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

The best-known trade-mark in the world
designating the products of the Victor Talking Machine Co.
Pride of possession creates demand

Manufacturers overstocked with phonographs are already trying to induce dealers to take goods off their hands. They've discovered that "cheap" phonographs aren't popular.

Sonora brings valuable prestige and substantial profit to you and builds your business to last a lifetime.

Sonora Phonograph Company, Inc.

George E. Brighton, President

New York: 279 Broadway

Canadian Distributors: L. Montagnes & Co., Toronto

You are safe in handling

The Highest Class Talking Machine in the World
I WILL make my newspaper advertising as snappy, interesting and attractive as possible, because in this way I will increase my business.

I WILL keep my salesroom neat and pleasing because I realize that people prefer attractive places to doing business in poorly lighted and confused looking salesrooms. I will make friends of them, but I will also recommend new records and machines to customers because I realize that it is published for the purpose of helping me make more money out of my business.

I WILL sell customers the sort of records and machines they want to buy because in this way I will make my newspaper advertising as snappy, interesting and attractive as possible. I will make my newspaper advertising as snappy, interesting and attractive as possible. I will make my newspaper advertising as snappy, interesting and attractive as possible.
Importance of the Follow-Up System In Attaining Business Success :: :: By Frank L. Parsons

In the commercial world it is frequently remarked that the talking machine business is an unusually profitable one. And so it is, but not to the retailer who hasn’t a proper conception of its requirements. The time is past when a dealer can put a sample instrument and a line of records in the window and expect to be immediately swamped with orders.

The talking machine has assumed an important position in the musical and artistic worlds to-day—one that calls for its presentation in warerooms that are attractively fitted up and neatly furnished, if it is desired to win a line of customers that will grow. In addition the retailer must “work” his territory and see to it that the people in his district are made fully aware that he sells certain instruments and records, and what are their distinctive merits. Attractive warerooms and a strong line of instruments, vitally important as they are, mean little, however, unless the man who owns the establishment is fully imbued with the importance of developing an intense follow-up program.

One of our most successful business men, who is fully acquainted with the ramifications of the talking machine business, pointed out recently that in his opinion the follow-up system is one of the biggest business getters in the talking machine trade, as it is in other industries, and even rivals in importance advertising and the quality of the goods itself.

In laying out a follow-up campaign, the entire publicity may be divided into classes as follows: First, the man who is interested and comes into the store for the purpose of making further investigations; second, the man who enters into the store to be content with whatever instrument he finds; third, the man who is not interested; fourth, the man who, while interested has not the means to buy; fifth, the man, who, while interested, has not the money to buy.

For a couple of years past there has been little salesmanship in the retail talking machine trade; the demand has been greater than the supply, and a customer had only to come to the store to be content with whatever instrument was available. The situation is changed now, however, and the man who comes into the store to buy a moderately priced machine can be sold a better type by real salesmanship on the part of the seller.

There still exists among the public a lamentable amount of ignorance regarding the musical value of the talking machine. A prominent salesman who was visiting at the house of a friend of his recently, in discussing the talking machine heard the lady of the house remark: “I would not give one of those things house-room.”

Her conception of the talking machine was based upon a cheap instrument she had heard many years before the numerous improvements of recent years had been made. That a woman of intelligence should hold such an opinion forced the salesman to reason that if this woman held views of this nature, a great many others did, and that he once proceeded to analyze the reasons for this ignorance. He arrived at the conclusion that he himself, as well as other local retailers, was mostly to blame. This woman had often called at his store in a social way, and he knew that she was rather fond of high-class music, and yet he had never looked upon her seriously as a prospect, and never had played the marvelously beautiful high-class records which are now in the stock of every high-class dealer. An ordinary, aggressive dealer would have sold that woman a real talking machine and acquainted her with its possibilities in a musical way months before she had made the remark above mentioned.

The moral of this, of course, is that one never can tire of carrying on an educational or follow-up campaign. It is difficult to kill prejudice; yet a great many people are still unfriendly to the talking machine. They hear cheap machines and records played and at once come to the conclusion that this represents the general character and musical possibilities of the instrument. The viewpoint of these people can only be removed by real earnest propaganda on the part of the dealer or sales manager.

Invitation concerts in the warerooms are undoubtedly among the best means of educating these people, but this alone will not be sufficient, for there are still numbers of people who are suspicious of invitation concerts, and here is where dignified, forceful and well written literature can do its work. It is obvious that there can be no resting on one’s oars in the talking machine business if success is to be achieved. Plans must be constantly developed to broaden out the business to the end that its expansion is continuous and profitable.

M. A. STEWART NOW IN COLUMBUS

M. A. Stewart, of Philadelphia, Pa., has been appointed manager of the Aeolian-Vocalion department of the W. C. Moore Co., of Columbus, O. Mr. Stewart is well acquainted with the talking machine business and has had considerable experience in the production end as well as in retail selling. He is planning an active Fall campaign.

Reasons Why NYACCO Albums Are the BEST

[In Six Chapters]

CHAPTER II

The SECOND consideration in the making of the NYACCO album is that the envelopes are made of the highest grade green fibre paper. A good feature of the pockets is the way they are made two in one securing each envelope from coming apart, and ready to be inserted into the album.

Watch next issue for the third Chapter

NEW YORK ALBUM & CARD CO.

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

DISTRIBUTORS:

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

Pittsburgh, Pa.: C. C. Mellor Co.
Standard T. M. Co.

Chicago, Ill.: T. J. Cullen Cole & Donas Music Co.

New York Album & Card Co.

New York Album & Card Co.

New York, N. Y.: Plaza Music Co.
Victor Supremacy

The Victor has earned its supremacy by the great things it has actually accomplished.

The large measure of success enjoyed by Victor retailers is in keeping with Victor supremacy.

"Victrola" is the Registered Trademark of the Victor Talking Machine Company designating the products of this Company only.

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

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

Victor Wholesalers

Atlanta, Ga. . . . Gately-Haire Co., Inc.
Baltimore, Md. . . . Griffin & Sons Co.
Birmingham, Ala. . . . F. Drey & Sons Co.
Boston, Mass. . . . Oliver Dismo Co.
Buffalo, N. Y. . . . W. D. & C. N. Andrews
Chicago, Ill. . . . The Eastern Talking Machine Co.
Cincinnati, O. . . . The M. Steinert & Sons Co.
Cleveland, O. . . . The Cleveland Talking Machine Co.
Columbus, O. . . . The Perry B. Whitney Co.
Dallas, Tex. . . . Singer Bros.
Des Moines, lowa. . . . The Knight-Campbell Music Co.
Hartford, Conn. . . . Elkins Arms Co.
Harrisburg, Pa. . . . Oakland Arms Co.
Hannibal, Mo. . . . Bergstrom Music Co., Ltd.
Houston, Tex. . . . The Talking Machine Co. of Texas
Jacksonville, Fla. . . . Florida Talking Machine Co.
Kansas City, Mo. . . . W. Jenkins Sons Music Co.
Los Angeles, Calif. . . . Sherman, Clay & Co.
Memphis, Tenn. . . . O. K. Hook Piano Co.
Milwaukee, Wis. . . . Badger Talking Machine Co.
Minneapolis, Minn. . . . Beckwith, O'Neil Co.
Montgomery, Ala. . . . Wm. H. Reynolds
Newark, N. J. . . . Collings & Co.
New Haven, Conn. . . . The Nelson Callahan Co.
New Orleans, La. . . . Philip Werlein, Ltd.
Nashville, Tenn. . . . G. T. Williams Co., Inc.
Oakland, Cal. . . . Bergstrom Music Co.
Butte, Mont. . . . Lyon & Howes
Chicago, Ill. . . . The Redpath-Warlitzer Co.
Chattanooga, Tenn. . . . The D. E. & C. N. Andrews
Cincinnati, O. . . . The Redpath-Warlitzer Co.
Cleveland, O. . . . The Cleveland Talking Machine Co.
Columbus, O. . . . The Eclipse Musical Co.
Dallas, Tex. . . . The Perry B. Whitney Co.
Detroit, Mich. . . . The Knight-Campbell Music Co.
Denver, Colo. . . . The Knight-Campbell Music Co.
East Moline, lowa. . . . Elkins Arms Co.
Flushing, N. Y. . . . Elkins Arms Co.
San Antonio, Tex. . . . The George D. Ornstien Co.
San Antonio, Tex. . . . The Talking Machine Co.
St. Louis, Mo. . . . Western-Armstrong Music Co.
St. Paul, Minn. . . . W. J. Dyer & Bro.
St. Paul, Minn. . . . The talking Machine Co.
Tulsa, Okla. . . . E. J. Chapman

Victor Talking Machine Co.

Camden, N. J., U. S. A.
AN IMPORTANT ACCESSORY—ALBUMS FOR FILING DISC RECORDS

The enormous demand for "National" Record Albums keeps pace with the ever increasing demand for machines and records, and our output capacity has been enlarged to meet the greater needed supply. Record Albums have proved themselves to be the best and most convenient, as well as economic, method of filing and keeping disc records.

MAKING THEIR SELECTION
Illustrating the daily actual usage of the Album, the most convenient and satisfactory record filing system extant.

THE ALBUM
soon pays for itself in time-saving and preserving records. The initial cost is really an investment which comes back four-fold.

THE PERFECT PLAN
The pockets holding the records are substantially made from strong fibre stock, firmly joined together and bound in attractive covers.

A PLACE FOR EVERY RECORD AND EVERY RECORD IN ITS PLACE
Albums are an Indispensable Requisite in the talking machine business and wherever records are sold. An accessory that is necessary and worth while. Practical and handy. Save time and records. A profitable adjunct to the business. All owners of machines and records want Albums to file and preserve their records.

We manufacture disc Record Album containing 12 pockets to fit cabinets of all sizes and styles. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc records.

For durability, finish and artistic design, our Albums are unsurpassed. We have unexcelled manufacturing facilities, and considering quality our prices are the lowest. Write us, giving quantity you may desire, and we will quote prices.

WE MAKE ALBUMS TO CONTAIN VICTOR, COLUMBIA, EDISON, PATHE, VOCALION AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO. - 239 S. American Street - PHILADELPHIA, PA.

CHICAGO OFFICE: 508 S. Dearborn Street

FACILITATES RECORD SELECTION
Plans of Miss Kingston of the Hauschildt Co. will prove of interest to dealers.

SAN FRANCISCO, CAL., August 6.—Miss Gertrude Kingston, of the Hauschildt Music Co., has arranged a new system for quickly picking out records instead of the slower method of consulting the catalog for records of any particular class. She has a color placed on the back of the holder for each record and the different colors represent the various classes of records. For example King’s blue is for the Hawaiian records in any case. A list at the beginning of each case tells what class of records each color stands for. Miss Kingston reports that her system has more than doubled the speed with which records can be selected and, needless to say, sold.

W. N. NORTH WITH GRAY-MAW CO.

W. N. North, former Pathe representative in Bakersfield, Cal., has sold out to McMahon Bros., furniture dealers, and has become associated with the Gray-Maw Music Co., Inc., San Diego, Calif., as manager of the talking machine department.

SEMELS NOW OWNS TAPNER CO.

Well-known Talking Machine Man Buys Entire Interests of Company on August 1

F. Semels, who resigned from Bamberger’s talking machine department in Newark, N. J., on August 1, has purchased the entire interests of the Tapner Music Co., 1141 Elizabeth avenue, Elizabeth, N. J., and will devote his time and efforts to the upbuilding of this establishment, which handles Victor talking machines and records exclusively.

The only man who has really failed is the man who refuses to try again.

Three elements of PEERLESS success

Factory capacity—Quality production—Sound policy

Phonograph manufacturers and dealers who depend on Peerless for their albums do so with the fullest conviction that they will:

1. Receive their albums when promised.
2. Get the best album at the price.
3. Be protected in their selling right.

They also know that the empty album is a constant invitation to the owner to fill it with records—that PEERLESS albums do sell records.

PEERLESS ALBUM COMPANY

43-49 Bleecker Street
NEW YORK CITY

PHIL RAVIS, President

Lowest-Priced Quality Album on the Market

Write for description and prices

Does it stand the strain? I'LL SAY IT DOES!
Victor Supremacy
—all the time and everywhere

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

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

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

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

Victor Talking Machine Co.
Camden, N. J., U. S. A.
The average talking machine dealer has regarded with complacency—if he, in fact, has heard them at all—the reports that conditions in the music publishing field during the past few months have not been at all satisfactory, and that there has been, and now exists, a distinct dearth of song "hits." He has felt that his business of growing retail stocks as a result, the proportion of demand to supply is naturally being reduced. With a steady increase in production, however, and the constant growth of retail stocks as a result, the proportion of demand to supply is naturally being reduced. With a steady increase in production, however, and the constant growth of retail stocks as a result, the proportion of demand to supply is naturally being reduced. With a steady increase in production, however, and the constant growth of retail stocks as a result, the proportion of demand to supply is naturally being reduced. 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ness is selling records and that he has enough problems to worry about without sympathizing with the publisher.

As a matter of fact, however, the conditions in the sheet music field so far as they affect popular hits are of distinct if not of vital interest and importance to the talking machine man, for the extent and success of the record business depends in no small measure upon the general popularity of the songs recorded. If there are no song "hits" then there will be little spontaneous demand for popular records. The falling off of song "hits" does not become apparent in the talking machine trade until two, three, or even four months after the situation has changed, owing to the time required in recording and placing the records before the public. The slump in the publishing field, therefore, will not be really apparent to the talking machine dealer until Fall.

The answer seems to be that increased attention be given to standard and operatic records and to records of better music generally—the sort of music that is not affected by the present day whims of the public. When a substantial demand for such records is created and maintained, the popular record demand assumes a secondary position—an excellent means for increasing profits, but not, as some may think, vital to the success of the business.

The fact remains, however, that talking machine dealers may do well to heed the oft-repeated advice that they keep in as close touch as possible with the sheet music market, for the volume of business under present conditions depends largely upon the status of the sheet music trade.

DEALERS SHOULD STUDY THEIR STOCK NEEDS

Discussing business prospects for the fall with a prominent manufacturer the other day, he pointed out that a great many dealers are displaying a certain amount of hesitancy in deciding upon their stock requirements for the fall and winter. Some seem to think that we are facing a slowing up in demand and there is evident an undercurrent of uneasiness—it should not be described as pessimism—which is swaying the judgment of a great many dealers in making up their minds as to the amount of talking machines and records which is swaying the judgment of a great many dealers in making up their minds as to the amount of stock they expect to handle—and to sell.

Now this attitude is as dangerous as it is unnecessary. The real talking machine dealer has made a substantial investment in his business and expects to be in the trade this year, the year after and for years to come. The fact that he has prospered up to the present time without considerable effort, doesn't mean that he should not now plan ahead and build seriously for the future. If at the first sign of a chill since the war he is content to rest on his oars and let his business lie dormant until there is some change in one way or the other in conditions, he is placing himself in a distinctly dangerous position.

Manufacturers must be guided by their dealers and jobbers as to their approximate requirements, otherwise they cannot perfect their own production plans. Moreover if the manufacturing and transportation conditions were approximately normal, the retailer might be reasonably safe in ordering his customary stock and developing a real sales campaign that would place his sales volume equal to, if not greater than that of last year, but the fact remains that manufacturing and transportation conditions are still very uncertain.

Railroad deliveries throughout the country are annoyingly slow, and this applies to the shipments of supplies to manufacturers as well as the shipments of finished goods to the dealer. Hence it is the duty of the dealer to give close attention to his needs to the end that his jobber and manufacturer are informed as to the amount of stock he might require, and thus his orders are presented at a sufficiently early date to merit proper consideration. There is a certain volume of trade that the average retailer can rely upon. He knows that, but the unexpected, he should do a certain minimum volume of business between September 1 and January 1, and he has the experience of previous years on which to base his calculations. To offset his business losses, to wait until the last minute before ordering and then ordering only from hand to mouth, is placing him in a position where he is going to suffer severely by any sudden tie-up of freight transportation or any sudden drop in factory production.

The dealer who is able to get a fair stock on his warehouse or warehouse floor will be lucky, for he will be relieved of considerable financial and freight worries. He will not be bothered about the problem of getting goods, and his freedom in this connection may mean much for him if the Fall brings the volume of business that is to be expected even under normal conditions.

"TALKER" HELPS RECREATION AND EDUCATION

The talking machine has been much in evidence this Summer in the public parks throughout the country—in fact wherever physical education, recreation and play have been paramount features. The supervisors of recreation and education in many of the leading cities have paid the highest possible tribute to the talking machine as a stimulator, educator and leader in the public playgrounds. In many of the parks it has not only furnished the necessary music, but it has been the leader in community singing, the talking machine record first being heard and then the public taking up the second verse, and so on, while also records have been specially made giving advice to the boys and girls how to play and how to enjoy themselves in a sane and sensible way. It is quite clear that the talking machine is becoming one of the most potent influences for good in our civilization, and the time is fast coming when this will be recognized by those who are interested in the character building of the children of the Nation.

The inevitable result of increased production is increased competition. We believe that the Victor dealer is best equipped to meet this competition successfully, particularly the Victor dealer who devotes his entire energy to Victor products exclusively.

ORMES, Inc.

26 East 125th Street
Victor Wholesale Exclusively
As with all established customs of modern domesticity, the talking machine, now that it has become a recognized part of every home, comes in for its share of fun and ridicule, especially through the medium of the movies, which now are turning to every known field for material out of which to manufacture scenarios for the all-devouring public eye. The domestic quarrel which once found its source in the exquisitely nimbly avoiding chairs and tables, suddenly the cruel scenario editor cuts in a picture of wifey upstairs listening with growing rage to the desecrating sounds below. We see that hubby is in for it soon. And sure enough down comes wifey and catches him in the midst of his maddest gyrations. Then follows the second quarrel of the week (it is only Tuesday), which ends by wifey dashing the offending jazz record to the floor, breaking it in pieces, thereby greatly shocking members of the audience who may have tried in vain to get a copy of the record at the local store, but nevertheless showing that the movies never stop at a little thing like eighty-five cents!

Now it is wifey's turn. She goes to the cabinet, selects her favorite classic, carefully puts it in a fiber needle and starts the music on its way. Hubby registers great mental and aural distress. Soon he storms out of the room and retires to his den to gloom over his troubles. A few days later he is left alone on a rainy night, and seeking something to do he goes through his list of records and discovers that some of his wife's despised "classics" are worth while after all. He is converted. The rest of the story cannot be told here.

With the film's usual attention to detail, several close-ups of each record are shown and the label showing the make of the record and the name of the selection, as well as the artist, are clearly shown. This is very valuable advertising, all the more so because it is free and unstudied. It shows the recognized place of the talking machine in the home and goes to show how familiar everyone is with the joys of placing a new record on the machine. Herein lies a great opportunity for the local talking machine dealer to cash in on the film's advertising of his product.

Dealers have already made it a point to feature the records of special music written for feature photoplays and have had talking machines in the theatres during the presentation of these films. This boomed certain songs and records, but did not pay any particular attention to the instrument itself. It was a good form of publicity in its way, but the opportunity offered by the film story described above and by similar pictures is of a different kind. In the case of the special music written for the photoplay the publicity efforts of the dealer differed little from the usual methods. It was clear to all that the whole thing was worked out in advance by the manufacturer and the song writer. This is in

Dealers Should Watch Film Releases Where "Talkers" Are Used and Use Them as a Basis of Publicity

The Dulcitone

A BUSINESS WINNER

In selling the DULCITONE the dealer is assured of offering his customers an instrument that is truly distinctive. As distinctive, in fact, as DULCITONE WALNUT FINISH itself, which challenges comparison as the most beautifully finished and perfectly matched veneer in the phonograph industry.

The winning combination of remarkable tone and rare physical beauty makes the DULCITONE a real business winner, an asset on any dealer's floor.
no way reflecting upon the value of these campaigns, for the results obtained were gratifying to all concerned. In the case in hand the dealer can cash in on advertising that is unconscious and spontaneous and therefore all the more valuable. The dealer can feature in his own advertising the fact that the same machine shown in the film may be had at his store. In addition, he has a chance to deliver a little lecture in the cause of music, using the story of the film as a basis and drawing his conclusions from that. He can emphasize the power of music in the home, he can show the value of a well-balanced record library and he can show that both popular and classical music have their own place.

In the past most of these opportunities have been allowed to pass by unnoticed. Perhaps it is because they were unaware of the fact that the film contained anything of interest to them. By a little co-operation between the film companies and the talking machine industry dealers could be informed of pictures where talking machines were featured and in this way would have a chance to prepare their campaigns in advance. Such a thing is by no means impossible and might be worthy of consideration.

AN ARTISTIC WINDOW DISPLAY

Dealer Service Department of Columbia Co's Kansas City Branch Pleased With Display of J. E. Black Music Co., Springfield, Mo.

The Dealer Service department of the Columbia Graphophone Co. received recently from the company's Kansas City branch a photograph of a window display installed by the J. Ed Black Music Co., at Springfield, Mo. This window which is presented herewith, is undoubtedly one of the finest displays prepared by Columbia dealers in recent years.

The display shows very clearly the popular Columbia trade-mark decalcomania, the "Flags of All Nations" decalcomania, the Columbia brass sign, and a painting which forms a part of the mammoth Columbia Summer advertising campaign of 1920. This painting shows very earth placed in boxes and surrounded with rocks, giving a naturalness that cannot be had with imitation plants.

The night effects of this window are really beautiful. The moon shining on the water with reflecting ripples gives an effect that is very attractive. This is heightened by a concealed top light behind the signs. This globe is covered with light blue tissue paper and makes a moon-light effect which can only be improved by the moon itself.

An Artistic Window Display of J. E. Black Music Co.

As you will note, we took the suggestion of the monthly bulletin cover, and built around it scenes in keeping with the season and the occasion. The busy business man, just away from the daily toils of the city, just in the distance, enjoys with his family, real, Summer recreation at his home on the river.

The garage in the distance at the left makes his Summer time really ideal, for it tells us that he is not compelled to be away from his business but may come and go at his pleasure. The girl with outstretched' arms tells her own story and you are familiar with it. This is a window that may be used all Summer.

The man who has ability plus honesty will get both wealth and happiness, while the man who has ability minus honesty will get only wealth, and what he gets in this way he can seldom keep.

Just What You Have Been Waiting For

The GATELY Carrying Case

for VICTROLA VI's

This handsome carrying case will help increase your VICTROLA VI sales.

The Gately Carrying Case is constructed of wood, covered with black waterproof fibre and substantially made so that it can be carried by one man or as baggage.

Each case is arranged to hold thirty 10-in. or 12-in. records, and has a separate place for a sound box, winding key and needles.

Price, $8.50 Wholesale

Write for Descriptive Circulars

GATELY-HAIRE CO., Inc. - - Albany, N. Y.
Announcing Marion Harris New Exclusive Columbia Artist

Columbia
All the Leading Stars of the Stage Make Records Exclusively for Columbia

Columbia dealers already have more records by the sort of exclusive artists who mean big sales than any other dealers today. Now Columbia has capped the climax by securing the exclusive services of Marion Harris.

The week of August 28 to September 3 is to be Marion Harris week. Order in advance the Columbia window display, hearing-room hangers and all other sales material. Get a letter out to your mailing list.

COLUMBIA GRAPHOPHONE COMPANY, New York
Canadian Factory: Toronto

Saal Motors Represent Seven Years of Accumulated Knowledge.
In Them You Get—"Experience"—Not Experiment.

Motors

Insure a Service of Satisfaction

NO EXPERIMENTS TO OFFER—But a Motor which has stood the test of time—Proven its superior Qualities over practically all others in the hands of big users and most critical purchasers.

The "Saal Motor" not only sells Phonographs, but it keeps them sold.
Supply your customers with the Motor which spells "SATISFACTION" and New Orders.

Employ the greatest of all advertising mediums—"A Satisfied Customer"—that living example of "Your Money's Worth."
Send for illustrative and descriptive catalog.

H.G. Saal Company
1800 Montrose Ave. Chicago, Ill.
Beneficial Effect of Phonographic Music in Office, Factory and Home :: By Col. W. V. Bingham

[Editor's Note.—The effect which phonographic music has in promoting the efficiency of workers in factories and offices was discussed by Col. W. V. Bingham before the Edison Capeman Conventions in New York, Chicago and San Francisco, in an address entitled "What Music Does."—Col. Bingham has been Professor of Psychology and Director of the Psychological Institute of the Carnegie Institute of Technology, Pittsburgh, since 1913. During the war he was Lieutenant Colonel of the 9th Army and Executive Secretary of the Committee on Classification of Personnel in the Army. He is at present Chairman of the Division of Anthropology and Psychology, National Research Council, Washington. From early youth he has been interested in music. At the Interna- tional Congress of Anthropology held in Paris in 1914, just before the war, he had a paper read on the research which had been carried out by means of the phonograph in determining the effects of music on raw and unfamiliar tune.

When a customer takes into his home a New Edison he has purchased a powerful instrument for producing varied effects on people. Think of what he can do with this musical instrument! Think of the emotional and spiritual values he has bought. We have put into his possession an instrument for evoking enjoyment, for quieting him when he is restless and irritated, for resting and refreshing him when he is tired, or weak or worried, for soothing and stirring him when he wants to be stimulated and energized. Have you ever thought seriously about the enormous range of varied potentialities of which the New Edison can produce on the listener when different kinds of selections are used?

Out in a certain Ohio town the wife of the owner of an Edison uses Re-creation No. 80113, a tender lullaby, to put to sleep her two-year-old daughter. Little Marion has the connection well established between hearing this reposeful music and going to sleep; and no matter how wide-awake and active she may be when sleepy time comes, the playing of this soothing melody makes her quite ready and glad to undress, go to bed and soon drop into a sound slumber.

A Chicago professional man frequently puts himself to sleep with the Meditation from Thais. Here is another illustration of the use of the phonograph during business hours. One day I asked a hard-headed business man to listen to a certain re-creation and then to tell me what it had done to him. Here is his account of the result:

"During the first part of the selection I found myself thinking about three important business decisions that I was going to have to make. And then pretty soon I found that I wasn't thinking about business any longer—I was thinking about a rare meet next Saturday. And I noticed, too, that I was gradually relaxing my muscles and sitting back in my chair more comfortably." That is what one re-creation did to one business man. There are times when it is important to get your mind quite away from business and on to something utterly different.

Phonographic Music and Architectural Design

Here is another illustration of the use of the phonograph during business hours. Dr. L. L. Thurstone, who is now associated with me in making an experimental study of the different effects produced by different sorts of re-creations, was one day passing the doors of an architect's office when he heard some quaint sounds, issuing from the work room and stepped in to see what was going on. Here were a couple of architects bending over their desks hard at work, sketching the design for a beautiful monumental building, a war memorial of some sort. Near at hand was a loud phonograph playing a rather raw and unfamiliar tune. Thurstone asked the architects, "What's the big idea?" One of them explained that the use of the phonograph was an established item of technique with them. Whenever they wanted to get into a particularly imaginative and fertile frame of mind, so that they could do their very best productive work, they turned the phonograph on. "And what sort of selections?" asked Thurstone. "Do you find most useful?" "I want music that pulls and hauls me, none of your soft, sweet stuff."

There you have it in a nutshell. For some occasions, for some purposes we need music that pulls and hauls us; which stimulates us; which releases new stores of nervous energy. Under different circumstances we can use the opposite sort—the soft, sweet, sentimental melody produces precisely the effect on us that our condition and our needs at the time demand.

Psychological Analysis of Musical Pleasure

The explanation of these effects of musical reactions to contrasted sorts of musical stimuli is an absorbing field of research in the modern psychological laboratory. Something has been accomplished by Weld and other investigators in the analysis of the musical experience, and of the sources of musical enjoyment. As contributing causes of the reactions we have been examining, these investigators distinguish first, the purely sensuous elements of music, the quality or timbre of the sounds, the rhythm, accents and dynamic effects some of which are found to produce muscular strain and tension in the listener, to deepen and retard his breathing, to accelerate his heart throbs, and particularly to set up changes more or less pervasive and profound in the sympathetic nervous system that presides over the activities of the vital organs, including the digestive tract.

The Effects of Music on Muscular Strength

It is not hard to measure the effects of musical stimuli on the muscles. Many years ago the French Psychologist, Feré, and the American Psychologist, Scripture, found that one's muscular strength increased when he listened to the Marsellaise. This experiment merely gave more precise expression to a fact regarding the effect of martial music on muscular strength, which soldiers on the march had known for centuries. We need to-day to measure the muscular and nervous reactions to many sorts of music in order to know better their possible values in practical situations.

Good marches and jazzes furnish the clearest examples of the sensuous element in music. In addition to these sensuous elements, analysis reveals certain intellectual elements of structure (Continued on page 16).

[Col. W. V. Bingham]

Col. W. V. Bingham

There are certain desirable localities still open for wide-awake Pathé dealers in the South.

Our Superior Service, co-operation and jobbing experience enable us to give all dealers the right start. A good start is half the game. Write today for full information.

ARMSTRONG FURNITURE CO.

59 and 61 North Main Street

Memphis, Tenn.

ARMSTRONG'S

Distributors
and form, most prominent in a Bach Fugue and in much of the music admired exclusively by trained musicians.

Finally come the associative factors. Our feelings are sometimes stirred because the music we are hearing, or music very similar to it, has in the past been connected with some deeply emotional experience, or characteristic mood.

What Constitutes Good Music

In the masterpieces of musical composition, sensuous, intellectual and associative factors all combine to produce the most profound reactions. No wonder they make deep impressions on us. No wonder that some pieces pull and haul us, resulting in an enormous stimulation, with release of vigor and pent-up nervous energy, and in a revival of muscular and mental tone.

The Need for Variety

The person who is bent on getting the most enjoyment and mental stimulation and refreshment of spirit from listening to music is going to have conveniently at hand a wide range and variety of musical stimuli.

Let me drop here one practical suggestion for you to take home to your sales clerks. Let them pass on to their customers this idea of building up a re-creation library, a library that contains a well-rounded variety—heart songs and ballads, operatic selections and simple folk songs; Sousa's "Hands Across the Sea" and Wagner's "Tannhäuser March"; the very latest jazzes and the lovely old Vienna waltzes that will always be enjoyed; slumber songs and humoresques; simple violin romances and brilliant exciting demonstrations of virtuosity; re-creations that the children love; selections that guests and neighbors enjoy.

We could also use to excellent advantage such systematic information as you have accumulated regarding the best re-creations to include in the initial assortment sent with a new phonograph. How do you choose these initial sets, so as to include a maximum of variety together with the best re-creations well adapted to produce the different desired effects. I should like to see this program to talk with any of you individually who have systematically tried this plan of getting customers interested in rounding out their collection of re-creations. I want to find out what your experience has been as to the best way to go about it so as to increase sales and to increase customers' satisfaction.

The ancient Greeks knew that different sorts of music produce important effects on the moods, emotions, impulses and character of the listener, and so they made music one of the chief subjects of the Athenian education.

Uses of Music Among Savages

We might pursue this theme far beyond the Greeks to the prehistoric period of the childhood of the human race. When we examine the uses which have been made of music by savages and primitive peoples the whole world over, we realize anew how potent an influence music may be in determining human life and action.

There is no savage tribe but has its wild war songs with which to rouse its fighting men to a high pitch of energized excitement and bravery and frenzied abandon before making an attack on the enemy. Very different are the primitive love songs that profoundly stir the mating instinct in young men and maidens. Still different are the crowing lullabies which the savage mother sings in order to quiet her fretful infant.

Narrative songs and ballads are useful to primitive tribes in instruction to teach the boys of the clan the noble exploits of their ancestors and the true behavior of the resourceful warrior and tribesman.

Some primitive music is essentially social in its function—it brings the family and the members of the tribe together, and develops a sense of common interest and group consciousness.

We must not let our clerks and re-creation salesmen forget that these social values of music are as real to-day as they were when our ancestors sang together with only crude tom-toms for accompaniment. Every home should contain a generous assortment of records, expressive not only of the individual liking of one purchaser but also selections that guests and neighbors enjoy. For when we share our satisfactions with our (Continued on page 18)

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**You can do it with the Kent**

**Can do what?** Sell more machines, if you handle the Edison, or sell more records by catering to Edison owners, as the case may be. Your money invested in the KENT MASTER ADAPTER will yield you prompt and material profits, both directly and indirectly.

**WHY? Because—**

The Kent Master Adapter plays all RECORDS on the Edison

F. C. KENT COMPANY

IRVINGTON

N. J., U. S. A.
The Big Fact in the Phonograph Business

One thing looms big in the phonograph field and that is the amazing growth in demand for the Vitanola.

