the beginning; further stock distribution was to be made from time to time to members of the organization selected on merit and period of service, under the slogan "He Who Wins the Spurs Shall Wear Them." In accordance with the above policy thus established, Leo Feist, Inc., at a meeting of the board of directors, held on February 20, 1923, selected the following employees to participate in the second

distribution of stock: Fred Auger, manager of the Boston office; Solly Cohn, assistant professional manager; J. A. Decatur, assistant general manager; Henry Heine, traffic manager; Arthur Hoffman, personal secretary to Mr. Feist; H. C. Johnston, manager of the San Francisco office; Bob Miller, manager of the Detroit office; Cliff Odoms, sales manager in charge of branch offices; Lester Santly, manager of orchestra special service department.

In closing, the report reads: "Pursuant to the action of the board of directors, stock has been issued and distributed to the employees mentioned, thus adding additional links that bind us together for the future progress and prosperity of the company. We reiterate 'He Who Wins the Spurs Shall Wear Them.'

"Leo Feist, Inc.,

"Leo Feist, President; Edgar F. Bitner, Treasurer and General Manager."

WITMARK & SONS TO MOVE UPTOWN

Noted Publishers to Occupy Elaborate Quarters at Broadway and Fifty-first Street

M. Witmark & Sons announce that after maintaining headquarters for twenty years in West 37th street, New York, in a building especially erected to meet the requirements of the company's business in 1903, they will move shortly to new headquarters at 1650 Broadway, where two complete floors in the spacious new building adjoining the Winter Garden, with frontage on Broadway, Seventh avenue and Fifty-first street, will be occupied by the company.

The fifth and sixth floors of the new building are now being equipped in an elaborate manner to take care of the Witmark business, which has increased in volume and importance steadily during the past two decades. In addition to the business offices, stock and shipping rooms, the new quarters will also house the professional department now located in the building adjoining the Palace Theatre.

LINKING WITH AUTO SHOW

Kresge Features "You Know You Belong to Somebody Else" During Toledo Auto Show With Good Results in Sales

During the recent automobile show held in Toledo, O., the S. S. Kresge store of that city made a special sales drive on the Irving Berlin, Inc., song, "You Know You Belong to Somebody Else (So Why Don't You Leave Me Alone?)." In addition to giving the title pages of the song a conspicuous position on the music counter, a full window featuring this Berlin success was shown throughout the period of the show. An artistic cutout carrying a miniature reproduction of a 1923 model automobile, set in a tropical atmosphere, with the title of the song appearing overhead, was used as the background. Mr. Townsend, manager of the Kresge campaign, states that the sales showed substantial gains during the week of the drive.

E. F. BITNER GOES TO COAST

Edgar F. Bitner, general manager of Leo Feist, Inc., left early this month for a trans-continental tour to the Pacific Coast and intervening territory. It is understood that Mr. Bitner will make stops at Cincinnati, St. Louis and Kansas City on his way out to the Coast and will return by way of the Northwest.

"Stories" "Stories" "Stories"

BEING PLAYED AND SUNG FROM COAST TO COAST



Ready Soon for Phonographs and Player Pianos
J. W. JENKINS SONS MUSIC CO. - Kansas City Mo.

Three Melody Hits—

A Beautiful Waltz Ballad

**IN A
CORNER
of the
WORLD
ALL OUR OWN**

A Dixie Fox Trot Ballad

**CAROLINA
MAMMY**

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

**FLOWER
of
ARABY**

An Oriental Fox Trot

E. C. MILLS BACK FROM CUBA

Chairman, Executive Board, Music Publishers' Association, Cuts Short Trip to Southern Isle

E. C. Mills, chairman of the Executive Board of the Music Publishers' Protective Association, recently made a trip to Cuba which was cut



E. C. Mills

short through sickness in the party which accompanied him. It was Mr. Mills' intention to have a two weeks' rest, which, no doubt, was much needed after his strenuous Association activities for some months past.

Herewith is shown a reproduction of a photograph taken aboard ship on the return trip. Many of Mr. Mills' friends believe it shows him to advantage, inasmuch as the casual snapshot seems to carry somewhat more of his

personality than is usually obtained in a posed portrait with the generally stilted effect.

FEATURING "SWANEE SMILES"

Sherman, Clay & Co. Link Window With Appearance of Paul Ash Orchestra in San Francisco at Granada Theatre in That City

Among the orchestras which have featured the Sam Fox Publishing Co.'s song, "Swanee Smiles," is that of Paul Ash and his Sync-Symphonist at the Granada Theatre, San Francisco, Cal. This and other combinations of similar caliber have made "Swanee Smiles" one of the feature numbers of Pacific Coast programs. The dealers in the territory where "Swanee Smiles" has received this unusual publicity have co-operated with the publisher by giving the song display space on counters and, in many instances, have dressed their windows with the title pages in addition. There was shown such a display on the number by Sherman, Clay & Co., of San Francisco, during the period in which the song was featured by the Paul Ash Orchestra. The window is quite artistic in effect, the center placard carrying the Granada Theatre announcement, together with the photoplays which were shown there during that time.

GALLAGHER AND SHEAN IN JEWISH

Gus Goldstein, noted Jewish playwright, composer, thespian and record artist, has translated ten of the most famous of the Gallagher and Shean choruses into Jewish and has recorded them in that language on Victor, Okeh, Vocalion and Emerson records.

The Sam Fox Publishing Co., of Cleveland, O., has issued three new orchestra numbers which have been added to the Sam Fox library edition for orchestra. They are "Yesterday-Eve," "Fair Debutante" and "La Rosita."

"GOODNIGHT" WALTZ GOES BIG

New Leo Feist Number Receiving Rapid Response From Public, Which Shows Increasing Popularity of Waltz

Among the new numbers added to the catalog of Leo Feist, Inc., is a waltz entitled "Goodnight." The number has already shown indications of becoming quite popular and this has induced the publisher to arrange a campaign to exploit it intensively. While it is true the Feist number, "Three o'Clock in the Morning," continues to receive wide recognition and popularity, there seems to be no reason why another meritorious waltz should not be programmed by orchestras. The growing popularity of "Goodnight" is ample proof that there is room for more than one hit of similar type.

The sales staff of the Feist organization looks for "Goodnight" to be very big. It makes no claim, however, to its succeeding "Three o'Clock in the Morning." One of the slogans adopted in exploiting the number is "Almost as good as 'Three o'Clock in the Morning.'"

"ELSIE" SCORES IN BOSTON

Sissle and Blake Musical Comedy, Published by Witmark, Repeats Chicago Success

The musical comedy, "Elsie," which has had a successful run in Chicago and elsewhere, has made its appearance in Boston, where it is again recognized as a meritorious attraction. Much of the music for this show was furnished by Noble Sissle and Eubie Blake, who were responsible for last season's success, "Shuffle Along." Among the songs in "Elsie," which Boston seems to recognize as unusual, are "Baby Buntin'," and "Two Hearts in Tune," closely followed by "Sand Flowers," "With You," and "Jazzing, Thunder, Storming Dance." The Sissle and Blake numbers are published by M. Witmark & Sons.

A Chain of Successes—

**SAVE
THE
LAST WALTZ
FOR ME**

**COAL
BLACK
MAMMY**
Fox Trot

**TOOT, TOOT
TOOTSIE**
Fox Trot
Al Jolson's Sensational
HIT in
"BOMBO"

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

FIVE RECORD BREAKING HITS - WATCH FOR THEIR RELEASE

You Know You Belong to Somebody Else

(So Why Don't You Leave Me Alone?)
The Big Hit of the Hour

DEAREST

The Season's Greatest Melody Hit

YOU TELL HER, I STUTTER

The Country's Favorite Novelty Song

NOTHIN' BUT

A Hot Tune by the Writers of "Hot Lips"

BY THE SHALIMAR

Featured by Orchestras Everywhere

IRVING BERLIN, Inc., 1607 Broadway, New York

NEW UNICO SHEET MUSIC EQUIPMENT

Brought Out in Co-operation With the Music Publishers' Protective Association

Owing to the constantly increasing number of talking machine dealers who are installing sheet music departments and the resulting demand for suitable equipment harmonizing in design and finish with the other interior fixtures of the store the Unit Construction Co., of Philadelphia, has, in co-operation with the Music Publishers' Protective Association, developed special Unico sheet music fixtures, including sectional racks, counters and display units. These are now ready for distribution to the trade and, in fact, have already been installed by a number of concerns. Descriptive literature has just been prepared fully describing the new units. This literature has also been placed in the hands of the Music Publishers' Protective Association for the guidance of dealers opening new departments.

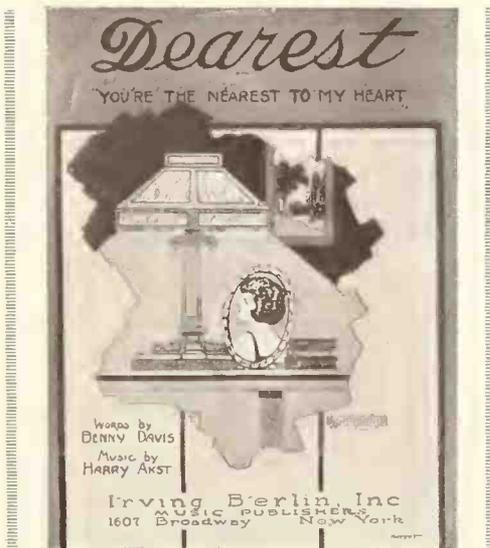
TWO NUMBERS FROM THE WEST

"Peggy Dear" and "Apple Sauce" are two songs which have obtained some popularity in Eastern territory, but which are Pacific Coast productions. Both numbers were conceived there and were introduced in Los Angeles by Abe Lyman's Orchestra, a group of musicians which it is said is soon to arrive in the East to spread the fame of its Los Angeles triumph.

NOVEL PUBLICITY FOR "DEAREST"

Number Goes Over Big at Recent Syracuse Pure Food Show Through "Stunt"

Much amusement was created at the recent Food Show in Syracuse, N. Y., when the management of that enterprise made overtures to



"Dearest" Title Page

those who attended to discover the "Dearest Girl in Syracuse." Naturally, inasmuch as Irving Berlin, Inc., has a successful fox-trot song of that title the local representative of that house took advantage of the unusual situation and

linked up the song with the Food Show's activities. The orchestra, which played afternoon and evening, featured the Berlin success, "Dearest," and the dealers in that city felt an unusual demand for the number, which, undoubtedly, can be attributed to the above publicity.

The success of this novel publicity scheme has induced the sales department of Irving Berlin, Inc., to suggest to food shows, electrical exhibitions, dance halls and other places where there are large gatherings to inaugurate a similar publicity arrangement, which doubtless has value to the various enterprises and indirectly gives returns to both the publisher and dealer in sheet music.

COPYRIGHT PROTECTION IN MEXICO

Arrangements have been completed for the protection of American music publishers' compositions in Mexico by the Music Publishers' Protective Association and Wagner & Levién, leading music publishing house of that country.

The cost of copyrighting a composition in Mexico will be \$5 and will become invaluable, due to the increasing demand there for American music.

A new blues song written by Milt Hagen and Charles O'Flynn, the title of which has not as yet been selected, will soon be released by the Clarence Williams Music Co., Gaiety Theatre Building, New York City, publisher of the well-known success, "Sister Kate."



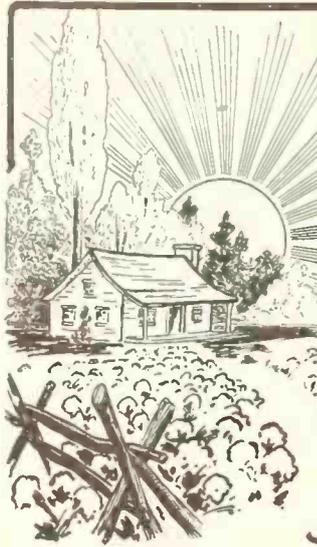
THE MELODY FOX TROT SONG

GONE
BUT STILL IN MY HEART

by **BENTON LEY** Writers
and **LEE DAVID** of

"ROMANCE" "WOND'RING" ETC

M. WITMARK & SONS - Publishers - Witmark Building - NEW YORK



SENSATIONAL FROM THE START
Carry Me Back To My
Carolina Home
A FASCINATING FOX TROT

by **BENNY DAVIS** and **ABNER SILVER** Writers of **ANGEL CHILD--SAY IT WHILE DANCING**
M. Witmark & Sons · Witmark Building · New York

“CAROLINA HOME” FEATURED BY KRESGE IN BALTIMORE

Witmark Number Given Prominent Display While Being Sung at Maryland Theatre During Week—Quick Returns to Dealers on Exploiting This Number the Rule

Few popular songs have met with a greater or quicker degree of favor than “Carry Me Back to My Carolina Home,” which has developed into probably as big a hit as any Southern ditty of recent years. Its extremely catchy melody and infectious rhythm are mainly responsible for this, and the song, published by M. Witmark & Sons, is equally popular with the dancers and orchestra leaders all over the country. Probably nowhere did “Carolina Home” go over bigger than it did last week at the Maryland Theatre in Baltimore, where it was splendidly and most effectively featured by Maureen Englin and the Southland Entertainers. Tying up with this engagement in great style was the splendid window display all week by the S. S. Kresge Co., in Baltimore. A reproduction, showing “Carry Me Back to My Carolina Home” exclusively featured, is given herewith.

Dealers who are progressive enough to link up their sheet music departments with the appearance of artists in their cities singing the numbers which they are featuring, as was done in this case, find such action a remarkably active stimulant to sales, for the people who hear the number, and who then forcibly have their recollection recalled

to it by means of the window display, are the sort of customers who buy at once.

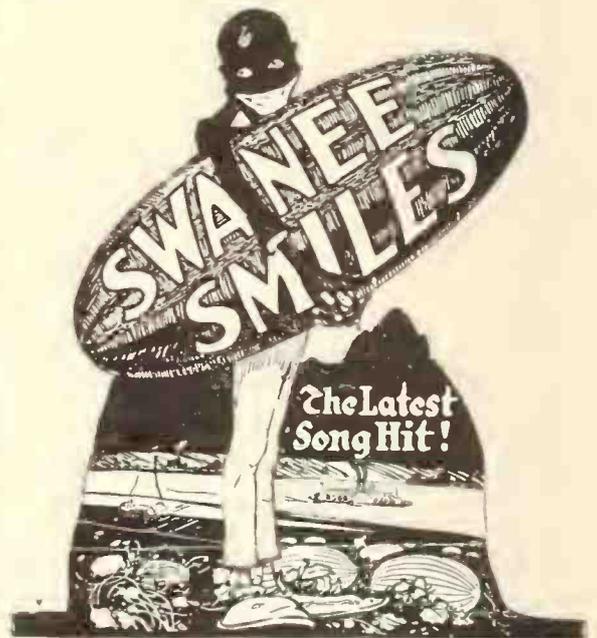
This Witmark number, “Carry Me Back to



Kresge Display of “Carolina Home”

My Carolina Home,” lends itself particularly well to this sort of exploitation, the title page being particularly effective when used by a window dresser with ingenuity. The Kresge store secured immediate returns by this means and is thoroughly well satisfied with the profit on the investment represented in the window space allotted it during the time it was featured.

The popularity of “Carry Me Back to My Carolina Home” continues to increase steadily, for it is one of those numbers of which the average person carries home the melody with him after the first hearing. Those artists who are using it in their acts are unanimous in their praise of the way in which it takes with their audiences. Dealers report that it is a steady seller wherever it has been featured or the slightest effort to exploit this number has been made.



Published by **Sam Fox Publishing Co.**
 CLEVELAND and NEW YORK

HITS — NOTHING BUT — HITS

THAT DA-DA STRAIN

JUST LIKE A COLD—IT'S CATCHING

ARRANGED BY W. C. POLLA

A MELODY FOX-TROT
MY PILLOW AND ME
 ARRANGED BY M. D. HELM

THE SEASON'S DANCE HIT
SISTER KATE
 ARRANGED BY W. C. POLLA

LIKE “SISTER KATE,” BUT DIFFERENT
SUGAR BLUES
 ARRANGED BY W. C. POLLA

A DANCE NUMBER THAT NEVER MISSES

GOT TO COOL MY DOGGIES NOW

ARRANGED BY L. L. VOS BURGH

CLARENCE WILLIAMS MUSIC PUB. CO., Inc., 1547 Broadway, N. Y. C.

BEAUTIFUL HARMONY **FOX-TROT SONG**

WHEN WILL THE SUN SHINE FOR ME

BY **BENNY DAVIS** WRITERS
AND **ABNER SILVER** OF **ANGEL CHILD** "SAY IT WHILE DANCING"
"CARRY ME BACK TO MY CAROLINA HOME"

M. WITMARK & SONS - Publishers - Witmark Building - NEW YORK

FORSTER HITS FEATURED WIDELY

Big Campaign Launched in Chicago on "Mellow Moon," "Thru the Night," "Fuzzy Wuzzy Bird" and Other Numbers in Firm's Catalog

CHICAGO, ILL., March 9.—Beginning in February the Forster Music Publisher, Inc., 235 South Wabash avenue, through the aid of Wendell Hall, manager of its promotion department, started an intensive campaign on its new hits, including "Mellow Moon," "Thru the Night," "Fuzzy Wuzzy Bird" and several others.

Wendell Hall, known as the radio ragtime king, has had wide experience in promotion work. He is especially known through his popularity in introducing the Ludwig song whistle, made by Ludwig & Ludwig, drum manufacturers of this city. He was also head of the Dellwoods Music House and is thoroughly familiar with the publishing business.

With the aid of Elizabeth Forsyth, who is on the professional staff of the Forster Music Publisher, Inc., Mr. Hall will appear throughout the city in many theatres and concert halls, featuring "Mellow Moon" and other numbers with a xylophone program. The program has already been given at several theatres with great success, as Mr. Hall appeared on February 1 at Orchestra Hall and on February 4 at the Stratford Theatre. Following this a program was given at the Lyon & Healy Concert Hall on February 12. He also appeared at Senate Theatre on February 25, as well as at several other houses.

NEW WITMARK NUMBERS ISSUED

Among the new songs added to the catalog of M. Witmark & Sons which are showing unusual activity are "Gone, but Still in My Heart," a novelty fox-trot from the pens of Benton Ley and Lee David, who will be remembered as the writers of "Where the Volga Flows," one of last year's particular successes with orchestras. These two writers are under exclusive contract with the Witmark firm, which some time back took over several numbers from another publishing catalog the music of which is by Lee David. Another addition to the Witmark catalog which is having popular favor is "When Will the Sun Shine for Me?" by Benny Davis and Abner Silver, writers of "Angel Child" and "Say It While Dancing." The publishers have inaugurated an extensive publicity and promotion campaign for both of the above numbers.

The show numbers from this season's Irving Berlin "Music Box Revue" are much more active, according to reports from dealers throughout the country, than was the case with the songs of last season's offering. Substantial sales are reported on "Crinoline Days," "Lady of the Evening," "Pack Up Your Sins (And Go to the Devil)" and "Will She Come From the East?"

ONE OF THE SEASON'S SUCCESSES

"Parade of the Wooden Soldiers" continues to be one of the pronounced successes of the season 1922-23. Despite the fact that some of its popularity has been derived through its ability to conform to the modern fox-trot rhythm, it is, after all, a composition of un-

usually high standard for one attaining such remarkable popularity. The sales department of the Edward B. Marks Music Co., the publisher, not only finds it substantially ordered by the trade in the usual instalments, but is receiving daily telegrams from jobbers and retailers for additional stock, indicating quick turnover by retailers.

REAL MUSIC HITS!

LITTLE RED SCHOOL HOUSE

DOWN BY THE OLD APPLE TREE

PARADE OF THE WOODEN SOLDIERS

LITTLE LOST ROLLING STONE



Edward B. Marks Music Co.
225 W. 46th ST. NEW YORK, N.Y.

STOCK UP—SHEET MUSIC—RECORDS—ROLLS



"Wanita" sounds like an old timer—but that's all. When Al Jolson introduces her you recognize a 1923 model. Her battle cry is "wanna eat this," or "wanna eat that," but Al saves the bacon. Says he, "Wanna eat? Pay the check!" Turn over this record, A-3812, and "Jimbo-Jambo" sets the men longin' for the jaunty little bimbo Frank Crumit sings about.

COLUMBIA GRAPHOPHONE CO.
New York

LOS ANGELES

Business Is Good—Forest Cheney Expected to Visit Coast—A Record in Sales Made by Brunswick Branch—C. Mack Opens Store

LOS ANGELES, CAL., March 5.—Theo. Karle, who appeared in Los Angeles as soloist with the Philharmonic Symphony Orchestra, visited practically all the Brunswick dealers in the city, as also did Richard Bonelli, the leading tenor of the San Carlo Grand Opera Co. Irene Williams, who sang at the Gamut Club in French opera, was another Brunswick artist who called on the dealers and charmed the sales people with her personality. It is impossible to overestimate the benefits which are derived from this plan for the artists to meet those who sell their records.

Forest Cheney to Visit Coast

R. L. Rayner, of the Munson, Rayner Corp., Cheney phonograph distributor for California, reports that Forest Cheney has definitely promised to visit the Pacific Coast in the near future and spend at least two months in California, during which time he will visit Cheney dealers and lecture before women's clubs and other organizations.

R. P. Hamilton in Los Angeles

R. P. Hamilton, special representative of the Victor Talking Machine Co., is spending about two months in Southern California. Mr. Hamilton is always welcomed by Victor dealers in this section, to whom he is an inspiration. Last week, as a little diversion, Mr. Hamilton, accompanied by Otto Rothlin, of the Rothlin Music Co., Richmond; P. H. Beck, manager of the Victrola department of the Platt Music Co.; A. G. Cook, manager of the Victrola department of the Geo. J. Birkel Co., motored to San Diego and Tijuana, Mexico.

Brunswick Branch Congratulated

A letter of commendation and congratulation was received from the Brunswick headquarters in Chicago by both F. B. Simpson, Los Angeles manager of the Brunswick-Balke-Collender Co., and by Howard L. Brown, Los Angeles branch manager of the phonograph sales division of the Brunswick Co., upon the splendid showing made. Sales for the past year not only showed the greatest increase in volume per capita for the entire United States, but the percentage of increase also outdistanced that of all other branches.

The new daily record sales plan, giving a new

record every day, which was recently inaugurated, has already proved most effective and has increased the sale of records by 100 per cent, it is said.

Association Secretary Attends Conference

A. G. Farquharson, secretary of the Music Trades Association of Southern California, attended a conference of the California Manufacturers' Association in Paso Robles last week. Several legislative measures which have been introduced by State Senators and Assemblymen in Sacramento were discussed in detail and protests filed against their being placed on the statute books. Three or four bills appear to be especially antagonistic to the music trade and every effort will be made to defeat them.

Paulin Music Co. Sells Out

The Paulin Music Co., of Santa Barbara, which has been operating in that city for the past twelve or more years, has sold out to Albert L. Kirk, of Salt Lake City. Ralph Paulin, president, has decided to devote his time and interests to real estate promotion work. Walter Allee, who for the last five years has been sales manager of the Paulin Music Co., has been engaged as special traveling representative of the Brunswick by Los Angeles Manager Howard L. Brown.

New Music Store in Monrovia

Charles Mack, who has been assistant manager of the Los Angeles branch of the Columbia Co. for some time, has opened a new music store in Monrovia, where he will carry an exclusive line of Brunswick phonographs and records. Mr. Mack recently formed a life partnership with a charming young lady, to whom he had been engaged for some months, and has celebrated the event by going into business for himself—with her.

O. W. Ray in Los Angeles

O. W. Ray, general manager, Vocalion record division of the Aeolian Co., reached Los Angeles to-day after traveling across the continent and visiting important cities en route. Mr. Ray motored down from San Francisco with Sales Manager Darvill, of the Munson, Rayner Corp., Vocalion record distributor. Mr. Ray declared that he had found conditions most encouraging throughout the territory and he was delighted

to discover that the stories which he had heard about Los Angeles were not exaggerated at all. This was especially impressed upon him when an order for 5,000 of one Vocalion record title was shown to him. This particular order was given by Barker Bros. for the recent record containing the combination "Peggy Dear" and "Apple Sauce," which is very popular here.

Elsewhere in this issue (page 59) reference is made to a clever publicity stunt engineered by J. W. Boothe, of Barker Bros., in connection with the visit of the San Carlo Opera Co.

SOUTHERN CALIFORNIA OFFICERS

Men Who Are the Directing Force of the Music Trades Association in the Southern Section of the Golden State

The accompanying illustration shows the new officers of the Music Trades Association of Southern California. Reading from left to right they are George B. Epstein, treasurer; H. N. Briggs (sitting), first vice-president; E. E.



Southern California Association Officers
Smith, second vice-president; E. P. Tucker, president, and A. G. Farquharson, secretary.

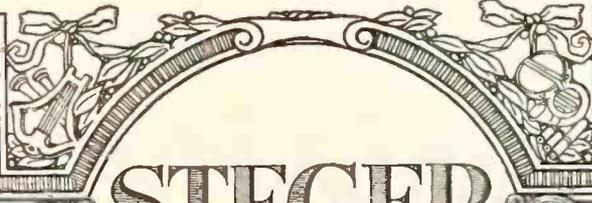
The Music Trades Association of Southern California is one of the strongest local organizations in the music trades and since its formation it has been an active and constructive force in developing better conditions among the dealers in the section of the country it represents. Plans for present year's activities are many and varied.



Brunswick
PHONOGRAPHS AND RECORDS

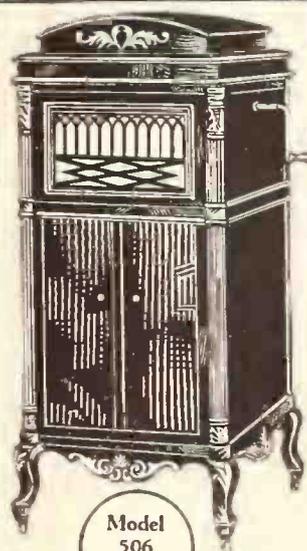
For Los Angeles
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
845 S. Los Angeles St. E. P. Simpson, Branch Mgr.

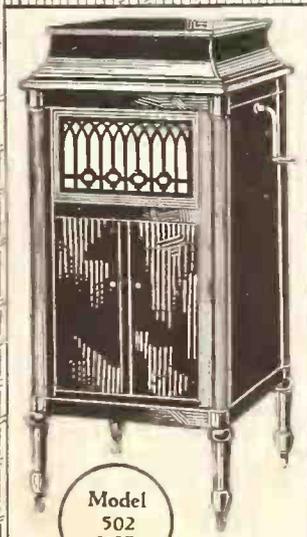


STEGER

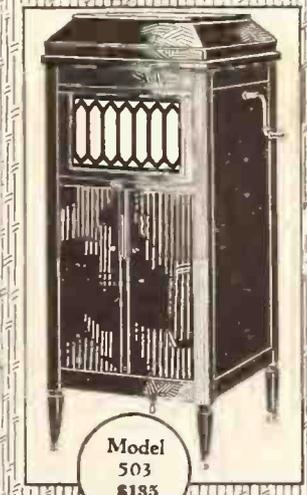
*the finest reproducing
Phonograph in the World*



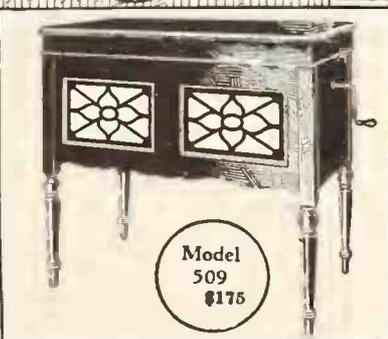
Model
506
\$200



Model
502
\$125



Model
503
\$135



Model
509
\$175

THE greatest success in selling phonographs is enjoyed by the dealer who emphasizes the happiness and pleasure which good music brings to the home. To the progressive merchant who wins customers in this way, the artistic Steger is an invaluable selling asset.

The Steger is famed for the sparkling vivacity and fidelity with which it brings to life the recorded music of voice or instrument.

Without any troublesome parts to change, the Steger plays all makes of disc records *correctly*.

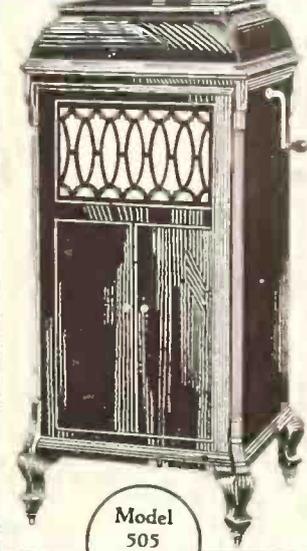
True artistry of design and perfection of cabinet work are distinctive of the Steger. Music-lovers are quick to discern real merit. The more critical they are, the quicker they will decide in favor of the incomparable Steger.

INSURE YOUR SUCCESS!

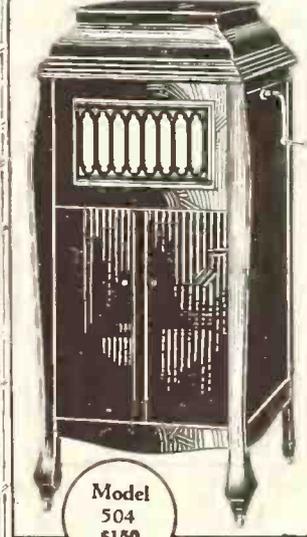
From a sales-standpoint, the Steger offers wide possibilities to the active dealer.

Write today for details of the Steger merchandising plan and a copy of our latest style brochure.

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."



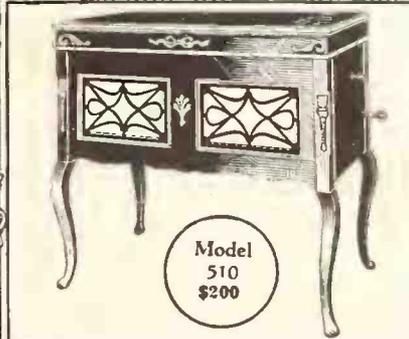
Model
505
\$165



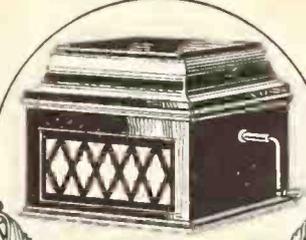
Model
504
\$150



Model
501
\$100



Model
510
\$200



Model
500
\$50

CLEVELAND

Music Merchants' Association of Northern Ohio Plans Membership Drive—Local Association Meets—Dealers and Jobbers Busy

CLEVELAND, O., March 7.—Plans for 100 per cent membership, and prospects for the realization of that same, were developed at the second meeting of the Music Merchants' Association of Northern Ohio. Committees were appointed, and returns from their efforts already are being received. These committees are headed by Edward B. Lyons, general manager, the Eclipse Musical Co., and Leslie I. King, district manager, the Brunswick-Balke-Collender Co. Each team has about ten members. The team bringing in the largest number of members will dine at the next meeting at the expense of the losing team.

At the last meeting of the new Association R. R. Story, of the Conn-Cleveland Co., pointed out that 75 per cent of the people who might be interested in music have not yet been reached, and that it is this group that the new Association must concentrate its efforts upon. The scope of the Association will be markedly wide, since it embraces about twenty counties in northern Ohio, and eventually will have something like 300 members. It will cover a radius of fifty miles from Cleveland and will function primarily to bring before the public the value of more and better music, incidentally bringing more and better business to the members of the Association.

Annual Meeting of Local Association

In the ambition to do more business, urge to do better business was voiced by William Gordon Bowie at the annual meeting of the Cleveland Music Trade Association. Mr. Bowie, as head of the talking machine division of the Dreher Piano Co., pointed out that the trade-in evil of the piano merchant is no worse than that of the talking machine dealer. He cited the experience of his own firm, as well as others, in being compelled to listen to the pleas of prospective customers for new machines who have old machines to trade in, and who, for some mysterious reason, believe that the dealer is perfectly justified in allowing the customer more money than was paid originally for the old instrument.

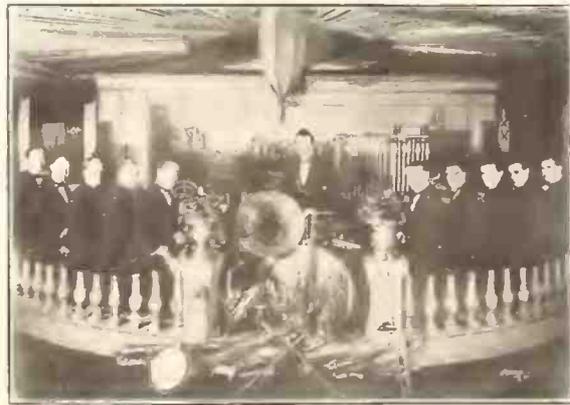
In the opinion of Mr. Bowie, the console model machines are rapidly taking the place of the upright models, and upright machines soon will be on a par with upright pianos in their relation to grands. Greater publicity for

the talking machine and, in fact, the entire music business, was urged by Mr. Bowie at this meeting. In fact, as president of the new Music Merchants' Association of Northern Ohio, it is Mr. Bowie who is taking the lead in formulating plans to bring more publicity to the music business, at least that part of it which is in northern Ohio.

Paul Specht Boosts Columbia Sales

And along this line the Columbia Graphophone Co.'s local branch has done something that never was done before—brought Paul Specht's Orchestra to Cleveland for one night so that 8,000 people could dance to its playing.

A local fraternal association staged the dance in Public Hall, to which 11,000 persons all told



Paul Specht and His Orchestra

went to dance and see others dance. The big thing for the industry, however, was that the Orchestra's name was changed to include Columbia in it. Though much paid advertising was used in newspapers, a great deal of free news was used and the Columbia idea went through without a single hitch in publicity. More than a full page of news was used altogether heralding this event and telling of it afterward. Posters and window cards supplemented this work, but the biggest hit in this connection was a banner strung on Cleveland's own Brooklyn bridge, to which Fred Kohler, the mayor, apparently did not object. Similar signs were put on Hotel Statler. A local radio station broadcasted Specht records. Grafonolas and Specht records were contributed by the Cleveland Columbia branch as prizes for the best dancers and best costumes. These were just a few of the high spots hit by Branch Manager S. S.

Larmon and his popular aide, Georgie Krauslick, service manager. In summing up the Specht business since then dealers are admitting as one—they got Service.

Expands Sonora Dealer Service

Development of Sonora in this territory spreads weekly. The newly organized Sonora Phonograph Ohio Co. no longer can be considered new, since it is now a fixture in the distributing end of the business, with J. L. Du Breuil, general manager, at the helm, and in the territory at one and the same time. Mr. Du Breuil lately has been covering the southern part of the State, in company with E. C. Kimbel, who will be district representative, with headquarters in Cincinnati. Frank J. Coupe, general sales manager, advises that factory production has been speeded, so that ample receipts of machines, including new models which will be distributed as samples among the 4,000 Sonora dealers, now can be expected. This will permit liberal storage in the Cleveland Sonora warehouse and consequently good service for dealers.

The Sonora showrooms in the Bulkley Building have been completed, with appropriate drapes and carpetings, framing the full period line of Sonora, and later, when they arrive, the de luxe models. Here dealers have been coming to inspect the new models, while the Bulkley Building management is using the rooms as models for other tenants to copy.

An Excellent Publicity Stunt

In matters of publicity the L. Meier & Sons Co. continues to stand out as one retail firm that gets results. The latest achievement of this unusual enterprise has been in acquiring one of the largest spaces in the Food Show in Public Hall, offering a display of the late model Victor instruments, and staging hourly a demonstration of health records, augmented by a Magnavox, and in which Miss Marjorie Barnhardt was the cynosure of all eyes. This, dear editor, is entirely appropriate, for Marjorie is decidedly easy to look at, as 2,000 persons per hour will attest. The Meier Co. gave away record brushes for souvenirs, acquired a big list of prospects, and proceeded to deliver machines the week after the show on the strength of the exhibit. The exhibit won two prizes in contests for attractiveness and popularity after the close of the show.

Local Artists Make First Record

Records of the first Cleveland orchestra to play for the talking machine industry were received this week. They are the General Phonograph Co.'s recordings of the Hotel Cleveland Orchestra. The idea of recording this orchestra was conceived by George R. Madson, president,

MARCH 17th

St. Patrick's Day has a sales significance to the aggressive Victor retailer, who appreciates the fact that the Victor record catalog contains many musical gems particularly adapted for sale on this day. Every holiday in the year is a possible sales producer for the well-posted Victor dealer, and the Eclipse organization is ready and willing to assist its dealers in taking full advantage of Victor record sales possibilities.

ECLIPSE MUSICAL CO.

Victor Wholesalers

CLEVELAND, OHIO.



and T. F. Buel, secretary of the Record Sales Co., and was carried out by W. C. Fuhri, manager of the General's record division.

Many Columbia Artists to Appear

The Columbia branch here is following up the Specht idea, although somewhat more modestly, as Columbia artists continue to make consecutive appearance in Cleveland. These include Al Jolson, Ruth Royce, Frank Crumit, Blossom Seeley, Kerekjarto, Ted Lewis and others. The same link-up with dealers is being used, and the record sales, according to dealers, swell to the tune of the cash register bell.

An Effective Sales Stimulator

Big aid to dealers and a business puller that customers cannot resist is the two-color card that is being distributed by the Cleveland Talking Machine Co. detailing the new Victor record releases. These cards are distributed regularly, and though still quite new, are bringing in more business than any other single item, according to I. H. Buescher, of the Buescher Co.

R. Svehla Back From Europe

R. Svehla, of Svehla's Music House, just back from a trip through Central Europe, has some interesting information on the development of the music business in general and the talking machine and record business in particular. The highest class records are wanted almost exclusively, says Mr. Svehla. In Vienna today the purchaser has to pay about 1,000 crowns for one record that would sell for \$1.75 here, which is equivalent to about twice as much in American money. Dealers there seemingly were doing good business in spite of the tremendous prices, for Austria, that the people have to pay.

Brunswick Artists Meet Dealers

Luncheon and meeting for Brunswick dealers, at which the Brox Sisters, Brunswick artists, were the guests, was provided at Hotel Cleveland during the stay of the sisters here. The event was staged by Leslie I. King, district manager, and F. G. Baird, service manager. The sisters sang and told their views on record making, met the dealers, and everybody felt better for the closer contact between artist and seller of the artist's product.

When a dealer can't get along without the instrument he sells it must be some instrument. So opines F. G. Baird, service manager of Brunswick, who has just shipped a Brunswick instrument to the North Carolina Winter home of W. E. Jones, Mansfield dealer. A special York model was selected for the trip.

Victor Dealers Hear Sales Talk

One of the big opportunities for both machine and record sales was told to Victor dealers at a meeting arranged by Howard J. Shartle, general manager, the Cleveland Talking Machine Co., and Edward B. Lyons, general manager, the Eclipse Musical Co., by Mrs. Frances Elliott Clarke, head of the educational department, the Victor Talking Machine Co., here this week. Mrs. Clarke was attending the N. E. A. convention at Public Hall. With her were her capable aides—Miss Marie Finney, Miss Margaret M. Streeter and R. J. Coleman. About fifty dealers attended, coming from all parts of northern Ohio.