It's the live proposition today and the dealer who grasps the opportunity it offers will be taking advantage of the flood tide.

Supreme merit in tone quality and construction—thousands of dollars spent monthly for national advertising, and impressive dealers' sales helps make a combination for trade building which every progressive merchant must recognize.

Send for the unique booklet "Making a Phonograph Department Pay" and sample of attractive vest pocket catalog.

VITANOLA
The Phonograph of Marvelous Tone

VITANOLA TALKING MACHINE COMPANY, 508 W. 35th St.
CHICAGO, U. S. A.
"Sweetest Story Ever Told," sung by Hulda Lashanska straight from the heart to the heart, will bring you the biggest receipts that an old-fashioned love ballad ever brought. Columbia 79115.

Columbia Graphophone Co.
NEW YORK

BENEFIT OF PHONOGRAPHIC MUSIC (Continued from page 16)

friends, we not only multiply our own pleasure, we strengthen the bonds of common interest and association and social solidarity.

Music an Aid to Work

Still another variety of primitive music is found in the work songs; songs sung by women patiently grinding grain in a simple stone hand-mill, or weaving basketry or hoeing corn: songs sung by men riding to the hunt or pulling together at the oar, or rhythmically heaving heavy timbers. These kinds of primitive music had their uses both in relieving the monotony of long hours of repetitive toil, in diminishing irksomeness and fatigue, in helping to stimulate more rapid and energetic labor, and in bringing about more effective group action.

Music in Plant Aids Efficiency

I wonder how many of you know of instances in which the phonographs you have sold have been put to similar use in modern work-rooms of great factories or offices. Let me read a clipping from the Washington Times for June 13:

"Girls work faster and earn more under new inspiration in Lorillard factory. Efficiency among workers has increased 20 per cent in the Wilmington plant of the P. Lorillard Co., since the inauguration of a music program during working hours in the wrapping department. Whether following the measured tempo of some sentimental ballad or the accelerated time of a march, nimble fingers move even more rapidly over a task that is purely mechanical and production is increased."

I want to see some energetic salesman in this progressive dealer in Southeast get in touch with us immediately for exclusive territory for this money-making machine—the instrument that when "put" stays "put."

H. H. SAPP & CO., Distributors, Macon, Ga.

Sonora Sign Recently Placed at Longacre Square Attracts Much Attention

The "Great White Way," otherwise known as Broadway in New York City, became more brilliant recently when a new Sonora sign was flashed from a twelve-story building, overlooking Times and Longacre Squares.

This sign has the new white bright lights, with a number of bells made of electric globes which swing across the sky for 110 feet. On the right corner is an electric rose, and in the left corner there is featured what is considered the largest talking machine in the world, which is also lined with electric lights. There is a green border carried across to the cluster of roses, all in colored globes, and the entire effect is carried out through the use of 3,586 electric lights.

Each letter in the word Sonora is thirteen feet wide by twenty-three feet high. The bells are twenty-eight feet long. This sign was created by the O. J. Gude Co., and it is recognized by advertising experts as one of the finest electrical signs ever conceived.
The Completeness of Brunswick Distribution
Its advantages to the dealer

Many factors make the Brunswick franchise the most valuable a phonograph dealer can have. A super-fine instrument that won pre-eminence in four years, an immense volume of advertising and the prestige of a name already known to the millions, are some of them.

And in addition there is the vast scope of a distribution system supplying every part of the country with equal facilities.

Six production plants and thirty-eight branch houses assure direct, prompt and efficient service to any dealer, anywhere, at any time.

No matter where you are located, north, south, east or west, Brunswick men and Brunswick stocks are near you, waiting to serve you.

These stocks are complete. And these men are not mere distributors, interested in different lines, with a lukewarm attitude. They are all part and parcel of a great organization. Each one is keyed to enthusiasm in Brunswick ideals and methods.

The Brunswick dealer is in every sense a part of this great whole. He receives the benefit of the smooth-running machinery of a production and distribution system standardized in 75 years of merchandising.

He is not dependent upon any middleman, any more than the House of Brunswick is dependent upon any outsider at any stage of phonograph and record making.

Thus the Brunswick dealer is in an enviable position. And his connection becomes more valuable every day.

As our expansion continues there will be openings for appointments as Brunswick dealers in different places—perhaps in your locality.

If you are interested in a Brunswick Franchise, the most profitable business proposition imaginable, write us at once for full particulars.
The Talking Machine World, New York, August 15, 1920

One Winning Idea
A real all-record reproducer

Brunswick has accomplished in the Brunswick Ultona what all phonographs have sought from the beginning—a reproducer that plays all records just as they should be played, and without adjustment.

At a turn of the hand the Ultona presents to each type of record, no matter what the make may be, the proper needle, the proper diaphragm. No makeshift attachments are necessary.

The Ultona brings out in their original purity tones often slighted, tones too delicate for reproducing by former methods.

Furthermore, it practically ends so-called “surface noises.” For it is the only counterbalanced reproducer. It is so perfectly suspended that the needle transmits the tiniest undulations in the record groove with perfect fidelity. And the result is purer, truer tones that win enthusiastic praise from nine prospects out of ten at the first hearing.

The exclusive Brunswick Method of Reproduction eliminated harshness and stridency. People quickly realized its superiority over other methods. Unbounded approval followed, and in the short space of four years a great business was created and established on unshakable foundations. All brought about by the merits of the instrument itself and the Brunswick policy of urging people to judge by the tone.

The Brunswick is the final type phonograph, the instrument of tomorrow. The Brunswick dealer is building for tomorrow on a permanent basis.

THE BRUNSWICK-BALKE-COLLENDER COMPANY
General Offices: 623-633 S. Wabash Ave., Chicago
Branch Houses in Principal Cities of United States, Mexico and Canada
Canadian Distributors: Musical Merchants Sales Co.,
619 Yonge St., Toronto

Brunswick
PHONOGRAPHs AND RECORDs
A great advancement was made in the Brunswick Tone Amplifier, a sound chamber built entirely of wood, especially chosen, seasoned and moulded.

It connects directly with the tone arm. There is NO CAST METAL throat on The Brunswick. Sound waves are softened—eliminating harsh, unnatural noises.

We are justly proud of the fact that the great majority of our dealers, as well as our buyers, choose The Brunswick after comparison with other makes. This is the test we invite from every dealer, as well as every buyer. It has been the Brunswick policy from the very first. And as we, by this simple method, have built up a vast dealer organization, so can the Brunswick dealer build up a profitable business for himself.

Brunswick Records

Another aid to our dealer success lies in the triumph of Brunswick Records. They, too, set up new standards. For we have included all the best features of record-making, and super-added an element often missing—scientific direction.

For every Brunswick Record is recorded under the supervision of a noted director. A new art is carried to a high degree of perfection.

You will note, as you listen to them, that Brunswick Records bring something better and finer into recorded music.

THE BRUNSWICK-BALKE-COLLENDER COMPANY
General Offices: 623-633 S. Wabash Ave., Chicago
Brass House in Principal Cities of United States, Mexico and Canada
Canadian Distributor: Musical Merchandise Sales Co.,
30 Yonge St., Toronto

Brunswick
PHONOGRAPHS AND RECORDS
Brunswick Phonograph Factory at Dubuque, Iowa

Every Brunswick
is 100% Brunswick

The Brunswick is not an assembled phonograph. We have six great factories. We build complete.

In assembled instruments there are too many discrepancies, too many variations. Our way of making everything ourselves is the right way for us, for our dealers and for our buyers.

We can control quality. We are sure of uniform production. We are able to guarantee every separate part for the life of the instrument.

The six Brunswick plants are the most modern, most complete and most efficient production units in the manufacturing world.

In every Brunswick policy we strive for the utmost, the best, regardless of cost, because we are building for many years to come.

In our advertising we use 56 publications, with a combined monthly circulation of 24,000,000.

Brunswick policies are directed by men who think in terms of millions, who aim at nation-wide markets. These policies have a telling effect in favor of the Brunswick dealer. They give him honest merchandise. They entrench him against all competition.

They practically guarantee his success.
COLUMBIA DEALERS PREPARING TO FEATURE RECORDINGS BY MISS HARRIS DURING WEEK OF AUGUST 28—SPECIAL DISPLAYS TO BE FURNISHED

As announced recently in The World, the Columbia Graphophone Co. has advised its dealers that the week of August 28—September 3 will be Marion Harris week and during these six days Columbia dealers everywhere will cooperate in introducing to the public this new and popular artist and her first two exclusive Columbia records.

The Dealer Service Department of the Columbia Co. has prepared, in addition to the usual September window display, several Marion Harris units, consisting of a regular artist poster in colors, a long window glass streamer, two record holder cut-outs, featuring her first two records, and a special record hearing-room hanger of Miss Harris' recordings.

The complete September display, as shown in the illustration herewith, consists of the following: A large centerpiece, a copy of Columbia's current magazine ad in full color, large side card listing popular dance records, large side card listing concert numbers, giving particular prominence to exclusive Columbia records by Pablo Casals; two record holder cut-outs featuring Marion Harris' first records; three record holder cut-outs, one of each featuring Jolson, Barbara Maurel and the popular operetta "Florodora"; two small easel-backed cards featuring the exclusive Columbia non-set automatic stop and the other the latest recording by Frank Crumit.

They tell the story of the man who learned to be an opera singer by studying the songs as played on broken and cracked records he collected from his friends. He got there, even if his inspiration was cracked.

PATHE CONVENTION IN OMAHA

OMAHA, Neb., July 31.—A large attendance of Pathe dealers in this State was reported at the first annual Pathe dealer convention held at the headquarters of Wright & Wilhelmy Co., Pathe distributors, of this city.

The complete September display, as shown in the illustration herewith, consists of the following: A large centerpiece, a copy of Columbia's current magazine ad in full color, large side card listing popular dance records, large side card listing concert numbers, giving particular prominence to exclusive Columbia records by Pablo Casals; two record holder cut-outs featuring Marion Harris' first records; three record holder cut-outs, one of each featuring Jolson, Barbara Maurel and the popular operetta "Florodora"; two small easel-backed cards featuring the exclusive Columbia non-set automatic stop and the other the latest recording by Frank Crumit.

They tell the story of the man who learned to be an opera singer by studying the songs as played on broken and cracked records he collected from his friends. He got there, even if his inspiration was cracked.

AUTOMATIC STOPS

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

Send 50 cents for Sample Stop

Kirkman Engineering Corporation
484-490 Broome St., New York
Your Sales in the Future

WILL BE BASED UPON MORE THAN MERE DEMAND

Good Salesmanship?
Yes.

Good Buying? YES!

Sales will be made by good presentation of GOOD MACHINES. NOW is the time to LAY YOUR PLANS.

Brooks

Automatic Repeating Phonograph

is the only machine that will play any record any number of times and then stop automatically with the tone-arm suspended in the air.

How is this done?
Place the needle on the record at its finishing edge. Set the pointer for one or two or five or eight playings, whatever you—or the dancers—want.

The motor starts, the record plays, and replays and stops automatically with tone-arm and needle suspended in the air!

No records are scratched! No one has to get up and rush to shut the machine off! The convenience is wonderful and appealing to every buyer—especially a woman. Its mechanical perfection grips the interest of men.

Can You Sell Such a Machine?
Its tone and its finish are both as superior. This machine is available to high-grade dealers who propose to stay in business handling high-grade goods.

INQUIRE ABOUT YOUR TERRITORY FROM

THE BROOKS M'F'G. CO.
SAGINAW
MICHIGAN
HOLD AN ENJOYABLE OUTING

Forces of Columbia Wholesale Branch in New Haven Enjoy Themselves at Lake Quassapaug

NEW HAVEN, CONN., August 4.—The local wholesale branch of the Columbia Graphophone Co. was closed Thursday, July fifteenth when the employees celebrated their annual outing which was held at Lake Quassapaug, Waterbury, Conn.

The entire party was transported by automobiles, and an extensive program of sporting events attracted many entries. Handsome prizes were given the lucky winners, among whom were the following: B. A. Day, foot man's race; H. Calechman and D. Richetti, three-legged race; Gertrude Lanzi, shoe race for girls; Henry Calechman, running race for boys; Gertrude Lanzi, running race for girls; J. J. Dunn, egg race for boys; Sonia Hyatt, egg race for girls; Mary Flanery, marshmallow eating contest for girls; J. J. Dunn, tug o' war for boys and Juliane Hemingway, blindfolded race for girls.

The members of the committee which were congratulated upon the success of the program were Peggy Pickus, Mary Flanery, F. C. Collins, J. McKiernan and Assistant Manager H. C. Cooley.

H. E. Gardner, manager of the branch, participated in all of the sports, and was an important factor in the success of the day's outing. Among the invited guests were Mrs. H. E. Gardner, Mrs. H. C. Cooley, Mrs. A. G. Dillion and Mrs. F. P. Conklin.

Frederick C. Collins, manager of the Dealer Service department at the New Haven branch, attended the first convention of Dealer Service Managers held recently in Philadelphia. Mr. Collins was enthusiastic regarding the practical value of this convention and gave an interesting report at the weekly meeting of the branch salesmen.

Among the callers at the New Haven branch recently were the following: Frank Abbott, Derby, Conn.; M. Quadretti, Shelton, Conn.; Mr. Toulissoin, Seymour Pharmacy, Seymour, Conn.; Mr. Wilson former assistant manager of Woolley's Columbia Store, Meriden, Conn.; Thos. Woolley, Meriden, Conn.; S. Finkelstein, Bridgeport, Conn.; A. G. Simmons, Guilford, Conn.; Mr. Levy, of the E. Hartford Tire and Motor Supply Co. East Hartford, Conn.; D. Smith, from Whitlock's Book Store, New Haven, Conn. and Mr. Louis Sackwitz, Hartford, Conn. Mr. Sackwitz is to open an exclusive 100 per cent Columbia store in a few days.

The foreign born population seems to be the majority of the operatic records.

THE GREAT FORCE

"I am the soul of the joy of life—the companion of its sorrows."

"All wood is not alike. I am hilarious. I am frivolous, I am gay, I am serious, I am sad. I spin out the silver thread of happiness, the golden thread of comfort and solace. On wings of melody I bear the dreamer off to strange places and strange lands. To the wanderer I sing of home. In the despondent I renew resolve. To the despairing I bring hope. In the child I engender pure tastes, refinement, and inspire noble thoughts and high ambitions."

"I am ever ready. I never tire. I am a well-spring of inspiration, relaxation, recreation. I am at home in the dwelling of the richest or the most lowly in the land—where religion reigns or under the roofs that know not God."

"In peace I had ever been at the service of man. In war was I to be found wanting? Was I to be thoughtlessly brushed aside in the tremendous rush to arms? Many there were who would have stifled my voice till peace should come upon. But I was put to the test. I was not found wanting. I proved my worth. I found my niche. For I am full of cheer, of soothing, unheeding resolve—of the spirit that knows not defeat."

"Day and night found me on duty with the soldiers of civilization—in the camps, on the ships, in strange foreign villages, in dugouts, in trenches right up to hell's partition—everywhere where death and danger were commonplace, soothing nerves straining at the leash, singing of victory amidst the battle's roar, restoring the balance of upset minds—chanting the dirge of deviltry."

"In war, as in peace, food, clothing, and shelter come first in sustaining morale and rendering comfort. I came next."

"I helped to win the war."

"I am MUSIC."

—Courtesy of Life.

FEATURES OUTING VICTROLA SETS

The Victorola department of S. Kain Sons & Co., Washington, D. C., has been making a special drive this month on the portable Victorola for the summer trips to camp and seaside. Manager McFarquhar has prepared special sets of records for Victorola enthusiasts.

Mountains or seashore—both find the talking machine necessary. A good supply of records is now looked upon as necessary to the enjoyment of camping out.

VICTOR CATALOG WINDOW DISPLAY

Newton, Ia., Store Attracts Many Customers by Use of Attractive Display Features

This photograph shows a Victor display which created a great deal of business for the Iowa Mercantile Co., Newton, Ia. This concern is a large department store and is located in one of the most up-to-date towns in the State. On the second floor of the store where the Victor department is located they had a complete Victor...

Iowa Mercantile Co.'s Clever Window Display

Installation set up as shown in the picture. The Victor catalog is featured and the display brought many inquiries for the useful volume.

C. P. Hunter, manager of the Victor department, believes in paying great attention to the matter of window and interior display.

STRADIVARA SELLS IN ASTORIA

ASTORIA, ORE., Aug. 5.—Within the next two years it is expected that this city will reach the position of the second largest city in Oregon.

The Lacy & Cline Music Co. is a large progressive house which covers much of southwestern Washington as well as western Oregon. The Stradivara is one of the biggest sellers here in this part of the country.

JAPAN HEARD FROM

The Stewart Talking Machine Co., of Indianapolis, Ind., reports an order for its lithographed blotters from the far distant land of Nippon. The Methodist Publishing Co., of Tokyo, Japan, having read the Stewart Talking Machine Co.'s advertisement of nursery rhyme blotters, made an inquiry for a sample. This was followed by a trial order which was recently filled. Another proof of the fact that Japan is wide awake to modern merchandising ideas.

In every business we must take a chance; we must venture to some extent; but with the venture we must combine judgment, enterprise and brains.

Flapjacks and Maple Syrup

THE FLAPJACKS and maple syrup. When machine sales are brown, flip your business and cook some real Victor record profits.

Lots of fun when you get the knack. Pearseall Service keeps your business IN the frying pan OVER the fire, to revise the expression.

FLAPJACKS AND MAPLE SYRUP

With the flapjacks and maple syrup. When machine sales are brown, flip your business and cook some real Victor record profits.

Lots of fun when you get the knack. Pearseall Service keeps your business IN the frying pan OVER the fire, to revise the expression.

SILAS E. PEARSALL COMPANY

WHOLESALE ONLY

Victorolas and Victor Records

10 East 39th Street, New York
Edison Message No. 76

Inflation Suggests Deflation

The inflation of prices associated with so many articles of merchandise, during and after the war, naturally is a temporary condition. Deflation is bound to come.

The prices of Edison Phonographs, since 1914, have increased only 15 per cent., including War Tax. We sacrificed large profits in order to stabilize the Edison Phonograph business.

“Edison Stood the Gaff”

THOMAS A. EDISON, Inc.
ORANGE, N. J.
How the Portland Talking Machine Men Dressed Up for Shriners' Visit :: By W. B. Stoddard

Mystic Shriners to the number of between 60,000 and 75,000 took Portland by storm during their recent convention and the Rose City of roses, in great attire, welcomed them with open arms. Thousands of electric lights, each with a red fez for a shade, were strung across the principal thoroughfares; a triumphal arch starting at the foot of Burnside and extending from the top, bottom and sides of the window to a point in the center rear. At the point of focus was a kewpie doll in Shrine regalia. Nothing else appeared in the window, yet it was one of the most striking of any display. The other windows of the store showed several talking machines, together with some of the latest popular records, this being the talking machine department one of the largest and most attractively arranged in the Middle West.

Washington Store Enlarges

Woodward & Lothrop, the largest department store in Washington, D. C., has enlarged the Victor department by adding additional booths and record counters. Gus Louis is manager.

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Genuinely Interested in the Dealer Who is Genuinely Interested in Victor

Elyea Talking Machine Co.

Exclusively Victor

Strictly Wholesale

Atlanta, Georgia
WIDE RANGE OF PRODUCTS NEEDED TO MAKE A "TALKER"

Some Enlightening Information on This Interesting Subject Which May Add to the Knowledge of Salesmen Who Are Oftentimes Asked Questions by Inquisitive Customers

The wonderfully wide range of products necessary to construct a talking machine was the basis for a very informative article which appeared in a recent issue of The Tone Arm, an interesting publication issued by the factory forces of the Columbia Graphophone Mfg. Co., Bridgeport, Conn. It emphasizes how much of the world's territory is tapped to supply the requirements of the talking machine industry. The article reads:

"Think of needing thousands of yards of sewing silk for a machine shop, yards of velvet and plush, precious stones from Ceylon and Australia, diamonds, and the purest, of pure gold. We tap the swamps of Brazil, Central America, and of Africa for wood of one kind, our own New Zealand woods for another, Spain and the Continent for another.

"Picture a more than half-naked savage prowling through the jungles of West Africa for material out of which to make an instrument to delight and amuse her dainty ladyship. The string of savages, porters, hunters, guides, what not, that make up the long caravan which finally carries the collected booty of the jungle wanderer through swamp and forest and over plain down to the coast. The loading into ships from rocking canoes and the long journey around the Cape, half across the world for our delight the golden tones of a Ponselle or a Hofmann. Have we ever stopped to think that in the far off Straits Settlements the Malays are getting out the metals we use in this same instrument?"

"We use clay from the hills of Pennsylvania, and precious stones from the mountains of Montana, products made from wild grass from Mexico, bamboo from Japan, mica from India and South America, nuts from Brazil, olive oil from Italy, boxwood from the West Indies and the Florida Keys, cory from Spain, and so on until nearly every part of the world is laid under tribute and almost every substance used in violin and the arts as well as in ordinary manufacture is obtained and used.

"There was once a gentleman who came into the purchasing department and this subject was touched on and finally a bet was made that of all the things he could think of, he could bet at one trial think of one thing or substance the Graphophone Co did not use. He accepted the bet and, after a long pause in which he tried to think of the most unlikely thing possible to use in making Grafonolas and records, he said triumphantly, 'toothpicks'—and he lost; for, although he could guess it, we use in our regular manufacture thousands of toothpicks."

HELPING THE DEALER WIN OUT

Serenado Mfg. Co.'s Activities Demonstrate How Its Dealers Are Aided in Developing Trade —Business Reported as Steadily Expanding

Cedar Rapids, Ia., August 5—The Serenado Mfg. Co. of this city, manufacturer of the Serenado talking machines, is furnishing its dealers with effective advertising material, including outdoor signs for use on fences, indoor hangers, specially printed catalog folders, etc. It is also co-operating with the dealers through a direct-by-mail advertising campaign concentrated on a list of selected prospects.

The company, under its present efficient method of marketing, proposes to secure for its dealers desirable results attained through the personal appeal of direct-by-mail advertising, and to correlate this help with other up-to-date methods of advertising and distribution. That it has succeeded in these plans is evidenced in the fact that dealer contracts have been closed with progressive merchants in the most important trade centers.

The executives of the Serenado Mfg. Co. have both had previous experience in the talking machine industry, specializing in their respective fields. W. H. Conant was for eighteen years as plant for Pallen activity.

executives. It is also associated with prominent concerns, specializing in finance, credits and collections, prior to which he was a newspaper editor. M. E. Lusk, Jr., has to his credit over fifteen years' experience in the direction of sales and advertising.

The present Serenado chain of distribution, which includes representation in thirty-four states, was built up in a little more than a year.

Three Big Factories—and "Knowing How"

Prima-Donna

"The Phonograph Inspired"

BUILT in our three large, efficient plants from lumber to finished product by master craftsmen who know the high standard a successful phonograph must measure up to; and marketed by a sales organization of wide experience in the phonograph field, that aids the jobber and the retailer, thru our advertising and sales helps, to bring the Prima-Donna to the ultimate user.

Mr. Retailer we have a jobber in your territory who will supply you over night with these big value phonographs at a liberal discount.

Also manufacturing other well known brands.

GENERAL SALES CORPORATION
1520 BUFFUM STREET
MILWAUKEE, WIS.

OWNING & OPERATING
GENERAL MFG. CORPORATION
RECORDEON PHONOGRAPH CO.
HEANEY-SCHWAB BILLIARD MFG. CO.

Makers of Fine Billiard Tables Since 1882

Write For Our Liberal Proposition

Made of 5 ply Panel Stock

6 Models at Popular Prices

Guaranteed One Year

6 Models at Popular Prices

Still Have Some Territory Open
Here's a favorite model of our Console creations in

The Windsor Phonograph.

a work of art in design and workmanship worthy to be classed with the rest of the furniture line we have been making for the best trade since 1885.

Brochure of views sent on request.

Originator of the Console and Period Designs in Phonographs

WINDSOR FURNITURE CO.
Chicago, Ill.
Determining Whether the Making of a Sale Will Be Easy or Difficult :: By Lional E. Davis

A great deal has been said and written about the psychology of first impression. Many eminent authorities claim that the first impression is nine-tenths of the ultimate impression and that for this reason the so-called popular man or woman is the one who "gets away good" right at the start. Whether or not this is 90 per cent true is not an issue in this article; sufficient be it that the first impression counts and accounts for a great deal in successful salesmanship. Let us, therefore, study the matter of approach when the prospective customer first enters the store. It seems reasonable to suppose everybody enters any and every store with some one thing definitely in mind, the unknown quantity question being what that thing is.

There are several general purposes that can induce a person to enter a store: namely: (1) to purchase some pre-determined article; (2) to investigate, examine or otherwise inspect some pre-determined article, with the matter of whether to purchase or not still unsettled; (3) to make payment or to offer explanation for delay on some unpaid account; (4) to make a non-business personal call or ask for information not germane to the particular business in which the particular store is engaged.

Regardless of which of these classes the caller may belong to, it is vital that a good reception be extended, which must be characterized by politeness, sincerity, cordiality and intelligence.

Politeness! It is a wonderful quality to possess and to use every moment of one's life, but particularly in business when one is seeking to sell goods. As applied to the floor manager or salesman whose role it is to first greet the incoming caller politeness consists not only in manner or address, but also in neat, immaculate dress. Cleanliness and neatness will convey the impression of respect quicker than any other thing and to be respectful and to be polite are one and the same.

Sincerity! It is a vital point, but is most quickly conveyed to a new acquaintance through a good cheery smile before starting to speak. Their smiles are professional, but instead of looking him or her squarely in the eyes. This, perhaps, sounds like trivial advice. It is not. There are many retail salesmen who shuffle up to the newcomer in a rather aimless sort of manner and who spend the first few seconds after reaching the newcomer in making an inspection of the caller's attire, etc., instead of looking him or her squarely in the eyes. Even the most modest person likes to be looked squarely in the eyes by the store member who does the greeting, but very few people can stand a searching personal examination of their attire without embarrassment. It pays to make every caller feel comfortable right from the first minute.

Cordiality! The most rapid and most effective means of conveying the impression of cordiality and of heartiness of welcome is via the well-timed smile. A really good winning smile is more or less like an inherited talent, but conscientious practice and study will go a long way toward perfecting a good "selling smile." Watch the actors and actresses on the stage and on the movie screen. Their smiles are professional, but yet appeal as genuine. That's the kind to develop and you will find it of infinite advantage to work in a good cheery smile before starting to speak.

Finally, we come to—intelligence! There is where it is most easy to fall down and where the most unforgivable blunders are made. There is here no simple rule to follow—a man or woman must use every ounce of the intelligence with which he or she is endowed to quickly convey the impression of intelligence to one he or she is just meeting for the first time and without an introduction.

Review again the four purposes which can prompt a person to come into your store. Doesn't it seem most logical to make the first remark seek to place the caller in one of these four classes? It most certainly does from the standpoint of efficiency and cutting out lost motion. But consider for a moment the questions it would be feasible to ask when such a policy is pursued. They would run something like this: "Is there something special that you are interested in?" "What do you want?" etc., etc. But is there any real quality—any real impression of intelligence given when such plain remarks are...

For Phonograph Cabinets

Walnut is surely as desirable as it has proved to be for the finest of other forms of furniture for four hundred years and longer. Beauty, remarkable working qualities and its hold on the public demand put AMERICAN WALNUT in the forefront for the finer musical instrument cases.

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION, Room 1022, 616 South Michigan Boulevard, Chicago, Illinois
# Lateral Cut Records

## Eleventh Supplement

**READY NOW**

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<td>4150</td>
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**GENERAL PHONOGRAPH CORPORATION**

**OTTO HEINEMAN, President**

**25 West 45th Street - New York City, N. Y.**

**Branch Offices:**
- Chicago, Ill.
- San Francisco, Cal.
- Toronto, Can.

**Factories:**
- Newark, N. J.
- Elyria, Ohio
- Putnam, Conn.
- Springfield, Mass.
- Kitchener, Ont.
Charles Backett is one of the greatest tenors of the New York Metropolitan Opera Company. His tender mother song, "Mother (I Love You)," has a universal appeal. Columbia 79060.

directed to the new acquaintance? Don't they bring the prospect down to hard tuck business too quickly? The writer of this article thinks they do, because he believes any person entering a store has his mind more or less detracted by the various styles shown and by persons flitting about. He or she needs a moment or two in which to collect his or her thoughts and particularly resents being "brought to earth" by a peremptory commercial inquiry.

The real artists at the game, in the writer's opinion, are the salesmen who build a bridge of contact along non-commercial lines before jumping into the commercial side. For instance, take an introductory remark such as, "Well, we've been looking for you to come in." Such a statement from a total stranger cannot help but bring some startled reply such as "Why?" or "How is that—I don't understand," and then the salesman can come back with something like, "Well, I just knew we had something in this wonderful store of ours that you wanted." And that gives the prospect the lead to tell what his real purpose in calling is.

The beauty of this kind of an approach is that you can anticipate the prospect's answers to your remarks without really having asked any questions. That conveys the impression of intelligence.

Take, again, an introductory remark, such as "Mighty glad to have you come in and look over this wonderful store of ours. I think you will find it interesting in many ways." This doesn't force an answer, but very frequently causes the caller to promptly announce the mission of his call without having been cross-questioned. That conveys the impression of intelligence on your part.

One dealer used to always greet his callers with "Welcome to our home of music, and believe me, I am yours to command." Without giving further specific examples of the first remark I think I have emphasized the importance of giving it a great deal of careful thought. The examples set forth above are not given to be copied—this whole discussion is made solely for the purpose of stimulating serious thought about the first remark made to an incoming prospective customer, to the end that the first impression may be one of politeness, sincerity, cordiality and intelligence.

PLAN BIG PROMOTION CAMPAIGN
Fred Gretsch Mfg. Co. to Bring Its Products to Attention of Large Buying Constituency

The Fred. Gretsch Mfg. Co., manufacturer and importer of musical merchandise is extending valuable assistance to its dealers through the medium of its sales promotion department, which is under the management of J. J. Apatow. Mr. Apatow's experience in this line of work qualifies him exceptionally for the management of this very important department. A large series of newspaper advertisements are now in the course of preparation for the dealer as well as a series of consumer letters, circulars and pamphlets. Window cards and slides for moving pictures are also planned. The Fall catalog, which is now in preparation, will have space for the dealer's name and address on the cover and extra copies will be furnished to the dealer for distribution to his customers. The catalog will be very similar to the familiar mail order book and it is expected that an additional demand will be stimulated through having these catalogs in the hands of the buying public.

INCORPORATED

The Stradivara Phonograph Co. has been incorporated under the laws of Delaware to manufacture talking machines. The capital stock of the Delaware corporation is $4,000,000 and the incorporators are F. H. Clark, Richard W. Montague and M. M. Matthesien, of Portland, Ore.

The Commander Talking Machine Co., Peeks kill, N. Y., has been incorporated. The capital is $60,000.

FOUR RULES OF STOREKEEPING

1-Carry a good line of phonographs. They build reputation. They have a constant year-in and year-out value that reflect credit on the standing of your store in your community.
2-Get a crackerjack cost system, and be sure to use it. Guessing at what it costs you to do business, and a hit-or-miss plan of adding profits is going to land you on the shoals sooner or later.
3-Advertise liberally and constantly. Use the daily papers and keep everlastingly at it, making the material the manufacturers send tie up with your local advertising.
4-Remember that Service and Salesmanship are the two forces that keep the public coming back to you when in need of the kind of goods you sell. Have a definite standard of service to the public and they will remember you—to your everlasting advantage.

If your public parks lack band concerts in the Summer nights, why not arrange for a record concert? Chance here for some dealer to prove he is really awake.
World’s Finest Reproducing Instrument

As Shakespeare, born at Stratford-on-Avon, Warwickshire, England, was the world’s greatest poet, so is the Stratford the world’s greatest phonograph, says one of America’s great Bachelors of Music.

Tone of the Stratford has richness, depth, purity and beauty that has brought the musical world to a new appreciation of the phonograph.

Stratford Phonographs give a perfect reproduction of either Lateral or Hillanddale cut records without any change of parts.

In design, motor, method of amplification, workmanship, choice of woods, finish and tonal quality the Stratford is announced by critics, musicians and dealers as the world’s finest reproducing instrument.

Quality representation solicited. Artistic catalogues, window display cards and newspaper mats furnished to Stratford dealers

The Stratford Phonograph Co., Inc.
Ashland, Ohio
Reasons Why the Talking Machine Adds Most to the Satisfaction of Life

Being an Editorial From the San Francisco Examiner

It is a source of genuine satisfaction to The Talking Machine World to recognize the magnitude of the demand for talking machines nowadays. The attitude of the people is good, and the great work for musical advancement. A few years ago the writers in the daily papers condemned it merely as something to be treated purely in the humorous columns—but the daily papers as well as the people of the country now realize what this publication has been pointing out for years, that the educational and musical influence of the talking machine is tremendous, and it is not uncommon to read editorials in which the talking machine comes in for no small meed of praise. For instance, the following very able and interesting editorial appeared in the San Francisco Examiner of recent date under the caption, "Things That Add Most to the Satisfaction of Life." It read:

"It is the fashion of the supercilious to sneer at the talking machine and the mechanical piano. There is no field where the snob rages more unchecked than the field of art. People who do not know anything else about music and pictures or letters know how to turn up their noses. They forget that the act of all acts of which the human mind is capable, requiring the least brains and the minimum of culture, is ridiculous.

"As a matter of fact, the innumerable discs of talking machines flying over the land like so many Ezekiel wheels are the most tremendous assets in developing musical taste. For taste, or culture, or whatever you call maturity and sophistication in the finer acts of life, is entirely a matter of saturation. You cannot learn to judge pictures by attending lectures and listening to some one tell you what to think. The only way is to go to the galleries or private collections where the masterpieces are and look at them, and go again and again. You like what you know. And familiarity weeds out the commonplace and breeds the love of perfection.

"Neither can you become a person of correct musical taste by thrumming on the piano or singing scales. That way lies viceosity, perhaps, but not the peaks of culture. You come to know what good music is simply by hearing it over and over, and so you come to love it, and the advantage of the masters is that they survive perpetual repetition, while the cheap and tawdry stuff you soon grow weary.

"Culture is not an affair of rules, but of atmosphere. You do not get it through your noggin, but as it were through your pores.

"To learn rules, to hear an occasional concert, or to memorize a few pieces on the piano after years of disagreeable endeavor, says a musical authority, 'is not to become musical.' The beauty of the talking machine and of the player piano is that they lay down no rules. They simply fill your house with music—good, bad and indifferent, as the taste of the owner elects.

"And out of this welter, this chaos, comes the survival of the fittest. You find that those records which you want to hear over and over are Chopin and Beethoven and the other masters. For taste cannot remain stationary. It is developed. It is a thing of growth. Little by little the truest, soundest music wins its way. This has not been a musical nation. Our fathers were too busy subduing the wilderness and making a living. Conditions of life were too insecure. Traditions were lacking. Grandpa had a hearty contempt for the child that wanted to be a fiddler. Our best blood was poured into the channels of material achievement.

"As life becomes stabilized we turn more and more to the world of beauty for our satisfactions. And in this turning of the national soul away from the earth toward the sun, canned music has no inconsiderable part.

"Democracy has a soul as well as a system. Democracy has a spiritual purpose; it is not organized altogether for the purpose of giving to every man a cow and an acre. And the spiritual purpose of democracy's soul is to spread the opportunity for the best things to all of the people.

"In this sense the truest culture and the most wholesome is not to carve grotesque statues for the Summer gardens of millionaires or the dim surroundings of the common people beautiful and attractive.

"Monarchy serves God by exalting the king. Democracy serves God by exalting the people. Whoever, then, will make beautiful chairs, tables, beds, carpets, plates, tea-cups, houses, shops and other things that have to do with the daily life of the people, whoever will accustom them to beauty and good taste, is the truest artist. And exactly so the makers of talking machines and records. If they make it well and truly, they are honest servants of humanity and worthy of their reward."

SUCCESSFUL IN A TOWN OF 500

The town of Haddam, Kan., has a population of only 500 people but it is a good market for talking machines and records, as the success of the Bertha Rosamond Music Store shows. This store was opened by Mrs. Rosamond in January and is one of the most attractive music houses in that section of the State. She specializes on the Sonora and handles several other lines of machines and records.

The same organization that builds Bush & Lane Pianos and Cecilian Player-Pianos makes Bush & Lane Phonographs.

The same men and the same resources that have made the name of Bush & Lane dominant in the field of pianos and players, are back of Bush & Lane Phonographs.

Phonograph dealers can find no better guarantee than this, either on the phonograph itself, or on the organization back of it. Decades of success have proved that buyers may safely trust any instrument that bears the name of Bush & Lane.

Dealers who associate themselves with this famous name, pain not only in prestige, but in the support they secure from a great manufacturing organization that works sincerely for the best interests of its distributors.


"A phonograph with such backing as this must be profitable."
Marion Harris, popular headliner, and newest exclusive Columbia artist, blows away everybody's blues, with her "Left All Alone Again Blues," and "Homesickness Blues." And everybody will be eager to blow in money to have their blues blown away. A-2939 and A-2944.

Columbia Graphophone Co.
NEW YORK

A NEW VICTOR BOOK FOR MUSICAL APPRECIATION WORK

Educational Department of Victor Talking Machine Co. Preparers Elaborate Volume Designed to Meet Needs of Children During Early Training Period—Many Illustrations in Color

The new Victor book, "Music Appreciation for Little Children, in the Home, Kindergarten and Primary Schools," is a pioneer work in a broadly cultural yet eminently practical field. It is a guide for parents and teachers in using music in early childhood, where it rightfully belongs, and for this reason it has been published by the Victor Talking Machine Co.

"Logically, the field of music appreciation for little children should have been treated at the very outset of our educational work years ago," says Mrs. Frances Elliott Clark, director of the educational department, in her introduction. "Circumstances, however, forced us to put the cart before the horse, to begin our work upside down, as it were, working from the top down instead of from the bottom up, as all rules of logic and common sense would seem to dictate. On the other hand, our early endeavors in the field of music appreciation consisted, perhaps, of a laborious educational campaign of propaganda among adults."

"Ten years ago the subject of music appreciation as a phase of music study was scarcely dreamed of; but we had the vision of the great possibility of teaching an appreciation of good music by giving the real music with the Victrola. Therefore we prepared the soil and sowed the seed with our first publication, 'What We Hear in Music.' This book has met with a wide and enthusiastic reception, being used by many high schools, conservatories and colleges as a text-book, and as a guide for home and club study."

"Since the adult listening public has now accepted and acknowledged music appreciation as a legitimate and a most important phase of music study, we can return to the logical beginnings of the subject with this new book."

"If America is ever to become a great nation musically, she must become so through educating everybody to know and love good music. This can only come by beginning with the children, little children, at the mother's knee and in the kindergarten circle, by so surrounding them with beautiful music that it becomes a vital part of education, development, and life, instead of the autumn flowering of a stunted, undeveloped, sterile bud, to be seen in a frantic grasping at 'music culture' in later life."

"Millions of dollars are spent each season in madly rushing to concert and opera in a vain effort to make up for the awful deprivations of silent early childhood, where the proper music was seldom heard and never understood. Thousands of people pathetically try to 'hear' a symphony or tone-poem, but only succeed in becoming vastly wearied by a mass of what is to them only incoherent cacophony. Having ears they hear not because those ears missed definite training in childhood."

"If music is an educational factor, an individual and community asset, then it should be given its rightful place in the curriculum of our lower schools and kindergartens, no less than, indeed much more than, in the high school and college, where it has won a foothold, precarious because of this very lack of foundational work in the elementary schools."

"Because we believe that next to reading and writing music is the greatest single factor in educational processes, and because we realize that teachers and parents everywhere are reaching out for definite instruction and direction in this larger use of music itself, we present this plan of work. Through the fields of Beginning Cultural Hearing, Rhythm, Song, Instrumental Music, and Correlations, as presented in this book, the child may be given his rightful heritage—an acquaintance with the world's beautiful music, which is a source of happiness that will prove a lifelong blessing."

This book of 177 pages, cloth bound and gilt lettered, is profusely illustrated in color, half-tone and line drawing. As much attention has been given to its artistic format as to the practicality and value of its contents.

THE MAN WHO WINS

A man who wins is an average man, Not built on any particular plan, Not blessed with any particular luck, Just steady and earnest and full of pluck.

When asked a question he doesn't guess, Not huilt on any particular plan,

When asked a question he doesn't guess, For the man who wins is he who works,

When asked a question he doesn't guess, He huckles down till he's put it through.

When asked a question he doesn't guess, Three things he's learned: That the man who tries

When asked a question he doesn't guess, Finds favor in his employer's eyes;

When asked a question he doesn't guess, That the man who tries

When asked a question he doesn't guess, Not huilt on any particular plan;

When asked a question he doesn't guess. That it pays to know more than one thing well;

When asked a question he doesn't guess. That the man who tries

When asked a question he doesn't guess, That the man who tries

When asked a question he doesn't guess, That it doesn't pay all he knows to tell.

When asked a question he doesn't guess, For the man who wins is he who works,

When asked a question he doesn't guess, Who neither labor nor trouble shirks,

When asked a question he doesn't guess, Who uses his hands, his head, his eyes.

When asked a question he doesn't guess, The man who wins is the man who tries.
The Cheney Reproducer has a scientifically correct arrangement of concentric rings on the diaphragm to bring out each distinction of tone with unusual accuracy.

Reference for The Cheney naturally follows a demonstration of its new principles of musical reproduction and the exquisitely pure tones they achieve.

As a result, The Cheney retail organization includes the names of foremost dealers in fine merchandise throughout the country. Its unusual beauty of both music and cabinet-work invariably appeals to those who best know the wants of their buying public.

The Cheney dealer franchise is an asset not only in sales but in prestige as well.

The Cheney

CHENEY TALKING MACHINE COMPANY CHICAGO
TALKING MACHINE MEN TO FROLIC

Plans Completed for Annual Outing to Be Held at Rye Beach on August 31—J. J. Davin Keeps Chronological Log of Recent Meeting

The entertainment committee of The Talking Machine Men, Inc., held a meeting recently at Rye Beach, and completed arrangements whereby the annual Summer outing of the Association will be held at that popular Summer resort on August 31.

J. J. Davin, a member of this committee, kept a log of the committee's activities in connection with this important meeting, and this log reads:

9:30 sharp—Leave Washington Arch, foot of Fifth Avenue, in large white sightseeing buses and private automobiles.

12 a. m.—Arrive at Beach Hill Inn in time for luncheon.

1:30—Athletic events to begin. Ball game, five innings, dealers, clerks and managers exclusively. Captains of the baseball teams: Geo. Thau, of the Blackman Talking Machine Co., and Louie Barg, of the Crescent Hill Music Co. Pick your players and phone Mr. Thau or Mr. Barg for a position on their respective teams.

100 yard dash—Dealers only.

100 yard dash—Dealers, clerks and managers.

Potato race—Juniors.

50 yard dash—Ladies.

4:30—Boating, bathing, fishing and dancing as you like it.

5:30—Shore dinner.

7:30—Dancing. 10:00 p. m.—Home.

For ride to Rye, Cass B. Riddle; for hooch and eats, M. W. Gibbons; for athletic events and prizes, J. J. Davin, Sol Lazarus; for bathing, boating, fishing and dancing, H. Mielke, J. Bryant, C. Abelowitz, Joe Schiervitz; for shaking hands, John Hunt, E. Leins, H. Berson, J. Bryant, M. Berlow, J. Hertzel, M. Dovas.

Notwithstanding the increase in the high cost of living, this wonderful day's outing is going to cost the dealers $6 apiece, and as you all remember the wonderful time last year, we feel sure that we can count on your attendance and your co-operation to get the rest of the people who missed it last year to make their arrangements and not miss it this year.

Tickets and other propaganda were placed in the mail the first part of August.

Gino Marinuzzi, the marvelous conductor of the Chicago Opera Company, leads his orchestra in the "Dance of the Hours" from Ponchielli's La Gioconda. This is standard music, good for steady sales. A-6154.

Columbia Graphophone Co.
NEW YORK

Ward's Khaki Moving Covers

Distributors

BRISTOL & BARBER, INC.
111 E. 14th St., New York City

YAHR & LANGE DRUG CO.
207-215 E. Water St., Milwaukee, Wis.

COHEN & HUGHES, INC.
Washington, D. C.

BECKWITH-O'NEILL CO.
Minneapolis, Minn.

STREVELL-PATERSON HARDWARE CO.
Salt Lake City, Utah

C. L. MARSHALL CO., INC.
Beckman Bldg., Cleveland, O.

C. J. VAN HOUTON & ZOON
140 S. Dearborn St., Chicago, Ill.

THE REED CO.
27 Fifth Avenue, Pittsburgh, Pa.

SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas

CHAS. H. YATES
311 Laughlin Bldg., Los Angeles, Cal.

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

SACHS & CO.
425 S. Wabash Ave., Chicago

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

JOHN A. FUTCH CO.
35 Auburn Ave., Atlanta, Georgia

ORTON BROTHERS MUSIC HOUSE
Butte, Mont.

GRAY & DUDLEY CO.
Nashville, Tenn.

J. J. Davin, Sol Lazarus

The Arrangements Committee
Left to Right—1, Emil Perkin; 2, Sol Lazarus; J. J. Davin; 4, M. Berlow; 5, Irwin Kurtz; 6, E. Brown; 7, M. W. Gibbons; 8, Cass Riddle; 9, Al. Galuchie.

Also Manufacturers of Rubberized Covers and Dust Covers for the Warehouse

Ward's Khaki Moving Covers

Grade "D" Cover with No. 3 Straps.

TALKING MACHINE WORLD
AUGUST 15, 1920

Columbia Graphophone Co.
NEW YORK

The C. E. Ward Co.
(Well-Known Lodge Regalia House)
101 William St., New London, Ohio
Also Manufacturers of Rubberized Covers and Dust Covers for the Warehouse

Galuchie, M. W. Gibbons, Irwin Kurtz, Max Berlow, Cass B. Riddle, J. J. Davin. 2:10: Arrive at Beach Hill Inn, Rye Beach, and arranged luncheon and dinner menus fit for kings and talking machine dealers.

Arrangements were then made for the annual outing to be on Tuesday, August 31, at Beach Hill Inn, Rye Beach, N. Y. The following schedule was officially adopted:

9:30 sharp—Leave Washington Arch, foot of Fifth Avenue, in large white sightseeing buses and private automobiles.

12 a. m.—Arrive at Beach Hill Inn in time for luncheon.

1:30—Athletic events to begin. Ball game, five
Admittedly the Best Seller
by Largest Manufacturers, Jobbers, and the Retail Trade

May we suggest that it will undoubtedly be to your interest to anticipate your fall requirements

BRILLIANTONE
EXTRA LOUD

Write for samples and prices to your nearest distributor. If he cannot supply you, write direct to us.

BRILLIANTONE
STEEL NEEDLE Co. of America, Incorporated

347 FIFTH AVENUE, NEW YORK

Canadian Distributor: Musical Merchandise Sales Co., 819 Yonge St., Toronto, Canada
REPAIRS
TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM
Conducted by Andrew H. Dodin

This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. Andrew H. Dodin, who conducts this department, has a wide and reputable reputation as a repairer of talking machines at 28 Sixth avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.

SOME QUERIES AND ANSWERS

An Outfit for Home Recording
West New York, N. J., July 1, 1920.

Editor Talking Machine World:
Would like information as to where I could purchase a recording outfit for my Victor. Can you give me any idea of how these attachments are used and what results can be obtained with them?

Geo. Halsey.

Answer.—I have had many inquiries for a device of this kind during the last few months. A recording outfit was announced more than a year ago, and I understand a device by another manufacturer will be introduced to the trade at an early date. These devices are very simply constructed, consisting of a mechanical feeding device, attached to the turntable spindle of the motor, which carries the recorder across the surface of the wax disc. Under present conditions it would probably be a difficult matter to obtain wax discs suitable for this use, but the situation may change in time.

WANTED—a Book on Repairing
Chicago, July 3, 1920.
Editor Talking Machine World:
Attached is a communication from the Pottsville Free Public Library, Pottsville, Pa., covering the subject of repairing phonographs in the home. We are unable to furnish them with the data requested, but thought possibly you could place them in touch with someone publishing a book along these lines.

It seems to me that a pamphlet covering the points in question would be of considerable value to the industry in general, and, feeling that you would be interested, am turning it over to your good selves as being the Official Organ of the Industry.

Jewel Phonograph Co.
Answer.—Your letter seems to uphold my personal opinion of the value and ready acceptance by the trade of a book containing information and data on the mechanical construction and upkeep of the various makes of machines and sound boxes now on the market. Will say that I have now in preparation a book of this nature and trust that it will soon reach the stage where I can place it before the dealer for his benefit and judgment.

A. H. Dodin.

THE MAN WHO KNOWS USUALLY WINS

The Most Serious Problems of the Talking Machine Man Can Be Solved If He Only Takes the Pains to Gather Every Essential Fact

William Boyce Thompson, the great mining pioneer, who has made millions of dollars by developing possibilities that other men looked at and passed up, says, in the July issue of the American Magazine:

"I believe that ninety-nine out of one hundred persons who fumble success may charge up their failure to a lack of foresight and patience to get all the facts about the thing they were undertaking. Show me a man who does not guess—who knows, and I will show you a man who is climbing.

"It is not as if it were necessary to trust to chance. One doesn't have to. Any problem may be solved if you will only take the pains to gather every fact that bears on it. In the long run, the guessing genius is always outstripped by the practical and persistent student. The gambler, in nearly all cases, gives way to the go-getter."

PUSSYFOOT ON RECORDS

Before Mr. Pussyfoot Johnson left for America we understand he proclaimed his views on driving England dry into the recording horn at the works of the Winner Co. at Peckham. The records will not be sold, but will be used for propaganda purposes on the Stentorphone, the works of the Winner Co. at Peckham. The records will not be sold, but will be used for propaganda purposes on the Stentorphone, the mighty machine manufactured by Creed & Co. The long-suffering British public have much to endure, says The Talking Machine News of London.

Why Break Records?

Just File Them!

This is if you have the wonderful Record filing system which is a feature of

The Marvelous MAGNOLA

MAGNOLA TALKING MACHINE COMPANY
BOARDS PRESIDENT
MILWAUKEE AVENUE
ELYRIA, OHIO

This is only one feature of many that will command your interest and attention. Let us send you handsome illustrated catalog and information so to your plans for helping you to make money with MAGNOLA.
An intensive newspaper advertising campaign this Fall will back every Beacon Dealer.
The future of any phonograph concern lies in the appreciation of its product by the ultimate purchaser.

The dealer who is now buying a mediocre product for a quick sale with excessive profits for himself is not looking ahead.

The Beacon is created for the progressive merchant who has foresight enough to realize that he must handle a product which advertises itself through its owner. In this way only can he be assured of permanent profits and a growing future business.

The Beacon is distinctly a quality product.

The design is exclusive and covered by basic patents.

The tone is musical, pure and scratchless.

The motor is silent and durable.

Write to us at once.

If you qualify for an agency, you will be granted a franchise and may have shipment of goods deferred until Fall if desired.

Distributors everywhere East of the Mississippi River.

Beacon Phonograph Co., Inc.
19 Milk Street Boston, Mass.
TELEMEGAPHONE MAKES A HIT


Frank M. Steers, president, and William R. Davis, sales manager of the Magnavox Co., Oakland, Cal., Sonora jobbers and manufacturers of the Magnavox music and voice teleme- gaphone, were visitors to New York recently, arriving here to attend the convention of Sonora jobbers which was held in New York the week of July 12.

After attending the convention, Mr. Steers left for the Pacific Coast, and Mr. Davis started on a trip to Sonora jobbers in all parts of the country, which will keep him in the field until the middle of September.

In a chat with The World Mr. Steers stated that the reception accorded the Magnavox teleme- gaphone by the talking machine dealers was far beyond his most enthusiastic expectations, and that the dealers are evincing the keenest interest in this important invention.

According to present plans the Magnavox Co. will distribute its products through Sonora jobbers, and on his present trip Mr. Davis will visit every Sonora jobber, and make arrangements for the distribution of the Magnavox teleme- gaphone in their territories.

At the recent Sonora convention, the teleme- gaphone was demonstrated to excellent ad- vantage during the course of the jobbers' golf tournament, and was also demonstrated on a Sonora phonograph. The jobbers were unanimous in expressing the opinion that this invention will meet with a ready sale everywhere, and large orders were placed, calling for imme- diate deliveries. The uses of the Magnavox teleme- gaphone are almost unlimited, for it can be used in schools, colleges and clubs, summer resorts, camps and parks, public speaking and announcing, steamship and theatres, dancing entertainment or novelty and numerous other places.

COLUMBIA CO.'S ANNUAL OUTING

The local wholesale branch of the Columbia Co., has set July 24 as the date for its annual outing and according to present plans the mem- bers of the branch will visit Far Rockaway. An interesting program has been prepared for this outing and an attendance of 100 per cent is ex- pected.

Lambert Friedl, manager of the local whole- sale branch of the Columbia Co., announced this week that B. L. Bosc, who had been a mem- ber of the office staff of this branch, had been appointed a traveling representative and will cover up-State territory.

The need for great men in the world was never as persistent as now; everyone has an equal chance to fill this need.

SEVERAL MILLION DOLLARS

Have been appropriated to aid about 4,000 firms in selling THE NEW EDISON

"The Phonograph with a Soul"

An Edison Dealership Is a Valuable Asset

FRANK E. BOLWAY & SON, Inc. SYRACUSE, N. Y.

SONORA ACTIVITIES IN NEBRASKA

The Lee-Cott-Andreasen Hardware Co., of Omaha, Neb., is keeping in close touch with Sonora dealers throughout its territory, and the following news from Nebraska will give some idea of the activities of these dealers:

The Oakford Music Co., which has stores in Omaha and Norfolk, Neb., has placed twelve large sign boards in the outskirts of the city adver- tising the Sonora phonographs. These boards are seen by thousands of motorists and have produced excellent results.

The Ponca Furniture Store, of Ponca, Neb., is going after business aggressively. It has a splendid display of Sonoras and has secured a special salesman to handle its phonograph de- partment. Though Ponca has only about 1,200 population, the Ponca Furniture Store has adopted the up-to-date methods of cities many times the size of the one in which it is located.

Chadron, Neb., strange to say, is virgin terri- tory as far as phonographs are concerned, and W. S. Gilman, of that city, who has one of the finest furniture stores in the northwestern part of the state, is picking up excellent business in this section of the country. A special sales- man, who will devote his time to the selling of Sonoras, is the latest acquisition to Mr. Gilman's staff.

C. L. Ethridge, formerly of Holbrook, Neb., has moved to Wilcox, where he will continue to handle the Sonoras.

THE PHONOSTOP—The Stop That Stops Them All

Victor, Columbia, Pathé, Edison, even the Lyric. Try all other stops if you wish to, but eventually come to us for the PHONOSTOP, the first and the most efficient; therefore the best. You can set it "in the dark as well as the light."

Made Right Stays Right Acts Right.

Order early—we will ship Immediate Delivery up to 10,000.

THE PHONOMOTOR CO. 121 WEST AVENUE ROCHESTER, N. Y.

Western Representatives: Chicago
Harry Engel, McClurg Building, and Oscar J. Kloer, 630 W. Washington Street

WESTERN REPRESENTATIVES: CHICAGO

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Order early—we will ship Immediate Delivery up to 10,000.

THE PHONOMOTOR CO. 121 WEST AVENUE ROCHESTER, N. Y.

Western Representatives: Chicago
Harry Engel, McClurg Building, and Oscar J. Kloer, 630 W. Washington Street
THE dealers who handle Sonoras know that they can sell with ease every Sonora they can get without having to offer "easy payments" as a leading attraction.

Result: no long time credits, substantial bank balances, and a sound profitable business. They know too that Sonora invariably wins out in comparative tests.

Sonora is the ideal phonograph from both the buyer's and seller's points of view.
Sonora, The Highest Class Talking Machine in the World, is licensed and operates under BASIC PATENTS of the phonograph industry.

New dealers are now being added in desirable locations. Write to the jobber who distributes in your territory.

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

W. B. Glynn Distributing Co.,
Saxtons River, Vermont
States of Maine, New Hampshire, Vermont and part of Massachusetts.

Griffith Piano Co.,
605 Broad St., Newark, N.J.
Northern New Jersey.

Hessig-Ellis Drug Co.,
Memphis, Tenn.
Arkansas, Louisiana, Tennessee, Mississippi.

Hillman Phonograph Co.,
Wheeling, W. Va.
Virginia and West Virginia.

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

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

C. L. Marshall Co., Inc.,
82 Griswold St., Detroit
409 Superior St., Cleveland
Michigan and Ohio.

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

I. Montagnes & Co.,
Ryrie Building,
Toronto, Can.
Canada.

M. S. & E,
221 Columbus Ave.,
Boston, Mass.
Connecticut, Rhode Island and Eastern Massachusetts.

Lee-Coit-Andreesen Hardware Co.,
Omaha, Nebraska
State of Nebraska.

American Hardware & Equipment Co.,
Charlotte, N. C.
North Carolina and South Carolina.

C. D. Smith Drug Co.,
St. Joseph, Mo.
Missouri, Northern and Eastern part of Kansas and five counties of Northwestern Oklahoma.

Smith, Kline & French Co.,
States of Pennsylvania, Maryland, Delaware, District of Columbia and New Jersey, south of and including Trenton.

Sonora Phonograph Co., Inc.,
279 Broadway, New York
Distributors for Greater New York.

Southern Drug Co.,
Houston, Texas
Southern part of Texas.

Southern Sonora Co.,
Atlanta, Ga.
Alabama, Georgia and Florida.

Southwestern Drug Co.,
Wichita, Kansas
Southern part of Kansas, Oklahoma (except five Northeastern counties) and Texas Panhandle.

Strevell-Paterson Hardware Co.,
Salt Lake City, Utah
Utah, Western Wyoming and Southern Idaho.

C. J. Van Houten & Zoon,
Marquette Building,
Chicago, Ill.
Illinois and Iowa.

Sonora Distributing Co. of Texas,
Dallas, Texas
Western part of Texas.

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

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

Robinson, Pettet Co., Inc.
Louisville, Ky.
State of Kentucky.
Is Your Cabinet Stock Complete?

There will undoubtedly be a tremendous demand for Record Cabinets this Fall.
Are you ready for this trade?

LONG CABINETS

are recognized leaders in the cabinet field. LONG CABINETS represent highest quality in cabinet production and manufacturing perfection.

The LONG Cabinet Line is complete. Write for a copy of our catalogue.

The Geo. A. Long Cabinet Company
HANOVER, PA.
THE NEW EDISON IN THE MOVIES

Organist of Empress Theatre in Philadelphia Plays Accompaniment to New Edison—Feat. Creates Marked Attention—Newspaper Advertising Follow-up Brings in Good Results

PHILADELPHIA, PA., August 5.—Manager Bovard, of Bovard & Sons, tells of his novel advertising plan for New Edison, as follows:

"We have made arrangements with the Empress Theatre, which is one of the largest in Philadelphia, and is under the direction of the Stomach, to demonstrate and feature the Edison. Cornelius Kenny, the energetic manager of the theatre, is a recent owner of a William and Mary Edison. It is largely his enthusiasm for his own instrument along with our personal friendship which has made him devote his valuable advertising space and ability as an expert advertising man to our mutual benefit.

"The Empress Theatre seats about 2,000 people, and gives three performances daily and four on Saturday. They have one of the best organists in Philadelphia and he plays an organ accompaniment with singing Re-creations on the Edison.

"In advertising Mr. Kenny gives us two slides on the screen. Slides which we received from the Girards, our jobbers. Also advertising space on his program, of which he prints 5,000 weekly on his flotters, 10,000 weekly in his newspaper advertising, which reaches 40,000 readers. This week is the first week of our campaign and everyone is talking Edison as follows:

"They were deceived! People thought actual performances were given there and they were deceived! People thought actual performances were given there and they were deceived! People thought actual performances were given there and they were deceived! People thought actual performances were given there and they were deceived! People thought actual performances were given there and they were deceived!

"This started our demonstrations a little different from the usual. For the first three days we played the Edison and organ without any advertising whatever. This started people talking about the unusual musical attractions at the Empress. They thought they were actual human singing and would ask at the box office who the singers were. They would be told that Albert Landoquest, the great American tenor, sang Tosti's 'Good-Bye,' and Marie Rappold, accompanied by Albert Spalding, sang and played the 'Ave Maria.'

"On Wednesday we broke loose with all our advertising. The newspapers came out on our effort and we published programs, showed slides and set off all our advertising fireworks, to show the people they actually labored under a deception for three days. We believe the psychology of this method helped us in this instance.

"We have certainly started a wave of valuable comment and our demonstration is becoming common discussion in which all are so interested. Business is increasing and is a real music center for his section.

PHILADELPHIA, PA., August 5.—Perry B. Reifsnyder, member of the firm of Reifsnyder & Sons, who operate large stores in Lancaster and this city, dealing in pianos, talking machines and musical instruments, has opened for public inspection the company's new quarters at 16 South Ninth street. For more than a year Reifsnyder & Sons did business on the first floor of the American Telephone building, one of the most prominent spots in Lebanon's business district. The necessity for more room in the expansion of their business made it imperative the firm find new quarters.

"In solid array on the right are six large and roomy music booths, every one of them sound proof with glass doors and windows. The indirect lighting employed in all other parts of the house is used here to advantage. Besides these features each one contains an expensive talking machine with one or two comfortable chairs to recline in while hearing the latest records.

"In the rear of the store is the office and record stock room as well as a place to keep the player rolls. Here is where the manager and his force of genial salesmen busy themselves and think out the many comforts enjoyed by their patrons.

WHAT ADVERTISING DOES

Advertising has taken down the screens from the windows of business, of directors' rooms, and even of departments of state. Business is now done in the open and will be more and more—and to advertising the credit is due, for it has shown the way. It is the great servant of truth.

Adding insult to injury is all some people know about mathematics.

REIFSnyder & SONS' NEW HOME

Handsome Quarters in Lebanon, Pa., Thrown Open to Public Last Month—Many New Demonstration Booths Have Been Installed

LEBANON, PA., August 5.—Perry B. Reifsnyder, member of the firm of Reifsnyder & Sons, who operate large stores in Lancaster and this city, dealing in pianos, talking machines and musical instruments, has opened for public inspection the company's new quarters at 16 South Ninth street. For more than a year Reifsnyder & Sons did business on the first floor of the American Telephone building, one of the most prominent spots in Lebanon's business district. The necessity for more room in the expansion of their business made it imperative the firm find new quarters.

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ROANOKE LIKES JAZZ TUNES

Talking Machines and Player-pianos Lead Sales, Is Report of Leading Dealers

ROANOKE, VA., August 6.—Nearly $300,000 has been spent in musical instruments and music in Roanoke city during the past nine months, according to reports obtained from various music shops and houses.

Talking machines and player-pianos lead the instrument sales, but there is a marked increase in sales of instruments requiring talent and skill to play. All dealers declare that there is an increasing demand for better grade music, though jazz and other ragtime still maintain supremacy, at least in the Roanoke music world.

The swift march of progress has compelled merchants to have their merchandise exhibited in a way that will attract attention and also lead to its sale.

KNICKERBOCKER TALKING MACHINE COMPANY

Metropolitan Victor Wholesalers

138 West 124th Street

New York
STORE SPIRIT A REAL NECESSITY

Employes Must Be Willing to Work for the Good of Their Fellows

Most people, in referring to store spirit, think of it only as a manifestation of the attitude of the salespeople toward the customer. Of course, we must consider the customer in order to realize the money value of the store spirit, but that will naturally follow the existence of the proper spirit among the people within the store itself.

Store spirit must exist between the heads of the house and the employees, between the salespeople and the delivery department, between the buyers and the receiving and advertising departments, in fact, wherever it is possible to help one another with a view to the common good—after all, the true meaning of store spirit is mutual helpfulness.

"You may not know how dependent you are upon one another, no matter how remotely separated in the operation of the business."

"There is no use in denying that the expense of conducting business to-day is greater than ever, so the more the expense is kept down and waste avoided the more there will be left to apportion to salary advances."

"If an office clerk observes a stock boy carelessly handling goods liable to breakage, that clerk is interested in preventing the possible loss. Whether the steps taken result in ill-feeling between the two depends upon the spirit that pervades them—whether or not each recognizes that he has a part in the other's welfare."