Mrs. Clarke showed how the music memory contest is a wonderful thing for the dealer who wishes to cash in on it. She showed that fifty records are supplied for the contest, and that the children need them, not only in the schools, but in their homes, to perfect themselves in the contest work. Many machines are needed in the schools as well. It was estimated by the educators from the Victor plant that perhaps 150,000 children are taking part in this

**A NEW INVENTION!
A 1923 TRADE BOOSTER**



This new invention is especially adapted for all Console and combined Radio Console Phonographs.

On account of the small space required it can be installed on Library Tables, etc., without marring the looks or impairing its usefulness.

The automatic stop is positive and will last as long as the machine.

Write for Particulars

MERSMAN & COMPANY
OTTAWA, OHIO

year's contest in Ohio. This State is one of seven conducting such contests. In 1916 one State held the first contest. It is hoped that fifteen States will be taking part in the work next year. School boards in towns, cities and counties are supporting the work. The individual contests in these localities this year will be considered as semi-finals, children going to Columbus in May to take the final tests.

The thought of this work was originated by C. M. Tremaine, head of the National Bureau for the Advancement of Music, according to Miss Finney. For the last twelve years Mrs. Clarke has been working for national adoption of the plan, but it was only six years ago that it was first recognized. Today it is an important part of the music courses in schools.

New Brunswick Stores to Open

Two new Brunswick establishments will open before the end of March in this city. These are the Madison Music Shoppe, in Lakewood, and the R. L. White Music Co., which has been established in The Arcade as a sheet music and small goods store for many years. Both will handle the Brunswick line.

Willem Willeke Welcomed

Willem Willeke, famous Dutch 'cellist of the Elshuco Trio, exclusive Brunswick artists, returned to this city recently as soloist with the orchestra of St. Ignatius College in concert at Masonic Hall. Formerly he came with the Kneisel Quartet and even then the splendid tone and brilliant musicianship seemed as vigorous as the man himself.

VICTOR SIGN SERVICE POPULAR

NEWARK, N. J., March 9.—Collings & Co., Victor distributors, of this city, have noted in recent months a very active response from Victor retailers for the company's sign service. This indicates not only the high quality and merit of this publicity material, but also denotes the desire of Victor dealers to make the most of their opportunities, especially publicity.

OPENS NEW GOLD SEAL FACTORY

Manufacturer of Record Repeaters Announces Opening of New Plant in Belleville, N. J.—Will Triple Production—Planning Campaign

The Gold Seal Co., manufacturer of the well-known record repeater of the same name, whose executive offices are at 105 West Fortieth street, New York City, announces the opening of a new plant in Belleville, N. J. These quarters will give them greatly enlarged floor space and equipment and also triple the production of Gold Seal repeaters. The factory is ideally located and its shipping facilities are excellent.

The advertising department of the Gold Seal Co. is planning an intensive sales and advertising drive through publications of national circulation. The copy of the advertisements will carry a message which will be of benefit to Gold Seal retailers. The first of these announcements will appear the latter part of April.

PRESTO PHONO PARTS CO. MOVING

Growing Business in Tone Arms and Reproducers Makes Move Necessary

The Presto Phono Parts Co., manufacturer of tone arms and reproducers, which conducts a general machine shop for talking machine manufacturers, is moving this month into a larger and more modern factory in the Robert Gair Building, 70 Washington street, Brooklyn, from the present quarters at 124 Pearl street. The new factory will occupy one entire floor, where the facilities will be much greater than in the old quarters, the actual floor space being larger by more than 4,000 square feet. Officials of the company have been contemplating this move for some months past and its completion will find the company better prepared to handle its increasing business and better able to give its large clientele more satisfactory service in every way.



Brunswick
PHONOGRAPHS AND RECORDS

For Cleveland
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
624-32 St. Clair Ave., N. W. F. S. Buttweiler, Branch Mgr.

ATLANTA

Business Changes and Activities of the Month—"Bill" Lewis Resigns—Other Important News

ATLANTA, GA., March 5.—The general business situation in this section continues to be particularly satisfactory from the standpoint of the talking machine man. There is a fairly level demand for machines and records of practically all makes and wholesalers report the establishment of many new agencies among Southeastern dealers.

John L. Moore & Sons, well-known Atlanta opticians, have purchased the business of the Goodhart-Tompkins Co. These two firms will be consolidated and Moore's optical department transferred to the Goodhart-Tompkins Co.'s store. We understand that Victrolas will be pushed more aggressively than has been the case for some time past.

"Bill" Lewis resigned March 1 as manager of the wholesale Victor department of the Elyea Talking Machine Co. He has already left Atlanta for the North and plans to take a well-earned vacation of several weeks before assuming any new duties. Mr. Elyea will devote more time to his talking machine interests and the actual direction of the business will be largely in the hands of Sales Manager Gordy.

Forrest Traylor, who left the Goodhart-Tompkins Co. February 15, is now with the Ludden & Bates Piano Co. He has just returned from a business trip to Savannah.

J. M. High Co.'s new Victrola department, which is operated by the Empire Music Co., Inc., has been placed under the care of Mrs. Henderson, whose talking machine experience with the Phillips & Crew Piano Co. and the Wilson Music Co. thoroughly qualifies her for this work.

M. E. Lyle, Southern representative of Strand period design consoles, moved March 1 to larger quarters in the Moore Building, 65½ Walton street, this city.

"Considering its population, I believe business conditions are better in Florida than in any other State in my district," was the comment made by M. E. Lyle on his return to Atlanta after spending several weeks establishing new dealers throughout the Florida peninsula.

At Sarasota, Fla., Mr. Lyle met J. F. Vaughn, president of the Wabash Cabinet Co., one of the largest manufacturers of talking machine cabinets in the United States.

The C. W. Lewis Furniture Co., Tuscaloosa, Ala., and C. J. Lehman Music Co., Bessemer, Ala., are dealers who have enlarged their Brunswick departments and are going after business in a big way for 1923.

M. B. Duke, Brunswick salesman in Florida, is reporting some nice business from that State.

E. L. Butler is the new Brunswick salesman in Alabama.

The new \$100 console model put out by the Columbia Graphophone Co. is being distributed in quantities by the Atlanta branch. Columbia dealers are now in a position to obtain their share of the large amount of business being done in popular-priced consoles.

The C. C. Holcombe Co., of Birmingham, has recently added the Columbia line.

M. O. Giles, special representative of the General Phonograph Co., is spending some time in Atlanta with their local Okeh record jobber, the J. K. Polk Furniture Co. The Okeh record,

"The Sugar Blues," is tremendously popular. This selection already totals more sales than any listed since "The Crazy Blues."

Brunswick business at the local branch is progressing nicely and W. F. Standke, district manager, states that substantial shipments of York and Tudor consoles enabled dealers to do a real phonograph business during the entire month of February.

The new release plan of Brunswick records is proving very popular here.

New Brunswick dealers are the Singleton Furniture Co., Waycross, Ga.; Cooper's Music Store, Orlando, Fla., and Whipple Music Co., Lakeland, Fla.

W. F. Standke, district manager of the local branch, returned recently from a trip to the more important cities in Alabama, which included Birmingham, Montgomery and Mobile. He reports dealers as going strong at the points visited.

NEW DEPARTMENT IN ATLANTA

Empire Music Co., Inc., Opens First of Chain of Victor Departments in the Department Store of the J. M. High Co., That City

ATLANTA, GA., March 5.—A complete new Victor department was opened in the big department store of the J. M. High Co., this city, recently by the Empire Music Co., Inc., of which William A. Barfield is president, R. B. Hickson, vice-president, and Walter F. Higgins, secretary and treasurer.

The Empire Co. has purchased the entire stock of Victrolas and records of the Chamberlin-Johnson-DuBose phonograph department, and has supplemented this stock with additions which make a complete stock of records and Victrolas.

This new department at High's is the first of a chain of such departments which the Empire Music Co. is planning to open in department stores in the South.

Mr. Barfield, president of the company, is a

man of broad experience in the talking machine business, having spent six years as Southern traveling representative of the Columbia Graphophone Co., of New York, and fifteen years in the talking machine business for himself.

Associated with Mr. Barfield in the business of opening Victrola departments and running them for department stores is R. B. Hickson, who also has a successful business record.

Walter F. Higgins, secretary and treasurer of the Empire Co., was district sales manager for the Ajax Rubber Co. and the Brunswick-Balke-Collender Co. from 1915 until the time of making his present connection.

INCREASE IN NEEDLE PRICES

An announcement was issued from the headquarters of the Brilliantone Steel Needle Co., New York City, on March 1, of a 10 per cent increase in the price of Brilliantone steel needles, effective that date. The upward tendency of prices in the steel market, as well as increased manufacturing costs, was given as the cause of this increase.

H. W. Acton, secretary of the company, reports that business is running ahead of all expectations, with every indication towards a steady continuance throughout the year.

R. C. Norman, who lately joined the sales staff of the Brilliantone Co., left on his initial trip throughout the Eastern territory, which includes Ohio, Pennsylvania and New York.

INTRODUCES NEW YOU-NIT CABINET

LYNCHBURG, VA., March 7.—The Ogden Sectional Cabinet Co., of this city, has added a new You-Nit cabinet stand to its line which is to be known as model No. 9A. This is made particularly to fit the Victrola model of this number. This stand is similar to the other numbers in the ease in which it can be knocked down and set up again. Ogden wareroom equipment and sectional record filing system are enjoying good sales and the plant here is busy filling orders.

"We Serve the South"



SERVING the South with Okeh Records is a tremendous undertaking. It is a task that requires not only the continual maintenance of an exceptionally large stock of records, but also the employment of up-to-date, systematic methods for the immediate and efficient shipment of all orders as soon as they are received.

How well we have performed this task is gratifyingly reflected in the complete satisfaction of all of our dealers.

Okeh Records

The Records of Quality

Wholesale Phonograph Division

J. K. POLK FURNITURE CO., Inc.

Offices and Show Rooms:

294 Decatur Street

ATLANTA, GA.

Inquiries from Dealers Solicited



For Atlanta
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
35 S. Forsyth St. P. W. Lantz, Branch Mgr.

For Beauty—for Tone—for Price



Model 23 Hepplewhite Period Console
MAXIMUM DISCOUNT

Strand Offers the Only Complete Line of True-to-Period Consoles

These direct Strand representatives are ready to serve you:

RICHARD H. ARNAULT, 95 Madison Avenue, New York City
ARTOPHONE CORPORATION, 1103 Olive Street, St. Louis, Mo.
ARTOPHONE CORPORATION, 317 Kansas City Life Bldg., Kansas City, Mo.
W. O. CARDELL, Tulsa, Okla.
CONSOLIDATED TALKING MACHINE CO., 227 W. Washington St., Chicago, Ill.
R. L. CHILVERS, 903 New Birks Bldg., Montreal, Que.
OTIS C. DORIAN, 321 King St., East, Toronto, Ont.

A. C. ERISMAN, 174 Tremont Street, Boston, Mass.
GENERAL RADIO CORP., 624 Market Street, Philadelphia, Pa.
GENERAL RADIO CORP., 806 Penn Ave., Pittsburgh, Pa.
W. S. GRAY, 942 Market Street, San Francisco, Cal.
J. J. GRIMSEY, 926 Midway Place, Los Angeles, Cal.
L. D. HEATER, 357 Ankeny Street, Portland, Ore.
H. J. IVEY, Box 235, Dallas, Tex.

L. C. LE VOIE, 524 Curtis Hotel, Minneapolis, Minn.
IROQUOIS SALES CORP., 210 Franklin Street, Buffalo, N. Y.
R. J. JAMIESON, Sweetland Bldg., Cleveland, O.
MERVIN E. LYLE, 65½ Walton St., Atlanta, Ga.
RICKEN, SEEGER & WIRTS, Globe Bldg., Detroit, Mich.
SILZER BROS., 1019 Walnut Street, Des Moines, Ia.
STERLING ROLL & RECORD CO., 137 West Fourth Street, Cincinnati, O.

MANUFACTURERS PHONOGRAPH COMPANY, INC.
95 Madison Avenue, New York Geo. W. Lyle, President

IN THE MUSICAL MERCHANDISE FIELD

COST OF OPERATING MUSICAL MERCHANDISE DEPARTMENT

Advisability of Starting Small Goods Department in a Conservative Manner Makes Initial Investment Comparatively Small—Important Considerations in Management

There is no doubt in the minds of those talking machine dealers who have installed musical merchandise departments that a side line such as this is profitable if properly maintained and exploited. And without doubt, also, there are many dealers who are held back from installing musical merchandise because they have not investigated the possibilities in this field and imagine the cost of handling a line such as this to be greater than it actually is.

It is not necessary to open a large musical merchandise department, necessarily involving a considerable investment, nor is it wise. It is to the advantage of the dealer to start in a small way and to increase the size of his department as the business grows. It is surprising how small the investment in an adequate small goods department really is. For example, a widely experienced manager recently declared that in towns of five thousand and under small goods departments with from \$300 to \$500 worth of merchandise are adequate to meet all demands, this sum covering a line of stringed instruments and accessories. In view of the present condition of the market, a line of saxophones should be included if possible, for there is scarcely a town in the country where the present saxophone craze has not been felt. As early as possible in his career as a small goods merchant the dealer should try to include a line of band instruments, because it is almost always possible to organize at least one band in any community. The organization of one band forms the nucleus for a band instrument market.

Every effort should be made to keep the amount of stock as complete as possible. The locality should be studied to find out just what demand exists for the various instruments. For example, in the steel and mining regions of western Pennsylvania harmonicas and accordions are tremendous sellers at all times, while

in many Southern cities the banjo has always been the popular instrument.

Then there is the credit policy. The bulk of the sales of musical instruments goes to persons who are just about able to "make both ends meet." Usually they live on their salaries. This necessitates the purchase of such semi-luxuries as musical instruments on the instalment basis. This class of persons has always been a sure-paying class, so it is universally recognized that liberal terms of credit should be given. It is best to make sure that the initial payment is sufficiently large to make the purchaser retain an interest after his first few lessons. A sale on the dollar-down plan is very often a losing one, for the student may become discouraged by the early difficulties of learning to play the instrument and sacrifice the initial payment.

The musical merchandise department does not necessitate any additional floor space as a rule. For a small department one wall case and one counter display case will insure an effective showing of a generous stock of instruments with practically no sacrifice of space in other departments. Accessories and parts should be grouped and classified in drawers provided for the purpose. It will be a good plan to devote one window to the display of at least a few small instruments at all times. Musical merchandise in a window gives a more universal appeal to the public and affords an opportunity for a greater range of ingenuity in window trimming.

Costs of the musical merchandise department should be carefully kept. It is important to know just how much this department is costing in order to know whether mark-ups and discounts are correct. Statistics show that the operating cost of the average musical merchandise department is somewhere in the neighborhood of 25 per cent. Various local conditions will, of course, affect this figure, but it should

Don't Be An Undertaker

That's the position of a phonograph dealer when only selling phonographs. He's like the undertaker who only gets his man once.

More Phonograph dealers added Musical Merchandise Departments in 1922 than at any other time in the history of the Music Trade.

Every one of these dealers unanimously proclaims success with his adventure—no dull days—and the quick turnover of the new department more than pays all the overhead expenses.

A bigger year is ahead of you than can possibly be anticipated if you can supply your trade with the right kind of merchandise!

The policy of the house of Durro is: **SUPPLYING DEPENDABLE NATIONALLY ADVERTISED MERCHANDISE OF QUALITY.**

This is one reason that all merchants find it easy to sell such instruments as

Durro Violins, Bows, Strings
S. S. Stewart Guitars, Banjos,
Ukuleles, Etc.
Duss Band Harmonicas
Lester and Monarch Accordions
Abbott Saxophones and Band
Instruments

Talking machine dealers can assure their success for the next year in no better way than stocking this guaranteed merchandise.



BUEGELEISEN & JACOBSON
5-7-9 Union Square
NEW YORK

cost about 25 per cent of the total retail sales volume.

It is not the function of this article to tell the dealer how to sell musical merchandise. This art will be developed by him through actual experience. What we can say on the subject, however, is that there is a large potential demand for musical instruments in every community and the dealer should keep his sales machinery up to the maximum point of efficiency and secure a sales volume as near 100 per cent as possible.

The first lieutenant to successful salesmanship is good, consistent advertising. By all means announce the new department to pro-

The Leading Lines for the Spring of 1923

And to Buy Them RIGHT
Come to the House of GRETSCH

TENOR-BANJOS A Dozen Good Numbers \$12.50 to \$125.00 Retail
Moderate priced, high-quality numbers are our specialty. You'll find in our line values you can't touch elsewhere in Tenor Banjos to retail from \$12.50 to \$25.00, and others higher.

See Page 71—Catalog No. 22. Send For Your Free Copy.

UKULELES Every Popular Style—\$2.50 Up And Banjo-Ukuleles, Too!
A big Ukulele year is starting. But to get the sales you need the goods and that's where we come in—with a big full line of splendid sellers in Ukuleles and Banjo-Ukuleles.

See Page 62—Catalog No. 22. Send For Your Free Copy.

VIOLINS 100 Different Numbers—\$7.50 Up Including O. H. Seidel's Famous Violins
Here's one of the largest Violin stocks in America, offering you a wonderful latitude of choice. And a full showing of Bows and Accessories.

See Pages 40 to 57—Catalog No. 22. Send For Your Free Copy.

SAXOPHONES Priced So You Can Make a Real Profit

Careful buyers everywhere know Gretsch-American Saxophones as the line that lets the dealer make a profit. Every popular model and finish! Wonderful tone!

See Pages 16 to 17—Catalog No. 22. Send For Your Free Copy.

DRUM OUTFITS Splendid Values to Sell for \$60.00 and Up

With Gretsch-made TWENTIETH CENTURY Drums and Traps it is easy to get your share of Drum business. It's quality that does it—Quality and price.

See Pages 1 to 15—Catalog No. 22. Send For Your Free Copy.

The Biggest Leader of Them All!

E. A. Couturier Band Instruments

Some good territory still open for exclusive agencies in the East and South. Write for our proposition.

The FRED. GRETSCH MFG. CO.

Musical Instrument Makers Since 1883

60 BROADWAY, BROOKLYN, N. Y.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 144)

spective customers with a big, well-worded advertisement in the local newspapers. Follow this up at regular intervals. Let the public know you are in business to supply them with musical instruments and you will find that they will come in and buy them. Study the clever advertising used by the more successful retailers of musical merchandise and profit therefrom.

Do not overlook the importance of the accessories department. It will be advantageous to carry a complete stock of accessories. Although these items are small in price, yet most dealers consider the accessories department the most valuable they have because it keeps customers coming into the store. There is also a good profit to be made on a large volume of accessories.

Now is the time to inaugurate a musical merchandise department. The profitable Spring season is with us and next Fall's business promises to be better than ever. The demand is especially large in the musical merchandise division of the music trade. The dealer who launches a small goods department immediately following the suggestions indicated in this article, and adding to them from his own fund of merchandise knowledge, will be enabled to show a good profit at the end of the year.

INTEREST IN SMALL GOODS GROWS

Many Dealers Who Are Opening Musical Merchandise Departments Indicates Development of Greater Interest in This Line

Although the interest of the talking machine dealer in musical merchandise has been markedly manifested for some time past, since the first of the year it has taken tangible form in a greatly increased number of inquiries and orders from talking machine dealers who have never before carried musical merchandise, according to the Fred. Gretsch Mfg. Co., manufacturer and importer of musical merchandise, Brooklyn, N. Y. In one or two cases it is pointed out that houses that had discontinued their line of musical merchandise some years back have now entered the field in a stronger way than ever before.

E. E. Strong, general sales manager of the company, stated: "I believe that good business in musical merchandise for the talking machine dealer is only starting. The future will bring forth even better business than has been experienced hitherto. Musical merchandise and the talking machine are closely correlated. Just as the talking machine record has contributed

materially to the popularity of the saxophone, English horn and other instruments relatively unknown in this country in the past, so have these instruments contributed to the sale of phonograph records, enabling the public to familiarize themselves with the remarkable effects brought out by these instruments. The love and knowledge of music has progressed to the point where a band or orchestra record is not alone listened to for its melody, but dealers report that many of their customers are vitally interested in the instrumentation of these records and ask them many questions regarding the identity of the instrument which carries some particular melody or theme. Another big sales number in musical merchandise which is proving popular with the talking machine dealer is the trap drum outfit. The sale of these outfits is not restricted by any means to orchestras, but, in fact, the large majority of these outfits sold find their way into private homes, where they are played accompanying the talking machine. There seems to be an irresistible

charm in accompanying the latest syncopated melodies with a trap drum outfit.

"The unit of sale of musical merchandise has also arrived at a figure that is proving particularly attractive to the talking machine retailer. The general music house idea, I believe, will take root stronger than ever before during the year. It has already proved a big year for musical merchandise and our factory is working to full capacity to take care of the orders we are receiving."

NEW REED INSTRUMENT IN RECORDING

Rothfone Introduced in New Brunswick Record—Resembles Saxophone in Tone and Appearance—Recently Placed on Market

It is stated that for the first time one of the leading record companies has recorded the new reed instrument recently placed on the market by the Buescher Band Instrument Co. This

(Continued on page 146)

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

Bennie Krueger

and His Orchestra

(BRUNSWICK RECORDS)



The Record Shop that carries Buescher Instruments can use nearly every record in the shop as a demonstration of the fine tone of



Band Instruments and Saxophones

Forty orchestras famous in all makes of records use Buescher Instruments exclusively!

All the Buescher advertising matter—the window displays, counter pieces, mailing pieces, newspaper cuts—they help the record dealer sell records and sell the instruments that make the records—Buescher Instruments.

Trade terms, catalogs, etc., free on request.

100 Per Cent Equipped with Buescher Instruments



"FITS LIKE A GLOVE"
Buescher Saxophone
Pads SNAP ON! No Cement
No Dealer Trouble!
Patented

Buescher Band Instrument Company
G 93 Buescher Block DEALERS EVERYWHERE
Elkhart, Indiana

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 145)

instrument is of the double reed type and fingers similar to the saxophone, resembling this instrument in general appearance. It is called the "Rothfone" and is practically a cross between the tone of the sarrusophone and the saxophone. In the Brunswick record, "Rose of the Rio Grande," played by the Oriole Terrace Orchestra, Clayton Naset, one of the leading saxophonists of the present time, makes his debut as a Rothfonist, and the results achieved are remarkably satisfactory.

MANY ADD MUSICAL MERCHANDISE

C. Bruno & Son, Importers and Wholesalers, Average Hundred New Accounts Monthly

An indication of the interest manifested by talking machine and piano dealers in musical merchandise is to be found in the ever-increasing number who have never carried the line before and who are now opening departments. C. Bruno & Son, Inc., importers and wholesalers of musical merchandise, New York City, report that thus far this year new accounts have averaged in the neighborhood of 100 a month. Business is reported as good; in fact, remarkable for this period of the year. From the very first of the year business has kept up at a remarkable rate and there is no visible sign of any slowing up in the near future.

TWO BIG HOHNER SELLERS

The Piano-key Accordion and Chromatic Harmonica Popular With Trade and Public

M. Hohner, distributor of the well-known Hohner harmonicas and accordions, New York, is enjoying particularly good business. In the accordion line the piano-key accordion is very popular. The chromatic harmonica, which is described as the latest step in the development of the mouth organ, is in increasing demand. By a slight manipulation of a lever a sharp or flat of unfailing accuracy can be produced and any piece of music can be played.

M. Hohner reports that this line is proving particularly popular with the talking machine dealer, as it provides an additional source of revenue and occupies very little extra floor space. Dealer helps, show cards and revolving racks, furnished by the company, provide an excellent means of presentation and are proving very popular with dealers.

SOUSA PLANS THIRTY-FIRST TOUR

Famous Band Leader to Start on Coast-to-coast Tour With Large Company in July

Lieutenant-Commander John Phillip Sousa, Victor artist, with a company of 100 musicians and soloists, will commence his thirty-first tour of the United States early in July, according to arrangements just completed. The tour will

start at Willow Grove, near Philadelphia, and take the organization thence to the Pacific Coast, returning through the South to Florida and from there up the Atlantic Coast to Washington, where the tour will end in March, 1924. An engagement will also be played at Havana.

YERKES' ORCHESTRA IN MINNEAPOLIS

Playing of Prominent Dance Orchestra Attracts Most Favorable Attention and Arouses Great Interest in the Vocalion Red Records

During the recent visit to Minneapolis of Yerkes' "S.S. Flotilla" Orchestra, the Stone Piano Co., local distributor of Vocalion Red records, through the co-operation of Donaldson's Department Store and the Dayton Department Store, presented two of the most striking



Artistic Display Made by Stone Piano Co. in Minneapolis

window displays ever seen in this city. While in Minneapolis the orchestra appeared in the studio of the Stone Piano Co. and aroused much enthusiasm among the large audiences, incidentally directing interest to the Vocalion Red records.

ORATORIOS AT CENTRAL PARK

Handel's "Messiah" and Rossini's "Stabat Mater" to Be Given With Chorus and Soloists as Part of Program of Goldman's Band

A remarkable series of free concerts are to be given in Central Park during the coming Summer by the Goldman Band under the direction of Edwin Franko Goldman. Besides the usual instrumental programs, arrangements are

Saxophones
and all reed instruments
Repaired—Polished—Adjusted
for the trade

*Work called for and delivered
in 48 hours*

BENKWITT

441 Willis Ave., Cor. 145th St., BRONX
Phone Mott Haven 5977

being made to produce such works as Handel's "Messiah," Verdi's "Requiem," and Rossini's "Stabat Mater" with full band, large chorus and noted soloists. The entire Oratorio Society of New York will appear on the evening of June 16 and will render Verdi's "Requiem." Albert

Stoessel, the conductor of the Society, has been invited to conduct this work.

Mr. Goldman and his band gave Summer concerts at Columbia University during the past five seasons, but, owing to the fact that new buildings are to be erected on the Green this year, were compelled to seek new quarters. The concerts, while supported through contributions, are absolutely free to the public, and are sponsored by a Citizens' Committee, the list of which contains many prominent people.

The Clinton-Fulton Store, 420 Fulton street, Jamaica, N. Y., was recently taken over by Joseph King, who will operate it under the name of the King House Furnishing Co. The store contains a large talking machine department.

HOHNER Harmonicas and Accordions

THE WORLD'S BEST

Now Sold by 250,000 Retail Merchants

An unqualified endorsement of the stability and profit-making possibilities of the Hohner line.

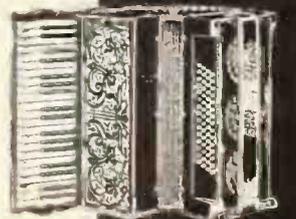
Every talking machine dealer should carry a stock of Hohner harmonicas and accordions. They help increase the profits without increase of overhead.

Ask Your Jobber

M. HOHNER

114-116 East 16th Street
New York City

HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915



Ogden's Sectional Phonograph Store Equipment



— STANDARDIZED —

Costs less than carpenter work.

Produced economically in great quantities—sold to you as you need it. Every part accurately made to fit the other. You can keep adding to your equipment as your business grows or knock it down and move it to your new quarters.

UNLEVEL FLOORS are provided for as each Pilaster and Section is supplied with Patented Capstan Levelers instantly adjusting to a perfect level. (Spirit Level also supplied)—WALL PILASTER adjusts to fit any size Base Board and Wainscot rail.

OUR HIGH PRICE COMPETITORS say "It can't be done"—but it is being done every day and the dealer is saving hundreds of dollars on every installation.

Price of Ogden's Sectional Units

- Record rack, No. 1-S, each \$48.00
- Paneled ends, each 6.00
- Record sales counter, No. 1-S, each 90.00
- Record sales counter, No. 2, each 72.00

FINISHES:—GENUINE ENAMEL
White, Old Ivory and Gray

Prices of Complete Equipment

- PLAN NO. 1—2 Record Sections, 1 Sales Counter, 1 6x6 ft. Booth . . . \$330.00
- PLAN NO. 2—3 Record Sections, 1 Sales Counter, 2 6x6 ft. Booths . . . 520.00
- PLAN NO. 3—2 Record Sections, 1 No. 1 Sales Counter, 1 6x6 ft. Booth 366.00
- PLAN NO. 4—3 Record Sections, 1 Sales Counter, 2 6x6 ft. Booths . . . 552.00
- PLAN NO. 5—2 Record Sections, 1 Sales Counter, 1 6x9 ft. Booth . . . 378.00
- PLAN NO. 6—3 Record Sections, 1 Sales Counter, 2 6x9 ft. Booths . . . 570.00

WE POSITIVELY GUARANTEE

ANY MAN AND A BOY for helper without carpentry experience can assemble a room in one hour. There is nothing to do but place Wall and Door Sections in the Pilaster and turn down the clamps. Place Ceiling units in position and Base Rail or Floor Shoe around the bottom and the job is complete, as tight as a drum, at a fraction of the usual cost.

Send a pencil sketch of your store indicating where you want Record Racks and the amount of stock, location of Counters and Booths and we will submit a Blue Print and estimate for equipment which you can install any evening and be "Up To Date" next day.

Ogden's Complete Modern Store

Costs less than carpenter work. Everything ready for business the day you get it—Sectional—Unpack and "Set it up Yourself."

Send us a pencil Sketch of your Store, Showing where you want Record Racks, Customers' Counters and Private Sales-rooms and we will quote you a delivery price on Sectional Equipment which you can install any evening and be "Up to Date" next day.

NEW MODEL NO. IX-A

You-Nit Cabinet Stand
K. D. For Victrola No. IX-A



Fulfills every Cabinet requirement for the Home with Portable advantages. Makes an "Outfit" at an "IN-BETWEEN" price and sells your IX-A's.

Get a sample mailed today subject to return the minute you see it if not satisfactory.

PRICES

- Solid Select Mahogany and Quartered Oak . . \$6.50
 - Mahogany Finish and Plain Oak \$5.50
- Packed 1 to a Mailing Carton. Wt., 18 lbs.

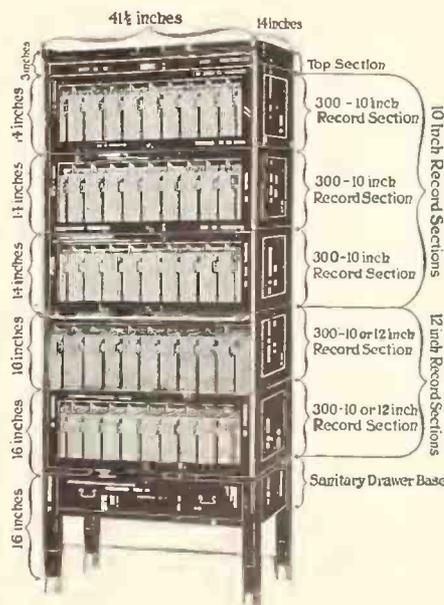
RECORD CABINETS

(Sectional Models)

Fits any space for any size Stock and helps you grow through Service.

PRICES

- No. 2 Tier of Sections for 1,500 Records, \$46.50
 - No. 1 Tier of Sections for 1,500 Records, \$59.25
- Finishes: Oak, Mahogany and Genuine Enamels.



Write for Radio Folder illustrating and pricing Radio Cabinets and Panels easily sold at a profit.



STANDS for Portables and Tables for surplus Record Files, Plant Stands, etc., bring you many new customers.

OGDEN SECTIONAL CABINET CO., Lynchburg, Va.

All Prices Subject to Market Conditions and Change Without Notice

HAPPENINGS IN THE DOMINION OF CANADA

CHANGES AND ACTIVITIES IN THE TORONTO TERRITORY

A. C. Valeur in Charge as Managing Director of Sonora Phonograph, Ltd.—Musical Merchandise Sales Co. Reorganizes—Visitors From U. S.—Introduces Bill to Amend Copyright Act

TORONTO, ONT., March 6.—A. C. Valeur, until recently a director and secretary-treasurer of the Sonora Phonograph Co., Inc., New York, has taken over the managing directorship of the Canadian company, Sonora Phonograph, Ltd., West Toronto. E. D. Coots is returning to New York Sonora headquarters and, in taking leave of Canada, leaves a host of sincere friends.

The Manufacturing Sales Co., distributor of the Strand line of console phonographs, has moved into much larger quarters at 321 King street, east.

The Musical Merchandise Sales Co., organized in August, 1917, by W. B. Puckett, F. A. Trestrail and the late John E. White, to handle the distribution in Canada of Brunswick phonographs and records, is to be formed into a limited liability company, and is giving special attention to Q R S sales. B. A. Trestrail, associated with the company for the past two years, has taken over the agency for Gulbransen player-pianos, hitherto handled by the Musical Merchandise Sales Co. At the Wellington street showrooms the complete line of Brunswick phonographs is on display. In addition, the company is the Canadian distributor for Brilliantone needles and other well-known lines.

Gerhard Heintzman, Ltd., London, Ont., has put the Martian record displays recently offered the trade by His Master's Voice, Ltd., to a new purpose, greatly stimulating sales. It consists of a large card which is placed on the stand, featuring interesting facts of the records in the stand.

L. J. Unger, general manager of Reflexo Products, Inc., New York, paid Canada a visit recently with the object of making distribution arrangements for Reflexo products in the Canadian market.

Teachers of music who assembled recently in the Toronto Conservatory of Music to attend the first evening of a course in "Musical Appreciation" were greatly delighted. The teaching of "form" in music by the phonograph was dealt with by Miss Mae E. Skilling, of the Columbia Co., in a most illuminating and interesting way.

Undoubtedly one of the finest window displays that was ever seen in Toronto was that put on recently by the Robert Simpson Co., Ltd., featuring various styles of Victrolas, records and albums.

When interviewed by your correspondent B. A. Forster, general manager of the Brilliantone Needle Co. of America, who recently spent a few days in Toronto and Montreal in the interests of his firm, stated that prospects in this branch of the industry were never better. When asked regarding prices Mr. Forster said there would, no doubt, be an advance and that his firm was only accepting orders or making contracts for delivery for the first two months of the year at the present prices. Arrangements have been made for the Musical Merchandise Sales Co. to continue as sole Canadian distributors of Brilliantone needles in Canada.

A bill to amend the Canadian Copyright Act was introduced the past week at Ottawa. It was introduced by James A. Robb, Minister of Trade and Commerce. Mr. Robb explained that the existing act passed in 1921 had never been proclaimed, and so had never been put in effect. The purpose of the present bill was to make minor amendments to bring the act into harmony with the British copyright law and the international copyright convention.

R. M. Kempton, New York, head of the Vocalion department of the Aeolian Co., recently visited Scythes Vocalion Co., Ltd., the Canadian distributors of the Vocalion and Vocalion records, and found considerable satisfaction in perusing the growing list of Vocalion dealers.

The many new agencies opened by the Scythes Vocalion Co., Ltd., are all live accounts, judging from the manner in which sales promotion work is being carried on and the consistency with which sales are being consummated with the public.

MONTREAL TO HOLD MUSIC WEEK

Elaborate Plans in Course of Preparation for This Event—Brisk Business Enjoyed—Changes and Activities in the Trade

MONTREAL, CAN., March 7.—At least five concerts will be held simultaneously in different parts of the city during each afternoon and evening of Music Week, commencing March 11, according to plans at present being formulated. In addition there will be concerts in the mornings and two concerts especially for children on Saturday morning. Programs will be put on at practically all the various philanthropic institutions of the city, including the hospitals, and the factories will also be cared for. The dif-

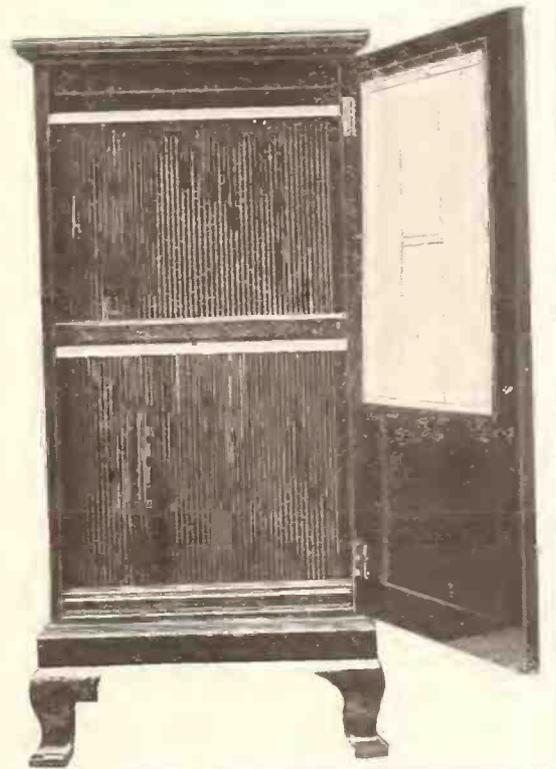
PATENT NO. 219095

CANADIAN

PATENT 

FOR SALE

A CINCH PROPOSITION FOR CANADIAN FIRMS



THE "DISQUE" IS THE MOST PERFECT SYSTEM OF FILING RECORDS EXTANT ::

The inventor is prepared to treat with responsible Canadian houses for the sale outright of his Canadian Patent (No. 219095), or would consider arrangements for manufacture on a royalty basis. The patentee is in a position to make specially favorable terms with a suitable Canadian firm.

THE "DISQUE" FILING CABINETS

are well and favorably known in Great Britain, being stocked by most of the leading stores. They hold 50 or more records. Apart from a big public demand Disque Cabinets are also used by the trade for stocking records and can be so made to hold up to 5,000 10" or 12" records. As illustrated, the "Disque" system files records vertically, each disc being housed in a single, felt-lined compartment. This is the only perfect system of protecting records from warping and scratch. Each record rests on an ingenious contrivance which permits immediate delivery of any desired record, and possesses no mechanical device or levers to get out of order. A simple scheme of indexing is employed.

Those prepared to negotiate for this valuable patent are invited to communicate with the owner,

Disque Cabinet Co., Ltd.

ARTHUR W. WOOLLAND, President 11 POULTRY, LONDON, E. C. 2, ENGLAND

A PROFITABLE BUSINESS

Here is a cinch proposition which will place the Canadian firm successfully negotiating our offer in an unrivaled position to develop the "Disque" gramophone record-filing scheme throughout the whole of Canada. You are assured, too, of complete protection, the Canadian Disque patent being a master one. That excludes piracy. It is an exclusive and first-class opportunity which offers scope for almost unlimited sales.



Goodnight *The Waltz Sensation of 1923*
 Nearly as good as
 "Three O'Clock in the Morning"
 "You can't go wrong with any FEIST song"

MONTREAL TO HOLD MUSIC WEEK

(Continued from page 149)

ferent public schools will each have their own concert, while special attention will be paid to the study of music during regular school hours.

Although the forthcoming music week is something of an experiment, this being the first time such an event has taken place in Montreal, those in charge of arrangements are enthusiastic over the prospects of its success.

All business formerly transacted at the 417 St. Catherine street, West, store of His Master's Voice, Ltd., has been transferred to its 355 St. Catherine street, West, store.

Marion Harris, exclusive Brunswick artist, recently appeared at the Princess Theatre in a record-breaking musicale, which attracted considerable attention to her recordings.