"When everyone feels that he or she is an important link in the chain that pulls the business, there is the true demonstration of the proper store spirit."—From Progress.

E. L. SAMPTER CONGRATULATED

Miss Margaret Knaus, of London, England, a daughter of Mr. and Mrs. A. Knaus, was betrothed recently to E. Lawrence Sampter, assistant to W. G. Pilgrim, treasurer of the General Phonograph Corp.

Miss Knaus, who has been visiting Mr. and Mrs. Pilgrim at their home in New York, sailed on Saturday, July 31, on the "Aquitania." The wedding will take place in England in the near future.

Mr. Sampter, who has been associated with the General Phonograph Corp. during the past year and a half, has attained signal success in all of the important work that has been placed in his hands. At the present time he is in charge of the purchasing department, and is also associated with the company's advertising department. He served as a First Lieutenant in the U.S. Army, and has a host of friends.

ATTRACTIVE BENTON HARBOR STORE


BENTON HARBOR, Mich., August 6.—The Sterling Music Store, of this city, Sonora dealers, recently moved into its new headquarters, and hundreds of visitors and it is not going too far to state that every one of them was surprised at the completeness of the institution.

"Everything about the store from the new front, with beautiful mahogany window interior, to the comfortable and resting mezzanine floor where customers are afforded a place to lounge and visit, enjoying all the finest in music, shows

the local newspapers spoke enthusiastically of the equipment and furnishings of this new store, the "Banner Register" stating as follows:

"A dream come true." After seven years of work and striving the Sterling Music Store, of Benton Harbor, the interior view of which is reproduced here, now boasts the most finely appointed musical house in this section of the state. A few days ago it was thrown open to

VICTROLA HINTS FOR CUSTOMERS

Ohio Victor Dealer Furnishes Patrons With Neatly Printed Card of Instructions

LIIMA, O., August 6—A valuable card is furnished to customers of B. S. Porter & Co., Victor dealers of this city, telling them just how to take care of their Victrola. These hints are furnished on an attractively printed card which reads as follows:

This Card Entitles You to Our Free Service—

It is our wish that your Victrola should always be in good running order, and we wish to include you as one of our satisfied customers by giving you good service. Oiling and adjust-

ments made free; a nominal charge for repairs.

A Few Don'ts You Should Know

Don't play any record until you have cleaned it well with a record brush.

Don't wind your instrument too tight.

Don't play any record until you have cleaned it well with a record brush.

Don't place needle on record until motor has started.

Don't trust the adjustment of your Victrola to inexperienced people.

Don't hesitate to call us when your Victrola needs attention.

The fox-trot seems to be the backbone of the record industry, judging from the number of fox-trots found in each monthly record release.
No phonograph complete without it!

Vacuum Record Lifter

More essential to a phonograph than a self-starter to an automobile.

The dealers' most phenomenal success

The simplest, most necessary device in phonograph history

Should your jobber not supply you, we will

What it is

A suction device—adjusts on any machine without the use of tools—avoids scratching the record or knocking against the tone arm—nothing to get out of order—cannot wear out.

What it does

Lifts the record safely—saves bruised fingernails by simply pressing a button. The present ugly damaging method of removing the record is eliminated—A big master patent.

Prices

- Nickel plated: $2.50
- Gold: $3.50

Vacuum Record Lifter, Ltd.
701 Seventh Ave., New York
ELIMINATE LOST MOTION

The Man Who Does the Right Thing at the Right Time Wins

Half the failures in life come from doing the right thing at the wrong time. Lots of men say when they get up against it, "the Lord gave and the Lord hath taken away, blessed be the name of the Lord," when their own stupidity or folly and not the Lord is responsible for their misfortune. A man failed the other day who used to hold family prayers between nine and half-past nine every morning. He ought to have been in his store "looking well to the state of his flocks and herds." The Lord will not run a man's business when he neglects it. "There is a time for every purpose and every work." If you are a religious man have a time and place for your devotions. Get up an hour earlier. If you are fond of golf or baseball, see to it that your stock does not run down or incompetent employees are left to run the show while you are out enjoying yourself. God helps those that help themselves, and He honors the man who is diligent in business as well as fervent in spirit. But there are scores of men who never could be accused of being either too devotional or too fond of sport, and who stay with the game early and late to but little purpose. The fellow who has learned to do the right thing at the right time will "stand before kings." There is a lot of lost motion in most establishments, which if it were eliminated would make a marked difference in the balance sheet at the end of the year.

VISITORS TO COLUMBIA OFFICES

Several Dealers and Salesmen Among the Recent Visitors at New York Headquarters—Columbias Figure in the Movie World

During the past few days quite a number of Columbia dealers visited the executive offices of the company in the Woolworth building, New York, and also called at the factories in Bridgeport and the recording laboratory. Among these callers were A. J. Miller, of the Meyers-Miller Furniture Co., Atlanta, Ga; John Cross, of the Cramer-Perrine Co., Akron, O.; C. G. Howard, Hardwick & Co., Fairport, N. Y., and L. W. Marion, president of the L. McManus Co., Macon, Ga., R. O. Rorobaugh, head of the Rorobaugh-Brown Dry Goods Co., of Wichita, Kan., which also controls stores in Hutchinson, Kan., and Oklahoma City, Okla.; Edgar Newman, treasurer of the Maison Blanche, New Orleans, La., A. E. Landon, Columbia Canadian branch manager; Westervelt Thrune, manager of the Columbia branch at Atlanta, and J. Kapp, of the sales staff of the Columbia branch in Chicago.

The Los Angeles branch of the Columbia Co. reported recently that Richardson, Inc., Los Angeles, Cal, dealers, had sold period model Grafo-rolas to Mrs. Thos. H. Ince and Marshall Neilan, both of whom are well known in moving picture circles.

A group of salesmen from the Chicago branch of the Columbia Co. called at the general offices recently, and also visited the factories. Among the visitors were Mears, Blimke, Sherlock, Wietzen and Schoenwald. They expressed themselves as delighted with, and greatly benefited by, their visit to Bridgeport.

L. Leverich, advertising manager of the Columbia Graphophone Co., has been enjoying a two weeks' vacation at a nearby summer resort.

W. F. Stidham, manager of the Los Angeles branch of the Columbia Co., called at the executive offices recently on his semi-annual visit to New York.

The man who has faith and confidence in himself always applies his talents more fully and more effectively.

The Italians are hard to satisfy in records, says one dealer, who declares that they will have nothing but Italian music sung in Italian.

Lumber or Veneer?
The soundest mahogany logs are unsolved mysteries until the band-saws reveal their inner beauty. Then the exacting demands of our experts decide whether each log is satisfactory for lumber or veneer.

Careful attention to detail in maintaining a high standard is one of the elements which have made us the largest complete mahogany organization on the Atlantic and Gulf Seaboard.

**Astoria Mahogany Company, Inc.**
1031 Steinway Ave., Long Island City, N. Y.
Successors to Huddleston-March Mahogany Company
Astoria Veneer Mills and Deck Company
F. W. Kirch, Inc.

Mills and Yards, Long Island City, New York

Do You Throw Money Away?

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

**RENE MADE SPRINGS AND PARTS LAST LONGER COST LESS**

**RENE MFG. CO.**
Montvale, N. J.
Sonora Semi-Permanent NEEDLES

are "leaders" in bringing profitable business to your store.

These Sonora Needles are popular with owners of ALL MAKES of phonographs, give great satisfaction and, selling at 25c. a package, bring you a substantial profit on each sale.

Write today for prices and information on attractive leaflets, cards, posters and learn how this handsome plate-glass display holder can be obtained free.

Three Grades—Loud, Medium, Soft
25c. a Package 40c. in Canada

Sonora Phonograph Company, Inc.
GEORGE E. BRIGHTSON, President
New York: 279 BROADWAY
Canadian Distributors: I. Montagnes & Co., Toronto

Caution!
Beware of similarly constructed needles of inferior quality
This All-Record Needle Equipment

is needed by every phonograph owner. No one wants to be restricted to one type of records, and this convenient equipment supplies a diamond needle, a sapphire needle and Sonora Semi-Permanent Needles.

Each of these needles is of the very highest quality and the set is packed in an elegant jewel case which is furnished free.

To sell to buyers of new phonographs especially, this is what you should have in stock; it is precisely what your customers want.

Makes a most appropriate gift, too

In demand and easily sold.
Price, complete, $6.25
Write today for a-supply

Sonora Phonograph Company, Inc.
GEORGE E. BRIGHTSON, President
New York: 279 BROADWAY
Canadian Distributors: I. Montagnes & Co., Toronto
Al Jolson sings "In Sweet September."
You'll sing in sweet September, too, when you count your receipts from this record.
A-2946.

Columbia Graphophone Co.
NEW YORK

WHY FRED E. YAHRI IS OPTIMISTIC
President of Yahr & Lange Drug Co., Milwau-
kee, Comments on Trade Conditions

In a recent letter to the executive offices of the Sonora Phonograph Co., Fred E. Yahr, president of the Yahr & Lange Drug Co., Mil-
waukee, Wis., commented as follows upon ac-
tivities in his territory:
"We have had not been getting enough instru-
ments to satisfy our dealers. Possibly, if we
could give them a few more Baby Grands,
Elites, Melodies, Trovatore and Caprices, they
would enlarge their booths or move into larger
quarters. They could afford to do this.
"I believe that the advertising which is now
being published in our Milwaukee Sentinel
and Journal has been very effective. Yester-
day a lady who had purchased a Sonora about
four years ago came in and wanted to know if
the tone arm on the Sonora which she owns is
all brass, and we informed her that it was, as all
tone arms received during the last four or five
years are made of brass.
"We believe that the enlightenment of the
consumer regarding the construction of the cab-
inet is very effective, as there are very few
machines on the market which are not made
of very light construction, especially the panels;
also the tone chamber. We believe that this
advertising will greatly increase the sale of the
Sonora.
"We are planning on having our different de-
partments photographed and
postal cards of
these sent to customers, as we believe we have
several departments now that will make a very
interesting assortment.
"We also believe that we have one of the
best show rooms in the United States. That
is what all salesmen who cover the country
tell us. Yesterday we disposed of an Italian
Renaissance and it is going to a very beautiful
home on the East Side. The buyers were
amazed when they saw our music room and the
handsome period designs displayed. I believe
that if each one of the jobbers had a room on
this order it would greatly increase their sales.
We believe it is the best investment we have
ever added to our building."

Don't wind your machine like a hurdy-gurdy.
Treat it with the respect it deserves.
(The good
turn deserves another.

HARMONY HALL A MUSIC CENTER
Iowa City Victor Dealer Has Attractive Store
on Main Shopping Street

IOWA CITY, Ia., August 6.—The exclusive Victor
store of L. R. Spencer, known as Harmony
Hall, is one of the attractive music centers of
the city and is located on the main street in
the center of the shopping district. The dem-
stration booths which have recently been
installed are four in number, lined in ivory
and furnished with wicker furniture. A good
idea of the interior may be obtained from the
accompanying photograph.

HOLSTEINS WELL "BROUGHT UP"
John Leighty's Cows Refuse to Stand for Jazz
Strains, But Church Hymn Does the Work

John Leighty, a dairyman, of East Hunts-
ington, Pa., milks his cows to the tune of the old
hymn, "Rock of Ages." Jazz won't do.
Mr. Leighty recently purchased two Hol-
steins, which turned out to be confirmed kick-
er. The problem of how to reform them
puzzled him until he saw a neighbor attract bees
to a hive by producing jazz music from a phono-
graph on top of it.
He tried jazz on his Holsteins and it disturbed
rather than calmed them. "Rock of Ages" had
the desired effect.

"LIBROLA"
A Library Table PHONOGRAPH

Two thirds of top is stationary, no
need to move anything when playing
photograph.
Folly equipped to play all disc records.
Your satisfaction guaranteed.
Large percentage of re-orders indicates
satisfied dealers.
Write for prices and exclusive terri-

SEABURG MANUFACTURING COMPANY
JAMESTOWN, NEW YORK
VOCALION MEN ENJOY CONVENTION

Delegates From Various Branches Make Most of Visit to New York Last Month—Gaze on City From Roof of Aeolian Building—Hot Weather Fails to Dampen Their Enthusiasm

Hereewith are shown several pictures of the Vocalion travelers who attended the convention of the Vocalion sales promotion campaign which occurred in New York City on Monday, July 12, and closed on Friday. The detailed story of the convention appeared in The World last month. Aeolian wholesale salesmen and distributors were present from all parts of the country and to judge from the happy countenances shown in the photographs "a good time was had by all."

In the picture at the right are shown the assembled conventionites representing the branches in Toronto, Cincinnati, Boston, St. Louis, Chicago, Dayton, Rochester, Dallas, Washington and New York.

The picture below and at the left shows a happy group on the roof of the Aeolian Build-

THE MAN WITH THE TWO TALENTS

A Lesson to Be Learned From This Biblical Character Who Was a Worker

Who is the average man? What does he look like? How much money has he?

The average man may be compared to the biblical character who had the Two Talents given to him.

There is nothing very interesting about the man with the two talents. He was merely an average man. Two talents were what most of his neighbors had, so that he was neither better nor worse off than they. There was nothing conspicuous about him, so he escaped attention in the crowd. When the time came for the extra dividing of the talents, he was neither great enough nor good enough to share in it. He kept the talents that were given him and earned more in proportion, and had his modest reward.

And then the world proceeded to forget all about him.

That is the way the world has always done, but the man with the two talents is an important though neglected man.

Keep well in mind that advertising is the life of trade and he who overlooks this omnipresent fact is going to run behind in the race for success.

THE DE LUXE NEEDLE

Making DE LUXE NEEDLES the Best Needles Obtainable is the Keynote of Our Whole Endeavor

Plays 100-200 Records

Produces Rich, Clear Tone

3 for 30 cents

To avoid disappointment and delay anticipate your Fall requirements by ordering now

Discounts and Samples upon Request

DUO TONE COMPANY, Inc.
Sole Manufacturers of De Luxe Needles
ANSONIA, CONN.
Announcing new model No. 2 M X

This new model Converto is now ready for immediate delivery. Designed especially for use with Mahogany Victrola No. VI. Distinctive features are the beautiful mahogany finish; horizontal shelves for record albums; metal ferrules and roller casters.

Dealers will be furnished with attractive colored window cards and leaflets describing this new model; also, cuts for newspaper ads by either applying to their wholesaler or direct to us.

THE C. J. LUNDSTROM MFG. CO., LITTLE FALLS, N. Y.

Lundstrom "Converto" Cabinets are broadly covered by patents. Infringements will be promptly prosecuted.

CONVERTO WHOLESALE DISTRIBUTORS

Atlanta, Ga. . . . . Elora Talking Machine Co.
Baltimore, Md. . . . . Cohen & Hughes, Inc.
Greensboro, Ala. . . . . W. F. Droty & Sons Co.
Des Moines, Iowa . . . . W. B. & C. N. Andrews
Burlington, Vt. . . . . American Phonograph Co.
Chicago, Ill. . . . . Lyon & Healy
Cleveland, Ohio . . . . Cleveland Talking Machine Co.
Columbus, Ohio . . . . The Perry B. White Co.
Dallas, Texas . . . .4 Singer Bros.
Denver, Colo . . . .4 The Knight-Campbell Music Co.

Des Moines, Ia. . . . . Michel Bros. Co.
Elmira, N. Y. . . . . Elmer Arms Co.
Etna, Texas . . . . The Talk Book Co. of Texas
Jacksonville, Fla. . . . . Florida Talking Machine Co.
Kansas City, Mo. . . . . J. H. Jenkins' Sons Music Co.
Nashville, Tenn. . . . . D. R. Street Piano Co.
Middlesboro, Ky. . . . . Budget Talking Machine Co.
Mobile, Ala. . . . . W. H. Renshaw
New Orleans, La. . . . . Philip Worton, Ltd.
New York City . . . .4 Personal Chat Cabinet & Accessories Co., Inc.
Omaha, Neb. . . . .4 Michel Bros. Co.

Pittsburgh, Pa. . . . . C. J. Heppe & Son
Pittsburgh, Pa. . . . . Penn Phonograph Co.
Pittsburgh, Pa. . . . . R. W. Frederick & Co.
Portland, Me. . . . . W. J. Dyer & Bros.
Providence, R. I. . . . . W. F. Frederick Piano Co.
Richmond, Va. . . . . W. J. Dyer & Bros.
St. Louis, Mo. . . . . W. J. Dyer & Bros.
San Francisco, Cal. . . . . The Corley Co., Inc.
Washington, D. C. . . . . William & Hughes, Inc.
CLEVER BERT WILLIAMS DISPLAY


WASHINGTON, D. C., August 6.—Mayer’s furniture store in Seventh street, an agent for the Columbia Grafonola, has been featuring two of the Columbia records by means of an attractive window display. To call attention to Bert Williams’ “Ten Little Bottles,” a wardrobe was placed in the window, and its open doors disclosed the wine bottles hung on hooks, but on the top shelf were prominently displayed ten bottles of the fluids that used to cheer. Another Bert Williams record, “Unlucky Blues,” was announced by means of two huge dice with sixes on top. Between these signs of hard luck was prominently displayed a pile of stage money. Several different styles of Grafonolas were tastefully arranged in the window.

The power of advertising was strongly manifested this week by the enormous demand for “The Love Nest,” issued by the various companies. The record was largely advertised on Sunday, July 18, and the calls for this number began as soon as the store doors opened on Monday morning. From an observation made by the writer, a clerk in one phonograph store, had about all she could do to handle the sale from about 11 to 12 o’clock on Monday.

Representatives of the Aeolian-Vocalion records in this city are greatly pleased with the August records which mark the change in the color of this record to a very neat shade of red.

**EDISONS ON U. S. S. “TENNESSEE”**

The magnificent new battleship the U. S. S. “Tennessee,” which was formally commissioned at an early date, contains a large theatre for movies, a large theatre for movies, and a large theatre for movies—oh, the equipment of the warship is absolutely up-to-date.

As soon as the stylus or needle is placed in the groove of the revolving record, only a slight hissing sound is produced until the sound indentations are reached. As soon as the stylus strikes these tiny obstructions vibrations are set up which are conducted to the center of the diaphragm of the reproducer.

Then just as the ripples of water roll away from the spot where the stone struck, the vibrations spread throughout the reproducing membrane, re-creating the original sounds, although in a reduced volume. The revolving of the record at speed causes the vibrations to follow each other in their proper order.

The diaphragm must be of absolutely even membrane, and this is the case with the diaphragm of the reproducer.

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**NEW STORE IN SHEBOYGAN**

The Record Service Shop has opened in Sheboygan, Wis., in the Schreiber Building, North Eighth street and Center avenue. Ed. Mahnke is the manager.

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**THE WHY OF THE TALKING MACHINE**

Simple Explanation of Process by Which Music Is Recorded and Reproduced—Sound Is Like Ripples on Surface of a Pond.

Few people know why it is possible to reproduce the vocal or instrumental art of a great artist with the faithfulness of the modern talking machine. In the first place, it should be remembered that sound waves gradually diminish in volume if released in a large space of air, just as the ripples caused by tossing a pebble into a still pool gradually become smaller.

Between these signs of hard luck was prominently displayed a pile of stage money. Several different styles of Grafonolas were tastefully arranged in the window.

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**MEMPHIS PLYWOOD CORPORATION**

MEMPHIS, TENN.

STICKERGUM PLYWOOD

Thicknesses 1-4" and 3-16"

**QUOTATIONS ON SPECIFICATIONS**

CARLOADS ONLY—PROMPT SHIPMENT

PHONOGRAPH TRADE SOLICITED

**THE WATERPROOF GUM PLYWOOD**

**Thicknesses 1-4" and 3-16"**

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MEMPHIS PLYWOOD CORPORATION

MEMPHIS, TENN.
EVERY merchant knows the selling value of beauty—and the added selling value of something "new and different." The Heywood-Wakefield has both these values—and more. Its difference is a series of improvements, each improvement an individual selling appeal.

The non-resonant reed cabinet, free from the vibrations of wood cabinets; the cushioned reproducer, unmarred by metallic taint, built to parallel the human organs of sound; the universal electric motor, for those who prefer it, never heating, always uniform in speed and absolutely silent in operation—these are positive advantages that can be demonstrated to the public.

The cabinets of reed, artistically designed, finished in three hundred color schemes, are an achievement in good taste and decorative qualities. They attract and make enthusiastic buyers, for they harmonize with all styles of furniture.

The dealer who displays the Heywood-Wakefield is focusing the attention of the modern music lover on his store. He will find it a very profitable addition to his line.

The Heywood-Wakefield is made under the Perfektone patents. For details of models, prices and specifications, address today the nearest office of

HEYWOOD BROTHERS AND WAKEFIELD COMPANY
Factories: Gardner, Mass.; Chicago; Wakefield, Mass.
When you visit Atlantic City see all models of the Heywood-Wakefield at the Perfektone Store, 517 Boardwalk
Clever Record Lifter Poster

Vacuum Record Lifter, Ltd., Introduce a Striking Attraction for the Use of Dealers

A new wrinkle in the handling of talking machine publicity is introduced by a concern with just as new a device. The Vacuum record lifter, which is the only device of its kind on the market, was introduced to the trade during the Winter, but since then the manufacturers have been going through the vicissitudes of contract manufacturing with all the disadvantages it implies under present industrial conditions. It has been simply impossible to fill the great number of orders on hand, and Joseph Menchen, president of the concern, has issued a statement to the trade from the concern’s quarters at 701 Seventh avenue, New York. It states that the hardships have been surmounted and that by the time this issue reaches the dealers he will be ready to make part shipments of the record lifter.

In issuing advertising matter for the dealers, Mr. Menchen has taken into consideration the step ahead. The card should prove a novel attraction to the patrons of phonograph shops, who are about the same patronage as the users of talking machines. This thought is responsible for an attractive three-color window card bearing the smiling and well-known face of Madelaine Traverse, the motion picture star. She is shown, as above, demonstrating the Vacuum record lifter. The card should prove a novel attraction to the patrons of phonograph shops, who will readily recognize Miss Traverse. It is a step ahead in novelty advertising which will no doubt prove welcome to the dealers.

Just Think!

Just think how useful the fox-trot record is to the dealer. The customer comes in to get the latest and may stop to buy an opera record or a standard song before leaving.

The Salesman Who Wins Out

Some Pertinent Characteristics Which Are Woven in the Fabric of His Makeup

When you see the successful salesman, be he store or road man, you are immediately impressed with one fact. He is aggressive, above all other qualities. He is justifiably proud of the fact that it is a hard matter to turn him down. His arguments are concentrated around one object—what he is selling. He talks about the weather after he has the order in his book. He sizes up his prospect with a sharp, penetrating, unobservable glance, and knows about just what selling points will interest him. If he is in doubt he takes a chance and promulgates them in their entirety and generally wins out. He is at all times sane in his aggressiveness. You never see him foolishly reiterating a "stock" statement. When he finds repetition necessary he is not afraid to take a plunge and literally roll up his sleeves to prove that he is right.

This comes from confidence in what he is talking orders for, enthusiasm in his proposition and a lot of clear grit behind it all. He belongs to that class of men who are making good all over the world in every profession. Scouring the shallow-brained, insincere traveling "tourist" and shirking chair warmers, he gets on the job early and plows through virgin territory opening up new accounts. He's the sort of man who ousts his competitors by sheer convincing personality—a man who knows his goods from constructional and musical standpoints—a modest man withal, for strong men are not merely "boosters," they know their business and their knowledge makes them strong in the faith.

Hear Voice Across Atlantic

Radio Operators Receive Message 2,000 Miles Away

St. John's, N. F., August 3.—Marconi Wireless Co. experts who are here conducting experiments in long-distance wireless telephonic communications announced that on July 22 they heard messages from the Chelmsford station, near London, more than 2,000 miles distant. They said they recognized the voice of Capt. Round, the expert in charge, and identified several words, but failed to pick up any connected sentence. They also said they had heard the talking machine concert on the steamship "Imperator," which left Liverpool with members of the Imperial Press Conference en route to Ottawa. The steamship "Imperator" also reported hearing signals from their station when 500 miles west of Bishop's Rock, a distance of 1,500 miles.
THE PERFECT PORTABLE PHONOGRAPH

FOR HOME USE FOR OUTINGS

Plays All Records With Clear Full Tone

Every Machine Guaranteed

Built like an elegant traveling case with LEATHER CORNERS, ROUND LEATHER HANDLE, SILK GRILLE, enclosed cast METAL HORN, UNIVERSAL TONE ARM, and NEEDLE REST; CLIP for holding Tone Arm when carried; RECORD COMPARTMENT and NEEDLE-BARREL for carrying needles.

YOUR CUSTOMERS WILL BE PROUD TO OWN THIS BEAUTIFUL INSTRUMENT

DISTRIBUTORS:

Boston, Mass.................. Phonograph Sales Co., 27-28 Court Sq.
Dallas, Tex.................. Sonora Distributing Co., of Dallas.
Kansas City, Mo............... Tri-State Sales Co., 218 East 10th St.
Richards & Cocooper Hardware Co., 5th and Wyandotte St.
Milwaukee, Wis................ A. C. Kunde, 516 Grand Ave.
New York City............... Cabinet & Accessories Co., 145 E. 34th St.
Oklahoma City, Okla........... Coffier Bros., 817 Herskowitz Bldg.
Portland, Ore................. The M. J. Wax Co., 203-206 Fenton Bldg.
St. Louis, Mo................ Associated Furniture Manufacturers, 1209 Washington Ave.

Every Enterprising Dealer Will Fill In Blank Below and Mail to Nearest Distributor At Once

[TEAR OFF HERE]

(Write name of nearest distributor.)

1920

Gentlemen:

Please ship at once by express f. o. b. factory............ Portrola I (double spring motor) list price, $45.00; .......... Portrola II (single spring motor) list price, $35.00. It being understood that I am to receive the usual dealer's discount.

(Address.)
every hog is ceed. bad man, a cheat, a sneak, or a rogue is to sucknew that the worst thing that can happen to a
time, when water was high.

which highly polished ferrous parts are used.

investigation by all manufacturers of supplies in
sibilities

economical and easily applied with a brush."

and the damage begins.

are invariably applied.

hundred degrees, it melts the rust preventative
erated in storage or en route gets around one
age. In the foregoing cases anti-rust compounds
damage to spare parts in shipment and in stor-
ruined by rust. The third year, ruined by rust.
plow on the farm that should last twelve years
of ordnance during the war and can speak with
into the millions.

t to rusting of tools and machinery parts, runs far
vast saving to the vast saving
ruined by rust before they reached a soldier.

The remarkable experiment was conducted by
H. C. Wilson, of the Conversion Products Corp.,
who, in conjunction with W. H. Buell of the
same organization, has perfected this new ef-
effect compound: Wilson and Buell are both
metalurgists and recognized leaders in the
field of industrial research, Wilson having
been prominently identified in the steel industry
for twenty-two years, while Buell was for twelve
years metallurgist for the Winchester Arms Co.

"There are just two outstanding Stazon fea-
tures," Wilson explained. "It prevents rust and
is easily removed. That tells the whole story.
"But it does not begin to tell the vast saving
to be effected in its use. A conservative estimate
of the annual waste in the United States, due
to rusting of tools and machinery parts, runs far
into the millions. I directed great shipments
of ordnance during the war and can speak with
personal experience of the great number of rifles
ruined by rust before they reached a soldier.

"In all manufacturing plants where metal
parts are exposed to oxidized fumes there is an
appalling waste due to rust and corrosion. A
plow on the farm that should last twelve years
ordinarily lands in the scrap heap at the end of
the third year, ruined by rust. Every auto-
mobile factory suffers great annual loss from rust
damage to spare parts in shipment and in stor-
age. In the foregoing cases anti-rust compounds
are invariably applied. But when the heat gen-
exted in storage or en route gets around one
hundred degrees, it melts the rust preventative
and the damage begins. As indicated by the
coined name of our product, it stays on! It is
economical and easily applied with a brush."

Just what use may be made of Stazon by the
lis, said Mr. Amundson, "I can say no other
house in Aberdeen handles so large an assort-
ment of the best known instruments as the Fred
C. Harms Co. I wish to assure my many friends
that the same frank and honest method of see-
ing that the patron received every at-
tention, will be the aim of our new business de-
partment."

Among the makes of phonographs carried are
the Sonora and Edison.

It has been said that two popular fox-trot
recordings every month will sell in sufficient
numbers to support the average talking machine
shop. Well, you never can tell.

Natural Voice Phonograph Co.
ONEIDA, N. Y.

Natural Voice is a splendid line of
Talking Machines which will appeal
instantly to your patrons. In fact,
Natural Voice is as perfect as money
can make it, and is worthy of its
name and guarantee.

Natural Voice Phonograph Co.
ONEIDA, N. Y.

Distributors of this Line
Wanted in every State.
Let us demonstrate our line of
1921 Meisselbach Motors
Numbers 14, 16A, 17, 19

The last word in motor perfection.
The use of these motors in your machines guarantees satisfied customers

MEISSELBACH MOTOR No. 16

Ready for Delivery
Order NOW

MEISSELBACH MOTOR No. 17
NEW TRADE AVENUE OPENED


The recent introduction to the trade of "Talking Photos" has opened an additional avenue of sales for the talking machine dealer. Robert B. ("Pat") Wheelan, president of the Talking Photo Corp., New York City, is well acquainted throughout the motion picture industry and the "Talking Photos" are the evolution of his idea. Mr. Wheelan has personally witnessed the tremendous amount of ill will that the moving picture star receives daily from movie fans and realizes how much the thousands of fans throughout the country would appreciate having a picture of their favorite, his or her autograph, and, more important still, a message to them in the voice of their favorite. The "Talking Photo" accomplishes this result. It is a phonograph record with a message from the artist, the reverse side of which contains the picture of the artist together with his or her autograph. The record of the star's own voice gives either an account of some thrilling personal experience, some funny story, or a personal greeting. This combination should prove practically irresistible to movie fans and is bound to bring about sales on a large scale. No conflicting line is necessary, for the record with a message of a newspaper, magazine, or radio personality would be an entirely non-conflicting line for the dealer of all the popular screen artists.

An interesting use of the "Talking Photos" is planned to release monthly records from additional artists and as time goes on this list will reach considerable proportions. Mr. Wheelan points out the advantage to the talking machine dealer not only in the profit accruing from these records, but in the bringing to his store of movie fans from every section of the city who can be made excellent prospects for other records and for machines.

PROGRESSIVE EMERSON DEALER

The Whitehead Music Co., Saginaw, Is Rapidly Expanding Its Emerson Business—Occupies Handsome Up-to-Date Store

SAGINAW, Mich., August 5—The Whitehead Music Co. of this city is closing a splendid Emerson business and, judging from all indications, this store is one of the most active Emerson dealers in this part of the country. Mr. Whitehead is enthusiastic regarding the musical quality of the Emerson record and his sales organization is meeting with considerable success in developing the demand for this popular record in Saginaw.

The Whitehead Music Co. has one of the finest music stores in this city, opening into the Towner Department Store. This department store has a handsome dining room which accommodates between two and three hundred people each and every noon hour. During this time Mr. Whitehead plays all of the latest Emerson hits and this novel idea is producing splendid results.

F. N. Wyatt, one of the sales representatives of the C. L. Marshall Co., Detroit, Mich., Emerson jobbers, was a recent visitor at the establishment of the Whitehead Music Co. and congratulated Mr. Whitehead upon his success with the Emerson line. This enterprising dealer is a firm believer in timely publicity and has important plans in preparation for the coming Fall season.

GUARANTEED

MODEL 215D D.B. 2 UNITS ILLUSTRATED

Hunting Half Too Presents Dust and Dustproof Mechanism and a Special Leather Cover.

10" or 10½" Records in Deluxe Gilt Covers with Insert Gilded.

Self-Fil Supplementary Tension System Ensures Uniform Play. 10" and 12" Records 10" or 10½". \( \frac{1}{2} \) or \( \frac{1}{2} \) in. Stock and Help You Grow.

COLUMBIA DISTRIBUTORS

Columbia, All Branches.

Tampa Hardware Co.

EDISON DISTRIBUTORS

Hager & Blitch.

C. H. Haynes Co., Inc.

Montana Phonograph Co.

The Phono. Co. of Chicago.

The Phono. Co. of Cincinnati.

The Phono. Co. of Detroit.

The Phono. Co. of Kansas City.

The Phono. Co. of Milwaukee.

File Your Records so you can find them and it's easy to sell them.

This System pays for itself by increasing Sales through better service and Automatic ordering of "Sold Out" Records.

Secure These From Your Jobber:

BROTHERS OPEN MUSIC SHOP

Andrew and Horace Borgum to Operate Exclusive Brunswick Store in Tacoma

TACOMA, Wash., August 4.—A new shop devoted to the exclusive sale of authentic Brunswick phonographs has been opened at 256 Broadway by Andrew and Horace Borgum under the name of Borgum Brothers. The shop has been tastefully furnished and fitted with soundproof demonstration rooms.

The two brothers have spent practically their entire business life in the phonograph line, having been connected with it from its inception. Most of this time has been spent with prominent Coast houses. Horace Borgum spent three years with Bush & Lane and the Groete-Rankin Co., of Seattle, and twelve years with Sherman, Clay & Co. Andrew Borgum was for several years with Bush & Lane and five years with Sherman, Clay & Co.

Careful study of business conditions in the Northwest cities led them to make their venture in Tacoma.

REMINSTONS NOW BEING SHIPPED

Instruments From the Brooklyn Factory Now Reaching Dealers Win Praise for Their Fine Qualities of Tone and General Design

The Remington Phonograph Corp., New York, has announced the initial shipments of Remington phonographs from the Brooklyn factory. The first models which were sent out created much favorable comment and the tone produced by the Remington patented tone arm and reproduced in conjunction with the scientifically constructed oval tone chamber, has won a large measure of praise wherever demonstrated.

The appointment of Vice-President and General Manager J. S. Holmes of the Remington Phonograph Corp., report that the already extensive list of exclusive Remington agencies is still growing steadily.
These Magazines Will Tell

These Are Some of the Magazines in which We Are Advertising

**Bubble Books**
"that Sing"

Saturday Evening Post
Woman's Home Companion
Ladies' Home Journal
Atlantic Monthly
Scribner's Magazine
St. Nicholas

**Bubble Books**
(The Harper Columbia Books That Sing)

By RALPH MAYHEW and BURGES JOHNSON
PICTURES by RHODA CHASE

There are 9 volumes
—all different
—and more in preparation.

Each Contains:
1st—A Fairy Story, beautifully told;
2nd—Wonderful colored pictures;
3rd—Three Phonograph Records
Each In Its Own Pocket and Ready to Play On Any Talking Machine. These Records Play the Songs and Stories in the Books.
Your Customers About

Bubble Books "that Sing"

When You Sell One, You Sell a Habit

Look at the opposite page. That list represents only some of the magazines in which we are advertising the Bubble Books.

Last year, although we did very little advertising, we sold over one million Bubble Books through book, toy, music, and talking machine stores.

In the next five months we are spending $75,000 in a great national campaign.

We are using the biggest, most influential magazines in the country—children's magazines, mothers' magazines, fathers' magazines, and magazines of big general interest.

But even now Bubble Books are the fastest selling merchandise on the American market.

The demand forBubble Books is going to be more stupendous than ever in the next year. We are supplying the demand as fast as our presses can turn out the books.

And remember—they always come back for more. When you sell one, you sell a habit. One gross is just enough for 16 customers—one set of nine Bubble Books to each.

Get your share of this business. Order your supply of Bubble Books now. $1.50 each. Liberal discounts to the trade.

A Glimpse of What's in the Bubble Books

No. 1—The Bubble Book

"Tom, Tom, the Piper's Son," accompanied by "mooing" cows and the "crash" of the falling basket of eggs; "Mary's Lamb," sung to the liltin' music that's easy to learn, and "Jack and Jill," with sounds of falling (that doesn't hurt a bit), are in this, the first Bubble Book.

No. 2—Second Bubble Book

A real Mother Goose Bubble Book. "Simple Simon," "Little Bo- Peep," and "Old King Cole and His Fiddlers Three"—old favorites that have been delighting children for generations. Old King Cole's Fiddlers "fiddle," his Trumpeters "trump," and his Drummers "drum." Other funny sounds make these well-loved songs doubly attractive to children.

No. 3—Singing Games Bubble Book

Directions for playing three games, the verses that go with them, in addition to the story and three phonograph records, make this Bubble Book a great favorite. Children learn to play the games and sing the songs in almost no time. Never before have these games been presented in such an attractive way. The songs are: "Miss Jennia Jones," "The Farmer in the Dell," and "Lazy Mary."

No. 4—The Animal Bubble Book

In this Bubble Book the toy elephant comes to life and blows the Magic Bubbles. Out of the Bubbles come the "Three Little Kittens," "Three Little Piggies," and "Three Blind Mice." The three Mice scare the Elephant, the Piggies get all tangled up with his trunk—but it would spoil the story to tell you now. The Kittens "mew" and the little Pigs squeal and try to grunt.

No. 5—The Pie Party Bubble Book

You remember Little Jack Horner? In this Bubble Book he pulls the plum out of the pie and sings about it and also on the same record sings "A Song of Sixpence." The story of the Pie Party is carried throughout the book, and the other songs are "The Queen of Hearts" and "Good King Arthur." All easy to learn and set to fascinating music.

No. 6—The Pet Bubble Book

Gentleness and kindness to dumb animals are taught all through this Bubble Book. The tunes are so lively and "catchy" that even grown-ups can hardly keep still while they're being played. And the "incidental" sounds that delight children are there in the right proportion. The songs are: "I Love Little Pussy," "I Had a Little Doggie," and "Cock-a-doodle Doo."

No. 7—The Funny Froggy Bubble Book

"A Frog He Would A-Wooing Go," "The Carrion Crow," and "The Frog and the Crow," sung to easily remembered music, make this one of the most popular of the Bubble Book series. The "squawky" croak of the Frog and the loud "caw" of the Crow add realism and make the children dance with joy. The story is novel and wonderfully entertaining.

No. 8—Happy-Go-Lucky Bubble Book

This Bubble Book is most appropriately named. "The Jolly Miller," "The Ploughboy in Luck," and "Where Are You Going To, My Pretty Maid?" are all sung to lively "snappy" music that children will listen to over and over again. The "Moo Cow" and whinnying horse help to keep up the children's interest.

No. 9—The Merry Midget Bubble Books

The Little Boy's trip to Insect Land (after the Fairy has made him as small as a fly) is engagingly told and accompanied by the songs the insects sing to him. The children love to hear "Daddy Long Legs" and "Floppy Fly," "The Fly and the Bumble Bee" and the "Spider and the Fly."

BUBBLE BOOK SALES SERVICE, 130 West 42nd Street
(HARPER & BROTHERS)
New York
ARE YOU BIG ENOUGH TO JUDGE
A REAL PHONOGRAPH PROPOSITION of MERIT and PROFIT?

PARLOR GRAND
Majestic
Bungalow
Stratford
Blackstone
Astoria
Parlor Grand

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ARE YOU BIG ENOUGH TO JUDGE
A REAL PHONOGRAPH PROPOSITION of MERIT and PROFIT?

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Bungalow
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COLUMBIA GRAPHOPHONE CO.
NEW YORK

INFLUENCE OF THE TALKING MACHINE "ON THE FARM"

Some Interesting Testimony as to the Educational and Musical Value of the Talking Machine in the Homes of Those Living on Farms Recently Printed in the Prairie Farmer

Some very illuminating testimonials to the value of music in agrarian home life are given by various contributors to the Prairie Farmer. In a recent number of this magazine the subject of the leading article was "Music Makes a Good Husband and the Dear Children, Has Con-....
Granby Talking Machines per day, the foundation of Granby phonographs, which comprise the line, is proceeding at a rapid pace. The new models consist of four of the upright type and three of the console type, with a range in price of from $140 to $225. These new models have been designed by one of Grand Rapids' foremost designers and faithfully represent their particular period. The upright models are in the Sheraton, Adam, Queen Anne and Louis XVI periods. A distinguishing feature of the upright cabinets is the curved top of the lid. The console models are produced in the Adam, Queen Anne and Louis XVI periods.

The entire stock of the Granby Phonograph Corp. is owned by the American Home Furnishers Corp. of Norfolk, Va. It is planned to market the Granby phonograph through distributors situated in various central locations about the country, arrangements for which are proceeding rapidly.

**INTERCHANGE OF IDEAS HELPS**

Samuel Wein, chemist and who has long been identified with the inventive and production end of the talking machine industry, in a recent letter to the Editor of The World expresses himself as greatly pleased to find that an organization has been considered among the recording experts and adds: "The fact that there is need of an organization among 'recorders' is obvious to all. In fact every phase of technical engineering to-day is organized in some body through which means and methods are devised whereby standards and ethics of the profession are discussed to the advantage of all concerned. It is in this way that the manufacturer and public benefit."

**FALLS DEAD MAKING RECORD.**

While singing for a record to be reproduced by the Victor Talking Machine Co. in the Victor laboratories, 42 West Thirty-eighth street, New York; George R. Nahadleus, a Hawaiian bass singer, fell dead. Nahadleus, who was forty-five years old, was a member of the Hawaiian Trio that appeared in many Broadway productions and was well known in the theatrical world.

How Three Live Dealers Are Promoting Their MOTROLA Sales

Landay, of New York; Ansell, Bishop & Turner, of Washington, and Sheppard, of Atlanta, have the right idea—they are cashing in on our National Advertising Campaign by tying up their window displays with MOTROLA publicity.

Show your customers this Electric, Self-winding Device—which can be instantly attached to any make of phonograph—and they will forever discard the old crank and become "MOTROLA-WISE."

MOTROLA sales will stimulate interest in the purchase of new phonographs and records because the MOTROLA eliminates all effort and annoyance in the operation of mechanical music.

**JONES-MOTROLA, Inc.**

29 W. 35th Street, New York
57 E. Jackson Blvd., Chicago
515 S. Broadway, Los Angeles
This Is Plain Talk—**BUT**—It Needs to Be Said
And This Is a Good Time To Say It

To Begin with: **"THE BETTER THE NEEDLE THE BETTER THE PHONOGRAPH"**—No One Will Deny This

---

**SPEAKING OF WHAT A NEEDLE SHOULD NOT BE**

If a needle point is **tapered and so sharp** that it cannot be used more than once **without injuring the record**, does it not stand to reason that, for the same reason, it should not be used at all?

Again, if a needle point is **so hard and so stiff** that it might be used a great many times, or indefinitely, is it not plain that it must (as the record whirls around) give rigid resistance to and batter down the sound reproducing waves in the groove?

---

**NOW, THEN, THE "RIGHT" NEEDLE must not be tapered and must be just stiff enough to "stand up" under the weight of the reproducer—yet so soft that it will shape itself to the groove and not cut and bruise the sound waves—and it must be elastic and resilient so as to follow the undulations and pick out and transmit every tone, pure and true.**

**AND SUCH A NEEDLE IS**

*Jonofone*

*"THE NEEDLE WITH A FLEXIBLE POINT"*

---

**EVENLY PHONOGRAPH**

**VASTLY BETTER**

Every dealer in the world can get and should sell this needle—the needle that is "right." In fact, we insist that the dealer who does not sell *Jonofone* thereby denies to his customers their undeniable right to the best and fullest enjoyment of their phonographs.

---

Our Wholesale Distributors Cover the Earth
They Reach Every City, Town and Hamlet All Over the World

---

If you are not already using and selling this needle that everybody's talking about, it is high time that you ask us for full particulars and the address of our nearest distributor.

---

**INVENTORS AND SOLE MANUFACTURERS**

**R. C. WADE CO.**

**110 SOUTH WABASH AVENUE**

**CHICAGO**

**PHONE RANDOLPH 2045**
PAYS TRIBUTE TO ADVERTISING

Beverly Times Cites Talking Machine Industry as One That Has Profited by Publicity

"A tribute to the power of advertising, especially in the talking machine line, is paid by the Beverly, Mass., Times in the following editorial: "Since the close of the war there has been a great increase in newspaper advertising. This costly publicity must have rendered a service which any ambitious person can use to develop his business. "The first service which newspaper publicity renders comes through the power of suggestion. If you suggest to people the advantages of doing some desirable thing, they are more likely to do it than if you do not mention it. "Take the case of talking machines. The people are constantly being reminded in newspapers and magazines of the advantages of talking machines. They are shown pictures of dancers and home circles and social gatherings where talking machines bring happiness and merriment. "You see pictures of singers whose work is reproduced by talking machines, and many times as many talking machines have been sold as would be were they new ones. They therefore buy shoes instead of something else that was not suggested. So it goes in every line. "It may be objected that this power of suggestion is too strong for the good of the community, that through it people are led to buy stuff that they don't need and ought not to have. But even if so, no business man can afford to neglect this basic fact of human nature. Unless he uses this power of suggestion to promote the sale of his useful articles, a great deal of the people's money is likely to be drawn off into other directions where it will render less service." And there are still some writers who insist that the music of the talking machine is "canned music." Will they never learn?

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

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MOVE INTO NEW FACTORY

Portable Phonograph Co., Now Established in New Home—Machine Meets With Success

KANSAS CITY, Mo., August 7—The Portable Phonograph Co. of this city, manufacturers of the Portrola portable phonograph, have just moved into their new plant and are now preparing for greatly increased production for the balance of this year and during 1921. The company has been somewhat handicapped by lack of manufacturing facilities, but in its new home there will be ample opportunity to handle the requirements of the trade. Within the past few months the executives of the company have paid particular attention to the improvement of the tone quality of the Portrola and their results have met with considerable success. Dealers from various parts of the country have visited the company's offices and factory and have expressed keen enthusiasm regarding the tone quality of the Portrola and its tonal volume. The company is leaving nothing undone to co-operate with its dealers in developing the demand for the Portrola and important plans relative to publicity and merchandising will be announced in the near future.

NEEDLE OF VITRIFIED RED SHALE

Aunt, Ia., Aug. 1—The Adel Clay Products Co. of this city, who are very large manufacturers of hollow building tile, expect soon to be ready for the market with a semi-permanent talking machine needle, made of the peculiar red shale which is claimed is found only at this point. In vitrified form this substance is claimed to be harder than granite and almost as hard as sapphire.

Merton T. Straight, president of the company, got the idea by accident. One day while he was playing his talking machine at home he happened to put his hand in his pocket and found a particle of the vitrified shale, which he shaped and used on the machine, with rather surprising results.

His brother, H. R. Straight, secretary and general manager of the company, went into a course of experimentation and they have now practically developed an automatic machine which will shape and point the needles. Long and thorough tests, the brothers say, demonstrated the perfect adaptability of the material for talking machine needle use.

ROTTEN STONE

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

KEYSTONE MINERALS CO.
41 Union Square, New York City

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KEYSTONE MINERALS CO.
41 Union Square, New York City
Include the Sphinx in Your Plans for the Future

The prospective purchaser of a motor car has learned by costly experience to lift up the hood and examine the motor carefully. By reason of similar unpleasant experiences the purchaser of a phonograph is beginning to lift up the motor-board and likewise examine the motor of that instrument with equal care—and decide his purchase by what he finds there.

The layman needs no special knowledge of mechanics or engineering to understand that the Sphinx alone absolutely eliminates the errors of design and construction responsible for faulty motor service. The phonograph manufacturer who looks into the future and desires to plan for the maximum output with the minimum selling effort will consult his own interests by investigating the Sphinx now. Send for catalog.

SPHINX GRAMOPHONE MOTORS, Inc.
512 Fifth Avenue New York
SLOW PAYMENTS AND SLOW STOCK

Dealer's Dollars Should Be Working All the Time, Says Packard Bulletin—Too Much Credit Is as Bad as Too Much Dead Stock

There isn't much difference between slow-paying customers and slow-moving stock, when the question of increased profits is concerned, says the Packard Bulletin. Money absorbed in a great number of charge accounts that come in slowly, or not at all, increases a dealer's income no more than money tied up in slow-moving stock or stock that does not move at all. In both instances the dealer's dollars that should be working all the time are relieved of their full profit-earning power. That, of course, means loss the full length of time the money is kept from the duties intended for it—that of making more money.

It is possible then for $100 in ready cash to make three or four $10 profits in a given period while another $100 tied up in credit may make only one, none at all, or become a total loss. It works out just the same when merchandise is considered. One hundred dollars invested in stock that sells rapidly makes new profits at frequent intervals, while the same amount invested in something that few, if any, persons want may make only one profit, none at all or become a total loss.

One thing is quite certain then, a dealer can't grant credit, buy stock or do anything else that concerns his business on a hit-or-miss plan, or a plan that is obscure and incomplete. Thousands have tried it and other thousands still are trying it, but it never yet has worked.

It certainly is to a dealer's advantage then to see that he does not cut the earning power of his cash by too much credit or investing in stock that does not move. In order to do this successfully he must know constantly just what he is doing. The most successful ones we know insist on accurate figure records that tell them from day to day how much they have outstanding, the amount paid, and much other information all arranged in such a way that they can tell when it is advisable to curtail credit and when to push collections. They don't have to wait until the situation gets away from them.

Then again it is about the same when it comes to buying merchandise. The successful dealer knows the lines that are selling the best and those that are not. His figures point out everything to him. With such information always at hand, he can regulate his buying in such a way as to avoid the merchandise that does not sell. Thus he increases his turnover manifold, which, of course, means new profits and a constantly increasing bank account.

And that is what everyone is striving for in these days of ever-increasing costs.

GOLDEN TO GO TO MINNEAPOLIS

After Leaving Loveman, Joseph & Loeb Former Buyer Will Join Laurence H. Lucker

BIRMINGHAM, Ala., August 6.—M. J. Golden announces his resignation as manager and buyer of Loveman, Joseph & Loeb phonograph department, effective August 27, to accept position with Laurence H. Lucker, Minneapolis, Minn., jobber and general distributor of the New Edison in the Northwest. Mr. Golden is a valuable acquisition to the Lucker forces.

NEEDLES
We manufacture
Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathé
in stock ready for delivery
MERMOD & CO., 874 Broadway, N. Y.

HARPONOLA
The PHONOGRAPH with the GOLDEN VOICE

One Way to Build Sales with HARPONOLA

It is easy to convince a customer that HARPONOLA is superior to other phonographs.

For instance, just remove the grille and reveal to the gaze HARPONOLA'S beautiful golden throat, so rich in finish, so pleasing to the eye.

Your patrons will readily realize that a machine which is so carefully perf ected and so richly beautiful in a part that is so seldom seen MUST be equally superior throughout.

And the rich, vibrant, full-toned music that emanates from this horn of golden spruce will easily persuade the most skeptical that all your claims are true.

Write for our sales-building proposition on HARPONOLAS and Okeh Records.

THE HARPONOLA CO.
101 MERCELINA PARK
CELINA, OHIO

EDMUND BRANDTS, President
THE AEOLIAN-VOCALION

THE PHONOGRAPHS which are real musical instruments not merely a talking machine. MADE BY THE FOREMOST MANUFACTURERS OF MUSICAL INSTRUMENTS IN THE WORLD.

VOCALION REPRESENTATION
A VALUABLE ASSET TO ANY DEALER

PROGRESSIVE DEALERS everywhere are adding the AEOLIAN-VOCALION to their lines. They thereby reap the benefit from a product that is profitable to handle and adds measurably to the prestige of their establishment.

VOCALION RECORDS

VOCALION RECORDS (Lateral cut) are the finest achievement of the art of recording. Their supreme quality is apparent on any standard phonograph.

SPECIAL NOTICE

Recent additions to our already large warehouse facilities enable us to handle Vocalion and Vocalion Record orders promptly and accurately.

O. J. DEMOLL & CO.
WASHINGTON, D. C.

AEOLIAN-VOCALIONS and RECORDS DISTRIBUTORS FOR MELODEE MUSIC ROLLS

VIRGINIA : EASTERN MARYLAND : GEORGIA : NORTH and SOUTH CAROLINA
FINDS JOBBERS ENTHUSIASTIC

J. I. Carroll Visits Emerson Jobbers in East and Receives Pleasing Reports—Jobbers Interested in “Music Master” Horn

In a recent chat with The World, J. I. Carroll, manager of sales of the Emerson Phonograph Co., commented as follows upon the results of his recent visits to Emerson jobbers in the East:

“Every Emerson jobber who has received a sample of the new Emerson phonograph has been enthusiastic regarding the tone quality of the instrument and the handsome cabinet. We had expected that our jobbers would receive these machines favorably but we were hardly prepared for the remarkable reception accorded the new phonograph.

“Our announcement to the trade through a special letter accompanied by an illustrated folder has been instrumental in developing a stream of inquiries from dealers all over the United States. The success of our new phonograph is extremely flattering and goes far beyond what we had expected, even taking into consideration the excellence of our product. In almost every instance we have been congratulated by our trade upon the tone quality and the marked superiority of the ‘Music Master’ horn which is featured in the Emerson phonograph.”

STODART OFFICES MOVED

Larger Quarters Now Occupied by Stodart Phonograph Co. in Bush Terminal Sales Building, New York—Big Call for Stodart Line

The headquarters of the Stodart Phonograph Co. were moved on August 1 from 118 West Forty-second street to the Bush Terminal Sales Building, 130-32 West Forty-second street, New York. The new offices will afford a better opportunity for the display of Stodart phonographs, which have had a splendid call since their inception according to George H. Beverly, general manager of the company.

“The increasing demand for Stodart machines,” he said this week to a representative of The World, “has been most gratifying. Practically all those dealers who tried them out when they were first put on the market are constantly placing re-orders. The machines are also becoming popular in foreign countries and our export business is growing, too. Fortunately, we have splendid facilities at our command for producing the machines and an organization which understands the co-operation necessary to keep our dealers well supplied. Our new offices will give us a greater opportunity to display our line to better advantage and, centrally located, will be handy for visiting dealers.”

A VISITOR FROM CHICAGO

F. W. Clement, general manager of the Chicago branch of the Emerson Phonograph Co., was a recent visitor to New York, making his headquarters at the general offices of the company, 206 Fifth avenue. While here Mr. Clement discussed plans for the development of Emerson phonograph trade in the Western territory and during the course of his conference with the executives stated emphatically that this new instrument is creating a most favorable impression throughout his section of the country.

He informed J. I. Carroll, manager of sales, that every Emerson dealer is so enthusiastic regarding the new phonograph that there will be great difficulty in supplying the demand for the line. In fact, Mr. Clement has already disposed of his original allotment of machines and one of his most important missions while in New York was the confirmation of arrangements whereby he will secure additional stock.

Strange nobody thought of putting a talking machine aboard the Shamrock. Were some of our super-enthusiasts overlooking a bet?
First Annual Convention of Sonora Distributors Scores a Big Success

The first annual convention of Sonora distributors was opened on Monday morning, July 12, at the Waldorf Hotel, New York, by George E. Brightson, president of the Sonora Phonograph Co., Inc., who welcomed the distributors to New York.

In his introductory remarks Mr. Brightson stated that as Sonora's factory facilities are being rapidly improved Sonora will be able to give better satisfaction in the future than it has ever given before. Mr. Brightson also expressed his pleasure at having the privilege of meeting at one time the jobbers who are so capable advancing Sonora's output before it can be manufactured.


There were discussed manufacturing problems, relative popularity of various styles and finishes, the proposed line for 1921, sales methods, advertising in magazines, newspapers and billboards, dealers' helps of all kinds, the Sonora bell, co-operation between manufacturer, distributor and dealer, etc.

Geo. E. Brightson on Company's History

Giving a bit of the company's history, Mr. Brightson mentioned that Sonora began business in 1913, doing about $50,000 worth in the first year. This amount hardly covers a day's work now. "Sonora," said Mr. Brightson, "could, as a matter of fact, sell all its products in New York City alone, but Sonora is looking toward the future and wishes to have the right kind of dealers to build a firm foundation for a national business. The phonograph business," he explained, "is not like dry goods. Distributors must buy in the slack season and hold goods for the busy season. It isn't possible to ship all deliveries at one time of the year and sales must be continued throughout the twelve months. This policy of taking instruments during the slack season should be explained to dealers by jobbers so as to keep the output of the company moving at all times."

Wm. H. Lincoln's Remarks

When Wm. H. Lincoln, of Columbus, Ind., began his remarks, the visiting distributors had an opportunity to see the work of the Orinoco Furniture Co. and the Lincoln of Coolumbus, Ind., and John Herzog, Sr., and John L. Herzog, Jr., of Saginaw, Mich.

Some Talks on Manufacturing Conditions

Mr. Paul John L. Jackson, president of the Herzog Art Furniture Co., one of the most prominent men of Saginaw and northern Michigan. Mr. Jackson gave an interesting talk on manufacturing conditions, outlining the difficulties which have been met at Saginaw and showing how problems have been successfully solved. Mr. Jackson's clear review of the conditions which have done and can do was encouraging to the distributors who have been looking to this plant to relieve the great shortage of Sonora.

John H. Drummy, Hepplewhite Jr., Gothic Jr., Eng-
FIRST ANNUAL CONVENTION OF SONORA DISTRIBUTORS SCORES BIG SUCCESS—(Continued from page 62)

Mr. Hamlin referred to the fact that his firm had sold the highest priced cocoa before the war and they have no fear of high prices if quality is present. C. J. Van Houten & Zoon are selling every Sonora they can get and Mr. Hamlin made that resulted in a plan which, it is believed, will please all Sonora distributors no matter where they may be located.

Questions of equipment and finish were threshed out at length, and as definite information was obtained as to the number of the various models which will be wanted, the Sonora factories are now ready to go ahead without delay on next year’s program.

Mr. Herzog gave a history of woods as used in furniture making and explained the difference between correct and incorrect methods of manufacturing. In the course of his talk he said that lumber, which now costs $2.10, could be bought several years ago for $2.60. He showed the distributors that it is not easy to be absolutely certain that the wood stock which is on hand will meet requirements until it actually goes to the machines.

L. C. Lincoln, Sonora’s advertising manager, outlined the method for co-operating with dealers in advertising. He gave a list of the places in which Sonora is doing extensive outdoor publicity and mentioned briefly the various sales helps which are available for the use of dealers.

Sonora Distributors’ Association Organized

The Sonora Distributors’ Association was organized and the following officers elected: President, Frank M. Steers; vice-president, Chas. T. Malcomb; secretary and treasurer, Julian T. Mayer; executive committee, E. N. Upshaw, Fred E. Yahr, Graham French, Walter J. Hamlin. (Continued on page 64)
FIRST ANNUAL CONVENTION OF SONORA DISTRIBUTORS SCORES BIG SUCCESS—(Continued from page 63)


The following resolution was offered, expressing the thanks of the Sonora jobbers at the valuable work done at the convention and expressing the satisfaction of all concerned with the progress which was being made:

"Whereas, through the kindness and generosity of the Sonora Co., we, the distributors of the Sonora, have been given the opportunity to assemble together in New York for a three days' conference with the officers and manufacturers of the company, and feeling that we have all greatly profited by the helpful discussion of matters affecting the line, not only as to production, styles, finishes, etc., but also the many other important subjects in respect to the distribution of the Sonora, we therefore desire in this formal manner that the Sonora Co. know of the confidence we have in its entire personnel, and our very high regard for the splendid and unparalleled line, and pledge our increasing and enthusiastic support to them in the further development of their plans.

"We wish to especially convey to Mr. Brightson, president of the Sonora Co., our high regard for the splendid executive ability which he has exhibited in the phenomenal development of his company, and to not only renew our expressions of appreciation and thanks to him for giving us this opportunity for the closer association with him and his capable co-workers in the free and open discussion of Sonora's future plans, but we desire to extend to him also our sincere and earnest wishes for continued health, happiness and prosperity, and that we may be privileged to have his guidance for many years to come and prosperity, and that we may be privileged to have his guidance for many years to come.

"Part of the Sonora contingent whose tastes were more marine than terrestrial accompanied President George E. Brightston to the first of the international yacht races and saw the "Shamrock" come home a winner when the "Resolute" broke its clothes-line, or some other important technical detail. Although the previous days of the week had been hot and sticky enough for the dweller in the warmest of regions, Friday was delightfully cool and comfortable. At the Garden City Country Club there were vigorous golf battles before and after lunch and in the evening the golf prizes were awarded by a novel arrangement whereby everyone had a fair chance to be the big winner.

"Prize Winners at Golf

Mr. H. Lincoln, of the Orinoco Furniture Co., walked off with first prize, and chose a watch box. Mr. Vantine took second and selected a hammered silver smoking set. Mr. Drummy traveled away with a silver traveling clock and Mr. Walker was awarded a small silver traveling lamp, the ideal thing for a smoker. A handsome buckled belt went to C. S. Hammad, of Fred'k Loeser & Co., Brooklyn. Consoluation prizes of an amusing nature went to Mr. Morris, Mr. Yahr, Mr. Steers and Paul Glynn. Mr. Yahr—in particular distinguished himself by sensational playing, but, owing to the unusual method of awarding prizes, failed to bring home the bacon.

"Every distributor expressed himself as being delighted with the work of the convention and everyone is looking forward to an extraordinarily big year to come. The wide divergence of opinions on practically all subjects was a revelation to the distributors, who quickly comprehended that Sonora's executives have no easy task in satisfying everybody, but by going over each point which arose and considering it from all angles arrangements were made which, it is believed, will satisfy everybody.

"This was a real working convention and everyone's opinion was that the convention was a wonderful thing and was of inestimable value in establishing a sound program for 1921 and in bringing about a better understanding and better feeling between the company and the distributors. By knowing just what the plans are (Continued on page 66)
Music and Voice Telemegafone
Increases the volume of any Phonograph many times

President Wilson used the Magnavox Telemegafone to talk to 50,000 people at San Diego.

Vice-President Marshall's voice was carried to the tower of the Trinity Church in Washington, D.C., and reproduced with sufficient volume to be heard over the greater part of the city.

The President's Victory Loan message was transmitted by wireless telephone from an airplane and reproduced to 21,000 people at the Treasury Bldg., Washington, D.C. This Instrument has also been used with great success by Secretary Daniels, Admiral Sims and many other prominent public speakers.

WRITE FOR BULLETIN No. 22520

THE MAGNAVOX COMPANY
2701-2765 East 14th Street
Oakland, California

PACIFIC COAST DISTRIBUTORS OF SONORA PHONOGRAPHS
for the next year Sonora's distributors are in a position to give accurate information to dealers as to what Sonora has to offer them and the distributors, from their personal knowledge, can explain the great benefits which a Sonora agency brings.

Mr. Jackson said: "I believe that this convention is the biggest thing the Sonora Co. has ever done. It is amazing to learn of the differences of opinion of the various distributors on practically all subjects and it is only in a way like this that a clear idea can be obtained of the distributors' requirements. By reaching definite decisions here the factory will be in a position to give the distributors exactly what they want during the coming year."

Mr. Brightson's Interesting Comments

George F. Brightson, president of Sonora, said: "The convention of Sonora distributors apparently was very successful and I was most deeply impressed by the growth of the Sonora Co. when I saw over a score of Sonora distributors, every one of them a big business man, working in their shirt sleeves without coats or vests in a hot hotel from 10 o'clock in the morning until 6:30 at night. They were working mighty hard too, formulating policies for a business which they all know is their business. We are very grateful indeed for the thought and study which was evidenced by the distributors here and every suggestion and recommendation was devoted in determining what to produce and how to produce it, of the best quality which has made the Stodart Piano famous for a century.

Exemplifies its superiority—in Case Design, Tone and Equipment

STODART PHONOGRAPH

The sign of a quality phonograph

A high grade instrument appealing to high grade prospects

Exemplifies its superiority—in Case Design, Tone and Equipment

Five handsome and distinctive models in mahogany.

Stephenson Precision-made motor with velour turn-table. Universal Tone Arm.

Its remarkable reproducing device creates extraordinary tonal volume and tonal beauty. Tone modifying rod.

The Stodart Phonograph is distinguished for the identical quality which has made the Stodart Piano famous for a century.

A constantly growing demand is reported by our enthusiastic chain of nationally distributed Dealers.

Find out how and why this Leader can make money for you.

Write right now.

STODART PHONOGRAPH CO., Inc.
"PHONOGRAPHS WITH A PEDIGREE"
GEORGE H. BEVERLY, General Manager

NEW YORK

130-132 West 42nd Street
HERE AT LAST IS A REAL NOVELTY

That Means

Profits and Plenty of Them to Every Live Dealer

Every Phonograph Owner is a Prospect

YOU cannot sell any more phonographs to phonograph owners. That limits your field in that line. There is a limit to the number of records you can continue to sell to your customers.

The American Home Recorder can be sold to every owner of a Phonograph. Its appeal is absolutely unique. The opportunity of making their own records has not been heretofore offered to the public.

All you need to do is to demonstrate this wonderful little instrument and you have a sale well under way.