Charles Culross, with his usual aggressive business methods, was the only exhibitor of phonographs at the recent textile exhibition held in the Mount Royal Hotel. It is estimated that over 50,000 people visited the show and, with the prominence given the Sonora, Mr. Culross is well pleased not only with the publicity gained, but the actual number of new prospects secured. Mr. Culross is one of the liveliest talking machine men here.

N. Nathanson, of Sydney, N. S., has opened up a new store on Charlotte street. A full line of His Master's Voice-Victor products is carried. Mr. Nathanson's store at Whitney Pier also features this line.

C. H. R. Zwicker, of Lunenburg, N. S., who has taken over the business of the Rockwell Drug Co., has put in a stock of His Master's Voice-Victor products.

S. H. Brown, of Brown's Talking Machine Shop, is enjoying an excellent Victor business.

Nearly a hundred guests were present last evening at the annual banquet and entertainment given by Layton Bros., Ltd., to their staff at the Edinburgh Café. The dinner was followed by a concert. Following the concert there was dancing and cards.

C. W. Lindsay, president of C. W. Lindsay, Ltd., is sojourning at Waterbury Inn, Vt., recuperating from illness.

J. A. Bienjonetti has been appointed manager for the Quebec branch of C. W. Lindsay, Ltd. He is well known to the trade.

W. C. FUHRI LEAVES FOR COAST

W. C. Fuhri, general sales manager of the General Phonograph Corp., New York, manufacturer of Okeh records, accompanied by Mrs. Fuhri and W. E. Henry, recently appointed Pacific Coast manager for the company, left New York recently on a trip to the Coast. According to Mr. Fuhri's plans the party will visit the leading cities in the Northwest en route to the Coast, and on the return trip Mr. and Mrs. Fuhri will stop at the important trade centers in the Southwest. Mr. Henry will remain at Los Angeles, where a permanent office for the General Phonograph Corp. will be opened, and it is expected that Mr. and Mrs. Fuhri will be away for about four weeks.

APPOINTS NEW OUTING JOBBERS

Artophone Corp. and C. L. Marshall Co. Appointed Outing Jobbers—Outing Plant Working to Capacity to Fill Orders

A. J. Coté, president and general manager of the Outing Talking Machine Co., Mount Kisco, N. Y., manufacturer of the Outing portable phonograph, announced this week that arrangements had been completed whereby the Artophone Corp. of St. Louis and Kansas City, Mo., would act as distributor for the company in these important territories. The Artophone Corp. is one of the leading jobbing concerns in the Middle West and at the present time is a distributor of Strand phonographs and Okeh records.

The C. L. Marshall Co., of Detroit, has been appointed an Outing jobber, and C. L. Marshall, head of this company, is also the head of the Vocalion Co. of Ohio, Cleveland, O., which is an Outing distributor in this city. This popular portable is now well represented in these two important trade centers.

In a chat with The World Mr. Coté stated that, although the factory forces had been doubled in the past few months, the company is finding it possible to keep pace with the demands for this product. Additional factory expansion is now imperative, as Mr. Coté is aiming to give Outing jobbers and dealers maximum service and co-operation this year.

OTTO HEINEMAN VISITS CHICAGO

Otto Heineman, president of the General Phonograph Corp., returned to New York a few days ago after a short trip to Chicago. While in the "Windy City" Mr. Heineman spent some time with S. A. Ribolla, manager of the General Phonograph Corp. of Illinois, and was delighted to find that this company had increased its business materially since the first of the year. Mr. Heineman also visited the offices of the Consolidated Talking Machine Co., Okeh jobber in Chicago, and was astounded at the exceptional figures presented by E. A. Fearn, head of this company for the months of January and February of this year. The Consolidated Talking Machine Co. is making phenomenal progress in the development of Okeh business and new dealers are being established daily in Chicago territory.

EXCELLENT BUSINESS IN SEATTLE

Aggressiveness of Dealers Being Rewarded in Steadily Increasing Trade—All Lines Enjoy Fairly Brisk Demand—Optimism Reigns

SEATTLE, WASH., March 5.—A steady improvement in the trade in this city has been prevalent during the past month. Talking machine and record business has been excellent where the dealers have utilized every opportunity of bringing their products to the attention of the public and with those concerns which have aggressively endeavored to make sales.

Victor, Brunswick, Columbia, Edison and other instruments and records have been selling as well as could be expected, according to dealers handling these lines. L. S. Bacharach, manager of the Brunswick branch, this city, has been busy supplying dealers. In this, as in the other territories covered by the Brunswick Co., the system of releasing records as soon as they have been made is proving popular with the public.

All along the line optimism prevails and the determination of the dealers, no matter what products are handled, to go after business should bear fruit in sales.

CLEVER GALLAGHER & SHEAN POSTER

Thomas A. Edison, Inc., recently issued a very effective window strip featuring the new Edison record, one of the "Flashes from Broadway," entitled "Hoptown Chinatown Hop," by Gallagher and Shean. At the left is a sketch of Gallagher, playing a clarinet, from which emerge the words "Absolutely, Mr. Shean"; and at the right is a sketch of Shean, playing a saxophone, which is emitting the words "Positively, Mr. Gallagher." The poster is made up in black and red on a white stock.

TAKE ON THE BRUNSWICK LINE

ZANESVILLE, O., March 6.—It is announced that Burrier & Stickrath, local music dealers, have taken on the Brunswick line of talking machines and records and will feature this line along with its already established makes of talking machines and pianos. The talking machine section of the store has been enlarged to take care of the added stocks. This store will continue to handle the Gennett line of records.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

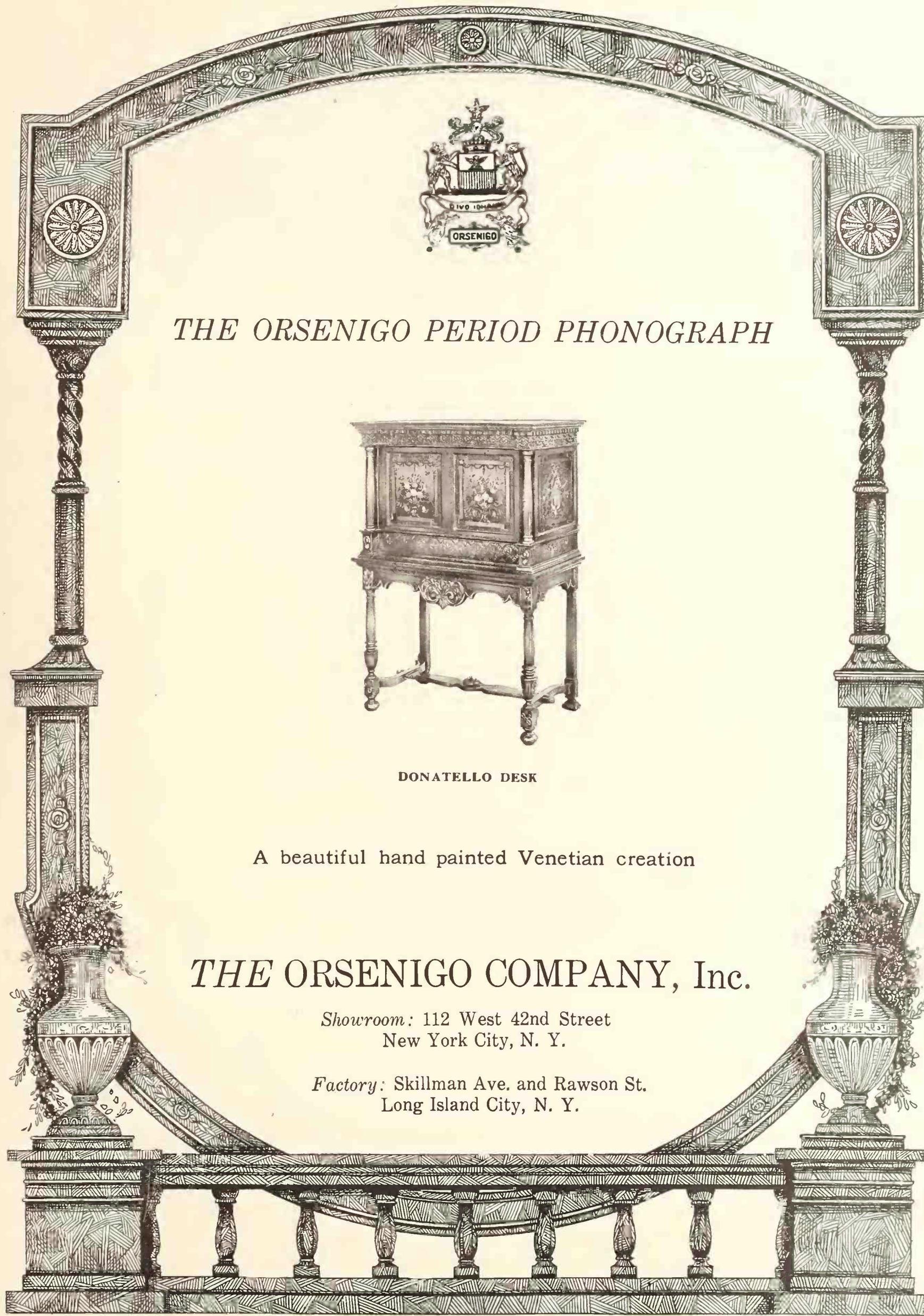
THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY



For Seattle
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
1919 Second Ave.

L. S. Bacharach, Branch Mgr.



THE ORSENIGO PERIOD PHONOGRAPH



DONATELLO DESK

A beautiful hand painted Venetian creation

THE ORSENIGO COMPANY, Inc.

*Showroom: 112 West 42nd Street
New York City, N. Y.*

*Factory: Skillman Ave. and Rawson St.
Long Island City, N. Y.*



RIVER SHANNON MOON

A Sweet Ballad in Waltz Time

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

© 1923 Leo Feist, Inc.

SONORA CO. OF NEW JERSEY HOLDS DEALER CONCLAVE

More Than One Hundred Sonora Dealers Attend First Conference of the Sonora Sales Co. in Newark—G. E. Brightson, Sonora President, Principal Speaker—Plan "Sonora Week"

The Sonora Sales Co. of New Jersey, Newark, N. J., Sonora jobber for the State of New Jersey, held on Wednesday, March 6, the first convention for Sonora dealers whom they serve in this territory. The convention was held in the Newark Athletic Club rooms and was attended by more than 150 dealers who came to Newark from every corner of the State of New Jersey in response to the cordial invitation sent out by this live wholesaler. P. O. Griffith and his brother, T. N. Griffith, who are owners of the Sonora Sales Co. of New Jersey, arranged for this convention of Sonora dealers, which was a success in every detail, as Messrs. Griffith proved admirable hosts during the entire afternoon. Fred Allen acted as toastmaster during the proceedings of the convention, ably assisted by Herbert L. Young, who joined the company's staff last Fall.

Geo. E. Brightson, president of the Sonora Phonograph Co., of New York, was the principal speaker and he gave the dealers a very interesting talk on the growth of the Sonora Co. Beginning with the early history of the Sonora Co. and tracing its history up to the present day, Mr. Brightson gave the dealers facts and figures which emphasized the phenomenal growth the company has maintained. S. O.

Martin, vice-president and general manager of the Sonora Co., gave the dealers an impressive talk on co-operation and asked them to try to figure their demands for goods far enough in advance so that the Sonora factory could take care of their needs in full. Frank J. Coupe, vice-president and sales manager, and L. C. Lincoln, advertising manager, also gave the dealers practical and interesting talks. Other speakers from the Sonora executive offices were Frank Goodman, assistant to Mr. Coupe, and Frank Coats, who explained to the dealers the technical construction of the Sonora tone-arm and reproducer.

During the progress of the meeting, Herbert L. Young in his talk to the dealers announced that the Sonora Sales Co. was formulating plans at the present time for a "Sonora Week" which will be inaugurated some time during the month of April. This event is to be carried out in conjunction with the two Sonora jobbers in Greater New York so that simultaneously the entire metropolitan New York and New Jersey districts will carry on this campaign, which will be featured in large and attractive newspaper advertising prepared by the advertising department of the Sonora Co. In conjunction with this campaign the Sonora Co. is to bend

every effort toward making "Sonora Week" a success.

The first convention of Sonora dealers in the State of New Jersey was a signal success and the Sonora Sales Co. of New Jersey plans to have these conventions periodically in order to give Sonora dealers an opportunity to get together and discuss Sonora conditions generally. Among the invited guests were R. H. Keith, president and general manager of the Long Island Phonograph Co., Brooklyn, Sonora jobber, and Maurice Landay, president and general manager of the Greater City Phonograph Co., New York, Sonora jobber, both of whom discussed briefly the sales possibilities for Sonora products during the coming year.

SONORA PORTABLE FOR CHAMPION

Charles Jewtraw, Skating Champion, Presented With Sonora Portable at Lake Placid Skating Meet—Event Given Wide Publicity

One of the outstanding events connected with the winning of the international amateur outdoor skating championship in St. John, N. B., Canada, was the presentation of a Sonora portable to the winner. At this meet all of the ice speed kings of the United States defended their titles against Chas. Gorman, Canada's skating ace, and Willie Logan, Canadian sixteen-year-old boy wonder. In all 132 skaters competed and it is estimated that over 50,000 people witnessed the event.

After the final event Charles Jewtraw, of Lake Placid, N. Y., the winner of the meet, was presented with a Sonora portable phonograph by Miss W. C. I. Blair, queen of the carnival, on behalf of the Sonora Phonograph, Ltd., of Toronto, and the Phonograph Salon, Ltd., of St. John, N. B. The presentation was filmed by the Pathé news and Fox films, and will be shown in all the leading cities and towns throughout the United States and Canada.

ORMES ISSUES TANGO HANGER

The dealer service department of Ormes, Inc., New York, Victor wholesaler, forwarded to its dealers this week a handsome hanger featuring tango records that may be found in the Victor catalog. The illustration on this hanger portrays Rodolph Valentino, famous moving picture star, dancing the tango in the popular photoplay, "The Four Horsemen of the Apocalypse." There are also listed on the hanger six double-faced Victor records featuring tango hits, and reference is made to several other Victor records that present tango music. This hanger has been accorded a very favorable reception by the dealers, and accompanying the hanger was a copy of a pamphlet entitled "Hidden Treasures," featuring a collection of music gems from the Victor library, with the suggestion that the dealers mail this pamphlet to their patrons.

Talking Machine Cabinets

Console and Upright Models

Write for prices and information
at once. Very attractive offer—
for March and April deliveries.

THE H. LAUTER COMPANY

West Washington & Harding Streets

INDIANAPOLIS, IND.

GERSON WITH GENERAL PHONO. CORP.

Former Wanamaker Manager Will Devote Time to Developing Odeon Sales—Past Experience Well Fits Him for Important New Post

Louis Jay Gerson, for over twelve years buyer and manager of the talking machine departments of John Wanamaker, New York and Philadelphia, has joined the General Phonograph Corp.'s organization and will concentrate his activities on the development of Odeon record sales. Mr. Gerson is ideally qualified for his new work, as during his association with the John Wanamaker institution he was for ten years editor of the publication Opera News, which brought him in close contact with operatic performances, concerts, recitals and the artists personally. Mr. Gerson's activities in this direction were emphasized in the excellent high-priced record business which was achieved at the Wanamaker stores during his regime.

The General Phonograph Corp. is utilizing Mr. Gerson's experience for the benefit of its

European importations of fine quality classic records issued under the Odeon label and Mr. Gerson's services will be at the disposal of the company's jobbers and dealers in stimulating the sale of these records. Mr. Gerson has already compiled a reclassification of the first presentation of Odeon instrumental records, and, in a chat with The World, he stated that the scope of this library was a matter of great surprise and keen gratification. Talking machine dealers in metropolitan territory have been invited to confer with Mr. Gerson as to the most practical methods and policies to be pursued in the development of Odeon record business.

A. H. CURRY ON EXTENDED TRIP

Vice-president of Thos. A. Edison, Inc., Making a Visit to Important Southern Points

A. H. Curry, vice-president in charge of the phonograph division of Thomas A. Edison, Inc., left Orange on the thirteenth of this month on a business trip. His first stop was at Pittsburgh, where he addressed the Dealers' Conventions, held in that city under the auspices of the Buehn Phonograph Co., Edison jobber in the Pittsburgh district. From there Mr. Curry proceeded to Dallas, Tex., where he will survey the business of his Edison jobbing house in Dallas and the Texas territory it serves. On the way back from the South Mr. Curry plans to stop off at New Orleans and Atlanta, where he will call on the local Edison jobbing houses, posting himself in a first-hand way on trade conditions in the Louisiana and Georgia sections.

INAUGURATES DRIVE ON BAKERTONE

Bakertone Corp., Albany, N. Y., Starts National Publicity Campaign on Device to Clarify Tone of Talking Machine Records

BUFFALO, N. Y., March 10.—The Bakertone Corp., of this city, which manufactures a device to soften and clarify the tone of talking machine records which can be adjusted to any make of machine, reports that in the short time this little instrument has been on the market it has met with a favorable reception by dealers everywhere. The Bakertone takes its name from Howard H. Baker, who was responsible for the invention of this device, which, he states, was perfected after extensive experiments, with the idea in view of eliminating much of the surface noise of the ordinary reproducer and bringing out a clear tone from all records.

There is no doubt but that this little instrument will meet with a hearty reception from the trade, as officials of the company state that it will perform every function which the inventor claims for it and is so adjusted as to allow for any tone volume that the hearer may desire. The company has achieved a national distribution in a comparatively short time and is carrying on an aggressive sales promotion campaign.

J. E. Kimberly, general distributor for the Bakertone, with offices in this city, is very enthusiastic over the possibilities of this invention and elaborate plans have been prepared for its distribution. Very attractive circulars have been prepared and distributed, in addition to an advertising campaign which is to be country-wide.

NEW VOCALION WHOLESALE MAN

John F. Levy to Represent Vocalion Instruments in the Eastern Territory

John F. Levy, for some time past connected with the retail department of the Aeolian Co., New York, has been advanced to the wholesale Vocalion department where he will cover a large section of Eastern territory, including the metropolitan district of New York, in the interests of Vocalion instruments. The wholesale Vocalion department is under the management of R. M. Kempton.

OUR HEADLINERS

Bring

GOOD PROFITS

Make Them Yours

Metropolitan Distributors of

**Outing and Swanson Portables
Bubble Books and Bobolink
Books**

Kiddie Records

**Walter Camp's Daily Dozen
and
Health Builders Reducing Sets**

Musical Instruments

Music Roll Cabinets

Gold Seal and Geer Repeaters

Record Cabinets

Fixtures Albums

Brilliantone Needles

**Honest Quaker Springs and All
Other Accessories**

**Homophone and Recordola
The Perfect Home Recording
Instruments**

*Write for our complete catalogue of
Standard Phonographs, cabinets, musi-
cal instruments and accessories.*



**The Cabinet and
Accessories Co., Inc.**

Otto Goldsmith, Pres.

3 WEST 16th ST., NEW YORK

Telephone Watkins 2777-2778



**Consolidate Your
Needle Sales**

Sonora semi-permanent needles require little demonstration. They immediately impress the hundreds of true music lovers who value the permanency of their records.

Sonora semi-permanent needles assure you quick turnover. Once having used them, your customers seldom buy any other type. The substantial saving effected and the lessened wear on records assures you this profitable business for all time.

**Sonora Phonograph
Company, Inc.**

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto



**How Sonora Will
Help You Sell**

One of the many advantages of the Sonora franchise is the splendid advertising service we maintain for the Sonora dealer. This service includes a comprehensive list of many out-of-the-ordinary features as well as a complete line of selling literature, monthly advertisements, posters, signs and other helps. Let us tell you more about it.

**Sonora Phonograph
Company, Inc.**

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto

W. E. HENRY JOINS OKEH FORCES

Prominent Talking Machine Executive Will Represent Okeh Interests on Pacific Coast—Ideally Qualified for New Work

W. C. Fuhri, general sales manager of the General Phonograph Corp., New York, manufacturer of Okeh records, announced this week that W. E. Henry had joined the company's organization. Mr. Henry, who has been identified with the talking machine industry for twenty-five years, will represent the General Phonograph Corp. on the Pacific Coast, operating west of Denver. A Los Angeles branch will be opened in the very near future.

W. E. Henry is one of the most popular members of the wholesale talking machine industry, and during his business career has been identified with the Victor, Edison and Columbia interests. At one time he was a Victor and Edison jobber in Pittsburgh and, subsequently, was appointed Pittsburgh manager for the Columbia Graphophone Co. Later he represented the Columbia interests on the Pacific Coast, and he numbers among his personal friends practically every talking machine dealer from Denver west to the Coast.

For many years Mr. Fuhri and Mr. Henry have been close personal friends, and in joining the General Phonograph Corp.'s organization Mr. Henry will have the close co-operation of every branch of this company's business. The demand for Okeh records on the Pacific Coast has increased by leaps and bounds and, under Mr. Henry's able direction, Okeh dealers in this important territory can look for maximum service and co-operation.

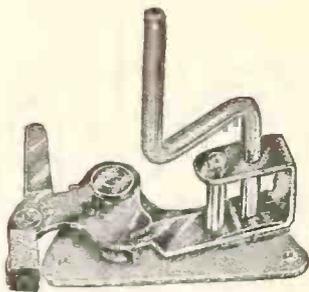
HOOVER CALLS RADIO CONFERENCE

Secretary of Commerce Seeking Support to End Interference Caused by Great Number of Sending and Receiving Stations

WASHINGTON, D. C., March 8.—A radio conference has been called by Secretary Hoover for March 20 to clear the air of the present chaos, due to conflict from broadcasting stations all over the country. A statement announcing the calling of the conference reads:

"The Department of Commerce has sent out invitations for a reassembly of the radio conference held a year ago, together with some additional members. The conference held last year was for the purpose of considering legisla-

K-E AUTOMATIC STOPS



The K-E is still the best Automatic Stop made
Because it:
Avoids motor strain
Is not attached to Tone Arm
Low installation cost
No extra parts
Operates all Records.

Send 50c. for sample

Kirkman Engineering Corporation

484-490 BROOME ST.

NEW YORK

tion necessary in order to reduce the amount of interference in radio broadcasting. The legislation having failed to pass Congress, it is felt desirable to investigate what administrative measures may properly be taken temporarily to lessen the amount of interference in broadcasting.

"Since the last conference the number of broadcasting stations has increased from sixty to 581, and it is estimated that somewhere between 1,500,000 and 2,500,000 receiving stations are now in use. The amount of interference has increased greatly and threatens to destroy the growth of the art."

LARGE ORDERS FOR D'LYTE-FUL

PHILADELPHIA, PA., March 8.—M. J. Del Marmol, president of the D'Lyte Co., Inc., manufacturer of the D'Lyte-Ful tone reproducer, recently completed an initial out-of-town trip in the interest of the new reproducer. He summed up the results of his trip as follows: "Had great success. Everything went fine and some extremely large orders are on the way."

Mr. and Mrs. Thomas A. Edison left last week for their annual sojourn in Florida, where they will enjoy the salubrious climate of that popular State. Henry Ford, of automobile fame, who has a home nearby in Fort Meyers, is the guest of Mr. and Mrs. Edison. Mr. Edison will spend most of his leisure time fishing.

COUE RECORDS FOR COLUMBIA

Famous French Exponent of Auto-suggestion Makes Records for Columbia Exclusively—Welcome News to His Followers in America

The Columbia Graphophone Co., New York, made an interesting announcement recently to the effect that Emile Coué, the famous French exponent of auto-suggestion and other interesting theories as to health and longevity, had made a series of Columbia records. Mr. Coué

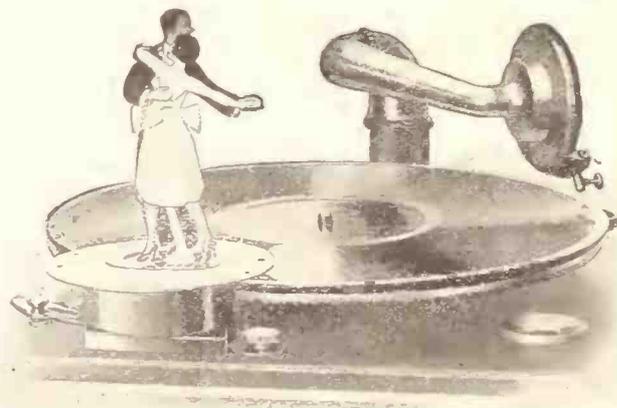


Emile Coué Making Columbia Records visited the Columbia laboratories just before sailing for France and signed an exclusive Columbia contract. Among those who were present while Coué records were being made were: H. L. Willson, president and general manager of the Columbia Graphophone Co.; Geo. W. Hopkins, general sales manager; R. F. Bolton, director of the recording studio; O. F. Benz, record sales manager; L. L. Leverich, advertising manager, and other members of the executive office organization. They were all impressed with Mr. Coué's sincere intensity when he spoke into the recording apparatus, as he put every bit of energy and personality into his work.

This announcement by the Columbia Co. will be welcome news to the general public, as Mr. Coué, during his short stay in this country, could find time to reach only a very small percentage of the American people, who have expressed keen interest in the Coué theory of auto-suggestion. While here Mr. Coué appeared several times in New York in auditoriums packed to the limit, helping many invalids.

The Coué formula, "Day by day, in every way, I'm getting better and better," is being repeated everywhere, and Mr. Coué's disciples have remained here to carry on his work in America. The Columbia Co. considers his recordings as priceless and the announcement of their release soon will be made.

Phonograph Toys



Sell the Year Round!

Pre-holiday demand for these toys this year exceeded that of the last three years. And repeat business since Christmas justifies the statement that they are profit-producers and that they'll sell the year round.

THE MAGNETIC DANCERS

This little couple will waltz, fox-trot or two-step in a most realistic manner. They reverse, turn and glide just as a couple would do on a ball-room floor. Price \$1.00.

There's the Rastus Family

Don't miss these favorites! The assortment consists of

Ragtime Rastus	\$1.25	Shimandy	\$1.65
Boxing Darkies	1.50	Fighting Roosters	1.65

Just as easy to sell the four as one.

Usual Discounts to the trade

NATIONAL COMPANY
108 Brookline Street, Cambridge, Mass., U. S. A.



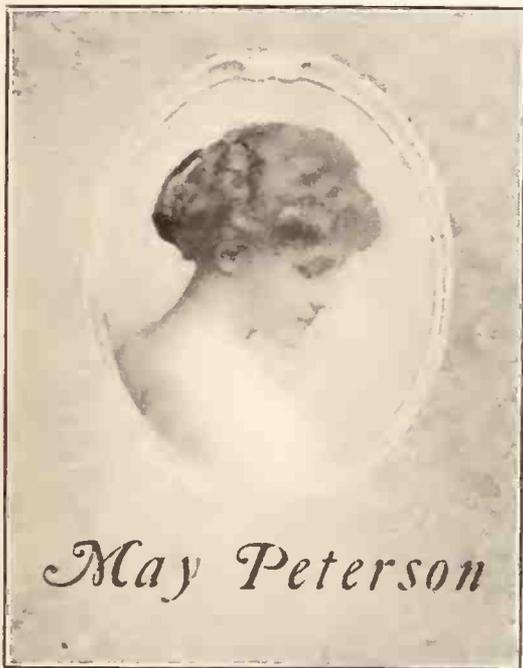
FEATURE NOTED VOCALION ARTISTS IN ORIGINAL WAY

New Series of Booklets Present the Leading Vocalion Record Artists to the Public in an Intimate and Pleasing Manner—Getting Away From the Stereotyped Bulletin

With a view to presenting its noted recording artists and their records to the discerning record buyer, in a way more impressive than that offered by the usual form of record supplement, the Vocalion Red record department of the

operatic and standard records have likewise proved distinctly popular.

The text in the folders is particularly well handled, setting forth interesting facts regarding the artistic triumphs of the artist, together



May Peterson



ROSA RAISA

Covers of the First Two New Vocalion Artist Booklets

Aeolian Co. has just issued the first two of a series of elaborate special folders, each folder devoted to the story of one of the leading artists and bearing on its cover an imposing portrait of that particular artist.

The first of the folders already issued is devoted to May Peterson, who for several years has been one of the most popular artists on the Vocalion list, and the second to Rosa Raisa, noted soprano of the Chicago Opera Co., whose

with favorable comments by music critics and authorities, presented in story form which is a relief from the stereotyped criticism.

Particularly attractive are the covers of the folders which are produced in rich colorings that are bound to attract attention when the folders are placed on display in the store of the dealer. It is planned in the near future to issue other folders until the complete list of Vocalion stars has been covered.

ARTISTIC EDISON SLOGAN USED

In Advertising Campaigns of Jobbers and Dealers Throughout the Country

Thomas A. Edison, Inc., has recently prepared a series of electrotypes, decalcomanias, etc., for the use of Edison jobbers and Edison dealers in their advertising campaigns. This new series was built around the slogan "Comparison With the Living Artist Reveals No Difference," which has been adopted as "standard equipment" for Edison publicity and promotion matter. The name of the instrument and this slogan, which appears in Edison ads, pages 32-3, this issue, have been humanized by the illustration of the singer and the whole has been set into a form which partakes of a trademark and is shaped and colored so that it will quickly attract attention.

PLEASED WITH SITUATION

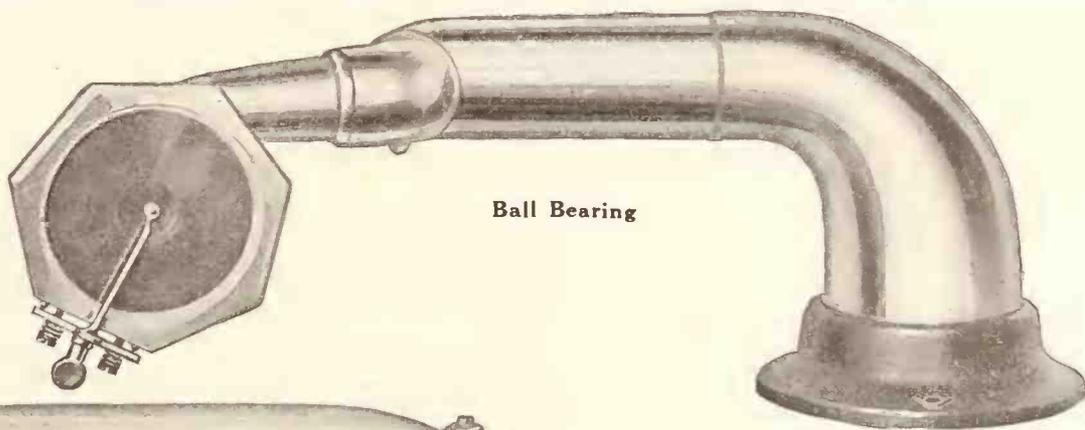
The Fred. Gretsch Mfg. Co., Brooklyn, N. Y., reports the entire line selling well, with the sale of stringed instruments in the ascendancy. A new number recently added to the Gretsch line is a C melody saxophone, which can be played immediately by any clarinetist. Piano key and chromatic accordions, just received from Europe to list at from \$100 to \$500, are also popular.

E. E. Strong, sales manager of the company, in speaking of the wide range of the Gretsch line, called particular attention to numbers listed in the Gretsch catalog which have been scarce in this country for many years and which were obtained only after much effort on the part of the Gretsch organization, such as buffet saxophones, bass and alto clarinets, bassoons, oboes, Kruspe French horns, Heckel and Kohler bassoons and oboes, Mollenhauer flutes, Sartori violin bows, Murnburger violin bows and Paulus & Seidel & Haberlein violins and others.

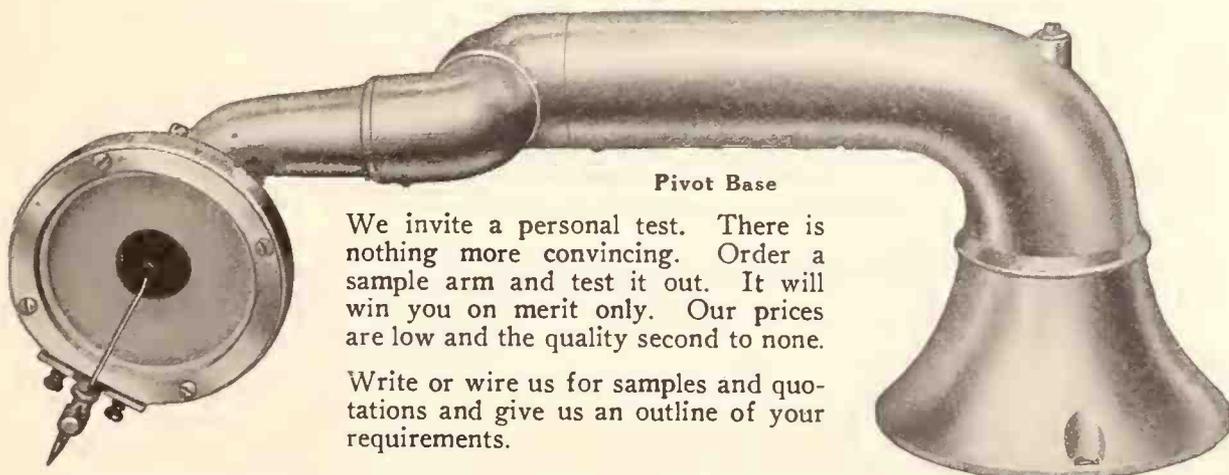
THE EMPIRE UNIVERSAL TONE ARMS AND REPRODUCERS

Positively Create that Richness and Fullness of Tone Combined with Perfect Reproduction.

Send for sample of our new
Tone Arm for Portable
Machines and Edison
Attachments.



Ball Bearing



Pivot Base

We invite a personal test. There is nothing more convincing. Order a sample arm and test it out. It will win you on merit only. Our prices are low and the quality second to none.

Write or wire us for samples and quotations and give us an outline of your requirements.

THE EMPIRE PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.

Established in 1914

Manufacturers of High-Grade Tone Arms and Reproducers

W. J. McNAMARA, President

Cable Address "Emphono"

TRADE ARCHAEOLOGISTS TO SEEK SPIRITS, NOT MUMMIES

Members of Talking Machine Men, Inc., and Their Friends Expect Some Interesting Finds When Exploring Tomb of "King" Pennsylvania on Evening of April 25

The noted archaeologists of the Talking Machine Men, Inc., under the leadership of "Lord" Kurtz and a distinguished committee of experts, will travel through the "roaring forties" and to the deserted expanse of Thirty-third street and Seventh avenue on the evening of April 25 for the purpose of making exhaustive explorations in the Tomb of Pennsylvania in search of food that has not been out of the kitchen sufficiently long to be mummified and of melodies calculated to bring back the full spirit of life into even the most ancient of bodies.

Explorers will gather in the ante-chamber of



Miss Carol Stewart, Who Will Entertain the tomb and at the proper signal they, to the number of several hundred, will invade the inner sanctum where it is expected that ancient tables laden with plates, and they in turn with food, will be discovered and tested. Owing to the unusual laws of the country it will not be possible for the explorers to remove any of the treasures beyond such food as can be readily disposed of. After the silver has been counted the tomb will again be sealed until the next party of explorers arrives. Several of the committee who have been working over charts very earnestly declare that there is a strong possibility of finding in one of the smaller tombs liberal traces of exhilarating compounds of the P. V. era, which, should they be found, will be tested thoroughly.

In keeping with the spirit of the occasion, many of the wives and sweethearts of the archaeologists have arranged to appear in the latest Egyptian costumes and musicians will endeavor to produce the music of the period

properly jazzed up to conform with the modern dancing steps.

In modern, every-day language, it may be said that the plans for the annual banquet and entertainment of the Talking Machine Men, Inc., to be held at the Hotel Pennsylvania, New York, on Wednesday evening, April 25, are being developed rapidly and there is every prospect that the program that will be provided will measure up to, if it does not surpass, the very excellent programs offered in previous years.

In addition to the dancing to the accompaniment of some of the leading recording orchestras and small musical organizations, there will also appear several prominent artists whose names are familiar to talking machine men through the medium of their records, among them John Steel and his brother, Fenton. In addition to the vocal and instrumental talent such as has proved so popular at previous entertainments, the committee is enabled to secure the co-operation of Miss Westcott and her Dancing Beauties, who will offer a program of ballet, aesthetic and character dancing during

**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 evening, one of the many attractions planned.

Another interesting feature will be the appearance of Miss Carol Stewart, a premier danseuse, who is already well known to many members of the trade through the fact that her father, Fred Stewart, is in charge of the Victor business of Arthora at Stamford, Conn.

For those who prefer to do their own dancing there will be provided unlimited opportunities, for not only will there be many selections by the well-known recorders of dance music, but it is probable that an orchestra will be secured to furnish dance music after the conclusion of the regular program.

MANY ORDERS FOR HAAG FILE

Many Dealers Take on Line of Record Files—Popularity Evident From Repeat Orders

BALTIMORE, Md., March 9.—The Haag & Bissex Co., Inc., this city, producer of the Haag record file, reports that orders have come in steadily since the re-equipped factory of the company in Philadelphia, Pa., was opened. The demand seems to be well divided between former retailers of the Haag file as well as many new dealers who are taking on the line for the first time. Another encouraging note is to be found in the fact that, although only a month has elapsed, repeat orders are now coming in.

Alfred H. Haag, president of the company, is not only fully familiar with the details of his own organization, and the production of the Haag file, but is a keen executive and nationally known authority on other matters as well. Mr. Haag is a naval architect of high standing and an authority on shipbuilding. Besides the many posts of importance which he held in this field previous to and during the war Mr. Haag continues as a consulting editor of the Shipbuilding Cyclopedia and is also a member of the faculty of the Georgetown University at Washington, D. C., where his lectures embrace the subjects pertaining to design, construction and operation of vessels, a course on wharf administration and stevedoring. A new course added to the curriculum of the Johns Hopkins University, of Baltimore, Md., on the construction and functioning of various types of ships, the loading and discharging of cargoes, etc., etc., has been placed in the able hands of Mr. Haag.

These various classes of Mr. Haag's are conducted at night and do not encroach on his work as chief executive of the Haag & Bissex Co., Inc. His keen and trained analytical mind is a



Alfred H. Haag distinct asset in directing the destinies of the Haag & Bissex Co., Inc., the expansion and growth of which are due in no small measure to his well-worked-out plans.

New people coming into town offer the dealer an excellent opportunity to make sales.

Store Equipment of Quality and Design

Hearing Rooms
Record Racks
Service Counters

Ask us about
our
new Sheet Music Rack

Display Cases
Musical Instrument
Cases, etc.

ZIMMERMAN BITTER CONSTRUCTION CO.

Offices, Factories and Warerooms—325-327 East 94th Street

New York City

Telephone: Lenox 2960

The D'Lyte-Ful-Tone Reproducer

New in Principle, Design and Tone Quality

Just as the owner of a camera will buy a better lens as his interest in photography increases, so the owner of a talking machine looks for a better reproducer—one that will bring out tones and tone shadings hitherto hidden.

The D'Lyte-Ful-Tone reproducer fills this marked need. It is beautiful in design, eliminates all metallic sound, reproduces the voice perfectly and individualizes all instruments.

Note carefully the illustrations below and see the different construction of the D'Lyte-Ful-Tone reproducer.



Realizing that in this case not only *Seeing* but "*Hearing* is believing," we want you to test for yourself the remarkable qualities of the D'Lyte-Ful-Tone reproducer. Send us today \$7.50 for a sample and full information. Money cheerfully refunded if you desire to return it.

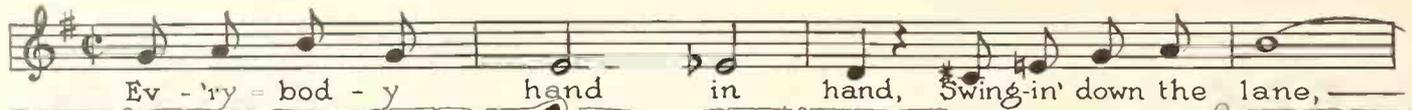
Jobbers:

The samples that have been shown have created a big demand. Production has been entered into and exclusive territory is now being awarded. Write us today for full information.

D'LYTE COMPANY, Inc.

10th & Diamond Sts.

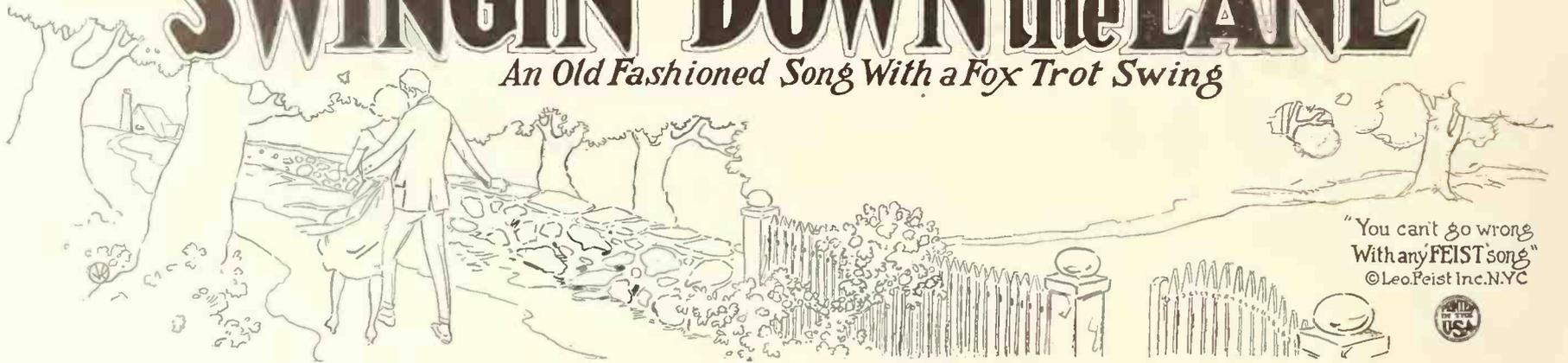
Philadelphia, Pa.



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

SWINGIN' DOWN the LANE

An Old Fashioned Song With a Fox Trot Swing



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



FAIR SALES MARK MONTH IN OMAHA

Dealers and Jobbers Overlooking No Opportunities in Creating Business—Publicity Plays Important Part in Boosting Sales

OMAHA, NEB., March 7.—Business in this territory has been fairly brisk during the past five weeks. Representative stocks of the retailers and the fine spirit of co-operation extended by the various jobbing organizations are having considerable favorable influence on sales, the varied stocks, of course, offering a fine selection, and the jobbers' activities helping the dealers bring their products to the attention of the public. Advertising and direct-by-mail publicity are also proving powerful instruments to create sales.

The local branch of the Brunswick-Balke-Collender Co., under the management of A. P. Thompson, widely known in this territory as an aggressive talking machine man, is doing a

nice business. This is especially so in records; the new system of releasing apparently is meeting with the approval of both the dealers and the public.

Shultz Bros., Edison wholesalers for this territory, are also kept busy in supplying dealers with this popular line. Re-creations continue to play a prominent part in the record sales field here and the undiminished demand for these recordings is ample proof of their popularity.

The Columbia New Process records have struck a popular note here and the local branch of the Columbia Graphophone Co. has been receiving many substantial orders for them. Machines are also in good demand.

GOTHAM COLUMBIA BRANCH BUSY

Introducing New Console—C. A. Stinson Transferred to Albany Territory—Parness & Jacobs Get Columbia Franchise

The New York distributing branch of the Columbia Graphophone Co. reports that business since January 1 has shown a substantial increase over the same period of last year. During the month of February officials of the company made special plans to introduce to dealers the new \$100 console Columbia models, which the factory is now getting ready to ship. Also, the company is featuring the new Columbia portable, which, it is expected, will be ready for shipment some time during the present month.

Charles A. Stinson, brother of the famous Eddy Stinson, ex-army aviator, who has been covering the New Jersey territory for the New York distributing branch, was transferred to the Albany territory on March 1.

One of the finest accounts yet opened by this branch is a brand new store recently opened at 88 Clinton street, New York City, which is to be conducted by Parness & Jacobs, two gentlemen who are very well known in the talking machine retail field of metropolitan New York. This store intends to feature the Columbia Grafonola and the Columbia New Process records exclusively.

Anna Pinto, brilliant Italian harp virtuoso, and Edison artist, appeared at Aeolian Hall, New York, on March 10, in a novel recital, performing for the first time on any concert stage a Wagnerian program for harp solo.

NEW MEIER & FRANK DEPARTMENT

PORTLAND, ORE., March 3.—Among the remodeled stores and departments that are attracting much attention from talking machine and



View of Interior of Establishment

record buyers in this city is the elaborate department of the Meier & Frank store, which has been greatly enlarged, well equipped and attractively furnished. The department occupies an entire floor of the big store and, in addition to liberal space for the display of machines, has a battery of a dozen or more demonstration booths, which will take care of the steadily increasing trade.

Model 35, Sample \$12.50 Queen of Phonographs



Mahogany, 16x16x10, Double Spring, Universal Tone Arm, Back Casting and Metal Horn

Send for Sample To-day

TERMS—Cash with order or a small deposit and balance C.O.D.

Phonographs and Accessories, Repair Parts for All Makes.

Puritone and Tractone needles at 25c per M in lots of 10 M and up.

ASK FOR CATALOGS and Price Lists of our No. 75 and 50 Machines. It will pay you.

FULTON TALKING MACHINE CO.

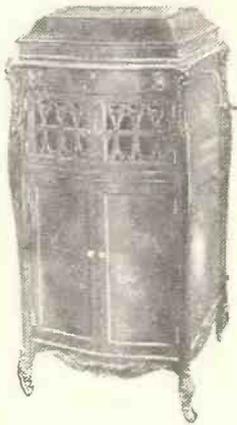
253-255 Third Ave., New York City
Between 20th and 21st Streets

Recordion Phonographs
TRADE MARK

Reg. U. S. Pat. Off.

5 Upright
3 Console
1923 Models
of Standard
Value Always
Offering the
greatest opportunity
to dealers

Also Radio Cabinets



WANTED—Jobbers and dealers to handle this long-established line. Reputation, quality and service responsible for past success, locally. Sales plans now include entire country. Write to-day for full details and secure exclusive territory rights now being awarded.

COLUMBIA MANTEL CO.

175-177 Powers St. Brooklyn, N. Y.

Real Merit Wins—The "Recordion" has it



Brunswick

PHONOGRAPHS AND RECORDS

For Omaha
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.

2549-51 Farnam St.

A. P. Thompson, Branch Mgr.



ARION RECORDS

Every One A Hit!

Here are the records every German has always wanted. The records every dealer must have to win German trade. If you desire this profitable business, stock them and share in *immediate, liberal profits.*

ARION RECORDS Will Attract Profitable Trade to Your Store

This is the most distinctive angle of the record business. These records include the most popular humorous songs in the German language, and the favorite Dance Music of a generation or more. *Exclusive Arion Recordings.*

Some very desirable *EXCLUSIVE* territory in all parts of the country open for live, responsible dealers who *ACT QUICKLY.*

Peter Stahl's Original German Dance Band

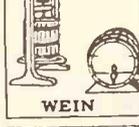
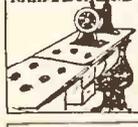
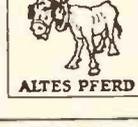
Records exclusively for Arion

- 505—Bogaroscher Walzer. Lieblings Polka
- 506—Ujgeler Walzer. Suzi heb dich, Polka.
- 507—Martinovsky—Marsch Blume, Schottisch,
- 508—Rudolfsgaden—Walzer. Stahl. Naninka-Polka.

NEUESTER SCHLAGER

GEHEN WIER MAL RÜBER ZU SCHMIDT SEINER FRAU

Anon Record No. 504 Price \$1.25
von Ernst Balle mit Arion Vocal Quartet

 SCHMIDT	 SEINE FRAU		
 TOCHTERLEIN	 KUH	 SCHWEIN	 PAPAGEI
 WEIN	 HAHN	 NAHMASCHIENE	 ALTES BET
 ZIEGENBOCK	 SCHMIDTS HUT	 MAGD	 KNECHT
 SCHWIEGERMUTTER	 SCAT HAND	 ALTES PFERD	 GASTHOF

The Illustrated Charts Shown On This Page

help you to sell these ARION RECORDS. These charts are given FREE with the humorous selections.

Ernst Balle and Arion Quartet.

- 504—Geh'n wir mal rüber zu Schmidt.
O, du lieber Augustin.
- 502—Vereinspraesidents Geburtstag. (Schnitzelbank) Schnaderhüpfel
- 1212—Stændchen (Der Betrunkene) Ernst Balle und Stahl Trio.
Die lustigen Schwaben.
- 501—Ein reisender Musikus. Der Musikalische Rekrut.

New German ARION Records for APRIL

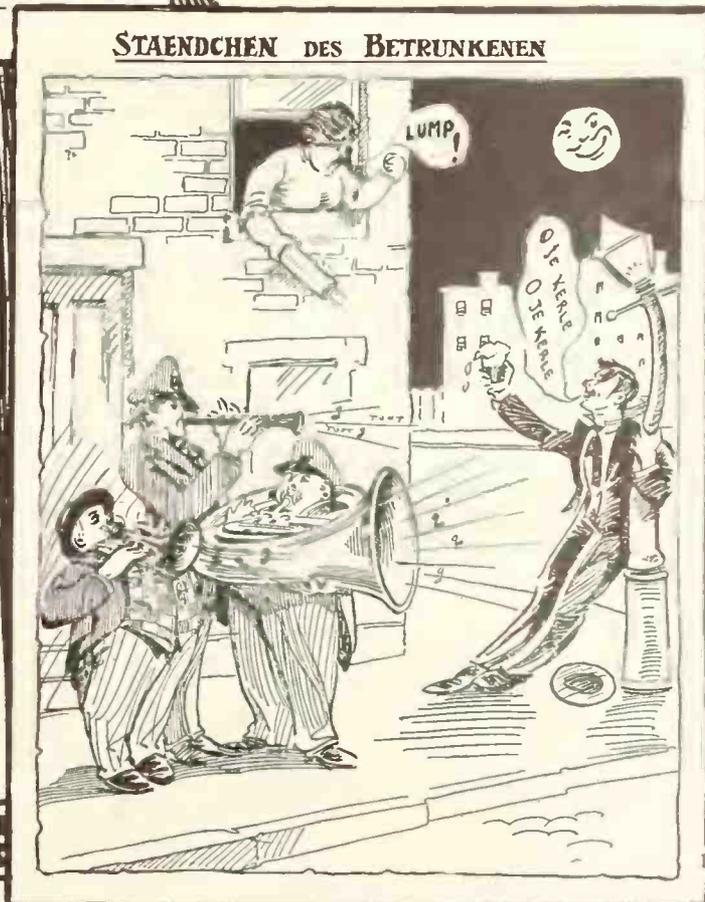
- 509—Auf der Perjamos, Walzer; Mein Herzliebchen, Polka.
- 510—Temesvarer, Ländler; Groszmütterchen, Polka.
- 511—Andreaser, Ländler; Hilda, Polka.
- 1213—Die Winterabende, Ländler; Schoene Ammy, Polka.

NEW RELEASES EVERY MONTH

Coming! We announce the engagement of CONRAD METTERLE BAUERN KAPELLE of New York City—an organization of international fame. Under the personal direction of Conrad Metterle—Exclusive ARION Artist. First releases will appear shortly.

ARION RECORD IMPORT

1501 Germantown Ave., Philadelphia
Importers of Polyphon Records



COLUMBUS

Music Memory Contest Is Center of Attraction—Many Prizes for Winners—Activities of the Month

COLUMBUS, O., March 10.—Great enthusiasm was manifested in the State Music Memory Contest, which is now under full sway, by the several thousand school children who were present at the concert, featuring the State Music Memory Contest numbers, at the James Theatre, on Saturday, March 3. This was the second concert of a series of three that has been arranged for the purpose of familiarizing the school youth with the musical numbers included in it. The program was opened with the singing of the "Star Spangled Banner" and closed with "America." More of this singing will mark the next program, which will probably be given on March 17.

A silver cup, three pianos, numerous talking machines, band and orchestral instruments, records, photographs, scholarships, books and medals almost without number are prizes in the contest, which is under the supervision of the State Department of Education.

The grand prize will be a cup offered by the National Bureau for the Advancement of Music, New York City. This is to be the possession of the school represented by the champion and is to be contested for year after year, and must be won three times in succession before it becomes the permanent property of the school. Other prizes will be the property of the schools winning them. Individual prizes will consist of scholarships in the leading schools and conservatories of Ohio and a choice of musical instruments for bands or orchestras. There are to be at least thirty such prizes.

Mrs. Marx Oberndorfer, chairman of the music division, fine arts department of the General Federation of Women's Clubs, was a guest here recently. While in Columbus she lectured before the students at the Roosevelt Intermediate School and the Columbus Woman's Club on music.

Mrs. Esther Reynolds Beaver, educational director of the Perry B. Whitsit Co., wholesale distributor of Victrolas and records, has been very successful in her educational work in the towns of Marietta, Delaware, Cambridge, Caldwell and Nelsonville. On a recent trip to Nelsonville she spoke before the Parent-Teacher Association of that community. Recent visitors to the Whitsit offices were M. G. Chandler, of Chillicothe; H. Leasure, Worthington, and Carl Summers, of H. C. Summers & Son, Jackson.

Although the C. C. Baker Music Co., Victor dealer, is preparing to move into larger quarters in the next few weeks, still this firm is co-operating, through window displays and printing of programs, with the State Department of Education. For the past two weeks the C. C.

OKeh Records

STRAND, GRANBY and OUTING PHONOGRAPHS

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

Complete Stocks and Prompt Service
IROQUOIS SALES CORPORATION
Wholesale Distributors

210 Franklin Street

BUFFALO, N. Y.

Baker Music Store has displayed the records, sheet music and player-rolls of the numbers in the list of the State Music Memory Contest in the windows of the store. In an effort to call attention to the better music, this firm has been instrumental in having famous arias and other operatic selections broadcasted through station WPAL of the Superior Radio & Telephone Co. In the near future this firm will broadcast a number of the compositions included in the list of forty of the State-wide Music Memory Contest. The C. C. Baker Co. will furnish the Victor recordings of these compositions.

February 21 was an eventful day in the Goldsmith Complete Music Store. On that day George Hooke, of the Brunswick-Balke-Collender Co., Chicago, addressed the twenty-one members of the Goldsmith sales force on the subject "Brunswick Ideals." In this speech Mr. Hooke dealt with the latest factory developments of his firm when he pointed out to his audience the necessity of good sales methods in the promotion of any product, whether it be talking machines, records or pianos. The lecture by Mr. Hooke was followed by a dinner-dance given in the music hall of the Goldsmith Co. The music on this occasion was furnished by the Goldsmith orchestra. The important fact which indicated the versatility of the Goldsmith sales force was that the food served at the dinner was prepared in the kitchenette of the store by several of its attaches. Needless to say, a good time was had by all.

Columbus concert-goers will have one of the greatest opportunities to listen to truly great artists in the next few weeks. Maria Jeritza, famous young soprano of the Metropolitan, is one of the three great artists who will visit Columbus. The other two are Paderewski and Rachmaninoff. Victor dealers are happy over the fact that all these are Victor artists and they are planning to cash in on these events.

C. S. Hammond, manager of the piano and music departments of Frederick Loeser & Co., Brooklyn, with his wife and son, recently fled New York's Winter to spend the month among the sunshine and palms of Florida, with headquarters in St. Augustine.

STATEMENT FROM L. GRUNEWALD CO.

Recent Sale of Grunewald Interests in New Orleans Did Not Include Music Business, One of the Oldest in the South

The Louis Grunewald Co., Inc., of New Orleans, in a letter to The World, lays emphasis on the fact that recent reports of the transfer of properties comprising the "Grunewald interests" in that city referred to the Grunewald Hotel, laundry, garage, etc., and did not affect in any way the L. Grunewald Music Co.

The music business is an entirely separate institution, although it has really been the basis for the Grunewald success. It was founded by Louis Grunewald, Sr., in 1852, and when he died his son, the late W. N. Grunewald, took active charge of the business. When the latter died some few years ago his son, B. M. Grunewald, grandson of the founder, became president.

The Grunewald Co. is one of the oldest music houses in the South and one of the oldest, if not the oldest, dealer on the books of Steinway & Sons, the prominent piano manufacturers.

NOW THE DREHER PIANO CO.

CLEVELAND, O., March 5.—With a view to identifying the firm more closely with the piano and music business, the name of the B. Dreher's Sons Co., of this city, has been changed to the Dreher Piano Co., the change becoming effective March 1. The change of name carries with it no change in the organization or in that of its personnel.

SOME RECORD IN RADIO SALES

PHILADELPHIA, PA., March 7.—The United Music Stores, well-known wholesaler and jobber of talking machine accessories, has been appointed distributor of Colin B. Kennedy radio equipment and reports that it has sold its entire initial shipment in three days to music dealers alone. Francis Kern, son of Oscar Kern, general manager of the United Music Stores, has been appointed manager of the new department.

	<h1>OKeh Records</h1>	
	<p>As distributors for "The Records of Quality" in New Orleans and surrounding territory, we have played no small part in aiding hundreds of dealers to reap the benefits that come from handling the famous, fast-selling OKeh Records.</p> <p>We have gained the invaluable reputation among our dealers that comes only through handling their orders—large or small—with unfailing promptness and absolute dependability, and offering them our hearty co-operation in the solution of their merchandising problems.</p> <p>We are desirous of hearing from progressive dealers who would be interested in the attractive, business-building proposition that we have to offer.</p> <p style="text-align: center;"><i>Write us for full particulars</i></p>	
	<h2>JUNIUS HART PIANO HOUSE, Ltd.</h2> <p>703 Canal Street</p>	
	<p>New Orleans, La.</p>	



It Sells More Records

THAT'S what BAKERTONE will do for you,—and here's why:—It eliminates the objectionable scratching, rasping surface noise and metallic sounds so common in the playing of phonograph records. It makes the tones clear and sweet without "muffling" or "killing" the music. In fact, BAKERTONE emphasizes the overtone purity of the tones vibrant in the voice of the artist and in the playing of instruments. It makes each note stand out clear and distinct in both vocal and instrumental pieces.

BAKERTONE gives a new and better appreciation of phonograph music which develops a new enthusiasm with your customers and directly stimulates the buying of new records.

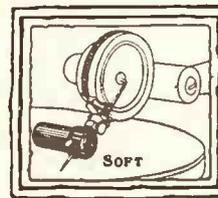
BAKERTONE is scientifically designed and so constructed that it preserves the life of the records and fully retains every tone quality of the music as originally rendered. It is durably made and beautifully finished in heavy gold plate. Easily adjusted for loud or soft playing. No special needle required nor any adjustment to the phonograph. Nothing to get out of order. Will last a lifetime. Retail price, \$5.00. Satisfaction guaranteed. Full directions packed with each instrument.

Dealers Wanted Everywhere

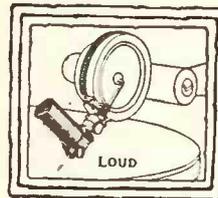
Our national advertising is creating a consumer demand for BAKERTONE. Increased profits await dealers who will demonstrate and sell BAKERTONE. Liberal discounts. Write for details.



603 Peabody Bldg., 408-412 Pearl Street
BUFFALO, N. Y., U. S. A.



This shows position of BAKERTONE for pianissimo effect.



Fortissimo is produced with BAKERTONE in this position.



This shows BAKERTONE attached, giving an idea of its comparative size and appearance. Notice the slant of the needle—it can't possibly damage the finest record. BAKERTONE may be attached to any phonograph except those having a permanent diamond point.

What Bakertone Users Say

"Our phonograph is no longer an annoyance to my husband."—"Bakertone transformed our phonograph into a wonderful musical instrument."—"Have used our phonograph more in the four weeks since we have had Bakertone than in the four years previous."—"We are buying records again now that we have Bakertone."

Boost Your Profits with Bakertone



ACTIVITY IN THE AKRON TERRITORY

Demand for All Lines Holds Up Well—Financing Plans Receive Growing Consideration of Dealers—Smith Co. to Move—R. E. Jones Starts in Business—News of the Month

AKRON, O., March 7.—Trade late in February and during the first few days of March displayed gratifying activity and dealers are confident of multiplying the success of the early weeks of 1923 many times during the months to come. There is a general feeling of optimism among the dealers in Akron and a number of stores, with the advent of March, have started

enlarging, making alterations or are planning to change locations before the first of April. Industrially Akron is better off than many other cities in the Middle West and there is every indication that steady operation of the rubber factories will continue for many months to come.

The music dealer at this time is giving much attention to many financing plans which are being discussed and tried out in different cities. Financing sales seems to be the most important factor in the trade at this writing and the future of the talking machine industry is largely contingent on the working out of more successful financing plans, dealers here said this week.

Collections show a marked improvement over the period six months ago.

The Windsor-Poling Co., local Victor dealer, scored another success Tuesday at the Akron Armory in presenting Edward Johnson, tenor of the Metropolitan Opera Co. and Victor artist, in another of the popular artists' concert series. This concert was arranged by Earle Poling, manager of the local store, and he says that no medium of advertising has given this store so much recognition as the presenting of famous artists to Akron music lovers at popular prices.

The A. B. Smith Piano Co. this week began preparations to move to its new location farther south in South Main street with the launching of a big sale. In the new location the store will enlarge its talking machine department and take on other lines with the Sonora, which it has handled for several years.

At the talking machine department of the M. O'Neil Co. Miss Elsie Baer, in charge, reports that talking machine sales for February equaled those of the same month a year ago. She says records have been very active, with dance selections maintaining the lead, though high-class selections also are moving well. It is believed that the reason for this situation is that throughout the Akron district schools are holding music memory contests using records designated by the school authorities which have sold particularly well as a result.

R. E. Jones, formerly with the George S. Dales Co., this city, and now proprietor of his own music store in North Hill district, says the Columbia line is meeting with excellent demand in this territory.

The Recorded Voice Advertising Co., of Canton, has been incorporated at Columbus for \$5,000. The incorporators are J. J. Warner and A. B. Flory. The concern has under consideration the site for a proposed factory for manufacture of the device.

The store of the George S. Dales Co. the month of February experienced satisfactory talking machine business, according to L. E. Wallace, manager of the department, which he attributes to a consistent advertising campaign in the local newspapers and extensive direct mail advertising. This store within another month will boast of the largest talking machine department in the city of Akron as a result of the rearrangement of the second and third floors of the Dales store, which is now in progress.

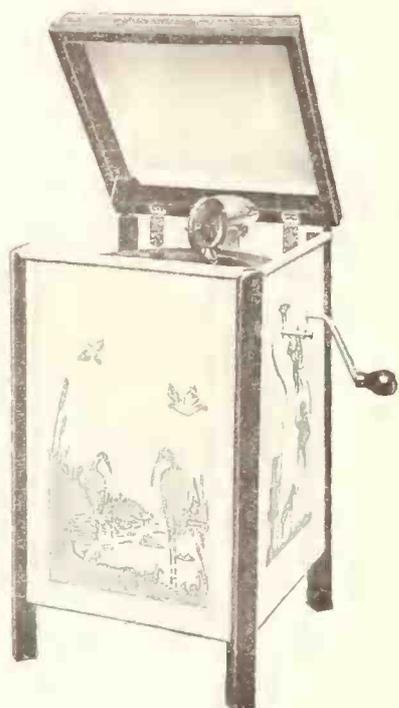
F. W. Van Scoyoc, of the music firm bearing his name, says that the past six weeks much attention has been given the rural territory by his sales force. "The morale among the farmers is most encouraging," said Mr. Van Scoyoc. "Console models seem to appeal most to the farmers as fully 60 per cent of the talking machine sales the past month were of this type. Trade-ins," Mr. Van Scoyoc said, "are becoming fewer."

STOCKHOLDERS' MEETING TUESDAY

The annual meeting of the stockholders of the General Phonograph Corp. will be held at the offices of the company, 25 West Forty-fifth street, New York, March 20, for the purpose of electing directors for the ensuing year and for the transaction of such other business as may properly come before the meeting.

M. A. SMITH INCREASES QUARTERS

JOHNSTOWN, PA., March 5.—The enlarged and newly decorated salesrooms of the M. A. Smith music store at Coremaugh and Walnut streets, this city, were recently opened.



No. 403

EXTRA PROFITS

with

La Velle
Bobolink

Every customer who purchases a high-priced phonograph or talking machine is immediately an extremely good prospect for a Bobolink Talking Machine. He will be more than ordinarily careful of the new machine for some time. Capitalize this point! Show how the Bobolink, especially for the children, keeps them away from the high-priced machine, at the same time furnishing the children with a musical instrument second to none in its classes.

The Bobolink Talking Machines are making extra profits for many dealers in this way. Popularly priced they show a splendid margin of profit.

Write today for full description and prices.

No. 403 Retails for \$15.00

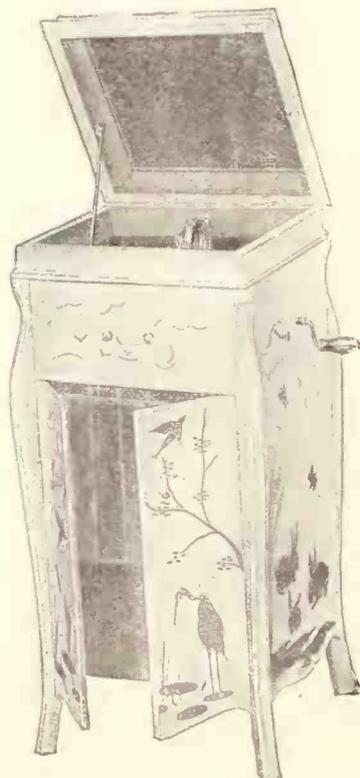
Distinctive Features

- 1—An incased Columbia motor guaranteed to play two full ten-inch records.
- 2—New patented sound box giving maximum volume with clearness of enunciation.
- 3—Ten-inch turntable.
- 4—Removable motor board.
- 5—Strong frame.
- 6—Panels finished in delicate ivory with beautiful blue decorations.
- 7—Dimensions: 20 inches high and 11 inches square. Approximate weight: 12 lbs.

No. 404 Retails for \$25.00

Distinctive Features

- 1—An incased Columbia motor guaranteed to play two full ten-inch records.
- 2—New patented sound box giving maximum volume.
- 3—Ten-inch turntable.
- 4—Removable motor board.
- 5—Strong wooden cabinet finished in delicate white ivory beautifully stencilled with blue animal designs.
- 6—Dimensions: 26 inches high and 12½ inches square. Approximate weight: 14 lbs.



No. 404

La Velle Manufacturing Company

Dept. 1

New Haven

Conn.

Reasons for Popularity of Certain Selections and Their Effect on Sales :: By Jack Kapp

Have you ever stopped to consider the wealth of music that is in a phonograph record catalog? Have you ever glanced through its pages and noticed selections you had never heard and wondered why they were there? The greatest artists are there. Some of the artists are not with us any more in person, their voices are stilled, but they can entertain and please us very easily. In this little catalog are classifications by the score; there is music to satisfy the taste of every individual in this country and no place sees such a variety of likes and dislikes as a record shop.

Why do many people buy the hit "Stumbling?" Do they know what makes them ask for this particular selection? There are several reasons for this: The first and most important is the publisher of the song, who, with his staff of singers, has the ability to get the dance orchestras to play it and leading actors to sing it in places where the people go for their amusement. They hear it on the organ at a movie, the dance orchestra plays it and they hear the same song at theatres and finally start whistling it. When they get to that stage they want the record. If they escaped all of the aforementioned, they doubtless heard their neighbors play it and then set out to get a record just like it.

While a good many people come into a store with a definite song in mind to get, the majority have no idea as to what records to get and either say we want a dance record or a song, leaving the rest to the dealer's judgment. If the customer has no particular selection in mind and has not purchased records for some time,

no matter how old the record is, if he hasn't heard it it is new to him. I have played the biggest hits of the day for many people and have had them all turned down and in their stead sold records that nine out of ten would have rejected.

Every store has its special record fans. Each thinks that his is the greatest artist. There

are hundreds of people who have bought every Bert Williams record that has been released since his first record, or every Ted Lewis, or Van and Schenck, or Al Jolson record. They say it with pride and keep on buying any new records by these artists. I believe that every record fan has his favorite artist or one that he is just a little partial to.

Much has been written and said about high-class records by operatic concert stars, symphonic orchestras, opera house orchestras, string quartets and the like. Music reformers, in their efforts to condemn jazz music which is now existent, I believe have overlooked the biggest bet that they have to boost good music: People will buy good music if the desire is created for it just as it is created for a popular song. In Chicago three or four syndicates control most of the movie houses and they play to over a million people a week. At one of them last week, besides the overture by an orchestra of seventy-five musicians, excerpts were given from the operas "Faust," "Trovatore" and "Cavalleria Rusticana." That one theatre played to one million people that week. Doesn't it stand to reason that if those one million people heard Marguerite's song from "Faust" or the Miserere from "Il Trovatore" over and over again that the desire would come for that class of music? And this is only one theatre. The rest offer such music every day, also. I have explained how a publisher makes his song popular. "La Donna e Mobile" is just as easy to whistle as the "Dancing Fool" but someone has to make us whistle it.

Yet it is no uncommon thing to be conducted into a man's record library consisting of as many as five thousand records. Just as you would ask for a book by George Bernard Shaw or Kipling, you would ask: What have you from the opera "The Barber of Seville"? and out would come the record.

Oftentimes in selling records, especially operatic records in foreign languages, I have found

(Continued on page 162b)

An Interesting Analysis of the Various Stages by Which Certain Musical Numbers Reach Popular Stage

are hundreds of people who have bought every Bert Williams record that has been released since his first record, or every Ted Lewis, or Van and Schenck, or Al Jolson record. They say it with pride and keep on buying any new records by these artists. I believe that every record fan has his favorite artist or one that he is just a little partial to.

Much has been written and said about high-class records by operatic concert stars, symphonic orchestras, opera house orchestras,

Are You Prepared for the 1923 Record Rush?



No. 580

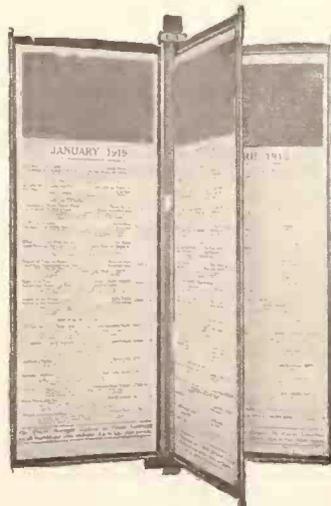
The sale of records will reach big volume this year. But records must be displayed just like any other merchandise to sell.

Send for our catalogue showing 40 Displays for increasing your sales. You can procure it either from your jobber or direct from

UNIVERSAL FIXTURE CORPORATION
133-135-137 West 23rd Street New York



No. 563



No. 558



No. 553



WHY AND HOW PEOPLE BUY RECORDS STRONG DEMAND IN SALT LAKE CITY
 (Continued from page 162a)

that by prefacing the record with a story of the opera, leading the customer to the point where the selection is sung and then explain what is being sung, he is sold before the record is played. Because, if he knows that "One Fine Day," from Madame Butterfly, is the story of a Japanese maiden who joyously awaits the return of her American husband, an added interest is taken in the selection.

It is interesting to note that colored people are great lovers of sacred music, but it is not unusual to see one walk out of the store with "Jesus, Lover of My Soul" and "Birmingham Blues" in the same envelope. Equally interesting is the fact that the greatest purchasers of Jewish comical records such as the famous "Cohen on the Telephone" records and "Levin-sky at the Wedding" are the Jews themselves, yet very few Irish buy the Casey records made by Michael Casey. They, however, are the largest purchasers of jigs and reels which not many others seem to enjoy.

George A. Bolduc, until recently manager of the talking machine department of the Glen Bros.-Roberts Piano Co., and who is now connected with a concern in Nebraska, returned to Salt Lake City recently to wed Miss Bess Jackson, who formerly was connected with his department in the local concern. He has the best wishes of many friends here.

Appearance of Artists Boosts Sales—Thatcher Music Co. Amends Charter—N. Wood in New Post—O'Laughlin Gets "Publicity"

SALT LAKE CITY, UTAH, March 6.—The talking machine business in this section since the first of the year has been excellent, so good, in fact, that it has met the expectations of dealers, which is saying a great deal. Record sales have been going along close to holiday volume and there has been a particularly noticeable demand for records of the better sort, due to the appearance in this city within the last few weeks of such artists as Sir Harry Lauder, Mme. Calve, Rachmaninoff and others.

Fred Beesley, Sr., head of the Beesley Music Co., and secretary of the Utah Association of Music Industries, is now wholly recovered from the effects of two operations which he underwent some time ago and is again actively engaged in his business.

The Thatcher Music Co., Logan, Utah, has amended its articles of incorporation to provide that S. S. Eccles shall act as president and F. L. Monson as secretary of the company, and that a majority vote of all the outstanding stock shall be necessary to elect officers and conduct business.

Nathan Wood, formerly branch manager in this section of the Daynes-Beebe Music Co., has accepted a position as traveling salesman with the Southern California Music Co.

The John Elliott Clark Co., Victor wholesaler in this territory, reports a strong dealer demand both for machines and records and states that the new Victrolas 215 and 220 split top models have made a particular appeal to the trade.

Manager Spratt, of the Brunswick-Balke-Collender Co., reports a marked improvement in business conditions over a year ago. He said the York and Tudor consoles had been in especial demand in this territory. R. F. Perry has left for Idaho.

The following story is from Who's Who in Utah and is taken from a late copy of the Desert News, of this city. We intended to quote from it, but decided readers of The World would want to see it in full. The O'Laughlin store is one of the best-known phonograph houses in the city. The story follows:

"Harry R. O'Laughlin, of O'Laughlin's, 120 South Main street, admits that, after spending around twenty years as an architect and engineer he, too, heard the same story and decided immediately that he should cease an occupation where he caused to be constructed such fragile things as buildings and bridges, and forthwith entered the field of music. * * *

"Harry began selling phonographs and supplies in October, 1917, after his return from Washington. Forming a partnership with Frank Warren, they opened the store at the present location. Success attended the efforts of the pair and Harry admits that running a music store in Salt Lake is both pleasant and profitable.

"Harry is married, has one child and claims work for a hobby. He is a member of the

Kiwanis Club, is a thirty-second degree Mason in Wasatch Lodge and is also a Shriner."

NEW COLUMBIA CONSOLE READY

Columbia Graphophone Co. Produces Full-sized Model to Retail at \$100—Shipments Already Made to Branches Throughout the Country

A full-sized console model phonograph, complete in every detail, including three-spring A. C. motor (without automatic stop), and standard No. 6 Columbia reproducer, is announced by the Columbia Graphophone Co. as console Model No. 239. Though priced at \$100 to meet the popular demand, this attractive model has the essentials expected by the most discriminating. First shipments to branches were in the nature



New Columbia Console No. 239 of samples and are to be followed by shipments in quantity as rapidly as the comprehensive manufacturing schedule will permit.

These first-sample shipments were planned so as to reach all branches at the same time. As shippers generally are only too well aware, however, there is no certainty in time where freight shipments are concerned. As a result, Pacific Coast branches were first to receive samples of Console No. 239. Immediately urgent orders were received from these branches, as has since been the case as samples are received in other quarters.

No. 35217. Basket filled with flowers, each \$0.75, per dozen \$7.50.

Our Spring Catalogue No. 35 illustrated in colors of Artificial Flowers, Plants, Trees, Vines, Baskets, etc., mailed free for the asking.

Frank Netschert, Inc.
 61 Barclay St.
 New York, N. Y.

A NEW Repeating Device

A new Repeating Device. Wonderfully simple. Overcomes and eliminates objections to other repeaters. Will not mar or scratch the record. Made of metal—will last a lifetime. Adjustable for 10-inch or 12-inch records.

THE RAPID REPEATER

Repeats any record instantly—no breach between ending and starting, thus providing continuous music. Here is a sturdily built repeater that sells for almost the same price as celluloid or other flimsily made machines. Fully Guaranteed.

RETAIL PRICE \$2.00

Send for sample and discounts. Agencies now being established. Write for our attractive proposition.

THE RAPID REPEATER CO.
 266 Van Alst Avenue LONG ISLAND CITY, N. Y.

Brunswick
 PHONOGRAPHS AND RECORDS

For Salt Lake City
 and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
 55-59 W. So. Temple St. G. C. Spratt, Branch Mgr.

H. A. BEACH NOW WITH BRUNSWICK CO.

Prominent Executive Becomes Eastern Sales Manager of Brunswick Co.—Headquarters in New York and Covers Wide Territory—Equipped to Attain Success in New Post

Harry A. Beach, for the past two years vice-president of the Unit Construction Co., Philadelphia, Pa., and one of the leading members of the talking machine industry, has been appointed Eastern sales manager of the Brunswick-Balke-Collender Co. Mr. Beach, whose



Harry A. Beach

territory will include New York, New England, Baltimore, Philadelphia and Washington, D. C., assumed his new duties on Monday, March 12, making his headquarters at the Brunswick offices in New York, 35 West Thirty-second street. E. A. Strauss, who formerly occupied this position, has been promoted to a new and important post, the details of which will be announced within the next few weeks.

The appointment of Harry A. Beach as Eastern sales manager of the Brunswick-Balke-Collender Co. will be welcome news to Brunswick dealers throughout the country, as Mr. Beach brings to his new position an exceptional knowledge of talking machine and record merchandising. His experience in this field dates back some twenty years when he was manager of the wholesale department of the Elmira Arms Co., Elmira, N. Y., Victor wholesaler. After occupying this post a few years he was appointed a member of the traveling staff of the Victor Talking Machine Co. and remained with that organization until two years ago, when he was elected vice-president of the Unit Construction Co.

After spending two years on the road as a Victor traveler, Mr. Beach was appointed district manager for the traveling department of the company, and his exceptional ability was recognized shortly afterward by his appointment as assistant manager of that department. After the death of George Ornstein, manager of the Victor traveling department, Mr. Beach was promoted to this very important position, occupying the post for three years. During this period he achieved excellent results in this vital branch of the Victor organization.

Although he was very happy in the Unit Construction Co.'s organization, Mr. Beach has always continued his deep interest in the merchandising of talking machines and records, and his appointment as Brunswick Eastern sales manager will give him an opportunity to utilize his invaluable experience to exceptional advantage. P. L. Deutsch, assistant secretary of the Brunswick-Balke-Collender Co., who visited New York the early part of March, closed the arrangements whereby Mr. Beach became a Brunswick sales executive.