From the standpoint of entertainment it opens up a world of possibilities.

As a help in musical training it will be recognized by every teacher and student. In no other way can a vocalist or instrumentalist listen to his own performance with the opportunity to study, criticize and improve it.

The American Home Recorder unites the family circle and provides entertainment by faithfully recording and reproducing the voices of the loved ones of the home.

It will appeal to business men as the most inexpensive medium for taking dictation on the market. The above features make certain a wonderful sale for the AMERICAN HOME RECORDER in every community.

AMERICAN HOME RECORDER
49 WEST 45th STREET
NEW YORK
The American Home Recorder

Enables Every One to Make Their Own Records

Each individual recorder set consists of papier mâché horn, recorder, reproducer, elbow castings, set screws and aluminum disk, wax recording record and chemicals to clean wax record.

The simplicity of operation, ease of attachment of THE AMERICAN HOME RECORDER and moderate price are instantly recognized. Nothing to worry about—nothing to get out of order. A smooth, efficient device that is on the job all the time and will prove one of the fastest money makers in the industry.

Jobbers:—There is some attractive open territory available on an exclusive zone basis. This is your big opportunity. Get in immediate touch with us.

Dealers:—Let us tell you all about our carefully worked out Dealers' co-operative plan and put you in quick touch with the jobber in your zone.

AMERICAN HOME RECORDER
49 WEST 45th STREET
NEW YORK
Pablo Casals, whom the critics call the greatest musician in the world, has made seductive 'cello records of Saint-Saëns' "The Swan" and Rubinstein's "Melody in F." Good for steady sales. Order big. Columbia 49796 and 49804.

Columbia Graphophone Co.
NEW YORK

FRED R. SHERMAN MAKES BUSINESS TRIP IN AIRPLANE

Vice-president of Sherman, Clay & Co. Visits Four Branch Houses in a Single Day by Means of Aerial Transportation—Does a Week's Work in Approximately Six Hours

SAN FRANCISCO, CAL., Aug. 5.—As a result of the successful experience of Fred R. Sherman, be adopted officially by those who want to clean up the greatest amount of business in the widest territory in the smallest possible space of time. Utilizing an airplane piloted by Lieut. Pickup, Mr. Sherman left San Francisco early in the morning and visited the company's branch stores in Sacramento, Stockton, Fresno, San Jose and Oakland, and returned to San Francisco headquarters shortly after two o'clock in the afternoon. In each of the cities Mr. Sherman was met by the branch manager and taken in an automobile to the store, where business matters were discussed. Through the use of the airplane and a little system Mr. Sherman covered in approximately six hours what would have required nearly a week to cover under ordinary circumstances.

The accompanying photograph shows Mr. Sherman landing in Sacramento, where he was met by a number of the employees of the branch and accorded an enthusiastic reception on his trip.

INTRODUCE NEW MACHINE LINE

BLOOMSBURG, Pa., Aug. 6.—The American Talking Machine Co. of this city has placed on the market a new talking machine which will be known as the Americanola. This machine is being manufactured at the company's plant in Bloomsburg and the complete line consists of five standard models.

The company recently increased the capacity of its plant and through the use of excellent railroad facilities is giving its distributors and dealers splendid service. The American Talking Machine Co. is also a distributor for Lyric lateral records and has established many agencies throughout this section of the country.

The "sub-deb" record buyer is sometimes the bane of the poor salesman's existence. He needs to be a mind-reader at least to satisfy her requirements.

POLISH MUSIC ROLLS
POLSKA MUZYKA
Przez Polskich Pianistów

ITALIAN MUSIC ROLLS
MUSICA ITALIANA
Sonata da pianisti Italiani

JEWSH MUSIC ROLLS

AND MALO-RUSSIAN

Offer greatly increased profits from your foreign record trade.

Cut from original scores, interpreted by expert pianists of the same nationality and authentic in every detail.

THE MONOROLL

Jewish, Italian, Polish and Russian Rolls now ready.

Four Sizes: 75 cents to $1.75 Retail

In preparation: Hungarian, Bohemian and Lithuanian Rolls

Made by THE ROSE VALLEY CO., 55th St. and Hunter Ave., Philadelphia
Grasping the *Right* Opportunity Brings Success!

THE AEOLIAN-VOCALION DEALERSHIP IS THE *RIGHT* OPPORTUNITY FOR THE LIVE MERCHANDISER

THE AEOLIAN-VOCALION PHONOGRAPH is the great musical achievement of modern times. ARTISTICALLY, SCIENTIFICALLY and COMMERCIALLY—It is *RIGHT*

**IT HAS**

- **TONE QUALITY**—Recognized instantly as *RIGHT*
- **TONE ARM**—A universal tone arm which will play all makes of records the *RIGHT* way
- **RECORDS**—Lateral cut, recorded and reproduced *RIGHT*
- **AN AUTOMATIC STOP**—which is simple, effective and *RIGHT*
- **THE GRADUOLA**—not only *RIGHT* but the most important development in recent years
- **CASE DESIGNS**—which are pre-eminently *RIGHT*
- **FELT INSULATION**—which keeps foreign sounds out of the music—*RIGHT!*

**DEALERS: THIS IS YOUR RIGHT OPPORTUNITY**

Write today for Contracts and Discounts

We still have some unoccupied territory *LEFT*.

**WE CONTROL**

MINNESOTA - NORTH and SOUTH DAKOTA - MONTANA
WESTERN WISCONSIN - NORTHERN MICHIGAN

**STONE PIANO COMPANY**

DISTRIBUTORS

Also jobbers for the celebrated Mel-o-dee Rolls. Ask us about them

Minneapolis, Minn. Stone Building

Fargo, North Dakota Stone Building
HEADQUARTERS NOW IN NEW YORK

Cirola Phonograph Co. Now Located at 1 West Thirty-fourth Street, New York—Business Broadened Out—Plant in Philadelphia

The executive offices of the Cirola Phonograph Corp. have been moved from their former location in the Colonial Trust Building, Philadelphia, to 1 West Thirty-fourth street, New York City. The Cirola Phonograph Corp. has lately undergone great expansion, not only in working capital but in the organization as well. Those who are directing the destinies of this newly reorganized company from the executive head- quarters in this city are Leonard Dresdner, Max Gordon and Daniel Blumenthal. G. D. Giacomio will continue as treasurer of the organization and John de Angelis, who has accomplished much in making the Cirola phonograph so well known, will continue in the sales staff of the organization. Whereas the factory of the company will still be maintained in Philadelphia, a large assembling plant has been installed at 333-339 West Thirty-sixth street, New York City.

EMERSON TRAVELERS ACTIVE

Sales Organization of Emerson Phonograph Co. Co-operating With Jobbers to Advantage—Introduce Retail Merchandising Campaigns Featuring the Emerson Phonograph

J. I. Carroll, manager of sales of the Emerson Phonograph Co., has been receiving excellent reports from the members of his sales organization regarding the progress they are making in the introduction of the new Emerson phonograph. Harvey Morrison, assistant to Mr. Car- roll; Robt. MacMacken and Chas. F. Fisher have been spending several weeks in Washington, Philadelphia and eastern Pennsylvania developing business for the Emerson jobbers in behalf of Emerson phonographs. Their efforts have produced splendid results and many important connections have been established.

Mr. Shire, field manager of the company, is now in the West on an important trip, which will include a visit to Emerson distributors between New York and Omaha. According to his present plans, Mr. Shire will visit about ten jobbers, and his activities will be devoted to the complete Emerson line.

M. O. Giles, of the sales staff, has been spending some time with the various jobbers, assisting them in developing Emerson phonograph busi- ness. At the present time he is working in conjunction with the sales organization of the Marshall Wells Co., Duluth, Minn., and before returning to New York will call upon the job- bers in the South and Southwest, working along similar lines and co-operating with the jobbers in their phonograph campaigns.

After completing his work in the Philadelphia territory Mr. Giles is to be left in New York State where he is spending several weeks with the Emerson jobber at Syracuse, N. Y., the Emer- son Products Co. Mr. Usher is working with the salesmen connected with this branch and im- portant merchandising plans in connection with the Emerson Phonograph Co. will be introduced in this territory.

According to present arrangements, Mr. Mac- Macken will soon leave for Boston, Mass., where he will stay for several weeks, working in conjunction with the New England distributors of Emerson products in that territory.

Mr. Carroll is planning to leave shortly for a visit to the jobbers in New York State and Bos- ton, subsequent to which he will probably make an extensive Western trip.

H. C. HAWKER WITH ORMES, INC.

Well-known Talking Machine Man Will Cover New York City Territory for This Concern

Ormes, Inc., Victor distributor of New York City, has announced the appointment of Harry C. Hawker to the sales staff. Mr. Hawker is an experienced talking machine man, part of his experience being from the standpoint of the dealer. He has a pleasing personality and will doubtless make many friends throughout the New York City territory which he will cover for Ormes, Inc. Mr. Hawker succeeds S. A. Saunders, who recently resigned from the Ormes staff.

H. E. Beauregard of the Ormes sales staff received a prize of $25 from the Penn Phonograph Co. of Philadelphia for his excellent sales record of the Penn-Victor dogs produced by that company.

Distributors for the Puritan Phonograph in Western Pennsylvania, So. W. New York, Western Maryland, Virginia and West Virginia

Phonographs and Accessories

Operaphone Records and Melodee Rolls

(Write us for our special August Discount)

NEEDLES

BRILLIANTONE WALL KANE TONOPHONE VIOLAPHONE VELVETONE

Record Brushes—Repeater-stops—Record Albums

Reed Efficiency Furniture Counters Racks

Our Specialty—Write for catalog

Universal Display Fixtures For Your Every Need — 40% off list

THE REED COMPANY INC.

5748-50 Ellsworth Avenue +1 -1 -1 Pittsburgh, Penn.
FOR over a quarter of a century
The Regina Co. has manufactured the Regina Music Box, a product of the highest standard.

The Regina line of phonographs also represents the same high quality that has always been the Regina standard.

The Regina mechanism is manufactured in its entirety in our own plant at Rahway, N. J., and is not an assembled product.

We say: "The Regina will play any record better than you have ever heard it played before." That is a statement we stand ready to back to the limit; and, remember, it is made by an organization noted for its musical instruments.

Exclusive patented features make the Regina instrument a sales creator. You must investigate this.

Excellent distributing facilities and increased production guarantee prompt deliveries.

Quality—Distinctive Features—Prompt Shipments—Liberal Profits—Dealer Helps—and an organization of years of experience in the musical industry await Regina Dealers.

Perfect Tone Expression

The Regina is equipped with a new unique type of reproducer of velvety superfine tone. So clear—so rich, in fact it is Nature's Tone in phonographs. The central position of the reproducer prevents wear and friction on all records. Plays all disc records without any special attachments whatsoever.

The Ball-bearing Tone Arm moves readily across the record with almost no friction, thus increasing the life of the record and reducing surface noises.
AUGUST 15, 1920

THE TALKING MACHINE WORLD

71

"The Regina will play any record better than you have ever heard it played before"

Phonograph A Sales Creator

Amplifying Sound Chamber—Constructed along scientific lines, so as to give the right depth of tone; it sends the sound waves out in a tone of rare beauty and perfect naturalness.

Reproducer—A distinct and exclusive feature, patented by us. No attachments or universal joints required. The body of the reproducer is rotated around the axis of the needle, either right or left; thus assuring the proper path on all records. This prevents wear and damage to the records. (See illus-

Illustration on opposite page.)

"Nature's" Diaphragm—Made in a distinct form, exclusively our own patent, plays every record with a most natural tone, free from blasts or shrills, nor are nasal or metallic effects noticeable. The special constructed Regina diaphragms will bring out all variations, whether vocal, piano or violin, in a better quality of mellow tone than has heretofore been produced.

Start and Stop Push Buttons—very simple; an exclusive and modern feature in cabinet types. Push the button and "off she goes." Another push button stops the machine.

Automatic Stop—simple and convenient. Used in cabinet types. A most precise and never-failing device.

Tone Modifier—in a Regina, is a very effective device to control the soft, smooth velvety music or bring out the best merry-whirl "jazz." Just turn a knob. Model No. 403 does not contain this feature.

Spring Motors—the highest type, simple, durable, powerful, noiseless, smooth and steady running. With one winding they will run up to thirty minutes, according to the size and style of instrument. All motors can be wound while playing.

Cabinets—are aristocrats in richness. Connois-

seurs in art appreciate the gracefulness in design; exquisite beauty in finish.

Workmanship—The entire mechanism is manufactured by skilled workmen in our own factory (not merely assembled) at Rahway, N.J., where the greatest care is exercised in the making. "Quality" is our watchword from start to finish.

Guarantee—For over a quarter of a century, we have had a world-wide reputation of manufacturing musical instruments of the highest grade and have always stood behind all our merchandise. This reputation is upheld in the Regina Phonograph.

Eight Models—$40.00 to $375.00

THE REGINA CO., 47 W. 34th STREET, NEW YORK

209 S. STATE STREET, CHICAGO
The Polish that Constantly Restores the "Finish"

Reflexo Polish is an easy-selling profit-puller because it really gives new life, by restoring the factory finish to the varnished surface.

WRITE FOR SAMPLES AND PRICES OF REFLECO NEEDLES AND POLISH

REFLECO PRODUCTS CO., INC.
347 Fifth Avenue
At 34th Street New York City Suite 1003

Canadian Distributors: The Musical Mfg. Sales Co., Toronto
Foreign Export: Chipman Ltd., 8-10 Bridge St., New York City
Here is the interesting story of a talker man who prayed for rain! He did this unusual thing not because he was a farmer but because he sold talking machines and records. You dealers who complain that last week's sales showed a marked falling off due to the rainy weather can find much good advice in this man's story, for he capitalized the shower drops and made them rain golden dollars into his pocketbook. We'll start at the beginning and give you sufficient atmosphere and local color to let you see what it is all about.

He was a man who was in the habit of spending a part of his summer vacation at the popular hotels and summer resorts where the public came to find diversion and enjoyment to make them forget how hard they had to work back home to keep the home fires burning in the winter time and buy porch chairs for the summer. He was a student of human nature and noticed how blue the world became when the rain descended in the mountains and the guests were obliged to gather on the porch of the hotel and pray for the sun to come back again. After the usual number of topics was exhausted and Mrs. Grundy no longer had anything to offer, the guests became the most bored collection of people imaginable. They did not know what to do and were craving anything in the way of excitement. This only happened one summer at this particular hotel, for he took steps to remedy the situation in the following manner:

He got together a sort of catalog containing the hotels, cottages and resorts within easy distance of his store and the names of the guests and proprietors. Next he collected a staff of salesmen who were artists, entertainers, diplomats and even dancing teachers. When a stormy day came along during the vacation season he would send these men out to the resorts, laden with talking machines and records. This only happened one summer at this particular hotel, for he took steps to remedy the situation in the following manner:

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His work during the entertainment is not necessarily confined to demonstration records alone, for many times he has a chance to teach his hearers the newest steps in dancing and becomes for the moment the popular hero. With the records of the latest hits played at just the right tempo he injects into the gathering that spirit of enthusiasm which will linger in the minds of the guests and make them rush for the store when they return home and get the pieces for their own use.

So much for the out-of-town campaign. But this dealer who prayed for rain did not confine his efforts to the summer resorts entirely but found another field for profit right in his city. By means of effective window advertising he makes his store appeal to the wet passer-by as a cozy haven of refuge from the storm where he may stop and be entertained while the rain lasts. Through his newspaper advertising he encourages people to come to his store when the rain makes them blue and disconsolate, and tells them that he will be glad to entertain them with no obligation whatever on their part. He carries his campaign into the homes of his customers or prospects.

One of his regular patrons whom we will call Jones, just for the sake of being original, comes into the store to buy some records and the dealer gets a list of all of Jones' friends. When the next rainy day comes along, these friends are invited by telephone to come to the store to hear one of the rainy day concerts which the firm is beginning this summer. They have been selected from among the talking machine owners of the city as the ones who would be most interested in this kind of music and are cordially invited to spend the afternoon at the store. The idea is subtly instilled into the hearer's mind that this is a splendid chance to get a little diversion for nothing and he never fails to come in a hurry.

As for the records themselves, there are so many different classes and kinds that a suitable program can be arranged for any situation and even the most pessimistic person can be made to laugh his troubles away by hearing the many excellent humorous records made by the leading comedians in the country. When the public gets to know the store as a place where they can have a good time, they will not fail to think of it when the rainy weather comes upon them.

Now you dealers who have complained about this slack business during bad weather, just stop and consider this story and see if you don't find something worth while in it. If you will make your stores homelike, and take pains to let the people know that you have something to offer them, and then make this felt at the right time, viz., when they are feeling blue and discouraged or irritated at the weather, then you will have no fear of the rainy day and poor business. You will find that people will be only too glad to respond to your efforts, and their appreciation will be measured by your increased sales, not only during the rainy summer weather, but on all other days as well. As a matter of fact, you can hardly conceive of a better form of publicity.
DISCRIMINATING dealers are eliminating the unfit and non-standard talking machines.

The "Piknik" accepts the challenge. A Heineman No. 36 double spring motor, Blood Universal Tone Arm, Heavily nickel plated hardware, Durable album, plywood case, plus

Compactness, lightness and completeness qualities appeal to all races.

Finish and tone qualities put the Piknik in the best class of phonographs.

Dealers will find the Piknik just the small machine they have been looking for.

An excellent phonograph for holiday business.

Catalogue and dealer's proposition upon application.

PIKNIK PORTABLE PHONOGRAPH, Inc., Lakewood, N. J.

MOVES TO NEW QUARTERS

Emerson Record Sales Co. Now Located at 206 Fifth Avenue, New York—Increased Facilities at New Headquarters Praised by Trade

The Emerson Record Sales Co., local jobber of Emerson phonographs and Emerson records, has moved from 6 East Forty-eighth street to 206 Fifth avenue, New York. The company extended an invitation to local dealers to visit its new home and many Emerson dealers in this territory took advantage of this invitation and inspected the new establishment. In its new quarters the Emerson Record Sales Co. has greatly increased facilities and will be in a position to give excellent co-operation to the dealers in Greater New York.

With the introduction of the new Emerson phonograph, the local sales organization is materially increasing its activities, and judging from the enthusiastic reception accorded this phonograph there is every reason to believe that the Emerson Record Sales Co. will soon outgrow its present quarters and be obliged to arrange for additional floor space in order to handle the requirements of the local trade.

STRADIVARA CAPITAL $20,000,000

The Stradivara Phonograph Co. of Portland, Ore., has increased its capital stock from $4,000,000 to $20,000,000. The Stradivara business on the Coast has grown rapidly during the past year and additional capital was needed to expand the company in other sections.

Films increase Brunswick sales

"Where Harmony Reigns" (In a Flat) is Latest Advertising Move of Brunswick-Balke-Col- lender Co.—Dealers May Buy or Rent Film

Hundreds of music dealers are adding a new salesman to their selling force—the same salesman working for all of them, although the dealers are scattered all over the country. The salesman has very peculiar characteristics; he is never late getting to work; he never strikes the boss for a raise in pay and, in towns where local ordinance permits, he will work seven days a week. This salesman's name is "Where Harmony Reigns" (In a Flat). He is the latest advertising motion picture which the Brunswick-Balke-Collender Co. is sending out to work for music dealers.

The use of motion pictures to stimulate Brunswick phonograph sales is by no means an experiment. Films have been a vital part of the Brunswick sales program virtually from the time the phonograph was first placed on the market. It was the success of previous films that caused the Brunswick Co. to put out this last one. Some dealers will buy the film outright, on a cost basis. To other dealers the Brunswick Col- lender Co. loans the film for a period.

The latest Brunswick picture, the same as previous ones, was produced by the Rothacker Film Mfg. Co. "Where Harmony Reigns" (In a Flat) tells the story of a young married couple in whose apartment "The Melody of Love" has been drowned by the "Anvil Chorus," until the Brunswick finally smooths their troubles.

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TRAINING ESSENTIAL TO SUCCESS

Marie Tiffany Warns Aspiring Music Students Against Hasty Preparation—Talking Machine Recognized as a Valuable Aid to Study

The prevalent idea of most young music students that they must go to New York and study with famous teachers if they are to achieve success is disproved by Marie Tiffany, noted operatic and concert soprano and Edison artist.

By far the majority of American students are in too much of a hurry to get to New York and the advanced training in singing, and give too little effort to the important elementary work with the home teacher, Miss Tiffany declares.

"In these days of reproduced sound it is an easy matter to become conversant with a foreign language, even if there is no teacher of foreign languages in one's home town. The operatic singer especially must know foreign languages.

"I cannot emphasize too much the importance of continuous work and a thorough education in all branches of music. When the time comes, one must be prepared for success. The opportunity always presents itself. When one learns how to think and to discriminate for one's self, he or she has unquestionably learned the big secret of success."

Big men are scarce—there is where the commercial world finds difficulty—there is where ambitious men will find their opportunity in the talking machine trade.
Okeh Records

10 Big Dance Sellers

- 4040 ON MIAMI SHORE—Waltz, Joseph Knecht's Waldorf Astoria Dance Orchestra.
- 4080 MY ISLE OF GOLDEN DREAMS—Waltz, Joe Thomas Sax-o-tette.
- 4090 OH! BY JINGO—One-Step, Rega Dance Orchestra.
- 4109 WHOSE BABY ARE YOU—One-Step, All Star Trio.
- 4118 IN SWEET SEPTEMBER—Fox Trot, Ray Miller's Black & White Melody Boys.

IN AND OUT—One-Step, Rega Dance Orchestra.
MY ISLE OF GOLDEN DREAMS—Waltz, Joe Thomas Sax-o-tette.
OH! BY JINGO—One-Step, Rega Dance Orchestra.
WHOSE BABY ARE YOU—One-Step, All Star Trio.
IN SWEET SEPTEMBER—Fox Trot, Ray Miller's Black & White Melody Boys.

GENERAL PHONOGRAPH CORPORATION
OTTO HEINEMAN, President
25 West 45th Street, New York City, N.Y.
THE IMPORTANCE OF THE TONE ARM

By N. A. KURMAN, New York

From the day that Edison awoke to the fact that a membrane could be used to reproduce the voice to the day when we figure our talking machine production by the thousand units, inventors have ceaselessly worked upon the solutions of many phonographic problems. Fundamentally the talking machine is exactly the same to-day as then. A diaphragm is caused to vibrate by means of a stylus, in turn vibrated by impressed undulations. This diaphragm is connected by proper means to a horn. This was the first phonograph, and it is the last to date. The first horn of a radical nature came with the cabinet, when the horn became a joined affair, with its major portion enclosed. The tone arm then came into being, as a means for coupling the moving sound box to the fixed horn, and presented new features for the inventor to work on.

To-day there are thousands of granted patents upon the talking machine, each claiming the merit of superiority. What is the matter with them all, and with the art? Why is it that to-day, after all these years of combined effort, only a few of these ideas have proven of virtue?

Take the tone arm, for instance. You find it round, hexagonal, oval, square, jointed, jointless, ball-bearing, pivoted, some with springs, some springless, all of these either straight, curved or telescopic, and constructed of brass, copper, wood, zinc or aluminum. Which of these is the best? If you pin your faith to copper, you are haunted by the fear that brass may be cheaper, and so on. How can a man tell which is the best for his purpose unless he has the sound box and amplifier factors in consideration.

On the day the guns in France stopped roaring conditions changed the world over. A new silk-shirted aristocracy came into being. The day of the spender was at hand. Prohibition, a few years later, by keeping many a worker from the corner saloon, gave his wife the chance to buy something that before was considered the unattainables. The talking machine had come into immense vogue, many machines were placed upon a market that did not pick and choose. Anything went, any oldthing that could be sold and if you want to shine you must realize that you can no longer slap together these mediocre assemblies, dignify them with a euphonistic "ola" and expect them to stay sold.

The sound box functions to transform the mechanical record undulations into sound waves. In the tone arm these sound waves are developed as far as their depth is concerned. The horn amplifies them. That's all there is to it. You aim to supply the best. If you cut out the habit of standing in front of one of your own machines and "kidding" yourself you will be on the right track, anyway. When you get something good it will hit you; you will not have much trouble selling something that's good. Let quality be your talking point. If you cut out the habit of slapping together these assemblies, you will be on the right track, anyway. When you get something good it will hit you; you will not have to go in a trance to find it out.

The man with brain shortage usually has lung power to spare.

CUT YOUR COST IN HALF USE PAPER

H. G. NEU & CO.

PAPER TWINE ENVELOPES

108 Worth Street New York

Franklin 2049

The sound box functions to transform the mechanical record undulations into sound waves. In the tone arm these sound waves are developed as far as their depth is concerned. The horn amplifies them. That's all there is to it. A new silk-shirted aristocracy came into being.

THE IMPORTANCE OF THE TONE ARM

By N. A. KURMAN, New York

From the day that Edison awoke to the fact that a membrane could be used to reproduce the voice to the day when we figure our talking machine production by the thousand units, inventors have ceaselessly worked upon the solutions of many phonographic problems. Fundamentally the talking machine is exactly the same to-day as then. A diaphragm is caused to vibrate by means of a stylus, in turn vibrated by impressed undulations. This diaphragm is connected by proper means to a horn. This was the first phonograph, and it is the last to date. The first horn of a radical nature came with the cabinet, when the horn became a joined affair, with its major portion enclosed. The tone arm then came into being, as a means for coupling the moving sound box to the fixed horn, and presented new features for the inventor to work on.

To-day there are thousands of granted patents upon the talking machine, each claiming the merit of superiority. What is the matter with them all, and with the art? Why is it that to-day, after all these years of combined effort, only a few of these ideas have proven of virtue?

Take the tone arm, for instance. You find it round, hexagonal, oval, square, jointed, jointless, ball-bearing, pivoted, some with springs, some springless, all of these either straight, curved or telescopic, and constructed of brass, copper, wood, zinc or aluminum. Which of these is the best? If you pin your faith to copper, you are haunted by the fear that brass may be cheaper, and so on. How can a man tell which is the best for his purpose unless he has the sound box and amplifier factors in consideration.

On the day the guns in France stopped roaring conditions changed the world over. A new silk-shirted aristocracy came into being. The day of the spender was at hand. Prohibition, a few years later, by keeping many a worker from the corner saloon, gave his wife the chance to buy something that before was considered the unattainables. The talking machine had come into immense vogue, many machines were placed upon a market that did not pick and choose. Anything went, any oldthing that could be sold and if you want to shine you must realize that you can no longer slap together these mediocre assemblies, dignify them with a euphonistic "ola" and expect them to stay sold.

The sound box functions to transform the mechanical record undulations into sound waves. In the tone arm these sound waves are developed as far as their depth is concerned. The horn amplifies them. That's all there is to it. You aim to supply the best. If you cut out the habit of standing in front of one of your own machines and "kidding" yourself you will be on the right track, anyway. When you get something good it will hit you; you will not have much trouble selling something that's good. Let quality be your talking point. If you cut out the habit of slapping together these assemblies, you will be on the right track, anyway. When you get something good it will hit you; you will not have to go in a trance to find it out.

The man with brain shortage usually has lung power to spare.

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect

We get the best India Mica directly.

Ask for our quotations and samples before placing your order.

American Mica Works

47 West St. New York
MR. JOBBER

We want you to investigate the Independent line as a leading jobbing proposition

We have one jobber in the South who sells 1,000 Independents per month.

We have a jobber in New England who sells 850 Independents per month.

We have a department store in the middle West which sells 500 Independents per month.

We have several large dealers whose monthly business with us is in excess of 200 machines per month.

We own and operate 3 large factories which are building quality machines, which it will pay you to investigate.

Our manufacturing facilities have been greatly enlarged, and we want a few more live responsible jobbers who have a following and who want high class talking machines at prices which are lower (quality considered) than anything on the market.

Our discounts are liberal, our co-operation of the very highest order. Our representative will call on responsible people who request same in response to this ad.

INDEPENDENT TALKING MACHINE CO., Inc.
12 East 42nd Street, New York City
J. J. DAVIN'S NEW POSITION

Popular Member of Victor Trade Appointed Manager of Eastern Headquarters of Reinecke-Ellis Co.—Well Qualified for New Work by Previous Experience in the Industry

The Reinecke-Ellis Co., Chicago headquarters for Victor dealers' service items and sales literature, has decided to establish headquarters in New York City, installing a complete building and general offices. The idea of the New York quarters will be announced in the very near future and the opening of this branch will insure better service and prompt deliveries to the dealers.

J. J. Davin, one of the best-known members of the local Victor wholesale trade, has been appointed manager of the New York branch of the Reinecke-Ellis Co. It was only after six months' persuasion on the part of Arno J. Reinecke, president of the company, that A. D. Geissler, president of the New York Talking Machine Co., Victor wholesalers, permitted him to make Mr. Davin a proposition to take over this important post, his consent being given at the recent Victor jobbers' convention in Atlantic City.

Mr. Davin assumed his new duties on August 1, leaving for Chicago, where he is spending three weeks at the Reinecke-Ellis plant in that city. He expects to return to New York accompanied by Mr. Reinecke about the twentieth of this month and will open the new and complete Eastern organization.

In accepting the management of the Reinecke-Ellis Eastern headquarters, Mr. Davin felt that his past experience in the Victor trade would enable him to give the dealers maximum efficiency in the rendition of service work, and he will now come in direct contact with all the Victor wholesalers and retailers in this territory.

The Reinecke-Ellis Co. is to be congratulated upon securing Mr. Davin's services, for he has spent practically every minute of his time since entering the Victor field in creating service helps for dealers. He has an extensive acquaintance among Victor dealers and thoroughly understands their problems and requirements.

For the past six years Mr. Davin has been associated with the New York Talking Machine Co. and has steadily advanced in the service of this company until recently he became overseer and manager of the various territories under the direction of H. C. Ernst. He has made a constructive service that he had rendered the Talking Machine Men, Inc. Mr. Davin is a distinct asset to any organization or institution with which he is connected.

PATHE CONCERTS IN LOUISVILLE

Huge Pathé Phonograph With Amplifiers Is Demonstrated in Shelby Park—Crowds Dance to Music, Which Is Heard for Great Distance

LOUISVILLE, Ky., August 5.—Last week saw the operation at Shelby Park of the huge phonograph presented to the Louisville Board of Park Commissioners by the Pathé Frères Phonograph Co. through Peter L. Atherton, president of the Prestonia Mfg. Co., which makes cabinets for the Pathé.

As afternoon and a night concert, followed by dancing, were participated in by large crowds and everyone seemed to have a good time. M. H. Crawford, president of the Park Commission, introduced Mr. Atherton, who made the formal speech of presentation. Mayor Smith, on behalf of the city of Louisville, accepted the gift and suitably expressed his thanks to the Pathé Frères Phonograph Co. and Mr. Atherton.

The machine is specially built and is equipped with amplifiers and can be heard for a great distance. Other instruments of a similar nature will be installed as soon as they are constructed.

MALDEN VICTOR DEALER ENLARGES

The Henry W. Upham Piano Co., Victor dealer of Malden, Mass., is at present enlarging the store at 462 Main street. The floor space will be doubled by the new addition and seven demonstration booths will be installed. A special concert room, thirty-three feet long, is being planned and will be a great asset to the store in demonstrating special records or talking machines. A general line of musical instruments and musical goods is carried in addition to the Victor stock; in fact, this is a very progressive establishment.
BEST SELLERS IN GREY GULL RECORDS

Lateral Style

Oh By Jingo.......................... Sung by Billy Murray L-2013 $1.00
There's a Typical Tipperary Over Here, Sung by Mel Eastman
Sahara Rose.......................... Sung by Mel Eastman L-2017 $1.00
I Love the Land of Old Black Joe, Sung by the American Quartette L-2011 $1.00
Swanee.............................. Sung by the Peerless Quartette
When He Gave Me You (Mother of Mine), Sung by Henry Burr L-2010 $1.00
After You Get What You Want, You Don't Want It, Sung by Henry Burr L-9017 10 in.
Can You Tame Wild Wimmen.. Sung by Billy Murray L-2016 $1.00
He Went in Like a Lion........... Sung by Billy Murray L-1010 10 in.
Lucille, Fox-trot............. By Starita Saxophone Sextette L-1011 10 in.
My Isle of Golden Dreams, Waltz, By Starita Saxophone Sextette $1.00
Venetian Moon, Fox-trot......... By Gilt Edge Four L-1014 10 in.
Beale Street Blues, Fox-trot...... By Gilt Edge Four $1.00
I've Got the Profiteering Blues.. Sung by Billy Murray L-2012 10 in.
But, She's Just a Little Bit Crazy, Sung by Mel Eastman L-9013 10 in.
The Crocodile, Fox-trot.......... By Grey Gull Dance Band L-1002 10 in.
Alexandria (From Aphrodite), Fox-trot, By Grey Gull Dance Band $1.00
Venetian Moon..................... Sung by the Sterling Trio Golden Gate, Sung by Campbell and Burr $1.00
Dardanella, Fox-trot............ By Grey Gull Dance Band L-1003 10 in.
Slide, Kelly, Slide, One-step..... By Grey Gull Dance Band $1.00
Just Like the Rose, Fox-trot..... By Gilt Edge Four L-1015 10 in.
Lost John's Melody, Fox-trot...... By Gilt Edge Four $1.00

Two-In-One Style

(Hill and Dale Cut)

I've Got the Profiteering Blues.. Sung by Billy Murray H-2004 10 in.
Tiddle-Dee Winks at All the Men, Sung by Mel Eastman H-1007 10 in.
Was There Ever a Pal Like You, Sung by Mel Eastman H-2008 10 in.
Nobody Knows, and Nobody Seems to Care, Sung by Mel Eastman
Oh, Fox-trot.......................... By Gilt Edge Four Beale Street Blues, Fox-trot ...... By Gilt Edge Four $1.00
Just Like the Rose, Fox-trot...... By Gilt Edge Four
Lost John's Melody, Fox-trot...... By Gilt Edge Four Silver Threads Among the Gold.. Sung by Henry Burr
In the Gloaming........................ Sung by Henry Burr Carry Me Back to Old Virginny, Sung by Stetson Humphrey
Darling Nellie Gray.............. Sung by Stetson Humphrey Washington Post March... By Grey Gull Military Band $1.00
Liberty Bell March................. By Grey Gull Military Band H-4004 10 in.
Manhattan Beach March... By Grey Gull Military Band King Cotton March... By Grey Gull Military Band
Up the Street March... By Grey Gull Military Band Cruiser Harvard March... By Grey Gull Military Band $1.00
Second Regiment March... By Grey Gull Military Band Boston Commandery March, By Grey Gull Military Band $1.00
Kathleen Mavourneen............. Sung by Stetson Humphrey H-2005 10 in.
Believe Me, If All Those Endearing Young Chants, Sung by Stetson Humphrey
Old Black Joe...................... Sung by Dr. A. J. Harpin Old Folks at Home, Sung by Stetson Humphrey
Dixie............................. Sung by Dr. A. J. Harpin

Send a trial order for any or all of the above popular numbers. We make a nominal charge of 70 cents each for sample records, parcel post prepaid. Use coupon below, if you wish.

Grey Gull Records
BOSTON

INCORPORATED

295 HUNTINGTON AVE., BOSTON, MASS.

FILL OUT COUPON AND MAIL

GREY GULL RECORDS, 295 Huntington Ave., Boston, Mass.

Please send prepaid, to address below, an easy-selling assortment of....... Grey Gull Records, at 70 cents each, for which remittance is enclosed. Privilege of returning these records within ten days, at your expense, and obtaining a refund of the remittance is reserved. Also send your two leaflets, "Distributor Proposition" and "Dealer Proposition," and catalog of your records.

Name ____________________________
Address __________________________

Send a trial order for any or all of the above popular numbers. We make a nominal charge of 70 cents each for sample records, parcel post prepaid. Use coupon below, if you wish.
Disc Record Manufacturers

ATTENTION

If you are not satisfied with your product—

If some part of the manufacture needs perfection—

Let me help you.

I was the pioneer to introduce the present disc record into Europe in 1901. Successful factories were erected in England, France, Spain, Germany, Austria, and Brazil under my management. I know the record business from A to Z, and can straighten out your difficulties.

The present system of permanent masters was perfected in my laboratories in 1904 and has never been improved upon.

The double-sided record was my patent and brought out in 1903.

If you want the best to be had in recording machines; if you want the latest development in pressing records from shells; if you want increased record production in power-driven presses—I can help you.

Complete installations taken charge of

F. M. PRESCOTT
RIVERDALE, N. J.

Phone
No. 2 Pompton Lakes N. J.

Telegrams
Prescott, Pompton Lakes N. J.

OUTLOOK PLEASURES ATLANTANS

Carroll Furniture Co., Handling the Brunswick—Phillips & Crew Open in Greenville, S. C.—Haverty’s Big Columbia Trade—E. H. Goodhart to Be a Candidate for Mayor

ATLANTA, GA., August 5.—Although July is mid-Summer and is usually dull in nearly all retail lines, the talking machine dealers in this city report good business during the month just closed.

The Carroll Furniture Co., a new firm in the city, which bought the former store of the Zaban Furniture Co., and who, as stated in these columns last month, has qualified as a Brunswick dealer, reports, through E. E. Thornton, manager of the Brunswick department, that the business in July was double that of June and that the outlook for the future is good. This firm expects a little later to completely remodel and enlarge the phonograph section, preparatory to doing as large a business as any house in the city.

The Phillips & Crew Piano Co., the oldest Victor dealers in Georgia, have opened an additional store in Greenville, S. C., completely stocked with the best grades of musical merchandise. They now operate stores in Atlanta, Savannah and Greenville, S. C.

The Haverty Furniture Co. continues to book a fine business on the Columbia line. The use of space in the local newspapers is still the wonder of every one who reads its advertisements, and excellent returns are being secured. No dealer in the South has ever entered into an advertising campaign on a broader scale, nor made any more liberal offer to prospective customers of high-grade talking machines and records. Reports from the chain stores in Birmingham, Memphis and Savannah; Columbia and Charleston, S. C.; and Dallas and Houston, Tex., indicate good volume on the Columbia line.

The Atlanta Phonograph Co., Columbia dealer, reports that J. P. Riley and family have recently returned from an automobile vacation trip through Florida, and that business with it is very good. It has recently added to its sales force to take care of the increased business.

E. H. Goodhart, of the Goodhart-Tompkins Co., Victor dealer, is a candidate for Mayor in the coming city election, and the prospects for his election seem good. He is endeavoring to get all the women to vote for him, suffrage having been given the women by agreement (in the city election only). J. F. Neece, manager of the Victrola department, recently returned from a trip East.

The following jobbers or distributors are all having a large volume of business: Brunswick-Lakie-Coleander Co. (Brunswick), Columbia Graphophone Co. (Columbia), Elveys Co. (Victor), Rawson-Upham Co. (Sonora and Emerson records) and Phonographs, Inc., the Edison Shop and the Diamond Disc Shop (Edison).

EMERSON JOBBERS VISIT NEW YORK

Representatives From Other Cities Entertained at Fifth Avenue Headquarters

During the past few weeks quite a number of Emerson jobbers visited the headquarters of the company at 206 Fifth avenue. Among the callers were J. C. Brown, of the Hessig-Ellis Drug Co., Memphis, Tenn.; E. G. Walker, Street-Paterson Hardware Co., Salt Lake City, Utah; W. T. Buschardt, Southern Drug Co., Houston, Tex.; Mr. and Mrs. E. N. Upshaw and Mr. and Mrs. Hagedorn, of the Southern Sonora Co., Atlanta, Ga.; and C. L. Marshall, of Cleveland and Detroit.

These jobbers spent several days with the executives of the company and after discussing important business affairs were entertained socially. They all spoke enthusiastically regarding the outlook for the Fall season and promised big things for Emerson this Fall. Their sales totals this year have been far beyond expectations.

BLANDIN

Any Phonograph capable of reproducing piano and violin records perfectly-will reproduce any record perfectly.

We invite your inquiry on the Blandin.

Racine Phonograph Co., Inc.
Racine, Wisconsin.

PAYS TRIBUTE TO INDUSTRY

Professional Artists Recognize Immense Value of the Talking Machine

Few people outside the ranks of professional artists who have been fortunate in making successful records have any conception of what the talking machine has done for music in America. "Artists no longer find it difficult to sing in smaller towns," said Sophie Brasin in a recent interview. "Serious numbers instead of being unknown quantities are understood everywhere, because everywhere they have been made familiar through frequent hearings on the records."

There is no accounting for musical tastes, so don't try—just accept them and sell your records accordingly.
Victor Victrola
The World's Musical Instrument

As with every product, the Talking Machine has its acknowledged standard. Wherever you may go, and you may travel the world over, the superlative merits of the Victor products are readily admitted. The high pinnacle on which the Victrola is held throughout the universe rightly classifies it as “The World’s Musical Instrument.”

Victor supremacy is the result of many years of faithful, conscientious, and costly labor on the part of the parent company, backed up by the steadfast loyalty of reputable distributors and dealers.

As Victor distributors, we aim to be as efficient in our service as the Victrola is in its performance.

C. BRUNO & SON
INCORPORATED
Victor Distributors to the Dealer Only
351-353 Fourth Avenue New York
Doehler Die-Castings
—often imitated
but never equalled

Strength, uniformity, accuracy and
finish most closely approach perfection
in the die-castings made by
Doehler.

There is a fineness to Doehler Die-Castings—
others have sought to duplicate it—but the men
who want die-castings (tone arms, motor frames
and other parts) to reflect credit on their product
standardize on Doehler. It is worth their while
—and yours.

Let Doehler advise
you—no obligation

THE WORLD'S LARGEST MANUFACTURERS OF DIE CASTINGS
DOEHLER DIE-CASTING CO.
NEW YORK, N.Y.
SALES OFFICES IN ALL PRINCIPAL CITIES

GRAFONOLA ON SPECIAL TRAIN

New York Delegation Attending Senator Hard-
ing's Notification Ceremonies Entertained by
Columbia Grafonola on Their Western Trip

This delegation attended the ceremonies inci-
dental to Senator Harding's notification, and
among the records provided for their trip were
speeches by Senator Harding and Governor
Coolidge, candidates for President and Vice-
President respectively. These records, which
were produced for the Columbia Graphophone
Co. under the direction of the Nation's Forum,
were enthusiastically received by the Republican
delegation on this special train, and a similar
reception was accorded other Nation's Forum
records by prominent Republican statesmen.

SPALDING'S ARMY DEBUT

Commanding Officer of Aero Squadron Did Not
Recognize Famous Edison Artist:

When Albert Spalding, the Edison artist,
gave a recital in Dallas a while ago one of the
most interested auditors was Major J. W. Swan.
It so happened that Major Swan, then Captain
Swan, was the first officer that Spalding re-
ported to after enlisting in the air service at
Minesola, L. I.

Major Swan's favorite story about Spalding
relates that when the violinist reported to him
he was on the eve of sailing with the American
expeditionary force for Europe. He impressed
upon the new recruit the necessity for limiting
baggage to a minimum.

"Well," said Spalding, "I don't need much
baggage, but I wonder if I might be permitted
to take along with me a small violin case?"

"Can you play the violin?" asked Captain
Swan. Spalding admitted that he could.

"Well, that's fine," said the captain. "You
could cheer us up a lot on the trip over if you
could get by with some simple melodies."

Spalding was rather new at that time to mili-
tary regulations, so he lost no time in convinc-
ing the captain that he was not in the army to
act as an entertainment committee for the Y. M. C. A.,
and that he expected to do more flying
than playing while in the army.

"Well, that's all right," said Captain Swan,
"you can have all the flying you want, but you
must not feel bashful about giving us a nice
little tune once in a while."

"And to think," concluded the major, "that I
was talking to one of the world's greatest vio-
ilists and I did not know that he could even
play the banjo."—Fort Worth Record.

TOO MANY LITTLE LOVE SONGS

May Peterson, the Aeolian-Vocalion artist,
thinks there are too many parlor ballads. "Oh,
if we could only get over the parlor ballads," she
says, "the dinky little love song that ends
'For You,' 'Your Eyes,' 'I Love You' and
other songs of the same immortal caliber, things
might be better for the composer, and certainly
they would be better for the singer. Did you
ever hear some six-foot bass with a subterranean
voice, and built along the fragile lines of a
b. & O. freight car? It is then that our delect-
able parlor songs shine in all their brilliancy.
It is quite wonderful to hear these melodic
drillets when sung by some husky singer who is
strong enough to do a day's wash."
The Booth Felt Company, Inc.

Mechanical Felt Products

Turntable Felts
Motor Brake Felts
Needle Rest Felts
Cabinet Strip Felt

We carry a large stock of well assorted merchandise which insures prompt deliveries.

If interested in Velour or Velveteen Discs we can supply them.

FACTORIES

BROOKLYN, N. Y.
463-473 Nineteenth Street

CHICAGO, ILL.
732 Sherman Street

"Often, however, the exhibitors of such a film fall far short of realizing on all the possibilities surrounding its exhibition. The film is shown, the expected amount of interest aroused among members of the audience; then they are allowed to go away and forget all about Mister Manufacturer and his business. For, forget they will unless properly followed up.

"An ideal form of follow-up for the industrial movie is to be found in an attractive leaflet, the unique cut-out folder, or other similar small printed piece which is handed to the audience as they file out, or is displayed on a table near the door, where they may help themselves. The leaflets are packed with the film when it is shipped away for exhibition, together with a circular giving full instructions to the operator concerning the distribution of this advertising matter.

"Thus, at the expenditure of only a small added sum, the film, which perhaps cost hundreds of dollars to "shoot," is made infinitely more effective."

INCREASED INTEREST IN MUSIC

Harry N. Chesebrough, of Oakland, Cal., Returns From Eastern Trip and Finds Player-Piano Great Aid in Musical Appreciation

OAKLAND, CAL., July 31—That America is developing into a nation of music-lovers—the like of which the world has never seen, is the statement of Harry N. Chesebrough, Oakland musician and music merchant, who has recently returned from the East, where he observed conditions in general and surveyed the musical instrument field in particular.

"I attribute the increasing enthusiasm for music to the development of the player-piano and the talking machine by which anyone can bring the greatest artists into his home at will. These instruments have shown people, who might never have known otherwise, the wonders of fine music, and they have stirred in many of them the desire to interpret the best works for themselves, if not actually to create their own music. Then, too, the widespread instruction in music that has gone on in the public schools the past few years has done much to popularize it.

"Recently a congressional committee that was engaged in fixing the excise tax recognized the popularity of music by ceding it after food, raiment and shelter as the fourth necessity of life."

Chesebrough's Eastern trip combined business with pleasure and study, and he spent considerable time in Chicago, Boston and New York buying for his local store at 531 Thirteenth street, where he has taken over the business formerly conducted by Howard E. Brilliant. His return from visits to the W. W. Kimball factory in Chicago, the Pathé plant in Brooklyn and the Ballet & Davis factory in Boston finds his stock replenished and enlarged.

IS THE GOOD TIME COMING?

Perhaps we will some time have a chance to bear our subway conversationalists discuss their favorite record instead of their favorite movie queen.
To Jobbers

We can make you an attractive NEEDLE proposition.

We deliver NEEDLES of the highest quality—the famous DEAN NEEDLE—in your own envelopes, or in our “Needle of Quality,” Truetone, Cleartone or Puritone envelopes.

All tone variations:—The famous PETMECKY needle—gold and silver-plated needles.

Write us today. Our proposition affords handsome margins of profits.
Boston, Mass., August 3.—Mobilizing talking machines for the Presidential campaign appears to have become very popular in this territory, where the output of the Nation's Forum, disposed of through the medium of Columbia dealers, appears to have met with the greatest success. In each case a likely Presidential candidate or some other leader of national prominence speaks in his own voice on some timely subject. In some cases, as is known, the candidates have visited the Columbia laboratories, but in the case of Calvin Coolidge, the Governor of Massachusetts, and the Vice-presidential candidate, the recording outfit was brought here to the State House, so that Coolidge was put to the least possible disadvantage. Locally the Coolidge, Senator Lodge and other records made by political celebrities are having a good sale.

Planning Large Export Trade

R. M. Nelson, general sales manager of the Beacon Co., was in Chicago the middle of the month, whither he went on business in the interests of the company. Mr. Nelson says his concern has been laying the foundations for a large export business and already shipments of Beacon instruments have been made to Norway and England, in both of which places, he says, some important connections have been made. A. R. MacDonald, president of the company, is spending a three weeks' vacation at Eastport, Me. The Norris Piano Co. is the latest Boston concern to take on the Beacon and Mr. Norris has been featuring the instrument in his advertising. The Beacon Co. has inaugurated a rather novel way of advertising its product, which is in the nature of a sticker to be used on letters and packages and is a miniature reproduction of the Beacon instruments.

Stimulating Letter to Columbia Dealers

Branch Manager Fred E. Mann, who always keeps tight the Columbia dealers in his territory, has addressed a sound and convincing circular letter to dealers, which is couched in plain and forcible language which cannot fail to carry weight. In fact, he has lately issued two, a second one following the first by about ten days. In the first one Mr. Mann, after decrying some of the pessimism that some dealers are handing out, says in part, under the very pertinent caption "Optimism in Business:"

"While it is highly probable that the peak of high prices in most lines has been reached and that in some lines there may even be a permanent reduction in prices, as a general proposition it is a safe bet that high prices and high wages will continue for some time to come. 'I want to tell you, gentlemen and ladies of the Columbia dealers' organization, that good intelligent thought behind the moving of their product is the dealer who is going to survive and make it impossible for the hit-or-miss type of dealer to continue in business. "During the past two and a half years Columbia has cleaned house in New England and I have wanted to believe that in reducing our number of dealers from over 500 to less than 300 we had gotten it down to a fast-working, enthusiastic, optimistic organization of dealers, and a majority of the dealers with whom I have talked instilled our opinion. But we want to see this spirit dominating 100 per cent of the Columbia dealers in the Boston branch territory. This is no time for gloom. This is no time for fast-spreading pessimism. This is no time to take it for granted that there is no business and therefore decide you won't do any advertising. This is no time to decide that there is no business and that therefore you will pull your canvassers and trucks. "A dealer recently bemoaned to me the fact that he had fifty Columbia Grafofonolas on hand and he is doing business in the City of Boston. Later in the day another Boston dealer with a comparatively small shop told me that he was averaging from eight to ten Grafofonola sales every day and that his record business was prac..."
Established 1870

Oldest and Largest Manufacturers of Talking Machine NEEDLES in the World

"Fifty Years of Needle Making."

"If a Talking Machine Needle could be made better, Bagshaw would make it."

W. H. BAGSHAW CO.
INCORPORATED 1917
LOWELL, MASS.
Don't Let Bad Conditions Interfere With Good Profits

SHIPPING conditions are going to be bad this Fall. The heaviest freight movements of the year are soon to begin, with the moving of the crops and the transporting of coal for Winter use. Congestion is already severe. It is going to be worse.

The wise Pathé dealers is he who insures his Fall and Winter profits by stocking up now, while it is possible to deliver the goods. Today we can ship. Thirty, sixty or ninety days hence, we can promise nothing.

You are urged to write us immediately and book your order for early delivery, that we may aid you to escape the freight blockade and shortage of merchandise that is surely in store.

Hallet & Davis Piano Co.
146 BOYLSTON STREET, BOSTON
New England Distributors for Pathé Phonographs and Pathé Records.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

In the second circular Mr. Mann says, in part: "Don't give the people a chance to forget during the Summer months that you have a well-equipped Grafonola department and are on the job prepared to take care of their requirements in Columbia Grafonolas and records. Business is good generally among Columbia dealers now. Make it good in your own department by recalling the pep and enthusiasm from the vacation on which they were sent even before the vacation season started in some cases."

Now the Phonograph Sales Co.
Tie Rosen Phonograph Sale Co., at 27 Court square, has been changed to the Phonograph Sales Co., Harry Rosen, president. The company now controls the rights to the Delphion instrument for Maine, New Hampshire, Massachusetts, Rhode Island, and President Rosen is preparing for a big campaign in all these States.

How Herbert Shoemaker Is Summering
Herbert Shoemaker, of the Eastern Talking Machine Co., is not planning on a vacation at this time, as he is looking forward to his respite from business sometime around Christmas, when he goes with his college fraternity, the Delta Kappa Epsilon to Havana, Cuba, where it is to hold its national convention, the organization having been invited by the President of Cuba, who is a Cornell alumnus. Meantime Mr. Shoemaker is spending all his spare time on the Charles River, where he has been rowing as much as twenty-one miles in three days. He has been invited to enter his shell in the singles in the Labor Day regatta.

Transferred to Western Massachusetts
L. H. Richardson, who has been the Victor representative in the State of Maine, has left that territory and has been transferred to western Massachusetts, where he will act in the same capacity.

Conducting Special Educational Classes
Miss Grace Barr, of the educational department of the Victor Co., has been conducting special classes this Summer at Hyannis, her pupils coming largely from the normal schools of Bos-

New England Dealers!
The new "Empire" catalogue is now ready for you. Liberal discount and terms. Write us for territory.

New England Piano & Phonograph Co.
Exclusive New England Distributors
405 BOYLSTON STREET : BOSTON, MASS.

Wholesale Distributors:
New England Pianos
New England Player Pianos
Wm. J. Ennis Players

Empire Talking Machine
"The World's Best Phonograph"
A Constant Powerful Campaign

The success that has come to Brunswick Dealers has not been accidental. It has been due to Brunswick policies of producing the superlative and letting people know about it.

Brunswick advertising, for all these years, has been educational. It has explained how finer tone is attained. It has told about The Brunswick Method of Reproduction and its features, such as The Ultona and the Scientific Amplifier.

These should be interesting to those of us in the trade, but to the prospect they are of vital importance. People are constantly interested in something better.

They have come to know that Brunswick stands for superiority. They know that Brunswick is never associated with the ordinary. They have confidence in this great name.

But, best of all, their confidence is confirmed, once they hear the Brunswick. It lives up to our advertising. Tonal superiority is evident to anyone who makes a comparison.

This policy of creating a public demand is far wiser than being content with public acceptance.

KRAFT-BATES & SPENCER INCORPORATED
156 Boylston Street, BOSTON, MASS.
NEW ENGLAND DISTRIBUTORS
TONOFONE, VICTROLENE, MOTROLAS
Steel Needles Jewel Points Albums
Record Brushes Khaki Covers
the trade.

The sale of the company, is taking his vacation at Lake Winnepesaukee, N. H., for a short visit in July.

In the talking machine business and he comes here to sign up with other dealers who are anxious to take over territory for this instrument.

Mr. Bruno's New York experience has been such that he is perfectly familiar with the talking machine business and he comes here with some Metropolitan ideas which should eventually mean big business for this Boston house.

Mr. Reed at this writing is starting off on another Southern trip.

GOOD news comes from Fred H. Silliman, manager and vice-president of the Pardee, Ellenberger Co., who, with Mrs. Silliman, is over in England visiting his son. The trip over did Mr. Silliman, who was rather tired, a world of good.

Mr. and Mrs. Silliman are planning to return home early in September.

Mr. Reed in charge of the Victor store at the Fullerton Miller Co.'s Boylston street establishment, has been spending two weeks at North Truro, having with him his son, Walter, Jr., who was one of the boys to go overseas at the time of the war.

Frank Horning of F. H. Horning & Co., Victor retail dealers in Boylston street, is home from a flying visit to Camden, N. J.

Where Geo. A. Dodge Rusticates

George A. Dodge, of the Eastern Talking Machine Co., and his family spent a few days at the latter part of the month at Terrace Gables, Plymouth Heights. His son, G. Hovey Dodge, of the same company, took a part of his vacation at the Hull, Nantasket, where he made his headquarters at Hotel Pemberton.

Temporarily Missing From Her Desk

Miss Esther Samuels, the faithful secretary to Wholesale Manager Kenneth Reed, of the Steinitz Co., is temporarily missing from her desk. The reason is found in the announcement of her marriage to Max Alman, which took place August 1 at the home of her uncle and aunt, Mr. and Mrs. L. Scheinfeld, 36 Harvard avenue, Dorchester. Mrs. Alman plans to return to her office duties later in the month.

R. L. Freeman in Nova Scotia

Ralph L. Freeman, director of distribution for the Victor Co., passed through Boston the end of July on his way to Nova Scotia, where he plans to spend his vacation. Last year when Mr. Freeman and his family came this way they put their automobile on the Yarmouth boat, but this year they motored straight through over the roads, via New Hampshire, Maine and New Brunswick.

Guy R. Coner, who has been in charge of the Boston headquarters of the Pardee, Ellenberger Co. during Manager Silliman's absence in England, has been taking a short vacation at Manchester-by-the-Sea; Frank S. Boyd and L. H. Ripley, of the Pardee, Ellenberger Co. and T. E. Dean plan to take their vacations some time this month.

H. L. Pratt, of the executive sales department of the Columbia Co., was a Boston visitor within the past few weeks. Mr. Pratt formerly was a Newton Centre man and succeeded R. E. Rae, who went to Omaha, Neb.

Most of this month Manager Fred E. Mann.
August to North Conway, where he has been considerably enlarged.

and the record department also is for several years.

is

ovated.

street headquarters are being considerably ren-

of the Columbia dealers and salesmen.

istrating a campaign in seeking closer co-operation among the Columbia, is spending in his New England territory, where he has started upon a vigorous campaign in seeking closer co-operation among the Columbia dealers and salesmen.

Enlarging Vocation Co.'s Headquarters

The interior of the Vocation Co.'s Boylston street headquarters are being considerably renovated. Several new booths are being installed on both sides of the front of the store and the record department also is to be considerably enlarged. Manager E. M. Wheatley is not taking any extended vacation at this time but is contenting himself with week-end trips. Frank B. Lincoln is going the middle of August to North Conway, where he has been for several years. Charles T. Foote will take the latter part of August for his vacation; Harry Staehr, of the wholesale department, and Mr. Clark have just returned from a motor boat cruise in the waters of New York bay and Long Island sound.

Making a Name for Himself

S. A. Colahan, manager of the retail department of the Pathé department at the Hallet & Davis establishment, is making quite a name for himself in the way he has been developing the instrument and record business, and though it is mid-Summer he has made many good sales and has a number of promising prospects on the books.

Returning From Pacific Coast

George Lincoln Parker, the Edison representative in the Colonial building, is expected home this week from his five weeks’ trip to the Pacific Coast. While away he visited a number of Coast cities and when he last wrote home he was in Los Angeles, and was planning to make a several days' stay in Chicago. Mr. Parker's trip, it will be recalled, is for both business and pleasure.

Some Timely Comments on Service

A ditch digger works eight hours a day for $1.50—that's labor.

A merchant takes an article he buys for seven-tenths of a dollar that's capital.

A man takes a piece of canvas, paints a picture that's art.

A banker could write a few words on a slip of paper and make it worth thousands— that's genius.

But for a dealer to really carry out this motto: "We buy merchandise for the store as carefully as if we were the ones to use it; we put fair-profit prices on it; we try to sell it so that you will know just what to expect of it; we are here to make it right if it doesn't measure up; we never grow tired of showing goods—in fact, it's a pleasure—until you find what suits; we don't expect you to buy until you do; we are here to help you, rather than to sell"— that's service.

The Petmecky Phonograph Co., Inc., has been incorporated at Austin, Tex., with a capital of $100,000.
BEACON EXPANSION CONTINUES

Many Shipments to Norway and England—Forty Dealers Established in Maine, New Hampshire and Vermont—Useful Publicity

BOSTON, MASS., AUGUST 5.—The Beacon Phonograph Co. has been laying a foundation for a large export business, and shipments have just been made to Norway and England. Important agency connections have been established in these countries, and there is every reason to believe that the Beacon will be accorded a hearty welcome abroad.

W. J. Reilly & Co., Boston distributors for Maine, New Hampshire and Vermont, report that to date they have established over forty dealers in this territory, the majority of whom are now placing substantial orders so that they will have sufficient stock on hand for the coming Fall season. The Norris Piano Co. has been featuring the Beacon to excellent advantage, and advertising it regularly in the Boston newspapers.

The Beacon Phonograph Co. has adopted a general form of advertising which consists of an attractive sticker that is used on all letters and packages. This sticker which is a miniature reproduction of the Beacon instrument is being used extensively by Beacon dealers.

A. R. McDonald, president of the Beacon Phonograph Co., left recently for a three weeks' vacation which he will spend in the vicinity of Eastport, Me.

R. M. Nelson, general sales manager of the company, returned recently from a trip to Chicago, where he reports business conditions are very gratifying.

NOW A CO-PARTNERSHIP

PHILADELPHIA, PA., AUGUST 2.—The National Decalcomania Co., of 238-240 North Sixtieth street, this city, formerly under the sole proprietorship of Dr. Walter J. Snyder, has now become a co-partnership consisting of Dr. W. J. Snyder and George C. Greenawald. Mr. Greenawald has been actively connected with the National Decalcomania Co. for many years and under his management the affairs of the company have proceeded and increased remarkably. The inclusion of Mr. Greenawald as a member of the firm speaks for its continued success.

Powers lie dormant, going to waste all around us in the tides that could do our work, and the heat of the sun that ought to do it.

LANSING KHAKI MOVING COVER

For Delivering TALKING MACHINES

Same quality as originally made. Heavy Felt Padding for Grade A; Specially prepared Clean Cotton Batt Padding for Grade B. LANSING COVERS wear well and are cheapest in the long run. Use them for every delivery. They mean insurance against finger prints, scratches and bruises; save repair men's time, clerk service, and aid the delivery men.

Write for prices and descriptive catalogue

LANSING SALES COMPANY
Successors to E. H. LANSING
Manufacturers
Eliot and Warren Streets, BOSTON
San Francisco Representative: WALTER S. GRAY
942 Market Street
PHOENIX TRADING COMPANY
195-69 Broadway, New York
H. A. Copeland Sales Co., Charlotte, N. C.

To NEW ENGLAND VICTOR DEALERS

Cressey & Allen offer an exceptional type of Victor Service adapted particularly to trade conditions in this territory. We understand the problems that are incidental to Victor merchandising in New England and know how to help the Victor Dealer solve these problems. We are ready at all times to co-operate with you.

CRESSEY & ALLEN
PORTLAND
MAINE
VICTOR DISTRIBUTORS
Specializing on service to the VICTOR dealer in New England

THE COLUMBIA CO. IN OMAHA

The general sales department of the Columbia Co. received an interesting letter recently from R. E. Rae, who left for Omaha a short while ago to assume charge of the new Columbia wholesale branch to be opened in that city. Mr. Rae states that he expects to be fully established in his new home this month, and that plans are being made to give maximum service to Columbia dealers in Omaha territory.
It will be found that some of our greatest artists appear at these places and appear before enthusiastic audiences which number many thousands.

The attendance at a State or county fair is very similar to that at the Summer resorts and good music would appeal to them as well as it does to the latter. Dealers who are now laying their plans should realize their duty to the music industry and should plan to have exhibits which will appeal to the real music loving class of the people as well as to the class which likes the popular music of the day. It would be entirely possible to have concerts by record artists, as has been done in most of the cities in the country in the past year or two. The exhibits themselves should be designed on a scale of dignity in keeping with the ideals of the music industry and every effort should be made to create the impression that the talking machine is distinctly a musical instrument, and as such has a place of its own.

PRAISED BY LITTLE SCHOOLMASTER

A decided tribute is paid to the Penn Victor Dog in an article in a recent issue of Printers' Ink. An editorial feature of this well-known advertising magazine is "The Little Schoolmaster's Classroom," which comments favorably or unfavorably on current methods of publicity. The conductor of this department, when recently in the South, noted the familiar baseball window display in a local Victor dealer's window, which was suggested by the Penn Photograph Co. of Philadelphia, and is composed of a diamond with Penn-Victor dogs as spectators and players. Commenting upon this unique display, he observes that "the effect was most striking and amusing."

The New Portable CIROLA

Ideal for the Vacationist

Although the Cirola is a good all year round selling proposition, the extreme ease with which it may be carried makes it especially attractive to the Vacationist.

Dealers would do well to take care of this trade with the Cirola. It measures 12½" x 11½" x 6½", is attractive in appearance. It is without sound chamber, has remarkable tonal volume and many exclusive features. Covers may be had if desired.

Territory is open for distributors.

Write today.

Cirola Phonograph Corporation
Executive Offices:
1 West 34th Street : New York City
The MODERNOLA
A Home Delight to Ear and Eye

What Sells The Modernola?

Its individuality.
The Modernola has it—your eye tells you that. The circular designing of the instrument is "different"—it has wonderful selling appeal.
The silk lamp shade feature is unique—and it’s beautiful! It gives an added touch of color to the home setting. And what interest there is today in home beautifying!
The special construction of The Modernola, with its Saxophone Horn Chamber, softens and enriches the tone. Modernola tone satisfies the most critical—enthuses every hearer!
The Modernola is selling—big! Its worth is proven. It is growing in favor.
Increased production now enables us to place it with the jobbing trade.
The Modernola offers a wonderful opportunity for the right organization in every territory. It’s a sure success—and profitable—wherever introduced.