MORRIS PERLMAN DISCHARGED

Among the bankruptcy discharges noted during the past week was that of Morris Perlman, doing business as the Perlman Music Supply House, at 503 Fifth avenue, New York.

PLAN CHANGES IN PARCEL POST

WASHINGTON, D. C., March 6.—Changes in the methods of handling parcel post in transit, both by train and vehicle, are rapidly maturing in the Post Office Department and promise to be comprehensive, effective and economical, according to a report made to the President by Postmaster General Work, as he relinquished his cabinet position as head of the Post Office to take over the Department of the Interior.

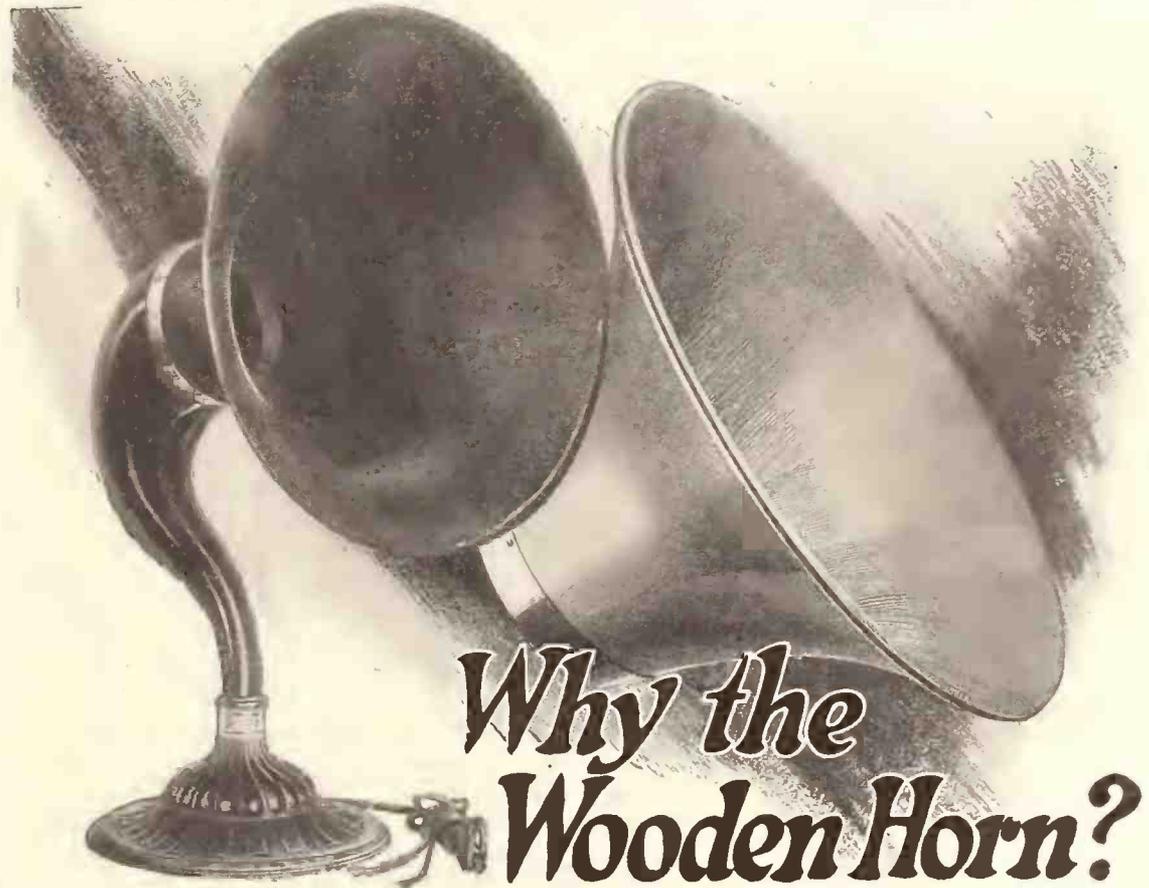
One of the plans under consideration is to divorce the parcel post business from all other mail matter from an operating point of view, with an arrangement whereby parcel post is to be moved over the railroads every twenty-four hours instead of the present method. Along with this proposed project is the final movement of parcel post to the town of its destination on fast freight trains, this final freight train movement to be confined solely to the railway division on which the town of destination is located. Thus shipments will be facilitated and exasperating delays avoided.

NEW MUSIC MEMORY CONTEST BOOK

Complete Information Regarding the Organizing and Conducting of Such Contests on a State-wide Basis Issued by National Bureau

The National Bureau for the Advancement of Music has just issued a new booklet on "The Organization of County and State Music Memory Contests," in which valuable advice is offered music supervisors and others regarding means of organizing county and State contests, getting the necessary material together and carrying them out to successful conclusions.

The material is based on the experiences of several hundred music memory contests held in towns, cities, counties and States, and is comprehensive and exhaustive. At the present time a state-wide contest is being held in Ohio under official auspices. A similar contest is being carried out in Texas. Indiana and Michigan have endorsed the plan and North Dakota has adopted it in modified form, with fifty-seven high schools already entered.



Why the Wooden Horn?

MUSIC MASTER'S horn of wood gives rich resonance to radio sounds impossible with any other material. (Phonograph experts proved the principle years before radio).

Ever-increasing demand for the MUSIC MASTER, "the Stradivarius among Amplifiers," is sweeping the country. To get your share of this profitable business, you have only to send for a MUSIC MASTER and demonstrate it. One will be shipped any jobber or dealer with full return privilege.

Write today for full description and trade prices on MUSIC MASTER and other GERACO Proven Radio Products. All guaranteed to satisfy!

MUSIC MASTER
Radio
AMPLIFIER

- 14-inch horn \$30.
- 21-inch horn \$35.

Comes complete, ready to attach in place of 'phones

GENERAL RADIO CORPORATION

Makers and Distributors of High-Grade Radio Apparatus

WALTER L ECKHARDT, PRESIDENT
624-628 MARKET STREET, PHILADELPHIA 806 PENN AVENUE, PITTSBURGH

GERACO on radio apparatus means it is thoroughly tested and guaranteed. Get the details on complete line. For sale through jobbers and dealers everywhere.



Distributors for O K E H Records, STRAND Phonographs and GOLD SEAL Record Repeaters.



For New York
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
29-35 W. 32nd St. Edward Strauss, Branch Mgr.

INTERESTING PROGRAM OF T. M. M.

Addresses and Committee Reports to Feature Monthly Meeting—Plans Already Made for Music Week to Be Outlined

Important matters and interesting addresses were scheduled for the meeting of the Talking Machine Men, Inc., at the Café Boulevard, New York, March 14, just as *The World* goes to press. Included in the program was an address on "The Trade Commissions Bill," by Gilbert H. Montague, formerly counsel for the National

Association of Talking Machine Jobbers, while Miss Isabel Lowden, director of the New York Music Week Committee, outlined the plans which have already been made for New York's Fourth Annual Music Week, April 29 to May 5. Other reports include that of the committee in charge of the Talking Machine Men's Ball, to be held at the Hotel Pennsylvania, April 25; the committee charged with planning co-operative methods to boost sales during holidays, and the committee in charge of collecting records for charitable institutions. This bids fair to be one of the most interesting meetings yet held.

GULICK-McFARLAND CO.'S NEW HOME

Prominent Burlington, Ia., Concern Holds Formal Opening of New Quarters

BURLINGTON, IA., March 9.—The formal opening of the Gulick-McFarland Co.'s new furniture store, at the northeast corner of Valley and Main streets, this city, was held Saturday, March 3, and the handsome new quarters were inspected by hundreds of patrons and friends.

Instead of an old building, divided into three unkempt store rooms, a handsome three-story structure, with artistic brick front, with sixty feet of plate glass display windows on Main street, beckons one into what is certainly one of Burlington's most spacious and altogether attractive showrooms.

The north part of the first floor is given over to the music department and here may be found a complete stock of Brunswicks, as well as pianos and player-pianos, with two sound-proof rooms, ten by ten, between which is the Brunswick record department. Local newspapers carried large space describing the progress of this growing concern. Officers of the company are J. A. McFarland, president; B. A. Gulick, secretary and treasurer; Robert L. Prather, vice-president and sales manager. L. Q. Selzer is manager of the music department.

DEATH OF CLAUDE W. COSGROVE

Well-known Music Dealer of Wichita, Kans., Succumbs to Heart Trouble

WICHITA, KANS., March 9.—Claude W. Cosgrove, one of the principals of the Innes-Cosgrove Music Co., this city, died at his home here recently from heart trouble following a nervous breakdown. Mr. Cosgrove was forty-four years old and came to Wichita seven years ago to take charge of the talking machine department of the Innes Drygoods Co. He met with such success within a period of two years that the business of the department was transferred to a separate store and has grown steadily. Mr. Cosgrove is survived by a widow and one son.

PAINE ON "FAITH IN INDUSTRY"

CAMDEN, N. J., March 6.—John Gregg Paine, of the legal department of the Victor Talking Machine Co., spoke to-day before the Y Men's Club at the Y. M. C. A., Camden, N. J. He took as his topic, "Faith in Industry," and in the course of his talk touched on the investigations which certain members of Congress are now endeavoring to foster, in such fields as oil, rubber, etc.

Mr. Paine showed the need for co-operation between all the economic elements of the country and the danger of fostering a spirit of mistrust between the various elements, such as farming, labor, capital, etc., through more or less incomplete press reports of congressional investigations that in themselves are of a more or less haphazard and superficial sort.

KANAREK RESIGNS FROM EMERSON

Rudolph Kanarek, formerly treasurer of the Emerson Phonograph Co., Inc., has severed his connection with the Emerson Co. and sold his interest to B. Abrams, president of the company. Mr. Abrams, who was formerly associated with Mr. Kanarek in the Phonograph Jobbers' Corp., has sold his interest in that company to Mr. Kanarek.



DISTRIBUTORS

Emerson Records

We list herewith the firms distributing Emerson Records. Dealers will obtain the most prompt and efficient service by ordering their records direct from their nearest distributor:

EMERSON RECORD SALES CO.,
14053 Woodward Ave., Detroit, Mich.
EMERSON PHILADELPHIA CO.,
420 Market Street, Philadelphia, Pa.
EMERSON PHONOGRAPH CO.,
27 Court Street, Boston, Mass.
MURMANN PHONOGRAPH CO.,
1318 Olive Street, St. Louis, Mo.
TARG & DINNER MUSIC CO.,
1457 W. Chicago Ave., Chicago, Ill.
EMERSON PHONOGRAPH CO., Inc.,
105 West 20th Street, New York.

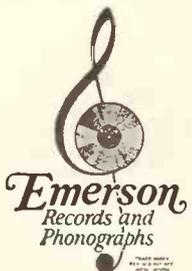
The Emerson Phonograph Company will be glad to consider applications for distributing rights for Emerson Records in unassigned territory, and particularly in the following cities:

Atlanta, Georgia Salt Lake City, Utah.
New Orleans, La. San Francisco, Calif.
Buffalo, N. Y.—or Syracuse.
Cleveland, Ohio—or Pittsburgh, Penn'a.
Dallas, Texas—or Houston.
Portland, Ore.—or Seattle, Wash.
St. Paul, Minn.—or Minneapolis.

EMERSON PHONOGRAPH CO.

105-111 WEST 20th STREET

NEW YORK, N. Y.



Phonographs Have Come and Gone—



"AS GOOD AS THE BEST"

"BETTER THAN THE REST"

Radio
Phonographs

*BETTER THAN EVER
Increasing in Patronage and
Prestige Among Sellers and
Buyers*

Claxtonola Tone Quality, High-class Construction, Beauty of Cabinet, Hand-rubbed Finish, Finish Top, Patented Filing Device, are well-known standard features.

Buying will be brisk, don't be caught without the goods. Remember past experiences and place your lines now.

You can get behind the Claxtonola line with enthusiasm. Claxtonola discounts are liberal discounts—and that fact won't make you any the less enthusiastic about having a Claxtonola franchise.

We can assure you prompt shipment of your orders and at the time when you need the goods most. No lost sales through delayed deliveries.

Special Attention Given to Carload Orders. Immediate Shipments. Write for Claxtonola Sales Plan.

Brenard Mfg. Co. (Not Inc.), Iowa City, Ia.

ESTABLISHED 1892



STYLE A
GOLDEN THROATED
CLAXTONOLA

SERVICE WILL BE PRIME FACTOR

C. R. Parsons Points Out Importance of Service in Retail Selling—Practical Ideas Prove Successful in Winning Support of the Public

"How Service Will Help You Sell" is the title of an interesting article written by Chauncey R. Parsons, manager of the phonograph department of the Rosenbaum Co., Pittsburgh, Pa., in a recent issue of the Sonora Bell. In this article Mr. Parsons states:



Chauncey R. Parsons

"Having passed through a wonderful holiday season, which so far overshadowed business conditions of a year ago, we are all, no doubt, in a very happy mood and many of the red figures have

been changed to black. These better conditions have brought back that 'peppy' feeling, and we are all on our toes again going after every dollar's worth of business that belongs to us. The buying public is realizing that the standard makes of talking machines are the best after all. Furthermore, the cheap machine dealer has found that while his markup was low, he has failed to give his customers their money's worth in service and satisfaction.

EXPERT REPAIRING

of all parts and makes of phonographs
LOWEST PRICES — 24 HOUR SERVICE

Send us the article to be replaced or repaired by Parcel Post or Express

PENN PHONOGRAPH CO. of N. Y.
513 8th Avenue New York

"Speaking of service, I feel that this is the one way we can meet competition. There are a great many shops in which the phonograph buyer can obtain instruments. Why should he seek your place of business in preference to others unless it is because of the excellent service he knows he will receive? Prices are standard, terms are practically the same, so I realize that my opportunity of being able to draw customers is through service.

"The old saying, 'A satisfied customer is the best advertisement you can have,' is very true, especially in this business where so many sales are made through someone saying: 'If you are going to buy a phonograph, go to So-and-So. That is where we purchased ours, and we are very well satisfied with the service they gave us.'

"There are many ways to give this service. Competent sales people, to begin with, can do more good for your business than anything else. For customers realize at once that they are going to be taken care of in the right way. If your sales people will be honest with their customers and make only such statements or promises that are absolutely true, they are giving you, as well as your customers, the right service.

"You can be sure of serving the public best by clean advertising of good standard makes of

phonographs. It is not necessary to carry a cheap product in order to have something for the customer who does not wish an expensive machine."

THATCHER CO. AMENDS CHARTER

LOGAN, UTAH, March 6.—An amendment to the incorporation of the Thatcher Music Co., this city, provides that S. S. Eccles shall act as president and F. L. Monson as secretary of the company, and that a majority of all outstanding stock shall be necessary to elect officers and conduct business. A change in the date of the annual stockholders' meeting was provided for. A meeting of the directors will be held within thirty days for the election of new officers.

THEARLE MUSIC CO. ELECTS

SAN DIEGO, CAL., March 6.—Alfred D. LaMotte, formerly vice-president and general manager of the Thearle Music Co., of this city, was elected president to succeed the late F. G. Thearle. He will also continue as general manager. Other officers elected were Harry E. Callaway, manager of the talking machine department, vice-president, to succeed Mr. LaMotte. Mrs. Lillie E. Burton was re-elected secretary-treasurer of the company.



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



THE "STRONG" RECORDS MAKE THEIR DEBUT IN THE TRADE

The Strong Record Co., a Million Dollar Corporation, Operating Recording Laboratory on Large Scale—Plans for Introducing "Strong" Records Arranged—Statement From the Company

The Strong Record Co., Inc., 206 Fifth avenue, New York City, announces the release of a series of records under the trade name "Strong." The company is under the management of Adolph Hawerlander, president and general manager, and Henry Glaue, production manager. The company is incorporated under the laws of the State of New York for a million dollars.

laboratory for other companies and does a substantial business in advertising and other special records. It is stated that the company owns valuable process patent rights, which will enable it to manufacture records under an entirely new process.

According to one of the officers of the company the plans for introducing the "Strong"

tem makes it possible to maintain uniformity in the thickness of the moulds and to preserve with exactness the minutest details of the sound waves. Not only is this method superior in the quality of work produced, but it also effects a great saving in the time consumed for this operation. It will be possible to plate the masters, mothers and stampers and to press commercial records within 24 hours after the recording of the artist has been made.

"The first release of our records on March 15 consists of a varied program featuring several popular German selections, to be followed by subsequent weekly releases to be announced to the trade at a later date. The numerous requests received for German selections have caused us to exert every possible effort to satisfy this demand. The very latest German successes will be produced by artists of national repute and the orchestrations and arrangements will be specially prepared to popularize this class of music and to assure the acceptance of these records by the public with ever-increasing favor."

The company announces the engagement of several well-known artists and the exclusive engagement of Ivan Frank as vocalist. This popular artist has appeared before the public in theatrical tours and concert work and has recorded for several prominent phonograph record manufacturers. Incidentally, it is stated he was the first German artist in this country to sing for the radio in German. He has a magnetic personality and a clear tenor voice, well suited for phonographic work.

COLUMBIA TENOR SCORES IN TEXAS

Tandy Mackenzie, exclusive Columbia artist, who has been going through the Middle and Southwest on a concert tour, has won the enthusiastic approval of music critics wherever he has appeared. This lyric tenor is rapidly becoming one of the most popular artists of his type in the Columbia catalog, and his concerts are adding materially to his prestige. The De-



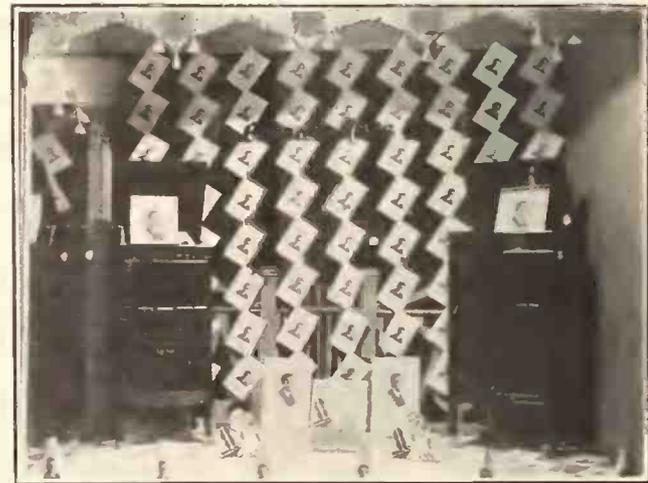
The photograph (upper left) shows Adolph Hawerlander, president and general manager; to the right is Henry Glaue, production manager; in the lower left is a photograph of the recording staff, John A. Lawrence, recorder (right); James A. Lidezey, plating (left); to the right is the jewels, tools and speaker department.

The former Edison recording laboratory at the above address has been acquired by the company. Additional improvements have been made and equipment enlarged so that the laboratory in the matter of appointments, completeness in equipment and quality of recording is most modern. Very satisfactory results have been obtained and many favorable and enthusiastic expressions have been received from interested members of the trade. The recording staff is composed entirely of experienced men long identified with the phonograph industry, and the work of this department is under the expert personal supervision of Messrs. Hawerlander and Glaue.

The company also operates its recording

records have been arranged with great care and in a chat with *The World* he said:

"This company recognizes that the success of any record depends primarily upon the musical value it contains, which begins with the quality of the recordings. No time or expense has been spared to add every possible improvement to our equipment and to install the very latest methods to insure the best results. Another very important factor which has considerable bearing on the quality of tone produced by phonograph records is the electro-plating process used for the plating of masters, mothers and stampers. Our electro-plating plant, designed and under construction, is patterned after the very latest European rotary models. This sys-

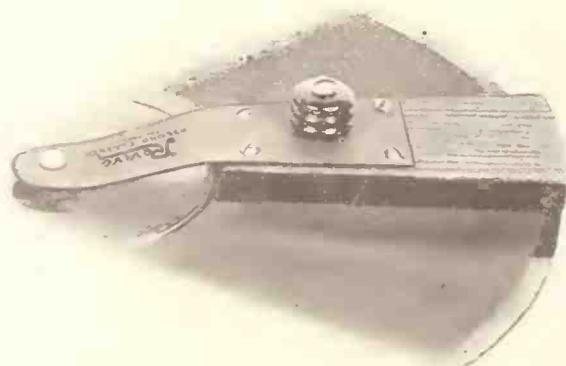


Deman Music Co.'s Tie-up With Artist man Music Co., of Brownwood, Tex., Columbia dealer, used effective publicity in connection with Mr. Mackenzie's recent concert in that city. Circulars and window cards were the main features of the window and were used to excellent advantage.

ANNOUNCE SPECIAL VICTOR RELEASE

The Victor Talking Machine Co., of Camden, N. J., has announced the special release of record No. 19026, which bears the two popular selections, "You Know You Belong to Somebody Else," sung by Henry Burr, and "When the Leaves Come Tumbling Down," by Stanley-Murray. Supplies of this record will be shipped to wholesalers about the middle of the month.

Introducing the



List Price 60 Cents

Revive

RECORD CLEANER
PAT. PENDING

The only record cleaner that thoroughly cleans the grooves in the records.

By applying sufficient pressure on the knob to force the nap on the velvet into the grooves in the records, giving the cleaner a revolving motion while the record is still. It does not cross the grooves.

Dealers—send for sample order, 3 for \$1.00. Postpaid.

J. L. LIND

1517 Portland Ave., Minneapolis, Minn.



ZIMMERMAN-BITTER CO. VERY BUSY

Contracts for Store Equipment in Hand Keeping Factory Busy—Renovating Two Landay Bros. Branch Stores—Special Music Rack

The Zimmerman-Bitter Construction Co., manufacturer of interior store equipment, reports that business since the first of the year has been very satisfactory and that orders



Handy Sheet Music Rack

enough have been booked to keep the plant extremely busy. The latest addition to the large number of store equipment specialties made by this company is a sheet music rack, designed to contain sheet music in the music dealer's store. This rack has many features, among which is an especially constructed compartment for the Century Edition which almost every music dealer handles in a large way. The company has already manufactured several of these and, in cases where complete new equipment has been constructed for the talking machine dealers, a sheet music rack conforming to the same design as the rest of the store has been erected.

Recently the company secured a contract from Landay Bros. for the renovation and installation of new equipment in the branch in Yonkers, N. Y. The equipment is to consist

CROSLEY Model X



\$55

A 4 tube Radio Frequency Set

The Hit of the Radio World Talking machine dealers are making big profits handling the Crosley line. FREE CATALOG ON REQUEST

CROSLEY MANUFACTURING COMPANY ALFRED ST. CINCINNATI, O.

of racks for musical instruments, piano rolls and sheet music. A feature of this equipment is that it is to be constructed with plate glass fronts. Another contract provides for the construction of booths and service counters in the Landay store in the Bronx.

O. W. BIRCKHEAD DISCUSSES CREDITS

The Knickerbocker Talking Machine Co., Victor wholesaler, New York City, held its monthly record recital in the concert hall at the headquarters of the company on Thursday, March 8. A particularly large attendance of metropolitan Victor retailers was reported. The

advance April list was played and several inspiring addresses were made. Among the speakers were Abram Davega, president of the company, and Oliver W. Birckhead, vice-president of the Harriman National Bank, who spoke interestingly on the credit situation and proper banking relations. He also told from the viewpoint of the banker why some were able to get credit and others not. Luncheon was served as usual at the Hotel Theresa.

The Orion Corp., of Wilmington, Del., has been granted a charter under the laws of that State, with a capital of \$1,250,000, to engage in the talking machine business.

PORTABLES

THAT CANNOT BE MATCHED



No. VI, 13½"x13½"x7½", Silent Motor, Charmaphone tone arm and sound box, either oak or walnut; weighs 15 pounds

Price and Quality Give the

CHARMAPHONE

the Leadership

Distinctive qualities set the Charmaphone apart from all other portables, its high quality, durability and fine tone make it a fast seller.

These two portable models will add to the sales. The distinctive features of each make good sales talk. Once demonstrated they attract trade and sell themselves.

Note the Two Models

No. 6 - - \$30.00

No. 8 With Record Album 35.00



No. VIII, 13½"x13½"x7½", Silent Motor, Charmaphone tone arm and sound box, mahogany finish, with record album; weighs 16 pounds

If you are not already handling this remarkable Portable value, make arrangements to do so at once. Cash in on the hundreds of Charmaphone sales that will be made during the coming months.

There are other models of Charmaphone phonographs that you will be interested in—the same big value you will find in the portables. Send for a sample of one or both machines at once and ask for our catalog on the complete line and the name of your jobber.

CHARMAPHONE CO., Inc. 39 West Thirty-second Street NEW YORK CITY

DOMES of SILENCE

"Better than Casters"

Made under Patent No. 995758 which has been vigorously contested and sustained by the Court of Appeals. Any infringers and those involved in the manufacture, sale or use of same will be liable for prosecution and subsequent damages.

Service

DOMES of SILENCE outlast furniture on which they are placed—**THAT'S SERVICE**—

They protect furniture and prolong its life—**THAT'S SERVICE**—

They protect floors, rugs or carpets over which furniture is so often moved—**THAT'S SERVICE**—

They permit furniture to move noiselessly—easily—over any surface—**THAT'S SERVICE**—

It is service that the buyer of furniture demands.

It is service that you supply with

DOMES of SILENCE

"Better than Casters"

In addition to this quality, **DOMES of SILENCE** have these other sterling qualities:

Economy

Silence

Invisibility

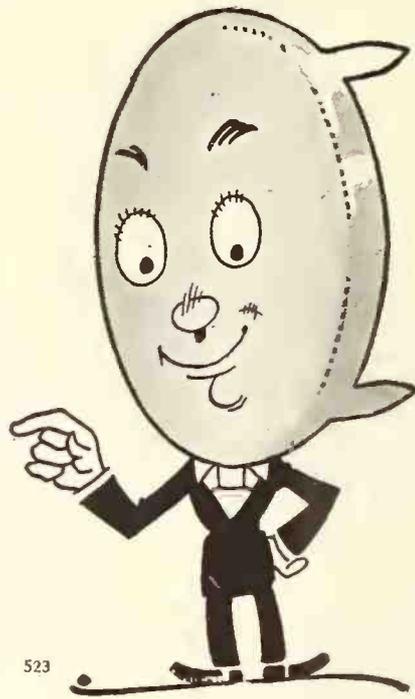
Simplicity

Adaptability—Suitable for covered and uncovered floors alike.

These are the factors that mean perfect footwear for furniture.

DOMES of SILENCE Division

Henry W. Peabody & Co.
37 State Street, New York City



523

In all your Talking Machine orders

Specify DOMES of SILENCE

"Better than Casters"

MADE IN SIX SIZES SUITABLE FOR ALL KINDS OF FURNITURE



Extra Heavy
Size—1 1/8 in.



1/8 in.



3/4 in.



5/8 in.



1/2 in.



3/8 in.

Reg. U. S. Pat. Off. No. 995758 which will be strictly enforced.

P-276

What we say above about Furniture applies also
to Phonographs

WM. TURES WITH JEWEL CO.

Prominent Inventor Joins Jewel Phonoparts Co.'s Engineering and Sales Organization—Identified With Industry for Twenty-five Years

The many friends in the trade of Wm. Tures, who was a founder of the Oro-Tone Co., of Chicago, will be interested to learn that he has now joined the engineering and sales force of



Wm. Tures

the Jewel Phonoparts Co., in Chicago, having resigned from his previous connection the first of March. Mr. Tures has been actively engaged in the phonograph business for the past twenty-five years, manufacturing tone arms, reproducers and attachments for the past nine years. He has a large number of patented talking machine devices to his credit, and is generally recognized as one of the foremost members of the phonograph parts industry.

In the year 1914 he organized the Combination Attachment Co., of Chicago, being president of that company. Later on Mr. Tures

reorganized this concern, changing the name to the Oro-Tone Co., of which he was secretary. During his association with this company he visited the trade frequently, keeping in close touch with all developments.

The Jewel Phonoparts Co. is making plans whereby Mr. Tures will spend a good part of his time in the field, in addition to giving the company the benefit of his valuable engineering experience. The executives of the Jewel Phonoparts Co. have expressed keen pleasure in securing Mr. Tures' services and the company has already received many messages of congratulation from the members of the trade who appreciate his capability and inventive skill.

V. W. MOODY JOINS PEARSALL STAFF

Popular Victor Wholesale Man Joins New York Jobber's Force in Executive Capacity—Well Known in Metropolitan Victor Trade as Capable and Efficient Victor Sales Executive

Thomas F. Green, president of the Silas E. Pearsall Co., 10 East Thirty-ninth street, New York, Victor wholesaler, announced this week that V. W. Moody, one of the best-known and most popular members of the Victor industry, had joined the company's executive staff. Mr. Moody, who has not been associated with the talking machine field for the past year or so, is now arranging his personal affairs so that he may assume his new duties within the next fortnight.

The appointment of Mr. Moody to an executive post in the Pearsall organization will be welcome news to Victor dealers throughout the metropolitan territory, as Mr. Moody knows practically all of these dealers personally, and because of his thorough knowledge of Victor merchandising has won their esteem and friendship.

Mr. Moody's "re-entry" into the Victor industry brings back one of the "veterans" of the business, as his experience in the Victor field

dates back some twenty years. For many years Mr. Moody was sales manager of the New York Talking Machine Co., Victor wholesaler, and under his able direction sales policies and plans were inaugurated which produced splendid results. He is also responsible for training quite a number of successful Victor men who have attained considerable success in their respective positions.

Subsequent to his association with the New York Talking Machine Co., Mr. Moody became general manager of the Buffalo Talking Machine Co., Buffalo, N. Y., Victor wholesaler, where he added to his prestige as one of the ablest executives in the Victor wholesale fraternity. He resigned from this organization about a year ago to become identified with a commercial enterprise far removed from the talking machine field, but his heart has always been with the Victor industry, where he is so popular.

The Silas E. Pearsall Co. is adding Mr. Moody to its staff in order to enhance the efficiency of its service to Victor retailers. The Pearsall organization, under the guidance of Mr. Green and Lloyd L. Spencer, sales manager, has made exceptional progress as a Victor wholesaler the past few years and its sales force is recognized to-day as one of the best-equipped selling forces in the Victor wholesale field.

PLAN NEWARK MUSICAL FESTIVAL

NEWARK, N. J., March 10.—The annual Newark Musical Festival, considered the greatest musical event in northern New Jersey, will be held in the Newark Armory during the latter part of April. Ignace Paderewski, famous pianist and Victor artist, will appear to take part in the event on April 26, and Jascha Heifetz, violinist and also Victor artist, will appear April 27. Collings & Co., Victor distributors, are preparing to tie up with the event by supplying dealers with window display cards, mailing literature pertaining to the festival, etc.



Style 903—HEPPLEWHITE
\$95.00



Interior View

Artanola Period Consoles

Specifications---

Height 34 inches
Width 36 inches
Depth 22 inches

Universal Tone-Arm and Reproducer, Large No. 33 Heineman Motor, Twelve-inch Turn-Table, Automatic Stop, Tone Regulator, Nickel Plated Hardware Including Automatic Cover Support, Continuous Hinge, Domes of Silence, Needle Rest, all Wood Sound Chamber, Five Shelves for Records. Furnished in Mahogany only, Finished Dark Brown Dull.

Write for Dealers' Discounts

Saginaw Sectional Book Case Co.

SAGINAW

MICHIGAN

THREE NEW ART MODEL FLAT TOP VICTROLAS ANNOUNCED

Trade Greatly Interested in the New Victrolas 400, 405 and 410, Horizontal Divided Top Models Just Announced by the Victor Co.—Have a Strong Price Appeal

Following the recent announcement of the two new divided top models of horizontal Victrolas, Nos. 215 and 220, the Victor Co. has again aroused the enthusiasm of its dealers through the announcement of three new and elaborate art models of the horizontal divided top type, instruments of a character that are certain to win immediate attention and favor when finally placed on the market.

The new art models are No. 400 in mahogany, with lines strongly suggestive of the Sheraton, and listed at \$250; No. 405, reflecting in its design the early English influence, being offered in walnut and two-tone finish, and listed at \$250, and No. 410, likewise of early English character, finished in mahogany and listed at \$300. All three models may be obtained with electric motor at \$40 additional.

Victrolas No. 400 and 405 are thirty-five inches

high, thirty-seven and one-half inches wide and twenty-one inches deep, while Victrola 410 is thirty-five inches high, thirty-eight and one-quarter inches wide and twenty-two and one-half inches deep. The general design of the three styles is particularly pleasing. There are sets of double doors covering both the sound chamber at the right and the record compartment at the left, while above the record department is a convenient drawer in which accessories and special records may be kept.

Rumors that these three new styles were on the way have prevailed for some time and the general attractiveness of both design and price has made a strong impression on the Victor trade. It is anticipated that they will prove strong factors in the talking machine trade of the coming Fall and beyond. The first shipments of the new models are promised for June.

PATHE NEWS HAPPENINGS

Catalog of High-class Selections to Be Issued—New Console Models Liked—Some Recent Visitors to the Pathé Plant in Brooklyn

Retailers of the new Pathé foreign language records will be interested to hear that there is in process of production a very select list of the most famous and up-to-date selections which will make a strong appeal to the music-loving public. This catalog will contain eighty-eight new German, 112 new Jewish and eighty-eight new Italian records by celebrated artists, singers and composers. A comprehensive English translation will preface every number.

Interest among Pathé phonograph dealers throughout the country has recently been centered around the new Pathé console models, which include the new table cabinet designs, as well as the classical Queen Anne model 35 and the Adam model 30.

Recent visitors to the Pathé factory in Brooklyn were: V. Bedrick, the Pathé booster, of Portland, Me., and Messrs. Webber and Henneberger, of Hartford, Conn. They were accompanied by T. J. Murphy, the Pathé New England representative, and were greatly pleased with the up-to-date appointments and facilities of the big plant.

NEW COLUMBIA PORTABLE READY

A new portable Grafonola has just been announced by the Columbia Graphophone Co., featuring a specially developed, long-playing one-spring motor, the new No. 12 Columbia reproducer, a standard Columbia tone leaf volume control, a drawer with capacity for eight ten-inch records, three self-closing needle cups on the motor board and a scientifically shaped amplifying chamber. The new portable is presented in a neat black fabrikoid carrying case with nickel-plated corner protectors and a high-grade black leather hand-fitted grip.

POSTER CONTEST FOR MUSIC WEEK

One of the outstanding features of the preparations for Denver's Music Week, which will reach its third celebration during the week of May 13 to May 20, is the annual poster contest for the official poster of the event.

Each year the poster contest creates a lively interest in Music Week. These posters are placed in retail store windows throughout the city. A total of 187 was entered a year ago by high school and Denver Academy of Art students. Last year the first prize was won by a Denver Art Academy student.

E. Ernest Gerlinger, St. Louis, Mo., has invented and recently applied for patents on a device to wind a phonograph, using neither hand power, electricity, etc.

BUYS AEOLIAN DAYTON BRANCH

DAYTON, O., March 10.—C. D. Anderson, president of the Anderson Piano Co., 111 East Third street, this city, has purchased the local Aeolian branch, 114 North Main street, in company with a number of business men of this city, who have organized a company with a capitalization of \$100,000. Mr. Anderson will move his own business to the North Main street quarters, which will be thoroughly renovated. The entire Aeolian line, including Vocalions, will be handled.

AUSTRALIAN FIRM DESIRES AGENCY

WASHINGTON, D. C., March 12.—A concern in Australia desires to purchase the agency for gramophones, pianos, etc., according to advices received by the Bureau of Foreign and Domestic Commerce. Detailed information can be obtained from the Bureau or any of its district offices by referring to File No. 5679.

NEW BUILDING FOR ECLIPSE

The Eclipse Talking Machine Co., of Paterson, N. J., Abe Landay, president, has purchased a three-story building at 168 Main street, which will be used to house a general music store. It will be attractively furnished.

HONOR CERTIFICATES FOR GOOD ADS

Total of Twenty Certificates to Be Awarded in Retail Advertising Contest in Addition to Two Silver Trophies Already Announced

In addition to the two silver trophies offered as first prizes in the retail advertising contest of the Music Industries Chamber of Commerce, open to members of the National Association of Music Merchants, one silver trophy to go to each of the two classes of contestants, one class



in large and the other in small cities, there will be presented ten honor award certificates in each class. These certificates, with the trophies, will make a grand total of twenty-two awards. Entries of newspaper advertising run during the year ending March 31 will be received in the contest, provided they reach the office of the Chamber before April 10. The character of the honor award certificate is indicated by the accompanying reproduction. The awards in the contest will be announced at the June conventions in Chicago.

ADDS RADIO DEPARTMENT

SALT LAKE CITY, UTAH, March 10.—The Daynes-Beebe Music Co., one of the most prominent music houses in this section of the country, is planning to open a large radio department in the near future, if plans which are now under consideration materialize. Heber S. Nelson, of this city, will be in charge. Mr. Nelson is a radio enthusiast and he is thoroughly familiar with the technical details of the business.



TRIXIE SMITH'S LATEST HIT

14138 { 2 A. M. Blues
I'm Gonna Get You

3 New Records Your Customers Will Like

14139 { Love Me In Your Old Time Way Blues..... } Sung by
Low Down 'Bama Blues..... } Josie Miles

14137 { Aggravatin' Papa..... } Sung by
(Don't Try to Two Time Me) } Inez Wallace
Radio Blues..... }

2108 { No One Would Do It Now..... } By Earl Westfield
(Asleep Five Years.....) } The New Bert Williams

Order Direct From

BLACK SWAN PHONOGRAPH CO., Inc.
2289 SEVENTH AVENUE :: NEW YORK CITY

Our A A A Quality
India Ruby Mica
DIAPHRAGMS

Are, without doubt, the finest Diaphragms
 manufactured.

Samples and Prices on Request

WILLIAM BRAND & CO.
 27 East 22nd Street New York City
 Telephone, Ashland 7868

IMPROVED STORE EQUIPMENTS

Faith in Business Demonstrated by Increased Orders for Equipment Placed With Van Veen & Co.—Making Stores More Attractive

An impressive proof of the confidence which talking machine dealers have in improved business is to be found in the progressive plans under way for store improvement. Leon Tobias, secretary of Van Veen & Co., Inc., manufacturers of talking machine wareroom equipment, New York City, in a recent interview with The World, reported that increased activity on the part of the dealers has been noticeable from the very first of the year. Orders and inquiries being received by this company indicate that a considerable number of dealers are planning to add to their present equipment or are taking over larger quarters for 1923. Mr. Tobias mentioned several of the installations that had been recently made, or were in the process of completion.

He said in part: "We are equipping a Victor department on the mezzanine floor of the new building of Albert Leon, of Perth Amboy, N. J. It will consist of twelve sound-proof rooms and a spacious record department, providing accommodations for 15,000 records and necessary counter equipment. This equipment, finished in antique ivory, adds greatly to the appearance of the warerooms.

"Not far distant, in the city of Bayonne, we are equipping the new building of Marshall's Music Store with an entire Columbia model shop equipment of six hearing rooms, racks for 10,000 records, counter equipment, musical merchandise wall cases and sheet music racks. We are also equipping the new Sonora salon of the Long Branch Music Co. in that popular all-year-round resort.

"Going into the capital of the State, we are providing equipment for the new three-story building of the Griffith Piano Co., at 9 West State street, Trenton, N. J., and simultaneously the Griffith store, at 211 North Washington street, Scranton, Pa., which adjoins its present location. This prominent talking machine and Steinway piano dealer was so well pleased with the work that we have done for him in the past that this work was immediately placed in our hands. In fact, I have been entrusted with complete charge of the entire installation. The work in the new Scranton store will match exactly the design and finish of the present equipment as the new building is to be used as additional facilities. In fact, all stores of the company have been equipped with the same design and finish. The new store of the company in Scranton will be 42 feet wide by 162 feet deep and in addition to the regular equipment Van

Veen & Co., Inc., will have charge of the wall treatment, lighting fixtures and all other necessary work to complete a first-class wareroom. In Passaic, N. J., we recently equipped Ahrenfeld's Grafonola Parlors with four hearing rooms and necessary record racks.

"In New York City we provided for attractive equipment for the warerooms of the Starck Piano Co., of Chicago, which has leased the old quarters of the Doll Piano Co. on West Forty-second street. In the Bronx the Royal Piano Co., on Westchester avenue, has also made some important improvements.

"The strong tendency on the part of the talking machine dealers to add sheet music and musical merchandise departments to their stores, in other words, to carry out the general music house idea, has resulted in orders being received by us for considerable additional equipment. We are, therefore, entirely optimistic over business for the balance of the year and are making our plans accordingly."

PLANS FOR RECORD VICTOR OUTPUT

Victor Factory Schedules Up to July Call for Heaviest Machine Production in the History of the Company—New Models of Victrolas Have Strong Appeal to Public

In an interview with The World, Ralph L. Freeman, director of distribution of the Victor Talking Machine Co., stated that factory production schedules on Victrolas had been laid out as far ahead as July and that the schedules called for a volume of output substantially the largest in the history of the Victor business.

At present the various departments are working overtime in an effort to fill orders for the reason that the demand for the new models of Victrolas introduced during the past twelve months has been enormous. The demand incidentally has thoroughly established the strong appeal of each of these models from the standpoint of case design, price and musical quality.

The Victor Co. plans to make a nation-wide delivery on several new horizontal types of Victrolas within the next few months and announcements have just been made regarding the design, equipment and price of these forthcoming new models.

Mr. Freeman added that the business being done by Victor dealers is of a very satisfactory character throughout the country, including the Western and Southern agricultural regions, which were the last to recover from the general economic depression. There is no question but that 1923 will be a very wonderful year for the entire Victor industry, and every possible policy which will contribute to increasing the volume of business done by Victor dealers and Victor wholesalers is now being vigorously promulgated at the Victor headquarters in Camden.

DEATH OF WILLIAM KEMPF

Deceased Was Head of Kempf Bros., Well-known Utica, N. Y., Music House

UTICA, N. Y., March 9.—William Kempf, head of the firm of Kempf Bros., of this city, prominent talking machine and piano dealers, died suddenly on Saturday, March 3. Funeral services were held from his late home on March 7 and were attended by many of his friends in the trade, including W. D. Andrews, Victor wholesaler of Syracuse, N. Y., and O. H. Williams, traveling representative for the Buffalo Talking Machine Co., Buffalo, N. Y., Victor wholesaler. Mr. Kempf was widely known throughout New York State as one of the most successful talking machine dealers in the State.

FILES PETITION TO DISSOLVE

GRAND RAPIDS, MICH., March 10.—The Michigan Phonograph Co., manufacturer of the "Lauzon" line of talking machines, has filed a petition for the dissolution of the concern, which has been placed in the hands of William Van Stuyters, temporary receiver,

GLOBE

RECORDS

Numbers that Mean
SOMETHING

April Releases

- 7212 Dearest, You're the Nearest to My Heart—Fox-trot, Orpheum Melody Masters
Caucasia—Fox-trot...Coreyfonie Orchestra
- 7215 Saw Mill River Road (From "Glory")—Fox-trot...California Ramblers
Lady Butterfly (From "Lady Butterfly")—Fox-trot...California Ramblers
- 7211 Sweet One—Fox-trot, Orpheum Melody Masters
Three Little Words—Fox-trot, Coreyfonie Orchestra
- 7213 Steal a Little Kiss—Waltz, Symphonia Dance Orch.
Honeymoon Time—Waltz, Symphonia Dance Orch.
- 7210 Farewell Blues—Fox-trot, Original Memphis Five
Harmony Blues—Fox-trot, Original Memphis Five
- 7103 Aunt Hagar's Blues—Vocal Blues—Contralto Solo...Alice Leslie Carter
The Down Home Blues—Vocal Blues—Contralto Solo...Alice Leslie Carter
- 7208 Aggravatin' Papa, Don't You Try to Two-Time Me—Vocal Blues—Orchestra Accomp... "Sister" Harris
Sugar Blues—Vocal Blues—Orchestra Accomp... "Sister" Harris
- 7214 Out Where the Blue Begins—Tenor Solo—Orchestra Acc... Vernon Dalhart
Faded Love Letters of Mine—Tenor Solo—Orchestra Acc... Charles Harrison

HEBREW AND POLISH RECORDS

- 5117 Sim Sholem—Baritone Solo... M. Steinberg
Bir'chas Kohanim—Baritone Solo, M. Steinberg
- 5118 Jak To Na Wojence Ladnie—Baritone Solo—Orchestra Accomp... A. Balucinski
Nie Placz Dziewczyno—Baritone Solo—Orchestra Accomp... A. Balucinski

Globe record sales are growing beyond all expectations.

One demonstration—and Globe records are sold. The remarkably clear tone, the absence of noise, the wearing quality, the handsome appearance, are THE selling factors which multiply sales and PROFITS!

Globe records are NEW-TYPE, improved records—different from all other records, better than all other records.

We will show you how our new, quick service plan and larger sales put profits into your record department far bigger than you have ever thought possible.

That is why dealers who have taken on Globe records ARE making money—because they REPEAT.

GLOBE RECORD DISTRIBUTING CORPORATION

30 Church Street New York

Better than standard

CROSLEY Model Vc
Regenerative Receiver Set

\$20

Licensed under Armstrong U.S. Patent No. 1,113,149



Compare the price with any set on the market. WRITE FOR COMPLETE CATALOG

THE PRECISION EQUIPMENT CO.
Powel Crosley Jr. President
 GILBERT AVE. CINCINNATI, O.

IMPORTANT ACTIVITIES IN CINCINNATI FIELD

Columbia Territory Under Local Management
Divided Between Other Branches—Dealers
Add New Lines—Brunswick Conference

CINCINNATI, O., March 9.—In line with the new policy of the Columbia Graphophone Co. to concentrate its distribution centers as much as possible to facilitate service and lower overhead costs, the local branch of the company has been discontinued and the territory formerly covered by the local organization has been divided into four parts, which in the future will be served by the Cleveland, Pittsburgh, Atlanta and Chicago branches. R. H. Woodward, manager of the local organization for the past several years, was offered a similar position with an Eastern branch, which he declined, having a number of propositions under consideration. J. H. Kruse, assistant to Mr. Woodward and credit manager, will be busy clearing up loose ends for the next few months, when he will take another position. L. Naber, formerly record manager of the Columbia Co.'s branch here, has been offered another position. U. V. O'Banyon, of the sales force, has been placed in charge of the local territory and will make his headquarters in this city. G. E. Kleeman, also of the sales organization, will go back to his old territory in Kentucky. Ross Wilson, formerly manager of dealers' service, will in all probability be retained by the company, and W. Wemmer has been placed in charge of a sub-district warehouse, with Hal. Meader as his assistant. The lease on the former local headquarters will be disposed of, it is understood.

The Pittsburgh and Cleveland Columbia branches will in the future serve the eastern Ohio territory. West Virginia will also go to Pittsburgh. The Atlanta branch will have charge of Tennessee, and Indiana, Kentucky and the rest of Ohio have been assigned to Chicago.

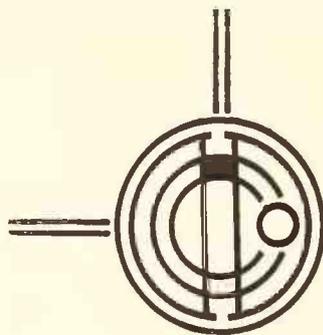
The local branch of the Brunswick Co., under the management of J. E. Henderson, is a scene of busy activity these days. The new system of record releases is proving a big factor in bringing people into the stores, thus giving the salespeople a chance to get in their good work more often than under the old arrangement of monthly releases, according to Manager Henderson.

A number of new concerns who have secured the Brunswick line during the last month include C. G. Gates, of Clarksville, Tenn.; Riggs & Fisher, Pennsboro, W. Va.; Turner & Ware, Turner, W. Va.; J. P. Riddle & Co., Pikeville, Ky., and Burrier & Stickrath, Zanesville, O.

A conference of the salesmen of the Brunswick branch, together with the sales staff of Steinway & Sons, in this territory, interested in the sale of Brunswicks, was held recently in the Gibson Hotel. Interesting addresses were made by A. L. Fram, sales manager, of Chicago; J. E. Henderson, sales manager of the Cincinnati branch, and Messrs. Wells and Browning, of the Steinway organization. About thirty salesmen were present.

The sales staff of the Sterling Roll & Record Co., this city, has been strengthened by the addition of Glenn Rock, formerly connected with the Indianapolis, Ind., Columbia branch. In his new connection he will cover the Indiana territory, making his headquarters in Indianapolis.

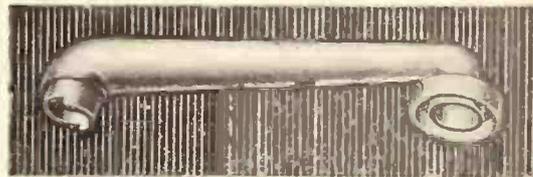
The demand of dealers for Victrolas and rec-



DOEHLER

The World's Largest Producer of

DIE-CASTINGS



Doehler Die-Cast Zinc Alloy Phonograph Tone-Arm.

Strikes, fires, freight tie-ups or other unforeseen contingencies cannot cut off the supply of die-castings to Doehler customers.

In Brooklyn is one big Doehler plant—in Toledo another—with interchangeable equipment and each with a large "overload capacity" available in emergency by means of reserve machinery.

This duplication of Doehler facilities gives "production insurance" to Doehler customers—assures them uninterrupted service.

DOEHLER DIE-CASTING CO.
BROOKLYN, N.Y.
TOLEDO, OHIO.

ords has been so great during the past month that the Ohio Talking Machine Co., Victor distributor for this territory, is far behind in filling orders. The company estimates that it is about a thousand machines behind in delivery and the same condition prevails in the record end of the business.

John R. Griffith, of the sales department of the Ohio Talking Machine Co., has just been discharged from the Good Samaritan Hospital, where he was confined for several weeks because of sickness.

The local Edison branch, manager, P. H. Oelman, is also far behind in filling orders. The instruments are disposed of as soon as they are received by the local headquarters, so great is the demand.

BUSH TEMPLE IN DALLAS SOLD

Bush & Gerts Piano Co. to Continue to Occupy Present Quarters

DALLAS, TEX., March 7.—The property at 1311-13 Elm street, this city, on which stands the Bush Temple of Music, has been sold by M. N. Baker to M. Rude, a large real estate operator. The Bush Temple is a four-story building recently remodeled, in which the Bush & Gerts Piano Co. occupies the first two floors, the two upper floors being given over to music studios. The piano company has a lease which does not expire for six years and no immediate change in tenancy is expected.

SPECHT PLAYS FOR PRESIDENT

Paul Specht, the noted orchestra leader, Keith vaudeville headliner and Columbia recording artist, played for President Harding recently at the annual dinner of the famous "Evening Star Club," given at the New Willard Hotel, Washington, D. C.

Make plans for your Spring drive now.

FOR SALE

On account of death phonograph store in Bridgeport, Conn. Established 10 years. Columbia and Sonora agencies. Can also get Victor and Brunswick. Beautiful fixtures. Entire deal about \$3,000. Small expense. Exceptional chance. Write "Barber," 14 Middle St., Bridgeport, Conn.

FOR SALE

A good music business in a prosperous Missouri town of 2,500 people surrounded by some of the best agricultural territory in the state. The nearest competitor is twenty miles away. Address "D," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

Brunswick
PHONOGRAPHS AND RECORDS

For Cincinnati
and adjacent territory
Distributing Branch

THE BRUNSWICK-BALKE-COLLENDER CO.
N. W. Cor. 7th and Main Sts. Stanley Reis, Branch Mgr.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

WANTED—An experienced talking machine salesman, who is familiar with the Victor and Brunswick lines, and is willing to work into a responsible position with house in Middle West. Address "Box 1265," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Salesmen to sell complete line of phonographs, records, accessories, musical instruments, etc., to the dealer. Our line is an easy seller. Strictly commission, full protection on re-orders and territory. Write at once, as territory is limited. Address "Box 1266," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Live travelers, calling on phonograph and music dealers, to sell two splendid selling articles in connection with phonographs. Ten per cent commission paid. Give references, and particular lines handled, and territory covered, with your reply. Address "Box 1267," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—AN EXPERIENCED PHONOGRAPH REPRESENTATIVE TO COVER THE ENTIRE NEW ENGLAND TERRITORY. FOR SUCH A MAN WE HAVE TO OFFER THREE EMERSON UPRIGHT MODELS WITH TWO CONSOLE TYPE MODELS AND THE REGULAR PLAYER-TONE LINE OF UPRIGHT AND CONSOLE TYPE PHONOGRAPHS. WE HAVE A LIBERAL PRICE TO THE DEALER IN LARGE AND SMALL QUANTITIES AND WILL PAY A GOOD COMMISSION TO THE RIGHT MAN WHO IS ACQUAINTED WITH THE PHONOGRAPH BUSINESS. STATE YOUR PAST EXPERIENCE IN FIRST LETTER AND REFERENCES. PLAYER-TONE TALKING MACHINE CO., 967 LIBERTY AVENUE, PITTSBURGH, PA.

WANTED—Store manager. Capable executive with practical experience in selling Victrolas, pianos and musical instruments. Excellent opportunity and salary for right party. Write (do not call), giving business experience in detail. Strict confidence observed. Benjamin Landay, Landay Bros., 311 Sixth Ave., New York, N. Y.

WANTED—Young man with experience in phonograph stores to travel extensively for calling on the retail trade, also institutions, clubs, schools and large corporations to demonstrate and introduce a line of electrical equipment for well-known manufacturer of thirty years' standing. Must have sales ability. Write, stating experience, education, age and salary desired. Address "Box 1268," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Salesman calling on phonograph trade to carry a patented record brush with dealers' "ad." Our brush is absolutely the best seller, trade-marks, buildings, portraits reproduced on a celluloid top in 1 to 9 colors. Send for sample and commission proposition. Address Philadelphia Badge Co., 942 Market St., Philadelphia, Pa.

POSITION WANTED—Record factory manager desires change. Thorough practical knowledge of the business and formulas for each department. Specialty formulas for material stock and the handling of men. Reasonable remuneration for steady position. Apply "Box 1923," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Young man, with years of experience on all makes of phonographs, as repairman and salesman, in wholesale and retail, wishes steady position. Address "Box 1269," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Accountant. Bookkeeping done for firms without bookkeepers. Systems installed. Tax matters executed. References Victor dealers. Address "Box 1244," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

SPRINGS

VICTOR		
1 1/4"x.022x17", bent each end.....	No. 6543	\$.57
1 1/4"x.022x18" 6" marine ends.....	No. 3014	.58
1 1/4"x.022x17" marine ends.....	No. 3014	.55
1 1/4"x.022x17" bent arbor.....	No. 5362	.57
1 1/4"x.022x13" bent arbor.....	No. 5423	.50
1 1/4"x.022x9" bent arbor.....	No. 5427	.42
1 1/4"x.022x9" bent each end.....	No. 6546	.42
1"x.020x13" 6" marine ends.....	No. 2141	.32
1"x.020x15" marine ends.....	No. 3335	.35
1"x.020x15" bent arbor.....	No. 5394	.38
1"x.020x15", bent each end.....	No. 6540	.43
7/8"x.020x9" marine ends.....	No. 988	.29
COLUMBIA		
1"x.028x10" Universal.....	No. 2951	.33
1"x.028x11" Universal.....	No. 2951	.35
1"x.030x11" hook ends.....		.45
1"x11" for motor No. 1.....	No. 1219	.35
HEINEMAN		
1"x.025x12" motors, Nos. 33 & 77.....		.33
1 3/16"x.026x19", also Pathé.....		.75
1 3/16"x.026x17".....	No. 4	.59
MEISSELBACH		
7/8"x10" motors, Nos. 9 & 10.....		.29
1"x9" motors, Nos. 11 & 12.....		.29
1"x16" motors, Nos. 16, 17 & 19.....		.49
2"x.022x16", rectangular hole, 18k10.....		1.20
SAAL-SILVERTONE		
1"x.027x10", rectangular hole.....	No. 144	.42
1"x.027x13", rectangular hole.....	No. 145	.48
1"x.027x16", rectangular hole.....	No. 146	.58
BRUNSWICK		
1"x.025x12", rectangular hole, regular.....	No. 201	.45
1"x.025x18", rectangular hole, regular.....	No. 401	.60
KRASBERG		
1"x12" motor 2A, pear-shape and rect. holes.....		.45
1"x16" motor 3 & 4, on outer end.....		.55
EDISON DISC		
1 1/4"x.028x25", regular size disc motors.....		1.25
1"x.032x11", Standard.....		.55
15/16", Home.....		.70
15/16"x18" type A 150, old style disc.....		1.28
1" Amberola 30-50-75.....		.56
1 1/16", B 80.....		1.15
SUNDRIES		
1"x.025x16" rectangular hole.....		.50
1"x.025x16", pear-shaped hole.....		.50
7/8"x.023x10", marine ends, Hein. Col., etc.....		.29
7/8"x.025x10", marine ends, Hein. Col., etc.....		.27
7/8"x.020x9", marine ends.....		.21
1/2"x.020x9", 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.....	per 100	.72
Columbia Gov. springs, 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, new style & spring.....		.08
Turntable felts, all wool, green, 10", round.....		.15
Turntable felts, all wool, green, 12", round.....		.18
Terms, 2% cash with order.		

TALKING MACHINE SUPPLY CO., PARK RIDGE, N. J.

FOR SALE OR RENT

On a Royalty Basis.

Only record plant in the heart of New York City. Production 12,000 daily; with double shift can make 24,000 records daily. Have facilities to increase to 100,000 records daily. Apply Lucky 13 Phonograph Co., 424-430 East 19th St., New York, N. Y.

SALESMAN WANTED

Salesman traveling established territory, calling on talking machine and drug trades, can make large additional income through large initial commission and commission on repeat orders. No bulky samples required. Greatest line of semi-permanent needles on the market. Made by one of oldest, time-tried and proven concerns affiliated with phonograph industry from its inception. When replying state territory covered and period of time traveled. Address "Box 1241," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

Sixty-five No. 1 Supreme Nickel-plated tone arms. Price, \$1.25 each. Address Parlephone Co., St. Joseph, Mo.

FOR SALE

One of the best retail piano and phonograph stores in Ohio; plenty of room; good location; modernly equipped, low rent; long lease; fine established trade; largest and best store in the city, a small city but growing rapidly; fine and thickly-settled farms surrounding city; plenty of factories now running full capacity. Positively no better proposition in Ohio. Will bear strictest investigation. Will sell with or without book accounts. Present owner wants to retire from retail piano business. Address "H. O. Milton," care Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

Thriving phonograph store located in New York City, handling leading makes of machines and records, new booths and complete new equipment. Handles pianos and music rolls. Will sell at inventory. Present owner retiring from business. Best offer will buy. Spot cash only. Queensboro Music Shops, 8 Union Ave., Jamaica, N. Y.

FOR SALE

2,000 new Edison Blue Amberol records in original cartons. \$20.00 per hundred. H. H. Leopold, 1566 Main St., Bridgeport, Conn.

FOR SALE

Standard lateral-cut records, slightly used; suitable for record exchange business; lots of 100, at 9 cents; lots of 500, at 8 cents; lots of 1,000, at 7 1/2 cents; lots of 10,000, at 7 cents. Send check for sample hundred. A. W. Moore, 526 Duquesne Way, Pittsburgh, Pa.

FOR SALE

Victor music store; eight sound-proof booths; 6,000 records and stock of Victor machines only; lease arranged; ten miles from New York; good live town; other business interests force me to sell. Address "Box 1271," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

Music store in the Middle West; small agricultural city. Victor, Edison and Gulbransen agency. Present business average around \$50,000 a year; sheet music, records and small goods will net \$200 per month. An investment of \$5,000 will buy; will give time on the balance. Write Chappell's Music Store, Concordia, Kansas.

WILL PAY SPOT CASH

for used cylinder records; also used Victor, Columbia and Edison disc records and piano rolls. Fuller Phonograph Exchange, Wichita, Kansas.

FOR SALE

in Minnesota town of 11,000, beautifully equipped Edison phonograph shop; plate-glass sound-proof booths, mahogany trimmed; wonderful opportunity for hustler; fine stationery business in connection; \$10,000 will handle. Address "Box 1272," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Executive, 36 years old, experienced in the phonograph business, both wholesale and retail, is open for a position. What have you to offer? Please state salary. Address "Box 1270," 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

Trade Conditions Continue Bright—Federation of British Music Industries Holds Fourth Annual Dinner—Noted Speakers—King George Opens British Industries Fair—Disque Patents for Sale—Gramophone Association to Convene—Federation of Music Industries Doing Wonderful Work—News of the Month

LONDON, E. C., March 2.—Gramophone trade conditions continue fairly bright this side and it really looks like becoming as prolonged a season as in the good old days. During the last two or three years at this time business slumped to a somewhat depressing extent; the present contrasting brightness is therefore considered to presage a more healthy and steady, if slow, revival.

The 1920 express-speed slump brought down our trade to almost a margin of insecurity. This is confirmed by the many business failures. That the gramophone trade escaped with so few, comparatively, remains a wonder, but for many a firm the struggle to pull through has been long and hard. Little surprise, therefore, need be expressed that progress towards trade recovery has been retarded by financial difficulties and industrial instability, not to mention the chaotic state of the world markets—European in particular—through political and economic turmoil. We are not yet out of the woods, even if we continually sight an elusive daylight through the outer fringe.

Trade is nevertheless progressive, and, as I have often expressed, it will return to normality at its own good tortoise pace—slow and steady, but sure. In these circumstances the present state of the British gramophone industry is distinctly and without question satisfactory. If any one thing in particular is responsible for an extension of the record and machine sales-period, it is the all-pervading craze for dancing. This is so manifest that every company issues regular monthly bulletins of new terpsichorean numbers. The demand for such records really seems inexhaustible. Its influence, too, on machine sales contributes greatly to the benefit of dealer, factor and manufacturer.

One other aspect of the situation is worthy of reference—does radio affect gramophone sales? Here we have an already established new form of entertainment which is, perhaps, less expensive than buying gramophone and records. And the public is buying receiving sets to an amazing extent. Manufacturers are simply too busy even to advertise largely and the conclusion that this big trade must be detrimental to the position of the gramophone is but reason-

able. On the face of things, it would seem that gramophone sales have not been affected. Yet one is compelled to the thought that these sales would have been much greater had it not been for wireless. There are, of course, many arguments in support of the theory respecting the supremacy of the gramophone in its freedom of musical choice in contrast to the cut and dried broadcasting programs, but the fact remains that, being a new craze and scientific wonder, wireless does hold, if temporarily, a first place in many homes. But I doubt if it can ever oust the gramophone permanently. Time will show!

Fourth Annual Dinner of the F. B. M. I.

The Federation of British Music Industries' annual dinner at Hotel Victoria, this city, to which I referred briefly in my last report, was a notable affair. With a trade attendance of nearly 250, representative of all the associations, an excellent opportunity was furnished to indulge in friendly discourse, "shop" talk being not altogether excluded. Which is as it should be. The speeches were, perhaps, not quite up to the high standard of last year, but they struck an interesting note. Proposing the toast of "Music," the Rt. Hon. Sir Joseph Cook, G. C. M. G., High Commissioner for Australia, the star guest of the evening, made a tactful speech, to which Sir W. H. Hadow, C. B. E., made response, encouraging alike to the British manufacturers and British music composers. Col. John Somerville, C. M. G., C. B. E., toasted "The Federation" in sincere terms of admiration of the really valuable service it provided in the cause of British music, and to this the president of the Federation, R. W. Gentland, took the opportunity of enlightening his audience upon the diversity and far-reaching work accomplished by the remarkable Association over which he so ably presides. Other interesting speeches were made by Sir Frederick Bridge, C. V. O., M. A., Mus. Doc.; Lt. Col. J. MacKenzie Rogan, C. V. O., Mus. Doc.; Fred. B. Allen; Sir W. H. Clark, K. C. S. I., C. M. G., and Louis Sterling.

H. M. the King Opens British Industries Fair

A good start-off to the B. I. F. on the opening day (February 19) was given by the presence of King George, the Queen and other members of the Royal Family, who toured the four miles of stands, making an inquiry or passing an encouraging word here and there. Their majesties made an inquiry or two of the musical exhibitors.

The music section makes quite a good showing representative of the best British piano,

Hornless, Table Grand, Upright and Horizontal Cabinet Grands

Actual Manufacturers Export a specialty

REX GRAMOPHONE COMPANY

59 Chiswell Street, LONDON, E. C., England

Cable Address "Lyrecodisc, London"

player and gramophone manufacturers. Of the latter, excellent exhibits are made by the Aeolian Co., Ltd.; Bandmaster, Ltd.; British Watch Co., Ltd. (motors); Disque Cabinet Co., Ltd.; Duophone Syndicate, Ltd.; Electric Gramophones, Ltd.; Garrard Engineering Co., Ltd. (motors); Alfred Graham & Co., Gramo Depot, Johnson Talking Machine Co., Ltd.; Kestraphone, Ltd.; Bertram Lenthall (sound boxes), Gerophone, Ltd.; C. H. Roberts Mfg. Co., Ltd. (Bestone), and World Record, Ltd.

As to actual business it is yet early to speak, but of prospect there is every hope in the general belief that orders placed at this year's exhibition will substantially outnumber those of last year. In comparison, prices of pianos and gramophones are somewhat less than average values at the last fair. The overseas branch of the board of trade has issued thousands upon thousands of invitations to traders in the U. K. and abroad. Interpreters are provided and every facility offered to transact business.

Gramophones on the Hire Purchase System

Much interest is taken here in the development of gramophone sales on the easy payment basis, several different schemes being in force. An increasing number of dealers throughout the United Kingdom are running their own schemes locally, and in a national sense the Gramophone Co., Ltd., has taken much newspaper space recently to extend its unique instalment sales plan, of course, through the company's accredited retailers.

The Sonora agents, Keith Prowse & Co., Ltd., also have in force a generous hire purchase scheme that is favored by dealers. Increased trade has been gained by Barnett Samuel & Sons, Ltd., for their well-known Decca series of gramophones under a special easy payment system. Yet another firm recently to come into line is the Gramophone Mfg. Co., whose large mail-order business has encouraged the adoption of facilities of hire purchase on a favorable basis.

Valuable Canadian Patent for Sale

In the Canadian section of this journal an

EDISON BELL

WINNER

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



My won-der-ful one, When - ev - er I'm dream-ing, Love's love-light a-gleam-ing, I see.—

Wonderful One

Music by
PAUL WHITEMAN
and Ferdie Grofé

Lyrics by
Dorothy Terriss
author of
'Three O'clock in the Morning'

BIG WALTZ HIT

*"You can't go wrong
With any FEIST songs"*

FROM OUR LONDON HEADQUARTERS—(Continued from page 170)

announcement of interest is made to all Canadian phonograph houses. It concerns the "Disque" system of filing and storing records. Put up in a variety of cabinet designs of handsome appearance, this system is undoubtedly a most effective arrangement for the protection and filing of records. There is a separate felt-lined compartment for each record and by a simple scheme of indexing one can instantaneously obtain any desired record. It is really an ingenious system and being covered, as I understand, by master patent (No. 219095) is fully protected against infringement. The offer to Canadian firms is therefore an exclusive one, well worthy of investigation. Full particulars of the inventor's offer will be found on reference to the announcement in the Canadian section.

The Gramophone Association Showing Vitality
Judging by the number of new members booked by the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers, there should be a good representation of these branches of the music trade at the forthcoming Buxton Convention. This is anticipated so far as concerns the gramophone section by the very keen interest evinced over

the suggested revision of exchange schemes for obsolete and unsalable records. Because of the diversity of opinion in regard to the best method for general adoption, it has been thought advisable that the matter be referred for full and open discussion by those concerned at the convention in May next. Other important questions will fill up an interesting agenda. The record exchange problem came under review at the last convention—Blackpool. The interim has been usefully spent in propaganda work among manufacturers and dealers with the result that one may reasonably anticipate a general acceptance of some definite scheme as the outcome of the next convention discussion. The fourth annual dinner of the above Association will be held March 15 at Frascati's, London, on the occasion of which Louis Sterling, president, is due to preside.

Exhibitions and Exhibitions!

In the opinion of many members of the trade with whom I have spoken, we seem to be suffering a surfeit of proposals for exhibitions at the wrong time. Even the British Industries Fair is thought to be held at an unsuitable period for the music trade, and now comes the announcement of an International Music Ex-

hibition at the Crystal Palace in June. This coincides with the musical festival period. The object of the latter is to afford British manufacturers an opportunity of showing their goods in contrast side by side with foreign products.

Wonderful Work Accomplished

Almost daily evidence reaches this office of the value of the work of the Federation of Music Industries. Its recent propaganda work and educational lectures have been a potent factor in helping sales of pianos, gramophones, organs and other musical instruments. Actual proofs are given by more than one retailer in this respect. Booklet No. 5, just issued by the Federation, reveals that 343 lectures on music have been delivered in seventy-nine centers to more than forty-four thousand persons.

King George Listens to World Record

At the British Industries Fair, H. M. King George spent a few minutes at the World record stand listening by headphone to one of Fred Duprez's recordings which was entirely encased. The inventor of this long-playing record, Mr. Pemberton Billing, also visited the fair and will, I understand, shortly be paying another visit to the United States in connection with his record and controller.

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in



ESTABLISHED 1876

The oldest and leading music trade weekly, which covers every branch of the industry

It Contains

Instructive and educational articles. Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings in all parts of the United States

"Review the Music Trade With Us"

Send your \$2 now for a full year's subscription to

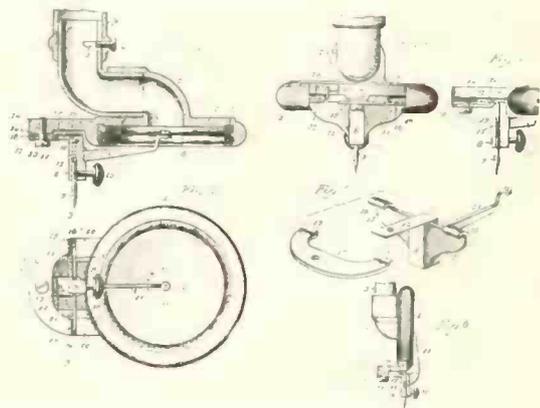
THE MUSIC TRADE REVIEW
373 FOURTH AVENUE NEW YORK

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., March 8.—Sound Box. John A. Lunden, Chicago, Ill., assignor of one-half to Robert C. Danly, same place. Patent No. 1,436,970.

This invention relates to that type of sound boxes for phonographs and like sound-producing instruments in which the needle or stylus mounting is connected to the sound-producing diaphragm by an angularly disposed bar and is pivotally mounted on the sound box casing, and the present improvement has for its main object:

To provide a structural formation and association of parts in a stylus mounting whereby a simple and durable pivotal attachment to the sound box casing is attained, in which the vibration of the needle or stylus is effectively confined to a single plane without interference to free vibration in such plane, and with which lost motion or play at the point of pivotal connection is effectively prevented as well and any tendency to movement of the parts under



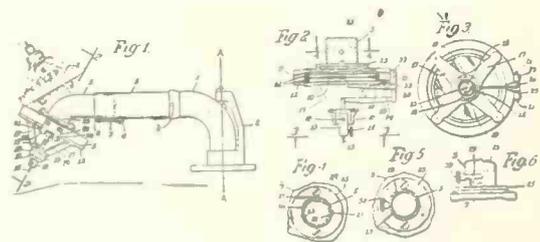
either side or torsional stresses is resisted in an efficient manner.

Figure 1 is a central sectional elevation of a sound box illustrating the preferred arrangement of parts in the present invention. Fig. 2 is an inverted plan view of the same. Fig. 3 is a front elevation with parts in section on line 3—3, Fig. 2. Fig. 4 is a detail side elevation illustrating the pivotal connection of the parts. Fig. 5 is a detail perspective view of the stylus mounting parts in a detachable condition. Fig. 6 is a side elevation of a modification showing the arrangement of parts in connection with an ordinary upright type of sound box.

Sound Box. Charles H. Shaw, Babylon, N. Y., assignor to the Aeolian Co., New York City. Patent No. 1,439,981.

The present invention relates to a universal sound box adapted to play with minimum adjustment both the lateral and hill-and-dale type of sound records.

In the drawings in which is shown only one of the specific embodiments the invention is adapted to take: Fig. 1 is a side elevation of a sound box within the invention shown on a tone arm, the full lines showing it in playing position, the dotted lines out of playing position; Fig. 2 is a sectional view of said sound box partly in elevation on the line 2—2 in Fig. 1 looking in the direction of the arrows; Fig. 3 is an underneath plan view of the box as viewed from the arrows in Fig. 2; Fig. 4 is a cross-sectional view through the neck of the



sound box and tone arm on the line 4—4 in Fig. 2 looking in the direction of the arrows; Fig. 5 is a similar cross-sectional view through the neck of the sound box and tone arm except that

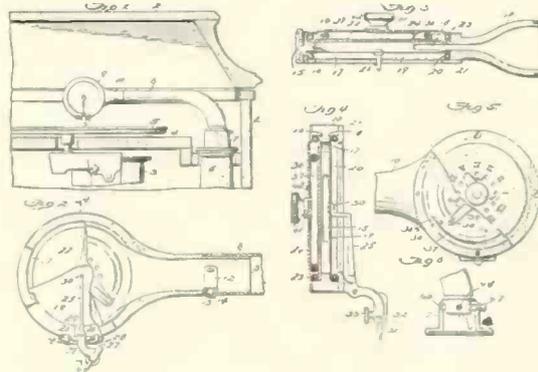
it shows a slot and set-screw form of connecting-means between the two parts; and Fig. 6 is an elevational view of said parts and modified form of connecting-means shown in Fig. 5.

Sound Box for Phonographs. Robert Head, Yonkers, N. Y., assignor to the Aeolian Co., New York City. Patent No. 1,440,294.

The present invention relates to improvements in phonographs and more especially to sound boxes therefor, the present application being a division of prior application filed January 28, 1916, Serial No. 74,781.

The primary object of the invention is to provide an improved sound box and a novel mode of connecting it to the tone arm whereby a greater volume of sound and an improved quality of tone are obtained and also to provide novel and improved means whereby the volume of sound and the quality of the tone may be easily adjusted or modulated to suit the requirements of different records or the wishes of the one playing the instrument.

Figure 1 is a vertical section taken through the upper portion of a phonograph cabinet showing one embodiment of the improved sound box of the present invention applied thereto; Fig. 2 represents an enlarged detail of the sound box shown in Fig. 1, the same being partly in vertical section and partly in elevation, the diaphragm being partly broken away to show the sounding board and the sounding board also being broken away to show the sound regulating device and the rear wall of the sound box; Fig. 3 represents an enlarged horizontal section through the sound box shown in Fig. 1; Fig. 4 represents a vertical section through the sound box taken on the line 4—4 of Fig. 2 and looking in the direction of the



arrows; Fig. 5 is an enlarged rear elevation of the sound box shown in Fig. 1, the back of the sound box being broken away to show the structure contained therein; and Fig. 6 is an enlarged detail view partly in vertical section and partly in elevation, showing the mounting of the tone arm.

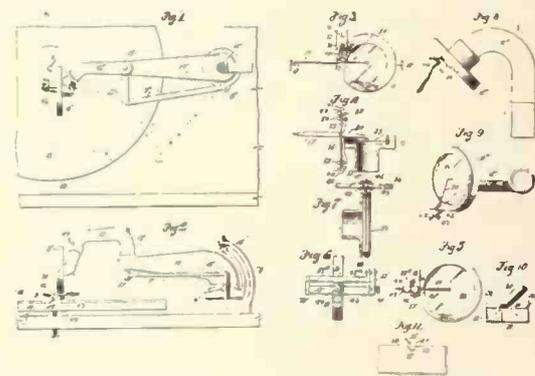
Phonograph. Wm. M. Venable, Pittsburgh, Pa. Patent No. 1,439,718.

This invention relates to disc phonograph apparatus which may be used either for recording or reproducing purposes.

The principal objects of the invention are first to provide a simple means for maintaining the sound box stylus in its correct position with respect to the record without abandoning the use of the fixed pivotal support for the sound box which has proven so advantageous in practice as to have become almost universally applied; second, the provision of means which will permit the stylus to yield slightly in directions other than those normally demanded by the vibrations of the sound box diaphragm; and, third, the provision of means embodying both of the foregoing which will conveniently adapt the invention for use in the reproduction of either lateral cut, vertical or slanting cut records upon the same machine. Another object of the invention is the provision of a fulcrum support which is insulated from the sound box shell by means of some vibration absorb-

ing material such as rubber. It is the further intention of this invention to provide means which will accomplish the foregoing objects which can be readily applied to the various types of phonographs already on the market with but little, if any, fitting or change. These, together with such other objects as are incident to the invention, by means of a distinctive construction, are illustrated in preferred form in the accompanying drawings, wherein:

Figure 1 is a plan view of one embodiment of the invention which can be used either with vertical or lateral cut records; Fig. 2 is a side elevation of the apparatus illustrated in Fig. 1; Fig. 3 is a side view of a sound box embodying the invention; Fig. 4 is a section on the line 4—4 of Fig. 3; Fig. 5 is a side elevation of a sound box embodying a modification of the invention; Fig. 6 is an end view of the construction of Fig. 5; Fig. 7 is a cross-section through a sound box illustrating the manner



in which the fulcrum support is insulated from the sound box shell; Fig. 8 is a plan view of a sound box and its carrier arm, the sound box embodying the invention, illustrating the manner in which it can be applied, for playing records of either the vertical, lateral or slanting types without changing the position of the sound box; Fig. 9 is a side elevation of the construction illustrated in Fig. 8; and Fig. 10 is a greatly enlarged section longitudinally of a record groove illustrating the manner in which a playing stylus wears; and Fig. 11 is a cross-section on a greatly enlarged scale through a portion of a record disc illustrating the character of the undulations in what is termed a slanting cut groove.

In Figs. 1 and 2 the invention is illustrated in association with a construction, which is readily adaptable for playing either lateral cut or vertical cut records.

Sound Reproducing Machine. Henry T. Schiff, Chicago, Ill., assignor to the Vitrola Talking Machine Co., same place. Patent No. 1,440,180.

This invention relates in general to improvements in sound reproducing machines, but more specifically the invention relates to improvements in the tone arm therefor, and one of the objects of the invention is to provide an improved tone arm adapted for a lateral swinging movement with respect to the record supporting table and which arm is supported by a single point suspension of bearing which carries the weight of the tone arm and sound box and which bearing will at the same time reduce friction, thereby permitting the ease and freedom of movement of the arm.

A further object is to provide an improved tone arm and sound passage therethrough of a stepped formation, the passage increasing in size from the sound box to the point at which the tone arm connects with the amplifying horn, the respective stepped portions of the passageway being of uniform diameter throughout their lengths.

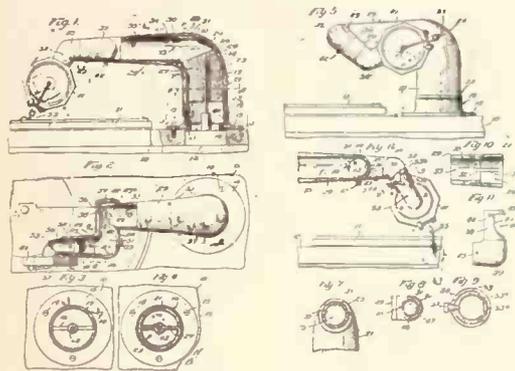
A further object is to provide an improved tone arm of this character which is of a sectional construction, the adjacent ends of the

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 172)

respective sections telescoping and having means forming guides for directing or guiding the sections into their proper relative positions when assembling the parts.

A further object is to provide an improved tone arm of this character having a sound box pivotally connected thereto for movement toward and away from the record, and improved means forming a stop for supporting the sound box when the same is thrown back into an inoperative position.

Figure 1 is a view partly in side elevation, partly broken away and partly in vertical section of a sound reproducing machine having a tone arm applied thereto which is constructed in accordance with the principles of this invention. Fig. 2 is a view partly in top plan and partly in horizontal section of the parts



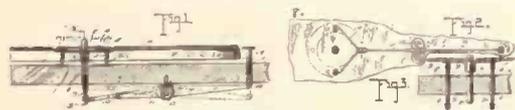
shown in Fig. 1. Fig. 3 is a detail horizontal sectional view taken on line 3-3 Fig. 1. Fig. 4 is a horizontal sectional view taken on line 4-4 Fig. 1. Fig. 5 is a side elevation of the tone arm showing the sound box swung back and into an inoperative position. Fig. 6 is a detail view partly in section and partly in elevation taken on line 6-6 Fig. 2. Fig. 7 is a sectional view on line 7-7 Fig. 1. Fig. 8 is a sectional view on line 8-8 Fig. 2. Fig. 9 is a sectional view on line 9-9 Fig. 6.

Record Lifting Device for Sound Reproducing Machines. Emil F. Cervený, Chicago, Ill., assignor of one-half to Saul Yavitz. Patent No. 1,440,276.

The present invention appertains to attachments for or devices used in conjunction with sound reproducing machines of the disc record type, by means of which the record may be lifted from the surface of the turntable to more easily enable it to be grasped for removal.

The invention has for its primary object the provision of simple mechanism for this purpose so constructed as to possess a wide range of adjustment whereby the degree of elevation of the disc may be determined to suit the convenience.

It is further the object of this device to provide an arrangement in which the lifting



operation may be accomplished even while the turntable is still in motion, or prior to the complete cessation of rotation retarded by the application of the usual brake mechanism in stopping.

Figure 1 is a vertical sectional view showing the application of the invention to a conventional form of sound reproducing machine. Fig. 2 is a bottom plan view showing more

clearly certain details of construction of the device. Fig. 3 is an enlarged sectional view taken on the line 3-3 of Fig. 1.

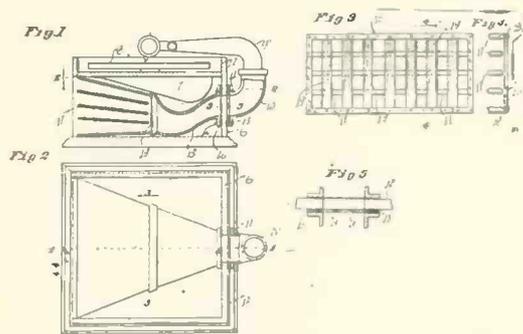
Phonograph. Frederick S. Valladao, San Francisco, Cal. Patent No. 1,441,188.

This invention has particular reference to an improved phonograph construction whereby the sound is intensified, the vibration is increased and the metallic tone is reduced to a minimum.

A further object of this invention is to equip a phonograph of conventional construction with improved means without materially altering its construction.

In the accompanying drawings forming a part of this specification, and in which like numerals are employed to designate like parts throughout the same.

Figure 1 is a longitudinal vertical section on the line 1-1 of Fig. 2. Fig. 2 is a cross-section

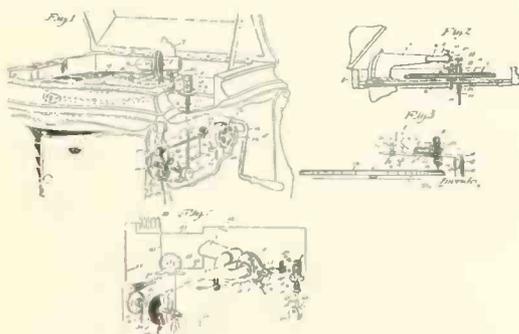


on the line 2-2 of Fig. 1. Fig. 3 is a front elevation of a supporting frame having sound intensifying means applied thereto. Fig. 4 is a transverse vertical section on the line 4-4 of Fig. 3, and Fig. 5 is a horizontal section on the line 5-5 of Fig. 1.

Repeater for Sound Reproducing Instruments. Roy A. Lagerquist, Minneapolis, Minn. Patent No. 1,441,511.

This invention relates to the improvements in repeaters, whereby the needle equipped sound box commonly used in such instruments will be caused to automatically return to its starting position after a record has been played and has for its object to improve the same in several particulars hereinafter noted.

Referring to the drawings: Figure 1 is a fragmentary perspective view of a Victor talking machine having the invention embodied therein, some parts being broken away and sectioned; Fig. 2 is a fragmentary view partly in



left side elevation and partly in vertical section taken through the cabinet at the axis of the turntable; Fig. 3 is a front elevation of certain of the parts shown in Fig. 2, with some parts shown in different positions by means of broken lines; and Fig. 4 is a view showing the wiring diagram for the repeater.

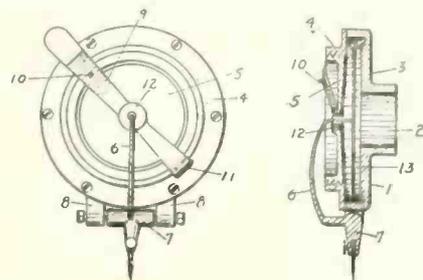
Sound Reproducer for Talking Machines. Swan J. Leveen, Rock Island, Ill., assignor of one-half to Carl E. Shields, same place. Patent No. 1,441,862.

This invention relates to sound reproducers for talking machines and embodies certain novel features whereby the tones of the instrument can be greatly modulated and the volume thereof reduced without in any way interfering with the clearness and distinctness of the tones.

Most machines of the kind mentioned are provided with some means for modifying the volume of the sound produced thereby. This usually consists of some form of shutters or dampers which are projected into or across the horn-shaped passage through which the sound

travels. These contrivances always obstruct the passage to a greater or less extent and interfere with a passage of a portion of the sound waves. These sound waves are thus turned, or refracted, toward the diaphragm and hinder the free movement of the other sound waves, destroying the clearness of the tones and giving a muffled effect thereto.

One of the principal objects of the present invention is to overcome this fault. This is accomplished by means of devices which do



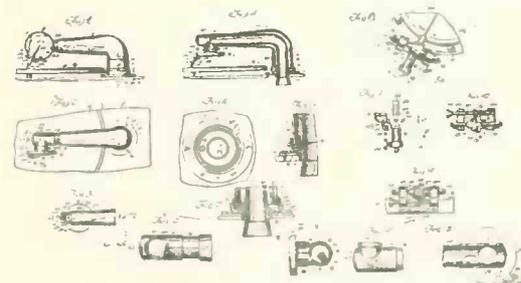
not in any way interrupt nor interfere with the passage of the sound waves through the horn or sound intensifying chamber of the machine, but which are on the opposite side of the diaphragm therefrom, and control the action of the diaphragm itself.

Figure 1 shows the invention in front elevation, detached; Fig. 2 is a vertical cross-section thereof.

Talking Machine. Joseph N. Pepin, Chicago, Ill., assignor of one-half to W. H. Thommen, Plymouth, Wis. Patent No. 1,437,192.

This invention belongs to that general class of devices known as talking machines, and relates particularly to an improved tone arm, sound box, stylus bar and associated parts. The invention has among its objects the production of a machine adapted to use records formed with a lateral cut or records produced with a vertical or "hill and dale" cut, the sound box and stylus being easily and quickly adjustable for playing either type of record without removing the same from the tone arm, and without in any way impairing the efficiency or tone of the instrument.

Figure 1 is a side elevation of the improved mechanism adjusted for lateral cut records; Fig. 2 is a top plan view of the same; Fig. 3 is a top plan view of a portion of the same, with the sound box and stylus adjusted for vertical cut records; Fig. 4 is a vertical sectional view through the tone arm, with the sound box and stylus adjusted for vertical cut records; Fig. 5 is an enlarged view of a portion of the same, showing a method of attaching the tone arm to a suitable base; Fig. 6 is a sectional view taken substantially on line 6-6 of Fig. 1; Fig. 7 is a sectional view taken substantially on line 7-7 of Fig. 1; Fig. 8 is an enlarged view of a portion of the sound box and stylus adjusted as shown in Fig. 1; Fig. 9 is a sectional view



taken substantially on line 9-9 of Fig. 8; Fig. 10 is a sectional view taken substantially on line 10-10 of Fig. 9; Fig. 11 is a sectional view taken substantially on line 11-11 of Fig. 8; Fig. 12 is a sectional view taken substantially on line 12-12 of Fig. 2; Fig. 13 is a sectional view taken substantially on line 13-13 of Fig. 2; Fig. 14 is a plan view of the under side of the same; and Fig. 15 is a sectional view taken substantially on line 15-15 of Fig. 2.

Dr. Edward Schaaf, the prominent composer and musician, has been appointed by the Mayor of Newark as chairman of the "Music Week Campaign" which occurs April 29 to May 5.

REPAIRS

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TELEPHONE, SPRING 1194

Advance RECORD BULLETINS for April, 1923

COLUMBIA RECORDS

- SYMPHONY RECORDS**
- 98043 Ah, Moon of My Delight, from "In a Persian Garden." (Lehmann)—Tenor Solo, Tandy Mackenzie 12
 - 80623 Schon Rosmarin (Kreisler)—Violin Solo, Toscha Seidel 10
 - 98051 Tacea La Notte Placida, from "Il Trovatore." (How Peaceful Was the Night) (Verdi)—Soprano Solo Rosa Ponselle 12
 - 80599 The Living God (O'Hara)—Tenor Solo, Charles Hackett 10
 - A3811 Smile Through Your Tears (Hamblen)—Mezzo Soprano Solo Barbara Maurel 10
 - Out of the Dusk to You (Lee)—Mezzo Soprano Solo Barbara Maurel 10
 - A3801 Petite Valse (Herbert)—Violin Solo, Eddy Brown 10
 - Minuet in G, No. 2 (Beethoven)—Violin Solo, Eddy Brown 10
 - A3814 Jenny (Friend and Conrad)—Fox-trot, Ted Lewis and His Band 10
 - Liza (Pinkard)—Fox-trot, Frank Westphal and His Orchestra 10
 - A3809 New Hampshire (Schwartz)—Fox-trot, The Columbians 10
 - Saw Mill River Road—Intro. "Mother's Wedding Dress," from "Glory." (Tierney)—Medley Fox-trot The Columbians 10
 - A3817 My Buddy (Donaldson)—Fox-trot, Paul Specht and His Orchestra (Accordion Novelty Chorus by Phil Baker) When You and I Were Young Maggie Blues (Frost and McHugh)—Fox-trot, Paul Specht and His Orchestra 10
 - A3813 Tiger Rag (La Rocca)—Fox-trot, Ted Lewis and His Band 10
 - The Memphis Blues (Handy)—Fox-trot, Ted Lewis and His Band 10
 - A3816 Love Sends a Little Gift of Roses (Openshaw)—Waltz Columbia Dance Orchestra 10
 - Good Night (Conrad)—Waltz, Columbia Dance Orchestra 10
 - A3800 You Tell 'Em Ivories (Confrey)—Fox-trot—Piano Solo Frank Westphal 10
 - Coaxing the Piano (Confrey)—Fox-trot—Piano Solo Frank Westphal 10
 - A3805 Whispering Pines (Cunningham and Weil)—Fox-trot—Accordion Solo Guido Deiro 10
 - Only Just Suppose (Harris and Solman)—Fox-trot—Accordion Solo Guido Deiro 10
 - A3798 Kawaihae Waltz, Ferera's Hawaiian Instrumental Quartet 10
 - Mahina Malamalama Waltz, Ferera's Hawaiian Instrumental Quartet 10
 - A3812 Wanita (Coslow and Sherman)—Comedian, Al Jolson 10
 - Jimbo-Jambo (Vincent, Frisch, Hueston)—Tenor Solo Frank Crumit 10
 - A3803 In Our Parlor (David)—Tenor and Baritone Duet Furman and Nash 10
 - I'm Mighty Sweet on My Sweet Sweetie (Johnson, Baer, Schuster)—Tenor and Baritone Duet Furman and Nash 10
 - A3810 Mother's Love (Schmidt)—Tenor and Baritone Charles Hart and Elliott Shaw 10
 - There's a Rainbow in the Sky (Creamer and Layton)—Male Quartet Shannon Four 10
 - A3815 I'm Goin' Away (Smith, Johnson, Smith)—Comedienne and Jazz Band, Leona Williams and Her Dixie Band 10
 - Bring It With You When You Come (Grainger)—Comedienne and Jazz Band, Leona Williams and Her Dixie Band 10
 - A3796 Little Town in the Old County Down (Carlo and Sanders)—Tenor Solo, William A. Kennedy 10
 - In the Valley Near Sleivenamon (Sullivan)—Tenor Solo William A. Kennedy 10
 - A3797 Medley of "Old Timers"; Part 1—Intro. In the Shade of the Old Apple Tree; Sweet Rosie O'Grady; Just One Girl; After the Ball (Van Alstyne, Nugent, Udall, Harris)—Male Quartet Shannon Four 10
 - Medley of "Old Timers"; Part 2—Intro. Daisy Bell; Just As the Sun Went Down; Little Annie Rooney; The Sidewalks of New York (Dacre, Udall, Nolan, Lawlor and Blake)—Male Quartet Shannon Four 10
 - A3802 I Heard the Voice of Jesus Say (Young)—Baritone Solo Gypsy Smith 10
 - Will Your Heart Ring True? (Excell)—Baritone Solo Gypsy Smith 10
 - A3152 Little Songs for Children—Little Birdie—Vocal, Orch.; Bubbles—Vocal, Orch. (Neidlinger) Laura Bryant 10
 - Little Songs for Children—I Love Little Pussy—Vocal, Orch.; Rock-a-Bye Dolly—Vocal, Orch. (Daun) (Grant-Schaefer) Laura Bryant 10
 - A3792 La Paloma (Yradier)—Fox-trot, Jan Garber and His Garber-Davis Orchestra 10
 - O Sole Mio (Di Capua)—Waltz, Jan Garber and His Garber-Davis Orchestra 10
 - A3793 Sweetheart of Sigma Chi—Intro. "Song of Lambda Chi" (Vernor) (Stevenson)—Medley Waltz, Jan Garber and His Garber-Davis Orchestra 10
 - Dream Girl of Pi K. A. (Shields)—Waltz, Jan Garber and His Garber-Davis Orchestra 10
 - A3807 Down in Maryland (Kalmar and Ruby)—Fox-trot Manhattan Dance Orchestra 10
 - Tbink of Me (Eldridge)—Fox-trot, Manhattan Dance Orchestra 10
 - A3804 "Way Down Yonder in New Orleans, from "Strut Miss Lizzie" (Creamer and Layton)—Fox-trot The Georgians 10
 - Nothing But (Busse, Ward and Grofe)—Fox-trot The Georgians 10
 - A3799 Flower of Araby (Cherkasky, Schmit and Davis)—Fox-trot—Xylophone Solo, Jess Libonati 10
 - Rose of the Rio Grande (Warren and Gorman)—Fox-trot—Xylophone Solo, Jess Libonati 10
 - A3806 Down in Maryland (Kalmar and Ruby), Van and Schenck, Comedians 10
 - Mississippi Moon (Van and Schenck), Van and Schenck, Comedians 10
 - A3808 You've Got to See Mamma Ev'ry Night (Rose and Conrad)—Frank Westphal Orch. Acc., Dolly Kay, Comedienne 10
 - I Loved You Once (West and Porray)—Frank Westphal Orch. Acc., Dolly Kay, Comedienne 10

VICTOR TALKING MACHINE CO.

- POPULAR SONGS**
- 19023 I Gave You Up Just Before You Threw Me Down Rachel Grant-Billy Murray 10
 - Wanita Billy Murray 10
 - 19020 Honeymoon Time Alice Green-Lewis James 10
 - In an Old Rose and Lavender Shawl, Lewis James 10
 - 19013 Kentucky Babe Shannon Quartet 10
 - Little Cotton Dolly Shannon Quartet 10
 - 19011 After Every Party—Waltz The Troubadours 10
 - Don't Be Too Sure—Fox-trot, The Great White Way Orchestra 10
 - 19016 Fate—Fox-trot, Paul Whiteman and His Orchestra 10
 - Lady of the Evening—Fox-trot, Paul Whiteman and His Orchestra 10
 - 19017 Honeymoon Chimes—Waltz, International Novelty Orchestra 10
 - Waltzing the Blues—Waltz, Victor Arden, Phil Ohman and Their Orchestra 10
 - 19018 That Da-Da Strain—I've Got to Cool My Doggies Now—Medley Fox-trot The Virginians 10
 - He May Be Your Man—Fox-trot, The Virginians 10
 - 19019 Underneath the Mellow Moon—Waltz, Paul Whiteman and His Orchestra 10
 - Wonderful One—Waltz, Paul Whiteman and His Orchestra 10
 - 19021 Aggravatin' Papa—Fox-trot The Virginians 10
 - 19022 Aunt Hagar's Blues—Fox-trot The Virginians 10
 - Down in Maryland—Fox-trot, The Benson Orchestra of Chicago 10
 - Georgia Cabin Door—Fox-trot, The Benson Orchestra of Chicago 10
 - 19024 That American Boy of Mine—Fox-trot or Shimmy One-Step, Paul Whiteman and His Orchestra 10
 - Clinging Vine—Medley Fox-trot, Great White Way Orchestra 10
- VOCAL AND INSTRUMENTAL RECORDS**
- 45345 I Love a Little Cottage Lambert Murphy 10
 - Lorna Doone Lambert Murphy 10
 - 45346 (a) A Jazz Study; (b) Rolling Fire (Feu Roulant) Guy Maier and Lee Pattison 10
 - Romance (Arensky), Guy Maier and Lee Pattison 10
 - 19014 Liebesfreud George Hamilton Green 10
 - Fair Rosmarin George Hamilton Green 10
 - 35720 Faust—Ballet Music (Dance of the Trojan Maidens and Mirror Dance) (Gounod), Victor Symphony Orchestra 12
 - Faust—Ballet Music (Dance of Phryne) (Gounod) Victor Symphony Orchestra 12
 - 18956 Sallie Gooden A. C. (Eck) Robertson 10
 - Arkansas Traveler, Henry C. Gilliland-A. C. (Eck) Robertson 10
- RED SEAL RECORDS**
- FRANCES ALDA, Soprano—In Italian
 - 66134 William Tell—Selva Opaco (Deep Shaded Forest) (Act 2) Rossini 10
 - LUCREZIA BORI, Soprano—In French
 - 87356 The Snow-Maiden—I Know the Song of the Lark Rimsky-Korsakow 10
 - ENRICO CARUSO, Tenor—In Italian
 - 87358 Nina Pergolesi 10
 - ALFRED CORTOT, Pianist
 - 74798 Invitation to the Waltz Weber 12
 - GIUSEPPE DE LUCA, Baritone—In Italian
 - 66133 William Tell—Resta Immobile (Act 3) (Flinch Not, Nor Stir a Limb) Rossini 10
 - GIUSEPPE DE LUCA, JOSE MARDONES AND GIOVANNI MARTINELLI—In Italian
 - 95213 William Tell—Troncar suoi di (His Life Basely Taken) Rossini 12
 - GERALDINE FARRAR, Soprano
 - 87357 Ye Who Have Yearned Alone Tchaikowsky 10
 - HUGO KREISLER, Violoncellist
 - 66116 I'm in Love (From "Apple Blossoms"), Kreisler 10
 - GIOVANNI MARTINELLI, Tenor—In Italian
 - 74800 William Tell—Muto asil del pianto (Oh, Blessed Abode) (Act 4) Rossini 12
 - WILHELM MENGELBERG AND NEW YORK PHILHARMONIC ORCHESTRA
 - 74782 Les Préludes, Part 3 Liszt 12
 - 66131 Les Préludes, Part 4 Liszt 10
 - ERIKKA MORINI, Violinist
 - 74797 Romance in G Svendsen 12
 - OLGA SAMAROFF, Pianist
 - 74799 Nocturne in E Flat Chopin 12
 - REINALD WERRENRATH, Baritone
 - 66132 Kashmiri Song ("Pale Hands I Loved"), Hope-Woodforde-Finden 10
 - FRIEDA HEMPEL, Soprano—In Italian
 - 88664 Blue Danube Waltz J. Strauss 12
 - 19025 (1) A Wise Bird; (2) Cuckoo Music; (3) A Star Child; (4) Pretty Tulip; Laura Littlefield (1) The Blacksmith; (2) Buttercups; (3) Tick-Tock; (4) The Violet; (5) Our Flag, Laura Littlefield 10

BRUNSWICK RECORDS

- 15040 Africana—O Paradiso! (Oh, Paradise!) (Act IV—(Meyerbeer)—Tenor with Orch.—In Italian Mario Chamlee 10
- Manon—Le Reve (The Dream) (Act II) (Massenet)—Tenor with Orch.—In French, Mario Chamlee 10
- 15042 My Joys (Chopin-Liszt)—Pianoforte Solo, Leopold Godowsky 10
- Maiden's Wish (Chopin-Liszt)—Pianoforte Solo, Leopold Godowsky 10
- 50026 Canzonetta (From "Violin Concerto," Op. 35) (Tchaikowsky)—Violin Solo—Pianoforte by Paul Frenkel Bronislaw Huberman 10
- La Clochette (Rondo from "Second Concerto," Op. 7) (Paganini)—Violin Solo—Pianoforte by Paul Frenkel Bronislaw Huberman 10
- 13092 Farniente (Cui)—Violin, Cello, Piano, Elshuco Trio 10
- Serenade (Op. 3) (Victor Herbert)—Violin, Cello, Piano Elshuco Trio 10
- 5182 Fiddle and I (Weatherly-Goodeve)—Contralto with Orch. Elizabeth Lennox 10
- Sacramento (A Love Song) (Jacobi-MacDermid)—Contralto with Orch. Elizabeth Lennox 10
- 5181 The Palms (Les Rameaux) (Faure)—Baritone with Orch. Richard Bonelli 10
- The Hoy City (Weatherly-Adams)—Baritone with Orch. Richard Bonelli 10

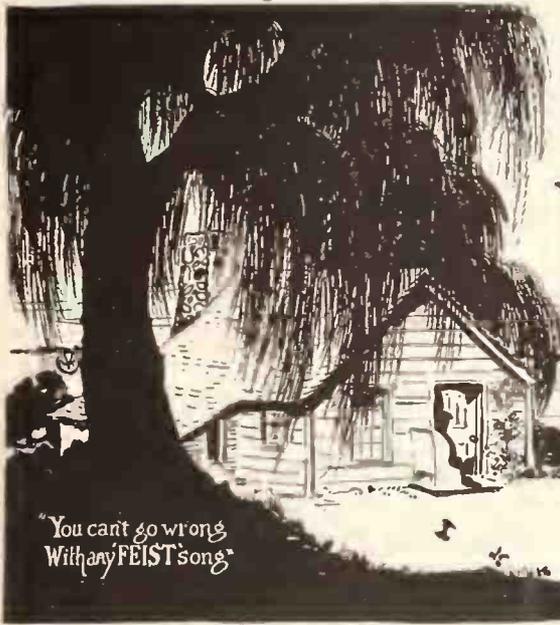
- 20010 Morning, Noon and Night Overture—Part I (Suppe)—Concert Orch. Capitol Grand Orch. 10
- Erno Rapee, Conductor
- Morning, Noon and Night Overture—Part II (Suppe) Capitol Grand Orch. 10
- Erno Rapee, Conductor
- 2369 Lady of the Evening (From "Music Box Revue of 1922-23") (Irving Berlin)—Tenor with Orch. Allen McQuhae 10
- Will She Come From the East (From "Music Box Revue of 1922-23") (Irving Berlin)—Tenor with Orch. Allen McQuhae 10
- 2385 Mother's Love (Loescher-Schmidt)—Baritone with Orch. Ernest Hare 10
- Sunset Trail of Gold (Criss-MacDermid)—Contralto and Tenor with Orch., Emile Earle-Charles Hart 10
- 2386 Counterfeit Bill (From Louisville) (Brown-Henderson)—Comedienne with Orch. Margaret Young 10
- The Bad Little Boys Aren't Goody-Good (To the Goody-Good Little Girls) (Yellen-Ager)—Comedienne with Orch. Margaret Young 10
- 2387 Little Rover (Don't Forget to Come Back Home) (Kahn-Donaldson)—Tenor with Orch. Billy Jones 10
- Sunset Valley (Sherwood-Meyer)—Male Quartet with Orch. The Greenwich Villagers 10
- 2388 Dearest (Davis-Akst)—Fox-trot—For Dancing, Isham Jones' Orch. 10
- Baby Blue Eyes (Hirsch-Jessel-Greer)—Fox-trot—For Dancing Isham Jones' Orch. 10
- 2389 Falling (Collins-Cameron-Fields)—Fox-trot—For Dancing—Piano Passages by Gene Rodemich and Allister Wylie Gene Rodemich's Orch. 10
- Bees Knees (Lewis-Lopez)—Fox-trot—For Dancing Oriole Terrace Orch. 10
- 2392 Love Sends a Little Gift of Roses (Cooke-Openshaw)—Fox-trot—For Dancing—Orchestral Arrangement by Walter Haenschel, Carl Fenton's Orch. 10
- Wonderful One (Terriss-Whiteman-Grofe)—Waltz—For Dancing—Orchestral Arrangement by Walter Haenschel Carl Fenton's Orch. 10
- 2391 Lovin' Sam (Yellen-Ager)—Fox-trot—For Dancing Bennie Krueger's Orch. 10
- Down in Maryland (Kalmar-Ruby)—Fox-trot—For Dancing—Piano Passages by Gene Rodemich and Allister Wylie Gene Rodemich's Orch. 10
- 2393 Un Tango Dans La Nuit (A Tango in the Night) (Scotto)—For Dancing Joseph C. Smith Trio 10
- De Cinq a Sept (From "Five 'Til Seven") (Sentis)—Argentine Tango—For Dancing, Joseph C. Smith Trio 10
- 2394 Pale Venetian Moon (Intro: "Every Day in Every Way," from "The Bunch and Judy") (Caldwell-Kern)—Fox-trot—For Dancing, Arnold Johnson and His Orch. 10
- The Lovelight in Your Eyes (Wheeler-Smith-Johnson)—Fox-trot—For Dancing, Arnold Johnson and His Orch. 10
- 2390 Just One More Dance (Costello-Curtis)—Fox-trot—For Dancing Oriole Terrace Orch. 10
- You've Got to See Mamma Every Night (Rose-Conrad)—Fox-trot—For Dancing, Bennie Krueger's Orch. 10

EDISON BLUE AMBEROL RECORDS

- 4696 Pal of All Pals Joseph Phillips 10
- 4697 Easter Carols—Chimes, The Bells of Old Trinity, New York 10
- 4698 Hesitation Waltz (Valse Boston)—Piano Solo, Ernest L. Stevens 10
- 4699 Kathleen Mavourneen—Harp Solo—Fantasia, Anna Pinto 10
- 4700 While the Years Roll By, Elizabeth Spencer-Lewis James 10
- 4701 Red Moon—Waltz Stevens' Trio 10
- 4702 My Southern Home—Fox-trot, Harry Raderman's Orch. 10
- 4703 Mexican Kisses (Habanera), Imperial Marimba Band 10
- 4704 Monastery Bells United States Marine Band 10
- 4705 La Paloma (The Dove)—Violin and Guitar, Marta de la Torre and Anibal Valencia 10
- BLUE AMBEROL HITS FOR APRIL, 1923**
- 4721 On a Moonlight Night—Waltz Kaplan's Melodists 10
- 4722 Open Your Arms, My Alabama—Fox-trot, Kaplan's Melodists 10
- 4723 Jennie (Intro: "Honeymoon Lane")—Fox-trot, Stevens' Quartet 10
- 4724 My Cuban Pearl—Tango Kaplan's Melodists 10
- 4725 That Dixie Melody—Fox-trot Kaplan's Melodists 10

EDISON DISC RE-CREATIONS

- ALREADY RELEASED SPECIALS**
- 51124 Silver Threads Among the Gold—Transcription—Piano Solo Franz Falkenburg 10
 - Last Remembrance—Nocturne—Piano Solo, Franz Falkenburg 10
 - 51128 If You're the Same To-morrow James Stevens 10
 - My Rose Marie Charles Hart and Chorus 10
 - 51129 Dream Flowers—Waltz Intermezzo, Imperial Marimba Band 10
 - Dance of the Nightingales Imperial Marimba Band 10
 - FLASHES**
 - 51125 Songs of Other Days—Medley Waltz, Kaplan's Melodists 10
 - Come Back to Erin Medley Waltz—(Intro. Old Irish Melodies) Kaplan's Melodists 10
 - 51130 The Charleston Blues (From Ed. Harrigan's "The McSorleys")—Fox-trot Kaplan's Melodists 10
 - Rosalie—Fox-trot Stevens' Dance Quartet 10
 - 51132 The Pelican—Fox-trot Kaplan's Melodists 10
 - Hot Dog! (Intro: "Morning Glory," from "The Bunch and Judy")—Medley Fox-trot, Broadway Dance Orch. 10
 - 51134 Then Comes the Dawning ("Orange Blossoms"), E. Spencer-Lewis James 10
 - I've Had Fifty-seven Varieties of Sweethearts, Billy Jones and Male Chorus 10
 - 51137 You Tell Her, I Stutter—Fox-trot Kaplan's Melodists 10
 - Saw Mill River Road ("The Same Old Story," from the Musical Comedy, "Glory")—Fox-trot, Atlantic Dance Orch. 10
 - 51054 Mister Gallagher and Mister Shean—Fox-trot, Broadway Dance Orch. 10
 - Hoptown Chinatown Hop—Fox-trot, Kaplan's Melodists 10
- GENERAL LIST**
- 51123 Iowa Corn Song Criterion Quartet 10
 - The Okoboji Waltz Feldhann's Orch. 10
 - 51126 Bring Back the Sunshine You Took Away—Fox-trot Stevens' Dance Quartet 10



You can't go wrong With any FEIST song

© 1923 L.F. Inc. I can see a cab-in by the riv-er, Where the weeping willows sigh and quiv-er,

Come Back To The Mississippi Shore

A Rippling Waltz Melody

ADVANCE RECORD BULLETINS FOR APRIL—(Continued from page 174)

- Lady of the Lake (Intro.: "Salut D'Amour")—(Valse Elegante)—Waltz... Stevens' Dance Quartet
51127 Peggy, Dear—Fox-trot... Al Burt's Dance Orch.
51131 There's Only One Mary in Maryland, Open Your Arms, My Alabama, Kitty Donohue... Robert Denning and Chorus
51133 The Natchez and The Robert E. Lee—Fox-trot, Anuschka (From "Chauve Souris")—Fox-trot, 51136 Some Little Someone—Fox-trot, In the Land of Smiling Waters—Fox-trot, 51135 To Live and Love Again, You Said Something When You Said "Dixie,"

AEOLIAN CO.

- (VOCALION RECORDS) OPERATIC SELECTION
70000 Je veux vivre (Waltz Song from "Romeo et Juliet") (Gounod)—In French—Aeolian Orch.
60003 By the Waters of Minnetonka (Indian Love Song) (Cavanass Lieurance)—Soprano—Aeolian Orch.
24038 Molly (Herbert-Young)—Tenor—Orch.
20009 La Golondrina (Serradell)—Soprano—Orch.
14505 Winter Song (Hovey-Bullard)—Orch.
EASTER SELECTIONS
14507 There Is No Death (Johnstone-O'Hara)—Tenor—Orch.
52046 The Palms (Lee Rameaux) (Jean Faure)—Baritone—Aeolian Orch.
INSTRUMENTAL SELECTIONS
35016 Bacchanale (From "Samson et Dalila") (Saint-Saens)
14504 Pan Americana (Victor Herbert), Country Dance (Nevin),
24036 Nocturne (Chopin)—Cello—Piano,
Mazurka (Popper)—Cello—Piano,
WHISTLING SELECTIONS
14501 The Bird at the Waterfall (Ring-Hager)—Whistling Solo—Orch.
April Sighs (Ring-Hager)—Whistling Solo—Orch.
POPULAR SONGS
24037 You Remind Me of My Mother (From "Little Nellie Kelly") (Geo. M. Cohan)—Tenor—Orch.
14513 You Know You Belong to Somebody Else (So Why Don't You Leave Me Alone) (Monaco-West)—Tenor—Selvin's Orch.
I Gave You Up Just Before You Threw Me Down (Ahlert-Ruby-Kalmar)—Tenor—Selvin's Orch.
14518 Carolina in the Morning (Donaldson-Kahn)—Tenor—Selvin's Orch.
I'm Just a Little Blue (For You) (Van Alstyne-Gillespie)—Soprano and Baritone—Orch.
14520 Little Rover (Don't Forget to Come Back Home) (Donaldson-Kahn).The Criterion Male Quartet
You Said Something When You Said "Dixie" (Friend-Clare)—Tenor—Selvin's Orch.

- DANCE SELECTIONS
14503 Peggy, Dear (Freed-Lyman-Arnheim)—Fox-trot, Apple Sauce (Freed-Lyman-Arnheim)—Fox-trot, 14506 Aggravatin' Papa (Robinson-Turk)—Fox-trot, Four o'Clock Blues (Dunn-Horsley)—Fox-trot, 14508 Wonderful One (Grofe-Whiteman-Terriss-Neilan) Waltz... Selvin's Dance Orch.
Mellow Moon (Wendell W. Hall)—Waltz, Selvin's Dance Orch.
14509 Falling (Collins-Cameron-Fields)—Fox-trot, Saw Mill River Road (From "Glory") (Tierney-McCarthy)—Fox-trot... the Boardwalk Orch.
14510 Dearest (You're the Nearest to My Heart) (Davis-Akst)—Fox-trot, Sweet One (From "Bombo") (Jolson-Silvers)—Fox-trot... The Bar Harbor Society Orch.
14519 Crinoline Days (From "The Music Box Revue") (Irving Berlin)—Fox-trot, Just One More Dance (L. B. Curtis)—Fox-trot, Emil Coleman and His Montmartre Orch.
JEWISH SELECTIONS
14521 A Malke of Peisach (Louis Gilrod)—Tenor—Abe Schwartz's Orch.
14514 Hawaiian Twilight (Sierwood), Honolulu Bay Waltz (Ferrera).Ferrera-Franchini

OKEH RECORDS

- 2004 Serenata Spagnole ((Metra)—Waltz, Royal Italian Marine Band
España Waltz (Waldteufel), Royal Italian Marine Band
2005 Waltz From the "Fairy Doll" (Valzer nel Ballo "La Fata dolla Bambole") (Bayer), Royal Italian Marine Band
Medley of Airs from "Boccaccio" (Boccaccio-Fantasia) (Suppé), Royal Italian Marine Band
3039 Just One Night (Oscar Geiger), Marek Weber and His Orchestra
Ecstasy of Love (Roli Piquet), Marek Weber and His Orchestra
3040 Romance Bohémienne (J. B. Boldi)—Violin, Cello and Piano... Marek Weber Trio
Légende D'Amour (Giuseppe Becce)—Violin, Harp and Cello... Marek Weber Trio
3041 Minuet (Boccherini), Dajos Bela and His Orchestra
Souvenir de Mona Lisa, Dajos Bela and His Orchestra
4753 Trot Along (Clarence M. Jones)—Fox-trot, Herbert Berger's St. Louis Club Orchestra
The Fuzzy Wuzzy Bird (Harold Weeks)—Fox-trot—Incidental piano by Herbert Berger, Herbert Berger's St. Louis Club Orchestra
4754 Dumbell (Zez Confrey)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orchestra
One Night in June (Ted Snyder-Arthur Lange-Ernest Klapholz)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orchestra
4755 Tempting (Jimmie Monaco-Albert Gumble)—Fox-trot...Hotel Cleveland Dance Orchestra
Eleanor (Jessie L. Doppen)—Fox-trot—Incidental piano by Herbert Berger, Herbert Berger's St. Louis Club Orchestra
4756 Down by the Old Apple Tree (Al Wilson-Jas. A. Brennan)—Tenor-Baritone Duet with Orch...Billy Jones-Ernest Hare
You Tell Her—I Stutter (Billy Rose-Cliff Friend)—Tenor-Baritone with Orch., Billy Jones-Ernest Hare
4757 Muscle Shoals Blues (Geo. W. Thomas)—Piano Solo...Thomas Waller
Birmingham Blues (Charles McCord-Matthews)—Piano Solo...Thomas Waller
4758 Falling (Will Collins-Ed. Cameron-Buddy Fields)—Fox-trot, Finzel's Arcadia Orchestra of Detroit
Who Did You Fool After All? (Van-Schenck-Johnny S. Black)—Fox-trot, Herbert Berger's St. Louis Club Orchestra

- 4759 Open Your Arms, My Alabama (Geo. W. Meyers)—Fox-trot, Finzel's Arcadia Orchestra of Detroit
Teddy Bear Blues (James H. Jackson)—Fox-trot—Incidental piano by Justin Ring, Finzel's Arcadia Orchestra of Detroit
4760 My Sweetheart Sue (John Martell)—Fox-trot... Rega Dance Orchestra
Sunny California (G. M. Messina)—Waltz, Rega Dance Orchestra
4761 Rose of the Rio Grande (Harry Warren-Ross Gorman)—Fox-trot... Vincent Lopez and His Hotel Pennsylvania Orchestra
Russian Rose (Peter De Rosa)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orchestra
4762 Pack Up Your Sins and Go to the Devil (From the "Music Box Revue, 1922-1923") (Irving Berlin)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orchestra
4763 Flower of Araby (Richard Cherkasky-Lucien Schmit-Lou Davis)—Fox-trot, Rega Dance Orchestra
Ivy (Cling to Me) (Jimmy Johnson-Isham Jones)—Fox-trot... Rega Dance Orchestra
4765 November Rose (Jack Snyder)—Waltz, Herbert Berger's St. Louis Club Orchestra
Save the Last Waltz For Me (Howard Johnson-Jack Austin)—Waltz, Rega Dance Orchestra
4766 Fourth of July in Jim Town (From the musical comedy "Shuffle Along") (Miller-Lyles)—Dialogue... Miller and Lyles
Election Day in Jim Town (From the musical comedy "Shuffle Along") (Miller-Lyles)—Dialogue... Miller and Lyles
4764 The Okeh Laughing Record—No. 2 (The Singing Lesson)
Minuet in G (Op. 14, No. 1)—Violin Solo with Orch...Paderewski
4768 The Hymns of the Old Church Choir (Arthur J. Lamb-Alfred Solman)—Mixed Quintette with Orch., Shannon Four and Virginia Burt
Shall We Meet? (H. L. Hastings-Elisha S. Rice)—Contralto-Tenor Duet with Orch., Virginia Burt-Charles Hart
4769 The Gallant 106th Infantry March (Lieut. L. Mansfield Matt)—March, Lieut. L. Mansfield Matt and His 106th Infantry Band
American Aerial Triumph March (Albert Chiaffarelli)—March, Lieut. L. Mansfield Matt and His 106th Infantry Band
4770 Red Wing (Kerry Mills)—Tenor Solo—Accomp. by J. Kalani Peterson's Instrumental Quartette...Prince Lei Lani
Love's Old Sweet Song (G. Clifton Bingham-J. L. Molloy)—Tenor with Orch., Pince Lei Lani
52103 Rigoletto-Cortigiani, Vil Razza Dannata (Vile Race of Courtiers) (Verdi)—Baritone with Orch.—Sung in Italian...Riccardo Stracciari
53203 Cavalleria Rusticana—Addio Alla Madre (Turridu's Farewell) (P. Mascagni)—Tenor with Orch.—Sung in Italian...Nino Piccaluga
21011 Mulligan Races—Jig—Violin Solo—Piano Accomp. by John Muller...Patrick J. Gaffny
Medley of Irish Jigs (Intro. "Jolly Corkonian")—Violin Solo—Piano Accomp. by John Muller...Patrick J. Gaffny
4767 The Darktown Flappers' Ball (Bernie Grossman-Irving Maslof)—Contralto with Orch., Mamie Smith and Her Jazz Hounds
Sighin' Around With the Blues (Milo Rega)—Contralto with Orch., Mamie Smith and Her Jazz Hounds

PATHE FRERES PHONOGRAPH CO.

- ACTUELLE RECORDS
INSTRUMENTAL
020896 Crazy Jo'—Fox-trot—Banjo-Saxophone-Piano, Royale Trio
Pickin's—One-step—Banjo-Saxophone-Piano, Royale Trio
STANDARD VOCAL
020897 I'll Take You Home Again, Kathleen, Apollo Male Trio
Homing...Apollo Male Trio
NOVELTY
020908 Change Your Name to Malinda Lee, Jack Clare and Frank Mann
See Old Man Moon Smile, Jack Clare and Frank Mann
OPERATIC
025102 Ave Maria (Gounod) (In Latin)...Yvonne Gall
Ave Maria (Schubert) (In English)...Yvonne Gall

(Continued on page 176)

ADVANCE RECORD BULLETINS FOR APRIL—(Continued from page 175)

- 025103 Rhapsody No. II—Part 1 (Liszt), New Symphony Orch. (Arthur Bodanzky, Conductor)
- Rhapsody No. II—Part 2 (Liszt), New Symphony Orch. (Arthur Bodanzky, Conductor)
- DANCE**
- 020914 Dearest—Fox-trot—Vocal Chorus (Harry Blake) Don Parker's Western Melody Boys
- Little Rover—Fox-trot—Vocal Chorus (George Perry) Don Parker's Western Melody Boys
- 020915 Crying For You—Fox-trot Lanin's Arcadians
- In the Land of Smiling Waters—Fox-trot, Hollywood Dance Orchestra
- 020916 Saw Mill Road, from "Glory"—Fox-trot, Hollywood Dance Orchestra
- Sweet One—Fox-trot Lanin's Arcadians
- 020917 Nuthin' But—Fox-trot Lanin's Arcadians
- Hello, Paddy—Fox-trot Hollywood Dance Orch.
- 020918 Fate—Fox-trot Hollywood Dance Orch.
- Some Little Someone—Fox-trot, Casino Dance Orch.
- 020919 Am I to Blame?—Fox-trot, Long Beach Society Orch.
- Three Little Words—Fox-trot, Long Beach Society Orch.
- 020912 You Know You Belong to Somebody Else—Fox-trot Long Beach Society Orch.
- Rose of the Rio Grande—Fox-trot, Don Parker's Western Melody Boys
- 020920 Farewell Blues—Fox-trot Original Memphis Five
- Liza, from "Liza"—Fox-trot New Synco Jazz Band
- 020921 Sweet Lovin' Mamma—Fox-trot, Original Memphis Five
- That Eccentric Rag—Fox-trot, Original Memphis Five
- POPULAR VOCAL**
- 020913 You Know You Belong to Somebody Else, William Rundle
- Oh, What a Mother I Had Frank Sterling
- 020924 Out Where the Blue Begins Charles Cinway
- Faded Love Letters (Of Mine) Charles Cinway
- NEGRO VOCAL**
- 020909 Sugar Blues—Dance Rhythm, Sister Harris and Nubian Five
- The Cootie Crawl—Dance Rhythm Sister Harris
- 020910 Memphis Tennessee—Dance Rhythm, Lena Wilson and Nubian Five
- He Used to Be Your Man, But He's My Man Now—Dance Rhythm, Lena Wilson and Nubian Five
- 020911 You Can Have My Man (If He Comes to See You, Too) Sister Harris
- Don't Mess With Me Sister Harris

EMERSON RECORDS

- LATEST DANCE HITS**
- 10587 Nothing But—Fox-trot Lada's Louisiana Orchestra
- Dreary Weary Blues—Blues Fox-trot, San Francisco Orchestra
- 10588 The Natchez and Robert E. Lee—Fox-trot, Emerson Dance Orchestra
- Almond Eyes—Fox-trot Lada's Louisiana Orchestra
- 10589 You Said Something When You Said "Dixie"—Fox-trot San Francisco Orchestra
- Whoa, Tillie, Take Your Time—Novelty Fox-trot The Emersonians
- 10591 Wonderful You—Fox-trot Glantz and His Orchestra
- Peggy Dear—Fox-trot Glantz and His Orchestra
- 10599 Old Time Waltzes (Part 1)—Waltz, Natzy's Biltmore Hotel Orchestra
- Old Time Waltzes (Part 2)—Waltz, Natzy's Biltmore Hotel Orchestra
- LATEST SONG HITS**
- 10590 No One Loves You Any Better Than Your M-a-m-m-y—Tenor and Baritone Duet, Irving and Jack Kaufman
- Crying For You—Tenor Solo Irving Kaufman
- 10586 Aggravatin' Papa—Novelty Blues Lizzie Miles
- Four o'Clock Blues—Novelty Blues Lizzie Miles
- STANDARD AND NOVELTY SELECTIONS**
- 10593 There Is One Girl—Tenor Solo Walter Scanlan
- Killarney—Tenor Solo Walter Scanlan
- 10595 Nearer, My God, to Thee—Male Quartet, Shannon Four
- Onward, Christian Soldiers—Male Quartet, Shannon Four
- 10596 Train Time at Pun'kin Centre—Humorous Sketch Cal Stewart & Company
- Uncle Josh in the Cafeteria—Humorous Sketch, Cal Stewart & Company
- 10592 The Blackbird—Medley of Irish Hornpipes—Accordion Solo John Kimmel
- Rakes of Kildare—Medley of Irish Jigs—Accordion Solo John Kimmel
- 10594 Hilo March—March Toots Paka Hawaiian Company
- Kilima Waltz—Waltz, Toots Paka Hawaiian Company
- 10597 Up the Street—March Emerson Military Band
- Our Director—March Emerson Military Band

BANNER RECORDS

- DANCE RECORDS**
- 1162 You've Got to See Mamma Every Night—Fox-trot—Vocal Chorus, Arthur Hall, Jos. Samuels and His Orch.
- Hello Paddy—Fox-trot Hollywood Dance Orch.
- 1163 Little Rover (Don't Forget to Come Back Home)—Fox-trot Hollywood Dance Orch.
- 1164 The World Is Waiting for the Sunrise—Fox-trot Majestic Dance Orch.
- 'Til My Luck Comes Rolling Along (From "Little Nellie Kelly")—Fox-trot, Majestic Dance Orch.
- 1165 My Buddy—Fox-trot Majestic Dance Orch.
- Sweet One—Fox-trot, Sam Lanin's Roseland Dance Orch.
- 1166 Am I to Blame?—Fox-trot The Six Black Diamonds
- You Know You Belong to Somebody Else—Fox-trot The Six Black Diamonds
- 1167 Dearest—Fox-trot Sam Lanin's Roseland Dance Orch.
- Gone, but Still in My Heart—Fox-trot, Sam Lanin's Roseland Dance Orch.
- 1168 Aggravatin' Papa—Fox-trot Roy Collins' Orch.
- Peggy, Dear—Fox-trot Roy Collins' Orch.
- 1175 Parade of the Wooden Soldiers—Fox-trot, Roy Collins' Orch.
- Mister Gallagher and Mister Shean—Fox-trot, Moulin Rouge Orch.
- POPULAR VOCAL RECORDS**
- 1169 I'm Just a Little Blue—Tenor Solo, Orch. Accomp. Billy Clarke
- Who Cares?—Baritone Solo, Orch. Accomp., Arthur Fields
- 1170 Little Rover (Don't Forget to Come Back Home)—Tenor Solo, Orch. Accomp. Billy Clarke
- Faded Love Letters—Tenor Solo, Orch. Accomp., Hugh Donovan
- 1171 You Tell Her, I Stutter—Duet, Orch. Accomp., Thomas-West
- Wanita (Wanna Eat? Wanna Eat?)—Tenor

- Solo, Orch. Accomp. Billy West
- 1172 Crying for You—Tenor Solo, Orch. Accomp., Arthur Hall
- Honeymoon Time—Tenor Solo, Orch. Accomp., Billy Clarke
- LILLIAN HARRIS RECORD**
- 1173 Sugar Blues Lillian Harris
- Accomp. by Original New Orleans Jazz Band
- Four o'Clock Blues Lillian Harris
- Accomp. by Original New Orleans Jazz Band
- VIOLIN RECORD**
- 1174 Three o'Clock in the Morning—Waltz, Joseph Andre
- Love Sends a Little Gift of Roses—Waltz, Joseph Andre
- HAWAIIAN RECORDS**
- 2087 Aloha Oe—Medley Toots Paka Hawaiian Co.
- Kawaha Palokiko-Palo
- 2088 Sweet Hawaiian Girl of Mine—Hawaiian Guitars Ferera-Franchini
- Moualua Hula—Hawaiian Guitars Ferera-Franchini
- JEWISH RECORDS**
- 2089 Die Naie Hoffnung—Tenor Solo, with Choir Orch. Accomp. Sam Goldin
- Der Rebi Ot Gihaisen Frelach Zein—Tenor Solo, with Choir Orch. Accomp. Sam Goldin
- 2090 A Bisel Hoisher—Soprano Solo, with Orch. Accomp. Fanny Schreiber
- Emese Friend—Soprano Solo, with Orch. Accomp. Fanny Schreiber
- 2091 Weiber, A Leben Oif Aeiere Kepelech—Tenor Solo, with Orch. Accomp. Sam Goldin
- Dem Rebins Wunder Bei Dem Seider—Tenor Solo, with Orch. Accomp. Sam Goldin
- STANDARD VOCAL RECORD**
- 2092 Owl and Pussy Cat—Male Quartet Strand Quartet
- A College Medley—Male Quartet Strand Quartet
- SACRED RECORDS FOR EASTER**
- 2093 The Crucifix—Tenor and Baritone Duet, George Lenox-Charles Johnson
- The Palms—Baritone Solo Charles Johnson
- 2074 Abide With Me—Tenor and Baritone Duet, George Lenox-Charles Johnson
- Rock of Ages—Male Quartet Liberty Quartet
- 2073 Softly and Tenderly—Tenor and Baritone Duet, George Lenox-Charles Johnson
- Holy, Holy, Holy—Male Quartet Liberty Quartet
- 2072 Face to Face—Baritone Solo Charles Johnson
- Safe in the Arms of Jesus—Tenor and Baritone Duet Harold Turner-James March
- 2071 I Need Thee Every Hour—Tenor and Contralto Duet George Lenox-Edith Roberts
- Nearer, My God, to Thee—Male Quartet, Liberty Quartet
- 2070 Onward, Christian Soldiers—Male Quartet, Liberty Quartet
- Holy Ghost, With Light Divine—Tenor and Baritone Duet George Lenox-Charles Johnson
- 2023 The Holy City—Tenor Solo, with Orch. Accomp., Charles Hart
- Lead, Kindly Light—Tenor Solo with Orch. Accomp. Elliott Shaw

GENNETT LATERAL RECORDS

- GREEN LABEL RECORDS**
- 10070 The Rosary (Nevin)—Scipione Guidi, Violin, Piano Acc., Thos. Griselle
- Humoresque (Dvorak)—Scipione Guidi, Violin, Piano Acc., Thos. Griselle
- 10071 Mother Machree (Alcott-Ball-Young)—Tenor, Henry Moeller
- My Wild Irish Rose (Alcott)—Tenor, Henry Moeller
- 10072 Haiden-Röslein (Wild Rose) (Schubert), Mr. and Mrs. Charles Hart
- Grüsse an Die Heimat (Greetings to Home) (Kromer) Mr. and Mrs. Charles Hart
- GENNETTS OF VARIED APPEAL**
- 4932 Mother Stories (Three Little Pigs)—Part 1,

- Charles Gordon
- Mother Stores (Three Little Pigs)—Part 2, Charles Gordon
- 5038 After Every Party (Freed-Burnett)—Waltz—Hawaiian Guitars, 'Cello and Flute, Frank Ferera's Hawaiian Quartette
- Just a Breath of Hawaii (Earl)—Waltz—Hawaiian Guitars, 'Cello and Flute, Frank Ferera's Hawaiian Quartette
- 5040 McLeod's Reel Medley—Intro. Rakish Paddy—Irish Pipes, Violin and Piano, Tom Ennis, Tom Quigley and John Muller
- Connaughtman's Rambles—Intro. Frost Is All Over—Irish Pipes, Violin and Piano, Tom Ennis, Tom Quigley and John Muller
- 5042 The Mocking Bird (Hawthorne)—Whistler with Orch. Acc. Sybil Sanderson Fagan
- Narcissus (Nevin)—Whistler with Orch. Acc., Sybil Sanderson Fagan
- 5043 Little Cotton Dolly—Unaccompanied, Criterion Quartette
- Kentucky Babe (Buck-Geibel)—Unaccompanied, Criterion Quartette
- LATEST GENNETT DANCE HITS**
- 5030 Apple Sauce (Freed-Arnheim-Lyman)—Fox-trot, Bailey's Lucky Seven
- You Know You Belong to Somebody Else (Monaco)—Fox-trot Bailey's Lucky Seven
- 5034 Dearest (You're the Nearest to My Heart) (Akst)—Fox-trot Lanin's Famous Players
- Starlight Bay (Donaldson)—Fox-trot, Lanin's Famous Players
- 5035 You've Got to See Your Mamma Every Night (Rose-Conrad)—Fox-trot Ladd's Black Aces
- Runnin' Wild (Grey-Wood-Gibbs)—Fox-trot, Ladd's Black Aces
- 5039 Ivy (Cling to Me) (Jones-Johnson)—Fox-trot, Lanin's Famous Players
- Saw Mill River Road (From Musical Comedy, "Glory") (Tierney), Glantz Metropolitan Players
- 5041 Four o'Clock Blues (Dunn-Horsley)—Fox-trot, Ted Claire Snappy Bits Band
- Chas A. Watson, Director
- I'm Gonna Get You—Fox-trot, Benjamin's Manhattan Orch.
- 5044 Dreaming Alone (Wilkinson-Hammerstein)—(Intro.: "Forgotten")—Fox-trot, Vernon-Owens' Hotel Winton
- Orch. of Cleveland, Ohio
- When Will I Know (Nager)—Fox-trot, Vernon-Owens' Hotel Winton
- Orch. of Cleveland, Ohio
- 5045 When Hearts Are Young (Goodman-Romberg)—Fox-trot Vernon-Owens' Hotel Winton
- Orch. of Cleveland, Ohio
- Crinoline Days (Berlin)—Fox-trot, Vernon-Owens' Hotel Winton
- Orch. of Cleveland, Ohio
- 5046 Song of Songs (Moya)—Fox-trot, Vernon-Owens' Hotel Winton
- Orch. of Cleveland, Ohio
- The World Is Waiting for the Sunrise (Lockhart-Seitz) Vernon-Owens' Hotel Winton
- Orch. of Cleveland, Ohio
- 5047 Sweetheart Lane (Hirsch-McCabe)—Fox-trot, Jack Foster Crawford and His Orch.
- I Was Wrong (Erdman-Westphal)—Fox-trot, Jack Foster Crawford and His Orch.
- 5049 Sweet One (Jolson-Silvers)—Fox-trot, Bailey's Lucky Seven
- Crying for You (Miller-Cohn)—Fox-trot, Lanin's Famous Players
- GENNETTS OF SPANISH TITLE**
- S5036 Palabras de Amor (Roberto Henkel)—Vals, Harmony Valley Orch.
- Manana (To-morrow) (Turk-Robinson)—Fox-trot, Bailey's Lucky Seven

REGAL RECORDS

- DANCE RECORDS**
- 9434 Little Rover (Don't Forget to Come Back Home)—Fox-trot Majestic Dance Orch.
- Martha—Fox-trot Jos. Samuels and His Orch.
- 9435 Gone, but Still in My Heart—Fox-trot, Sam Lanin's Roseland Dance Orch.
- Sweet One—Fox-trot, Sam Lanin's Roseland Dance Orch.
- 9436 You've Got to See Mamma Every Night—Fox-trot—Vocal Chorus, Arthur Hall, Jos. Samuels and His Orch.
- Hello, Paddy—Fox-trot Majestic Dance Orch.
- 9437 My Buddy—Fox-trot Roy Collins' Orch.
- Dearest—Fox-trot Roseland Dance Orch.
- 9438 The World Is Waiting for the Sunrise—Fox-trot, Hollywood Dance Orch.
- 'Til My Luck Comes Rolling Along (From "Little Nellie Kelly")—Fox-trot, Hollywood Dance Orch.
- 9439 You Know You Belong to Somebody Else—Fox-trot Jos. Samuels and His Orch.
- Am I to Blame?—Fox-trot, Jos. Samuels and His Orch.
- 9440 Peggy, Dear—Fox-trot Majestic Dance Orch.
- Aggravatin' Papa—Fox-trot Majestic Dance Orch.
- 9450 Parade of the Wooden Soldiers—Fox-trot, Glantz and His Orch.
- Mister Gallagher and Mister Shean—Fox-trot, Moulin Rouge Orch.
- POPULAR VOCAL RECORDS**
- 9441 Little Rover (Don't Forget to Come Back Home)—Tenor Solo with Orch. Accomp. Billy Clarke
- Who Cares?—Baritone Solo with Orch. Accomp., Arthur Fields
- 9442 You Tell Her, I Stutter—Duet with Orch. Accomp. Thomas-West
- Wanita (Wanna Eat? Wanna Eat?)—Tenor Solo with Orch. Accomp. Billy West
- 9443 I'm Just a Little Blue—Tenor Solo with Orch. Accomp. Billy Clarke
- Crying for You—Tenor Solo with Orch. Accomp., Arthur Hall
- 9444 Honeymoon Time—Tenor Solo with Orch. Accomp. Billy Clarke
- Faded Love Letters—Tenor Solo with Orch. Accomp. Billy Burton
- LILLIAN HARRIS RECORD**
- 9445 Sugar Blues Lillian Harris
- Accomp. by Original New Orleans Jazz Band
- Four o'Clock Blues Lillian Harris
- Accomp. by Original New Orleans Jazz Band
- VIOLIN RECORD**
- 9446 Three o'Clock in the Morning—Waltz, Joseph Andre
- Love Sends a Little Gift of Roses—Waltz, Joseph Andre
- JEWISH RECORDS**
- 9447 Die Naie Hoffnung—Tenor Solo with Choir Orch. Accomp. Sam Goldin
- Der Rebi Ot Gihaisen Freilach Zein—Tenor Solo with Choir Orch. Accomp. Sam Goldin
- 9448 A Bisel Yoisher—Soprano Solo with Orch. Accomp. Fanny Schreiber
- Emese Friend—Soprano Solo with Orch. Accomp., Fanny Schreiber

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BY JAMES A. FREW

The only book published which shows music dealers how to go about organizing a musical merchandise department and how to run one at a profit.

It is written by a man who has used every method he describes in his own business and every one of them made money for him. Put them to work for yourself.

Sent to you FREE for five days

Test this book by reading it at our expense. Fill out the inspection coupon and mail it for our free five-day inspection offer to Talking Machine World readers.

Mail This Coupon

Edward Lyman Bill, Inc.,
373 Fourth Avenue, New York City.

You may send me a copy of "Selling Musical Merchandise" for five days' free inspection. I will return it to you within five days from the date I receive it, if not thoroughly satisfied, or I agree to send you \$2.00 as payment in full.

Name

Street

City State

Some Leading Jobbers of Talking Machines in America

TEST IT. 

OUR VICTOR

Record Service

has a reputation for efficiency.
Suppose you try it.

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DYER B'LD'G, ST. PAUL, MINN.
NORTHWESTERN DISTRIBUTORS
OF THE

 **VICTOR**
Machines, Records and Supplies

Shipped Promptly to all
Points in the Northwest

Mickel Bros. Co.

Omaha, Nebraska
Des Moines, Iowa

Victor Distributors

ADVANCE LIST OF APRIL RECORDS (Continued from page 176)

- 9449 Weiber, A Leben Oif Aeiere Kepeloch—Tenor Solo with Orch. Accomp. Sam Goldin
- Dem Rebins Wunder Bei Dem Seider—Tenor Solo with Orch. Accomp. Sam Goldin
- SACRED RECORDS FOR EASTER**
- 9205 The Lord Is My Shepherd..... Lenox-Roberts
- Almost Persuaded Trinity Quartet
- 9204 Lead, Kindly Light Trinity Quartet
- My Faith Looks Up to Thee..... Lenox-Roberts
- 969 The Rosary—Contralto Solo Edith Roberts
- The Holy City—Baritone Solo Charles Johnson
- 966 Onward, Christian Soldiers—Male Quartet, Liberty Quartet
- Holy Ghost, With Light Divine—Tenor and Baritone Duet..... George Lenox-Charles Johnson
- 965 I Need Thee Every Hour—Tenor and Contralto Duet George Lenox-Edith Roberts
- Nearer, My God, to Thee—Male Quartet, Liberty Quartet
- 964 Rescue the Perishing—Tenor and Baritone Duet, George Lenox-Charles Johnson
- Softly Now the Light of Day—Tenor and Baritone Harold Turner-James Marsh
- 963 Face to Face—Baritone Solo Charles Johnson
- Safe in the Arms of Jesus—Tenor and Baritone Duet Harold Turner-James Marsh
- 962 The Crucifix—Tenor and Baritone Duet, George Lenox-Charles Johnson
- The Palms—Baritone Solo Charles Johnson
- 959 Softly and Tenderly—Tenor and Baritone Duet, George Lenox-Charles Johnson
- Holy, Holy, Holy—Male Quartet..... Liberty Quartet
- 958 Abide With Me—Tenor and Baritone Solo, George Lenox-Charles Johnson
- Rock of Ages—Male Quartet Liberty Quartet

GLOBE RECORDS

- 7212 Dearest, You're the Nearest to My Heart—Fox-trot Orpheum Melody Masters
- Caucasia—Fox-trot Coreyfonc Orchestra
- 7215 Saw Mill River Road (From "Glory")—Fox-trot California Ramblers
- Lady Butterfly (From "Lady Butterfly")—Fox-trot California Ramblers
- 7211 Sweet One—Fox-trot..... Orpheum Melody Masters
- Three Little Words—Fox-trot..... Coreyfonc Orchestra
- 7213 Steal a Little Kiss—Waltz, Symphonia Dance Orchestra
- Honeymoon Time—Waltz, Symphonia Dance Orchestra
- 7210 Farewell Blues—Fox-trot..... Original Memphis Five
- Harmony Blues—Fox-trot..... Original Memphis Five
- 7103 Aunt Hagar's Blues—Vocal Blues—Contralto Solo Alice Leslie Carter
- The Down Home Blues—Vocal Blues—Contralto Solo..... Alice Leslie Carter
- 7208 Aggravatin' Paaa, Don't You Try to Two-Time Me—Vocal Blues—Orch. Acc..... "Sister" Harris
- Sugar Blues—Vocal Blues—Orch. Acc..... "Sister" Harris
- 7214 Out Where the Blue Begins—Tenor Solo—Orchestra Acc..... Vernon Dalhart
- Faded Love Letters of Mine—Tenor Solo—Orchestra Acc..... Charles Harrison
- HEBREW AND POLISH RECORDS**
- 5117 Sim Sholem—Baritone Solo..... M. Steinberg
- Bir'chas Kohanim—Baritone Solo..... M. Steinberg
- 5118 Jak To Na Wojence Ladnie—Baritone Solo—Orch. Acc..... A. Balucinski
- Nie Placz Dziewczyno—Baritone Solo—Orch. Acc..... A. Balucinski

EXCHANGE ON CANADIAN INVOICES

WASHINGTON, D. C., March 8.—The rate of current exchange between the United States and Canada must appear and be added to the value of the merchandise on all invoices to Canada, according to a recent decision of the Canadian Department of Customs. When this is omitted Canadian officials are instructed to add it to the invoice to make dutiable valuation.

MALARKEY TO OPEN IN SHAMOKIN

SHAMOKIN, PA., March 9.—E. C. Malarkey, the well-known Girardville music dealer, recently closed a deal whereby he becomes the owner of what is known as the Wagenseller property on North Shamokin street, in this city. After a number of improvements have been made in the newly acquired property Mr. Malarkey will remove his Temple of Music to the building, which will be ready very shortly.

Sherman, Clay & Co.

San Francisco, Los Angeles, Portland, Seattle, Spokane

PACIFIC COAST DISTRIBUTORS OF
VICTOR PRODUCTS

**SOUTHERN
VICTOR WHOLESALEERS**

The Corley Company

RICHMOND VIRGINIA

The
Toledo Talking Machine Co.

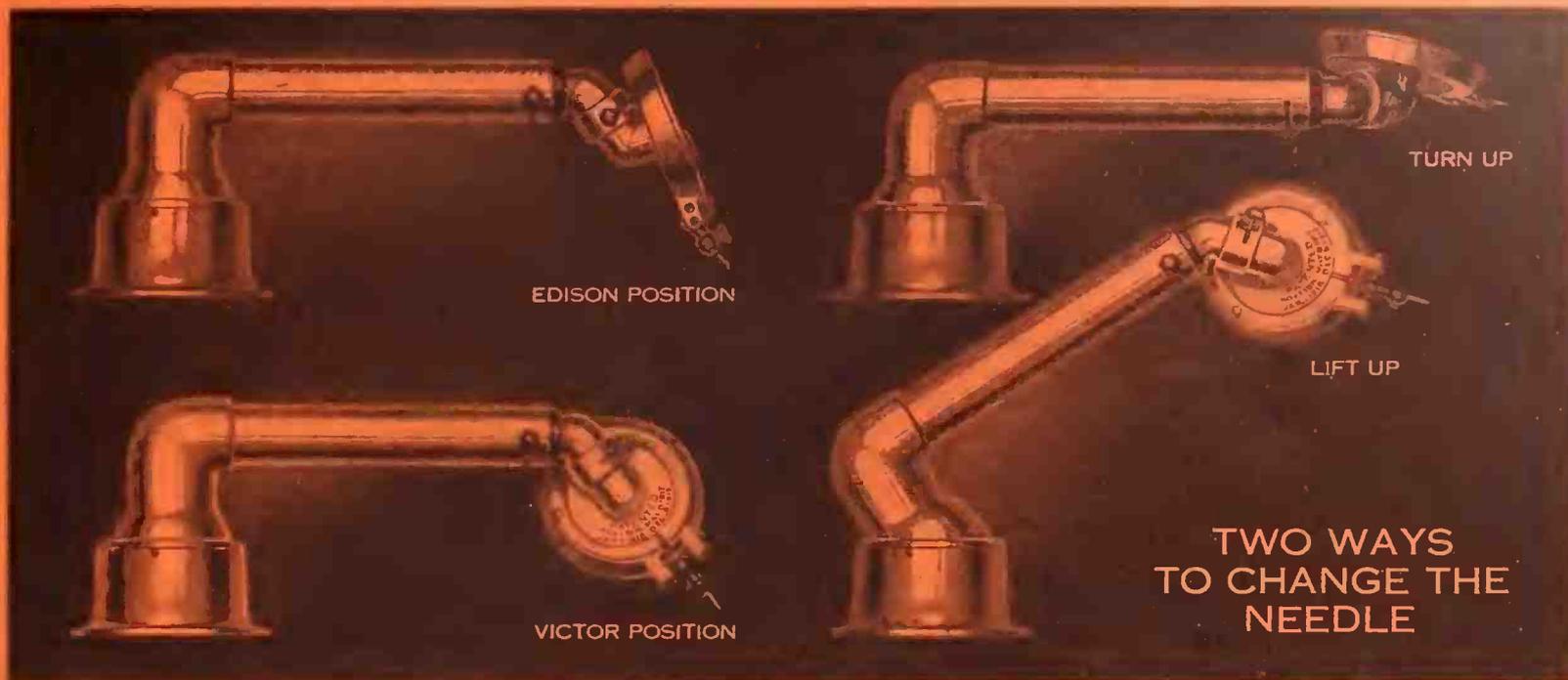
Toledo, Ohio

**Wholesale Victor
Exclusively**

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The SCOTFORD TONEARM & SUPERIOR REPRODUCER

HOW TO SELL A PHONOGRAPH

To the Dealer or Salesman:

The Scottford Tonearm and Superior Reproducer are used by a number of manufacturers of high grade phonographs. If your store handles any one of these instruments you can increase your sales and profits by thoroughly learning and then informing the customer of the "Twelve Points" of superiority given below. Remember it is no proof of selling ability to take an order for a phonograph, the preference for which has been fixed in the customer's mind by big national advertising campaigns. Such order taking proves the power of advertising—not the sagacity of salesmanship. The saving in advertising cost is made up for by extra quality and extra profit for the store in the Scottford equipped instrument. There is a better future for the business in the lasting satisfaction of the purchaser who takes an instrument of genuine music into his home. Give the customer a comparison of tone on all the different makes. If he is not deaf, he must appreciate the extraordinary difference in tone—the Scottford's genuine musical reproduction, without the metallic sharpness, and without the scratch. Then prove yourself not an ordertaker but a salesmaker by continuing with a detailed explanation of why the Scottford is better as analyzed in the "Twelve Points."

Keep the tonearm unscrewed at the base, so you may lift it off in your hand for thorough examination inside and out—not necessary to screw it down until sold and ready to deliver

TWELVE POINTS

- 1—Its good looks. A neat, trim, tailormade appearance. Nicely proportioned lines which any artist will approve. Not the swollen appearance of the continuous taper nor angular lines in conflict with the cabinet design.
- 2—The substantial, simple construction—cast parts of solid white brass, long straight tube of yellow brass, hard rubber bushing to prevent metallic vibration at the reproducer connection elbow.
- 3—No obstruction anywhere inside—an absolutely clear passage, with the approved two-inch inside diameter at base, and a solid 45-degree deflecting plane at the turn to direct the sound waves straight downward into the amplifying chamber.
- 4—The simple swinging movement of the tonearm base—how freely it floats when lifted up onto the record—but how a supporting lug inside the base at back prevents the arm from swinging when off the record and does not allow the needle point to let down so low as to mar the cabinet.
- 5—The handy lift-up or side turn, affording two ways to change the needle.
- 6—Light pressure on the record—the squareness of the turn causing the weight to be supported by the base, whereas a more curving turn would throw too much weight forward to the needle point.
- 7—How perfectly the needle centers the groove—turning the reproducer for playing lateral or vertical cut records leaves the needle on exactly the same point at the same and only correct angle. A minimum of surface noise on records noted for scratch.
- 8—Reproducer frame split clear through—making it a spring, held under tension by the long screw which adjusts the pivotal mounting of the stylus bar.
- 9—Any looseness that might ever develop in the pivoting of the stylus bar may be readily detected and instantly corrected by adjusting the long screw until the needle holder and stylus bar feel tight.
- 10—The inclined position of the reproducer and angle of the stylus bar by which a greater impulse is imparted to the diaphragm, with finer sensitiveness to minor vibrations than the ordinary straight upright design.
- 11—Fineness of the mica diaphragm—a perfect crystal edge disc of selected clear India mica costing five times as much as the "seconds" and "thins" used in cheap sound boxes.
- 12—Perfect insulation—a rubber gasket entirely separating the reproducer frame from the backplate, and again a complete break in the contact of metals by the hard rubber bushing in the tonearm. This double insulation insuring against metallic effect in the tone, and preventing the surface scratch being magnified by the metals of the reproducer and tonearm.



The Reproducer turns on its axis—the needle remaining on exactly the same center and at the same correct angle in both positions



THE SUPERIOR LID SUPPORT

Balances the Lid at any point

The final point of excellence in the equipment of a cabinet that often decides the sale. A touch of one finger lifts or closes the lid, which stops at any point desired. Cannot warp the cover. Noiseless in operation. The simplest support made. Easiest to install.

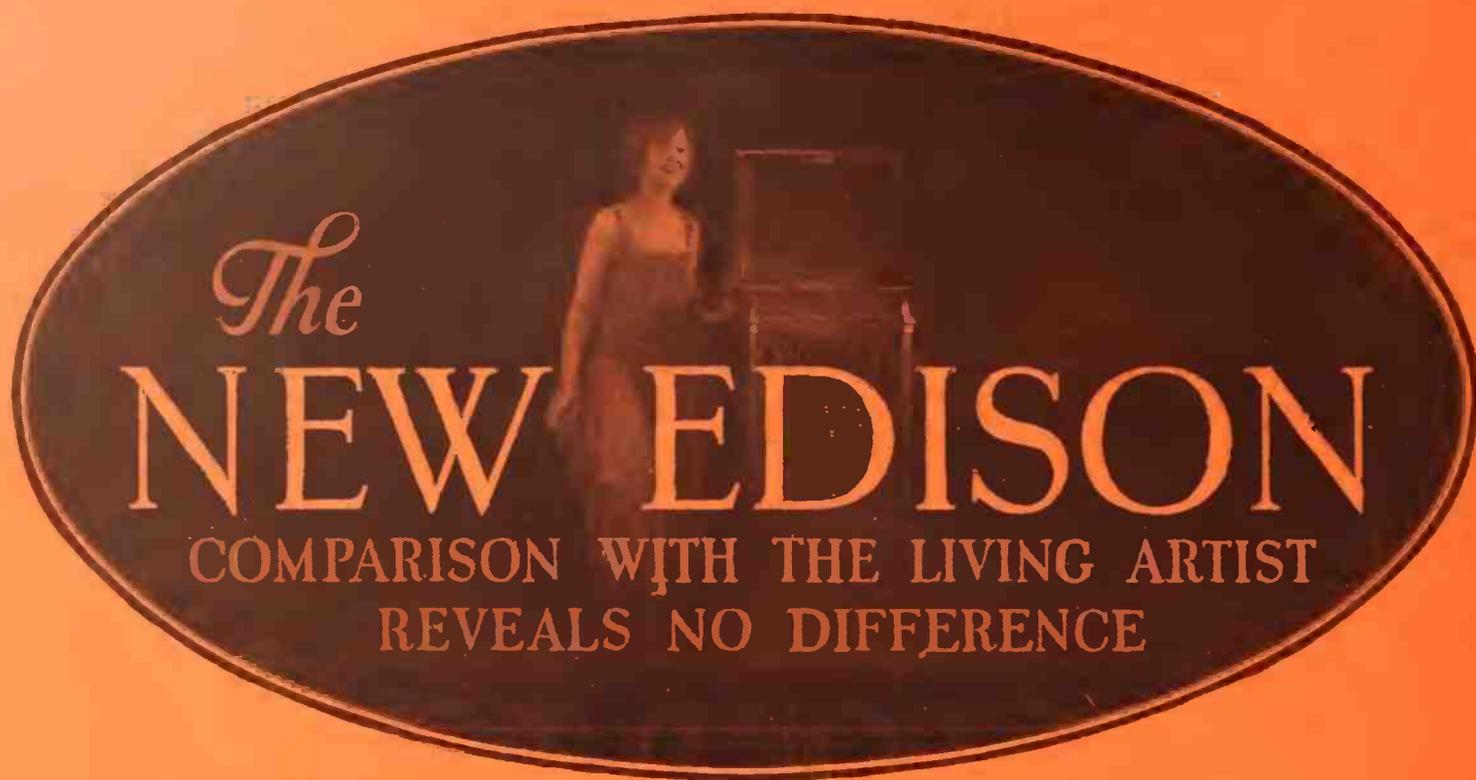
We are prepared to supply this Tonearm and Reproducer to a number of additional manufacturers of phonographs in certain parts of the United States, and contracts remain open for some foreign countries. Write us for particulars and prices.



We are able to supply this Support in any quantity. Made of steel, high grade nickel or gold plate finish. Samples sent to manufacturers anywhere for trial. Write for low quantity prices. State type and weight of lid.

BARNHART BROTHERS & SPINDLER

SUPERIOR SPECIALTIES FOR PHONOGRAPHS MONROE & THROOP STREETS, CHICAGO



PUBLIC TESTS of the New Edison by direct comparison with living artists, before more than four million people, have established beyond question Mr. Edison's achievement in perfecting the New Edison Phonograph to a point where its Re-Created music cannot be detected from the original.



See Pages 32 and 33 inside.

JOBBERs OF THE NEW EDISON, EDISON RE-CREATION, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

CALIFORNIA
Los Angeles—Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Denver Dry Goods Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—The Phonograph Co.
Wm. H. Lyons (Amberola only).

INDIANA
Indianapolis—Phonograph Corporation of Indiana.

IOWA
Des Moines—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Iver Johnson Sporting Goods Co. (Amberola only).

MICHIGAN
Detroit—Phonograph Co. of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW JERSEY
Orange—The Phonograph Corp. of Manhattan.

NEW YORK
Albany—American Phonograph Co.
Syracuse—Frank E. Bolway & Son, Inc., W. D. Andrews Co. (Amberola only).

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Bahson Bros. (Amberola only).