Write Us—Now!

THE MODERNOLA COMPANY
JOHNSTOWN, PA.

Eastern Representative, Geo. Seiffert
Greeley 2978-2291
45 West 34th St., Monolith Bldg., New York
TO FIX CREDIT FOR FOREIGN TRADE

W. S. Kies Sails for Europe to Arrange for Safeguards for U. S. Exporters—Will Investigate Conditions in Foreign Countries

W. S. Kies, chairman of the board of the First Federal Foreign Banking Association, told newspapermen before sailing for Europe on July 24 that he would cover the western part of the continent and make arrangements in such countries as Great Britain, Holland, Scandinavia, Belgium, France, Italy and Spain for a co-operative basis of credit extension. He said that through such arrangements American manufacturers who now hesitate to send their goods abroad on a purely credit basis may do so when certain good sound banks give unconditional and irrevocable guarantees of the payment of bills at their maturities.

In Europe such practice is known as “delcredere,” and it is not exactly the same thing as acceptance credit. European banks are familiar with it. They are in the habit of according such guarantees to business concerns of established credit. On the basis of such guarantee, according to Mr. Kies, it would be safe for American exporting companies to extend credits, and it is planned that the First Federal Foreign Banking Association will enter into such arrangements, using the guarantees and the endorsement of the exporter, and will finance these credits even if they run to much longer periods than the ordinary ones.

In connection with the extension of credits to the new States which have not yet established themselves on a permanent basis, Mr. Kies said that it is obvious that neighboring States which are on a sound basis have some method of extending credit. He intends to discover what this method is and see if it can be applied to trade relations between his associates and the new States.

In this work Mr. Kies, who is accompanied by technical assistants, will visit Germany, where the actual credit conditions will be studied. He does not believe that much can be accomplished there beyond securing data which at some later time may prove valuable in forming a basis for credit extension to the various industries of that country.

JONES-MOTROLA IN ATLANTA

J. W. Becker Makes That City His Headquarters—Handling the Jones-Motrola as Well as Other Well-known Lines of Supplies

ATLANTA, Ga., August 2—J. W. Becker, Southern representative of the Jones-Motrola Co., New York City, will establish permanent headquarters in this city. Until a suitable location has been found he is making his headquarters at the Astor Hotel. In addition to the Jones-Motrola, Mr. Becker will represent the following well-known talking machine accessories and will cater to the jobbing trade: Peerless albums, Repeater-stops, Lansing covers, All-in-One products, Park & Park and Gilbert record brushes.

The Paul Pickerill Music Co. has been incorporated in Evansville, Ind., with a capital of $50,000. The company will do a general business in musical instruments and accessories. The directors of the corporation are: Calvin D. Pickerill, Charles A. Paul and Van Pickerill.

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THE MUSIC MASTER OF PHONOGRAPHS

This is the product of one of the oldest musical instrument manufacturing concerns in this country.

In it is centered all of the manufacturing knowledge of an old organization—a company whose name has been known in the organ and piano field for a half-century

With it comes the sales advantages of these same many years of knowing just what sells musical instruments.

THE MANOPHONE CORPORATION

ADRIAN—MICHIGAN
Empire’s Big Discounts Swell Dealers’ Profits

Write at once for agency discounts on Empire Phonographs and Records. These extremely liberal discounts have as great an attraction for the dealer as Empire Records have for the dealers' customers.

It's a winning combination! You can't beat it! The Empire Phonograph measures up to the buyers' ideals, in tone, in cabinet beauty. It has that satisfying completeness which is so unusual in phonographs. "A Rare Combination of Fine Qualities."

Empire Records are making a tremendous hit. Order a trial assortment— they will go like hot cakes.

Sixth Release of Empire Records for 1920

**POPPULAR SONG HITS**

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Composer</th>
<th>Arrangers</th>
<th>Orchestra</th>
</tr>
</thead>
<tbody>
<tr>
<td>6001</td>
<td>Tell Me, Pretty Maiden, from &quot;Florodora&quot;</td>
<td>(Stuart)</td>
<td>Empire Light Opera Co.</td>
<td></td>
</tr>
<tr>
<td>6002</td>
<td>Marian (You'll Soon Be Marryin' Me)</td>
<td>(Kleece-Ingham-McConnell)</td>
<td>Male Trio, Orch. Accomp.</td>
<td>Crescent Trio</td>
</tr>
<tr>
<td>6003</td>
<td>Who'll Take the Place of Mary?</td>
<td>(Dupin-Sassfill)</td>
<td>Tenor Solo, Orch. Accomp.</td>
<td>Charles Hart and Elliott Shaw</td>
</tr>
<tr>
<td>6004</td>
<td>Bless My Second River Home (Costello)</td>
<td>(Orrell-Gaskill)</td>
<td>Male Quartet, Orch. Accomp.</td>
<td>Peerless Quartet</td>
</tr>
<tr>
<td>6005</td>
<td>Fain't My Own in Cotton Town (Saxton)</td>
<td>(Hart)</td>
<td>Baritone Solo, Orch. Accomp.</td>
<td>Elliott Shaw</td>
</tr>
<tr>
<td>6006</td>
<td>My Isle of Golden Dreams (Kahn-Blaufuss)</td>
<td>(Ziegfeld)</td>
<td>Male Trio, Orch. Accomp.</td>
<td>Sterling Trio</td>
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**SACRED SELECTIONS**

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<tr>
<th>No.</th>
<th>Title</th>
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<th>Arrangers</th>
<th>Orchestra</th>
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<tbody>
<tr>
<td>7003</td>
<td>I Need Thee Every Hour (Leary)</td>
<td>Read Miller and Royal Oadmond</td>
<td>Male Quartet, Orch. Accomp.</td>
<td>Royal Oadmond</td>
</tr>
</tbody>
</table>

**CONCERT SELECTIONS**

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<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Composer</th>
<th>Arrangers</th>
<th>Orchestra</th>
</tr>
</thead>
<tbody>
<tr>
<td>8004</td>
<td>Souvenir (Orch.)</td>
<td>(Burrows)</td>
<td>Male Violin, Orch. Accomp.</td>
<td>Vera Burrows</td>
</tr>
<tr>
<td>8005</td>
<td>Bird Yeux (Violin)</td>
<td>(Buck)</td>
<td>Whistling Solo, Orch. Accomp.</td>
<td>Bixby Sanderson Fagen</td>
</tr>
<tr>
<td>8006</td>
<td>Sweet Geographer (Faker)</td>
<td>(Kleibert)</td>
<td>Violin, 'Cello and Piano</td>
<td>Taylor Trio</td>
</tr>
<tr>
<td>8007</td>
<td>Value Enid (Winstead)</td>
<td>(Winstead)</td>
<td>Saxophone Solo</td>
<td>Rudy Winstead</td>
</tr>
</tbody>
</table>

**DANCE SELECTIONS**

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<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Composer</th>
<th>Arrangers</th>
<th>Orchestra</th>
</tr>
</thead>
<tbody>
<tr>
<td>9004</td>
<td>La Vedra (Alex)</td>
<td>(Barto)</td>
<td>Efente Jazz Orchestra</td>
<td></td>
</tr>
<tr>
<td>9005</td>
<td>Oh, My Lady (Won't You Listen to Me?)</td>
<td>(Kurland)</td>
<td>Rector's Dance Orchestra</td>
<td>Billy Murray's Melody Men</td>
</tr>
<tr>
<td>9006</td>
<td>Railroad Blues (C. Lascvich Robinson)</td>
<td>(Fisher)</td>
<td>Efente Jazz Orchestra</td>
<td></td>
</tr>
<tr>
<td>9007</td>
<td>Beautiful Chloe (Mary Enfield)</td>
<td>(Kurland)</td>
<td>Rector's Dance Orchestra</td>
<td>Billy Murray's Melody Men</td>
</tr>
<tr>
<td>9008</td>
<td>Have Forever Blowing Daddles (J. Kubrinov)</td>
<td>(Kurland)</td>
<td>Rector's Dance Orchestra</td>
<td>Billy Murray's Melody Men</td>
</tr>
</tbody>
</table>

**Empire Talking Machine Company**

JOHN H. STEINMETZ, President

429 So. Wabash Ave. :: Chicago, Ill.
The inanimate yet ever-present force called “Sales Background”—atmosphere, comfort, convenience, attractiveness, call it what you will—must be an active principle in every successful retail store.

It is this “Sales Background” and the recognition by merchandisers of its value in creating constant resales that led to the development of the Unico System. The System begins in our Planning Department with the solving of your individual problem and ends only with the complete installation working for you. It means the proper display of goods, efficient, speedy transactions, and, withal, the establishment of inviting atmosphere.

Then, too, with our production facilities and many varied designs in stock, prompt shipment can be made. The construction and designs are patented; the flexibility of the equipment allows of rearrangement, relocation and additions to care for future growth.

In order to properly care for the coming fall and holiday business your Unico Equipment should be ordered at once.

 UNIT CONSTRUCTION COMPANY

Rayburn Clark Smith President

580 Street & Grays Ave

PHILADELPHIA
Join the procession—it’s a good way to coin money

The average man, woman or child would rather laugh than cry—would rather fox-trot than minuet—would rather listen to cheerful, bright, rollicking music than to dirges and funeral marches.

That explains why Emerson Records are so popular with the general run of folks as chocolate creams are with a bunch of school girls.

Emerson Records introduce the new song hits and dance hits—the very music eight out of ten people never get enough of. It's simply a question of selling people what they demand, that they insist on having.

If you handle Emerson Records, you will be one of the most sought-after men in town. If you admire easy profits, ask us to outline our proposition.
THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 95)

L. Leverich, of the New York advertising department; O. F. Bent, of the record department, and R. Porter, who spoke on advertising, etc. At five o'clock the party took a train for New York, where they were met at the station by George W. Hopkins, the sales manager, and were taken to the Advertising Club, where they were entertained at supper, at which Mr. Hopkins gave them an interesting talk on salesmanship.

Visit Columbia Plant at Bridgeport

The following day the entire party went to Bridgeport, Conn., where they made a flying trip through the West Plant, and upon their return to New York they were entertained by Arthur Hickman at the Amsterdam Theatre. Following this the members journeyed to their various homes, all of them feeling fully satisfied with the good results attendant upon the first convention.

Makes Pleasing Business Report

The Columbia Co. report that its business in July was most excellent for that month, improving each week during the month, and that at present both machines and records are coming in in a most satisfactory way. The company states that its dealers who have been using the truck plan have found such transportation most desirable.

Handle Columbia Line in Camden

The Columbia Co. has opened a new department for Lewis & Son Co., whose headquarters are at 1109 Broadway, Camden N. J. This is a furniture house, but it has stocked up heavily on both Columbia machines and records and is anticipating a very excellent business.

Among recent visitors to the Columbia were Mr. Isacis, of the Scranton Music Co.; L. N. Kaplan, of Burlington, N. J.; W. S. Leatherbury, of Middletown, Del.; I. H. Sortman, of Newark, Del.; P. Dallas, of Cape May, and E. Markovich, of South Bethlehem. C. R. Dunlop, of the Columbia record service department, has just returned from a pleasant two weeks spent at Ocean City.

Louis Buehn Co. Alterations

The Louis Buehn Co. has started to get in the material for the alterations on the new building which it purchased some time ago. It expects to get them completed in record-breaking time for the reason that the equipment has just arrived from the factory and is ready to be placed. Frank Reinick has just returned from a pleasant two weeks' vacation spent at Atlantic City.

Penn Phonograph Co. Reports Progress

The Penn Phonograph Co. reports that business in July was as satisfactory as could be hoped for. A fair allotment of machines and records was received and it disposed of all the stock received. This company has also been having a very good business on its Penn Victor dogs. Henry F. Miller, secretary and treasurer of the Penn Co., returned on Monday of this week from a very delightful three weeks' trip to Duluth, Minn., by way of the Great Lakes, and as far west as Yellowstone Park. He was accompanied by Mrs. Miller and a party of her friends. President Barnhill, of the same company, is spending much time at Ocean City, principally on the golf links, and hopes very shortly to be able to present as low a score as his partner, who is one of the crack golfers of this city. T. R. Clarke, of the sales department, left on Saturday last with Mrs. Clarke and some friends on a tour of New England in Mr. Clarke's car. L. P. Brown, also of the sales force, has just finished a two weeks' course in Red Seal work at the Victor factory. Recent Penn visitors were S. C. Evans, of Evans & Son, Milford, Pa., and Messrs. Shaffer and Kramer, Victor dealers of Lock Haven, Pa.

Blake & Burkart Fairly Busy

The business of Blake & Burkart was most satisfactory in July, and they have been able to keep fairly well stocked up. Jarvis N. Elton has just returned from a pleasant vacation trip spent among his old friends at and near Rochester, N. Y., and Harry Wilson has just returned from a two weeks' vacation spent at Atlantic City.

Emerson Philadelphia Co. in Its New Home

The Emerson Philadelphia Co. is about fully moved into its new home at 810 Arch street. It will keep its offices at the Parkway Building for a few weeks until it gets its affairs in shape. Harvey B. Morrison, who looks after the sales department of the Emerson Phonograph Co., has just been in Philadelphia, giving the Emerson men here a full insight into the new Emerson phonograph.

Harry Fox, the head of the local Emerson firm, states that the way the dealers in this territory are signing up for the Emerson phonograph, it looks as though it was going to be a very big thing. Charles Slater, field manager, accompanied Mr. Morrison to Philadelphia. Mr. Fox, accompanied by Mr. Morrison, took an auto, loaded on it one of the finest of the new Emerson phonographs, and started on a tour of each of the eastern section of the state, stopping at all the towns where the Emerson records are handled. In the party was also William D. Neff, the sales manager of the territory. Mr. Fox states that the Emerson business here in July was very large. The company has added to its already long list of representatives the Diehl Furniture Co., of Allentown, Pa., and the Hopkins Music Store, of Chester, Pa., both firms placing substantial orders.

Now Handling Music Rolls

The Sonora Shop reports that its Jolly business was very good, both on Sonora and L'Artiste machines. It recently put in a line of player rolls, the Q. R. S., and is carrying quite a large stock.

Large Brunswick Distribution

The Brunswick distribution headquarters re-

THE BEST RESULTS

are obtained by Victor dealers concentrating their entire efforts on Victor Merchandise in the talking machine field.

For extra profits to the dealer, we heartily recommend the two entirely non-conflicting lines which we are also distributors of.

A player roll and a musical instrument department are both money-makers and yet the dealer remains an exclusive Victor retailer.

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A player roll and a musical instrument department are both money-makers and yet the dealer remains an exclusive Victor retailer.

PERMANENT ASSETS

Most every one in business is interested in PERMANENT ASSETS—and this is what is offered in handling the VITANOLA Line. Not only do you have liberal discounts, with quick shipments, but beautiful designs, marvelous tone, which make repeat orders.

VITANOLA DISTRIBUTORS CO.

1025 Arch Street

PHILADELPHIA

Eastern Penna., Delaware, New Jersey, Maryland

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1025 Arch Street

PHILADELPHIA

Eastern Penna., Delaware, New Jersey, Maryland
port that machines came through in a fairly satisfactory way in July, and they were able to satisfy their trade in this section. The Phonograph makers have been advertising the Brunswick extensively, and the results have been very good. Manager Chew states that if machines come in in August as good as they have been doing in July they will be able to take on a few new accounts, reducing the waiting list in their possession. The fourth release of Brunswick records, which recently went into effect, is, Mr. Chew thinks, the best that the firm has yet issued, with popular numbers by the Toots Paka Hawaiians, the Criterion Quartet, the Brunswick Military Band, and the Isham Jones' Rainbow Orchestra.

Opens Store in Trenton

F. A. North & Co. recently opened a talking machine department in their Trenton branch store, located at 209 East State street, which is in charge of Harry Trefz. Now all of the North branches have on sale the Pathé and another line of talking machines. Miss G. Weil was recently added to the North main store in this city as an assistant to Manager George Boyd. Recently she was connected with the Gimbel department in New York, and at one time was connected with the 1st house here.

H. C. Foster a Visitor

H. C. Foster, a representative of the Paramount Talking Machine Co., of Schenectady, N.Y., was a recent visitor to Philadelphia. Theodore Presser Enlarges Store

Theodore Presser will considerably enlarge his talking machine department before the 1st of September, and it is said that he contemplates taking the jobbing agency for the Cirola talking machine, a Philadelphia product. This machine is already handled by several firms here, including the Ludwig Piano Co. and Kelly's department store.

Vitadola Distributor Starts Drive

The local Vitadola distributor has started a drive here on that fine machine, and is doing considerable effective combination advertising. The local distributing office is at 1025 Arch street and is a busy spot.

Open New Pathé Accounts

The Pathé Shop, in both the wholesale and retail departments, found business unusually good in July in the wholesale department. Pathé orders have been coming in in very good shape, which Mr. Eckhardt believes indicates that the dealers are anticipating a very big Fall and Winter business. Shipments of both machines and records have been coming through very well. The Pathé Actuelle is rapidly coming into popular favor, and now that the Pathé Shop is commencing to receive them in sufficient quantities, it is anticipated that an extensive advertising campaign will be inaugurated.

THE TRADE IN PHILADELPHIA

(Continued from page 96)
very soon. This concern has also recently undertaken the handling of the Rythmodik music rolls, and are exclusive wholesalers in this territory. Walter Eckhardt has just returned from a trip of about ten days' duration to Chicago. H. A. Pope, of the executive force, is receiving the congratulations of his co-workers—it is a boy. Mr. Tay, assistant to Mr. Eckhardt, spent two pleasant weeks' vacation at Frederick, Maryland. Among recent Pathe new accounts were David Krasno, Forest City, Pa.; J. A. Jones, of Taylor, Pa., and two big dealers in Wilmington, the Ogden Howard Furniture Co. and the Mundy Furniture Co.

Buys Handsome Touring Car

Manager Beaullieu, of the talking machine department at the Cunningham store, has purchased for his personal use a very handsome touring car. He recently visited Mr. Holly, N. J., where he assisted the firm of Gerding & Kilpatrick in a talking machine drive.

A Progressive Suburban Dealer

Mr. Stainthorpe, of the Stainthorpe's Victorette Shop, 2113 East Chelton avenue, is one of the most progressive of the suburban dealers. Each month he gets out a little booklet which he calls "The Victorette," and which is awaited with much pleasure by the trade.

DISCUSSES CONDITIONS ABROAD

Philadelphia, Pa., August 2.—The International Mica Co. of this city reports general good business. Orders on hand for future delivery would tend to indicate this pleasing fact. James A. Crabtree, president of the company, who is at present in Europe, sends very encouraging reports of the conditions on the other side. He says that the reaction from the rigors of war is expressed in the heavy demand for musical instruments and remarked that this reaction was particularly noticeable in Belgium.

CLOCK SHOUTS "TIME TO GET UP"

Philadelphia Man Uses Device to Wake His Household and Also to Speed the Lingering Suitor as Midnight Draws Near

Philadelphia has a talking clock which instead of striking the hours and half hours speaks them right out.

"Time to get up, time to get up!" shouts the clock at 6 a. m., and Mrs. Vincent Pinto and her daughter Rose hustle out of bed at their home, No. 1624 South Eighth street, dress and begin to get breakfast.

"Breakfast is ready," warns the clock an hour later, and Vincent Pinto and his son Joseph hurry downstairs to the table, where mother and daughter have breakfast ready.

"Time to go to work!" the clock soon warns Mr. Pinto and his son, and at 9 it informs Mrs. Pinto it's the hour to do her marketing. And so through the day the clock speaks, finishing its work at 11 p. m., when Mr. Pinto's voice, deep and stern, can be heard saying: "Time to go home, young man, it's 11 o'clock. Time to go home!" Then Miss Rose's young man gets his hat.

The clock is an invention of Mr. Pinto. In appearance like a grandfather's clock, it has a talking machine attachment which does the talking. Mr. Pinto has had his own records made in a record laboratory, and he can change the clock's remarks to fit any occasion and his mental attitude. He says the idea came to him when one of his son's companions told him about his mother, who couldn't see to tell the time and easily lost count of the strokes. "I think she ought to have a talking clock," the young man said, and Pinto went ahead. Hence all the publicity in the newspapers.

ARE YOU SITUATED ON THE D.L. & W.R.R. OR THE P.R.R.?

If you are, we have something to sell you, at a saving. New York and New England points have been under embargo, and we have been storing phonographs intended for these points. We must move them at once, for storage facilities at Washington, N. J., are limited. If you are in a position to receive shipments by rail, or are close enough to permit motor shipments, send for special quotation and sample machine.

If quality counts for anything, you will like these phonographs—but even at that, if you think they are not suited to your trade, sample machines are returnable at our expense.

SOLOTONE MANUFACTURING CO.,

PHILADELPHIA, PA.
Record Buyers Flock Into Stores When Able to Use Street Cars—Lillibridge to Enter Retail Field—Victor Dealers in Publicity Stunt—Werlein Opens New Agencies—News of Month

ENDING OF CAR STRIKE PLEASES NEW ORLEANS TRADE

New Orleans, La., August 2.—At last the street car strike is ended. It lasted twenty-four days and when it did end, Oh, Boy! the music merchants were swamped. The first two days the clerks at Grunewald's were rushed, walked on, hurried and bothered and bedraggled when evening came, because of a throng seeking records. That firm's record room is being enlarged so it will hold more than twice as many records as formerly.

J. B. Lillibridge, road salesman for the New Orleans branch of the Columbia Co., left that branch here has more in stock than at any time Edison products before the shortage hits. To get a pretty good supply of machines and secretory of the Diamond Music Co., Edison distributors, upon their return from the convention in Chicago expressed less apprehension regarding supplies. They heard something, they said, that indicated that although there is a shortage of freight cars feared, they will be able to get a pretty good supply of machines and Edison products before the shortage hits. The branch here has more in stock than at any time in two years.

L. T. Donnelley and A. Schreiber, manager and secretary of the Diamond Music Co., Edison distributors, upon their return from the convention in Chicago expressed less apprehension regarding supplies. They heard something, they said, that indicated that although there is a shortage of freight cars feared, they will be able to get a pretty good supply of machines and Edison products before the shortage hits. The branch here has more in stock than at any time in two years.

The Gulf Furniture & Carpet Co., of Orange, Tex., held a formal opening July 20 on the completion of its new equipment for its new Victorola department. The Union Furniture Co., of Shreveport, La., has become an exclusive Columbia agency. Mr. Busswell is manager of the department.

Philip Werlein, Ltd., Victor distributor, reports the Meridian Chair & Furniture Co. as a new exclusive Victor dealer. New Unico equipment is being installed. F. J. Allen, formerly on the road for Werlein's, will be manager of the department.

Victor dealers of Crowley, Jennings and Lafayette, La., recently put over one of the nearest advertising stunts in this section for talking machine records. F. J. Allen, of Eckels' Pharmacy, of Crowley, La., conceived the idea of securing the services of a woman who never had taken singing lessons, but who had listened for several years to classical Victor records played on a Victor machine. She had learned operatic and other classical music from hearing them sung on the Victor. Mr. Allen got that woman, Mrs. Hazel David Wilder, of Crowley, to sing in a motion picture theatre with the reproduced voice of Galli-Curci—the world's greatest coloratura soprano. It is known that various artists have successfully sung in comparison with the reproduction of their own voices, but no one has ever been known to sing in direct comparison with the voice of another. Mrs. Wilder's voice has been cultivated only by singing with the Victrola. There were two other very remarkable numbers on the program last night, namely: a recitation by Master Emile Carmouche, Jr., of the well-known poem 'Lascas,' and a fancy and classical dancing by Miss Nuna May Carmouche. Like Mrs. Wilder, each of these young people has trained only with the aid of the Victrola.

The other half of the ad was of three models of the Victrola, giving prices and calling attention to the fact that the same machine had been heard the night before at the theatre. Joseph Hassell, manager of the talking machine department of the Phoenix Furniture Co., Columbia dealers in Beaumont, Tex., was operated on for appendicitis last month. He has recovered.

The Monroe Furniture Co., Columbia dealers in Monroe, La., has installed three hearing rooms in the form of an attractive vine-covered bungalow.

New Colombia accounts opened during the month are: Pose & Quade Drug Co., Oak Ridge, La., which plans to work the surrounding territory with trucks, and the Fish Drug Co., Monticello, Ark., which also plans to use autos extensively in reaching its territory.

The J. K. Drug Co., of Pascagoula, Miss., is a new Edison dealer.

FOR VICTOR SERVICE
PHILIP WERLEIN, LTD.
OF NEW ORLEANS
THE LEADING SOUTHERN WHOLESALERS

The Americanola reproduces the music of every instrument and the sound of every voice with complete fidelity. No tone is slurred. No distinctive quality lost.

WRITE FOR DEALER'S PROPOSITION

AMERICAN TALKING MACHINE CO., INC.
BLOOMSBURG, PENNA.
Just Arrived

The "GRANBY"—A musical instrument of higher quality—
from the newest and most up-to-date factory in the world.
RESOURCES—$4,000,000.00. The WE WILL spirit.

JOBBERS WANTED

successful organizations only who are able to develop BIG
business along quantity lines can secure valuable territorial
rights. Now.

ADVERTISING IN PLENTY

is only a part of the co-operation GRANBY JOBBERS may
expect.

COME TO NORFOLK

see and hear more than you ever saw or heard. Write for
catalog and an invitation to come to Norfolk at our expense.

THE

Granby Phonograph Corporation

Norfolk, Va.
Aeroplane view of the Newport News plant of the Granby Phonograph Corporation
THESE models comprise the Granby Phonograph line. Their architectural beauty is apparent with the first glance and their musical qualities are revealed with the first record.

Granby Phonograph Corporation
NORFOLK, VA.

Factories: Newport News
AVERAGE SUMMER TRADE PREVAILS IN ST. LOUIS

Dealers Looking Forward to Fall With Confidence—Why High Priced Talkers Sell—Grand-Leader Reconstruction—Kieselhorst and the Victor—Famous & Barr Remodeling—Other Happenings in the St. Louis Trade

St. Louis, Mo., August 7—The talking machine business in St. Louis in the latter part of July and the early part of August was just about what it is expected to be at the height of the mid-Summer season. Which is one way of saying that it was not very good. And it is also one way of saying that nobody felt very bad about it because nobody expected anything else. The depression which set in early in the Summer, lagging along after the piano depression, which had been in force for several months before that, seems now to have been absorbed by the natural mid-Summer lassitude. Dealers are looking forward to the Fall without misgivings. Manufacturers and distributors report the booking of large orders for early Fall delivery. It is expected that there will be a very heavy demand for the best and highest priced machines.

C. R. Salmon, city salesman for the Columbia Co., is booking large orders for immediate delivery, the wholesale department having accumulated sufficient stock here to offer to dealers the inducement of immediate delivery. The dealers, remembering the delays that they have had to endure in the past, are eager to avail themselves of the unusual privilege and the indications are that the accumulated stock will soon be depleted.

Talking machine salesmen are agreed that probably the principal explanation of the ease with which high priced talking machines have been sold during the past months and are still being sold, with due allowance for the hot season, is the high cost of pianos. It used to be that the prices asked for the best talking machines rather staggered people whose talking machine education had begun with small and cheap machines and had not progressed much beyond that. The salesman's task was to pull up to the level of the high-class machine. The skyrocketing of piano prices has made the highest talking machine prices look low by comparison. It is not hard to talk a $250 or $300 talking machine to persons who have been looking at $1,000 pianos.

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In spite of freight congestion and other delays, Hellring & Grimm succeeded recently in flying to Wisconsin the other day when he took a motor trip through Illinois with friends. He spent a vacation of two weeks. Manager Medairy will have one of the most complete departments in the city as soon as the paint permits full occupancy.

Miss Lorraine Merritt, manager of the Seruggs, Vandervort & Barney talking machine department, has returned from Wisconsin. She is expected to build up the department to its former size and reconstruction most of the Summer.

Manager Hornberger, of the Vocalion wholesale department, and Retail Manager Brandt have returned from a visit to the Aeolian home office at New York. Mr. Brandt also visited Detroit, Buffalo and Cleveland.

M. I. Mayer, of the Tri-Sales Talking Machine Co., has gone to St. Paul and Minneapolis on a business trip.

Work of remodeling the talking machine department of the Famous & Barr Co. is progressing. Twelve record booths are up. There are to be thirty-six in all, eighteen of which will have outside windows.

The talking machine department employees of the Famous & Barr Co. have been busy preparing their department for the Fall. The store is expected to be at the height of the Fall trade by the time the new stock arrives.

1918—JONES BOUGHT A LINE OF "WARBREAD SUBSTITUTE" PHONOGRAPHs


1919—JONES SOLD VICTORS AND BAR-SINISTER ORPHANS


1920—JONES SAID, "BUSINESS IS NOT AS GOOD AS IN 1919"


1921—JONES SAID, "I WISH I HAD BEEN BORN LUCKY—LIKE SMITH"


Buffalo Talking Machine Company, Inc.

Victor only

BUFFALO, N. Y.

Wholesale only

THE TALKING MACHINE WORLD

August 15, 1920
IT remained for the invention of our Remington Reproducer to release the diaphragm from the yoke of the sound box rim. The present general construction of reproducers chokes, more or less, the vibrating functions of the diaphragm, thus producing a cramped or imprisoned tone which advisedly has been the weakest point of all sound-reproducing machines.

Our Reproducer, being *elastically mounted*, through the employment of the minute surfaces of three silver steel balls, holding the diaphragm in place, instead of the usual metal rim collar, allows the diaphragm to vibrate freely, thereby, not only clearly reproducing the recorded tones, but uncovering many of the soft tones, which, unfortunately, are too often lost by the reproducers in general use to-day.

We will not sell our Reproducer separately. It will be made only for our Phonographs, and while the Reproducer is in itself important to place our Remington Phonograph at the very top of the high-grade class there will be other exclusive, patented features, having to do with sound reproduction, which will contribute to setting a new standard in phonograph quality.
the Famous & Barr Co. had a picnic Saturday at the firm's recreation farm on the Meramec river.

Manager John McKenna, of the Columbia Phonograph Co., has gone to New York to attend a sales conference. On his return, he and Assistant Manager A. W. Roos will conduct another party of St. Louis and country dealers to the Columbia factory on August 16.

C. R. Sainmou, city salesman for the Columbia Co., says that there have been big orders for the Marion Harris records, first release August 10.

Frank L. Stevenson, road salesman for the Columbia Co., is spending his vacation at Ocean Beach, N. J. Miss Olive Gibbons is leaving the Columbia Co. to be married in August to Dr. Marshall L. Myers. Miss Mildred Heckert, secretary to Manager R. N. Johnson, of the credit department, who was married recently to a Mr. Walpert, will make her future home in California. C. R. Trampier, manager of the dealers' service department, has returned from a dealers' service conference at Philadelphia. He also visited the offices in New York and the factory at Bridgeport.

C. O. Thompson, of the Kieselhorst Victor department, has started on a vacation trip.

Miss Blanche Rosebrough, director of the educational department of Scruggs-Vander-voort-Barney, has been conducting a morning study hour for the salespeople in the Victrola department. The sales force is divided into two groups, the first group studying from 8:30 to 9:30 and the second using the 9:30 to 10:30 hour. They are studying now a group of Red Seal records which have moved more slowly than expected. Their contents justified their selection. Miss Reid, of the Mengel Music Co., St. Louis, reports the sale of a Victor machine to a Mr. Valpert, will make her future home in California.

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THE HALL MARK of QUALITY

THIS "TRADE MARK" on a Phonograph insures high grade material and workmanship at a reasonable price — sold to dealers fully guaranteed by a house experienced in every branch of the retail trade and knowing their necessities.

THE HALL MARK of QUALITY

THE WADE PHONOGRAPH GUARANTEED
WADE TALKING MACHINE CO.
CHICAGO — U. S. A.

THESE PERIOD CABINETS are scientifically constructed and fitted with the latest type double spring motor, which has bevel gears and is positively noiseless. The latest improved types of tone arms and reproducers play all makes of records. Silken Plush Turn-Tables with Bevel Edges; Our all wood tone chambers give the loudest volume and clearest tone; automatic cover supports and tone modifier. Complete machine guaranteed. Finish: Mahogany, Golden or Fumed Quartered Oak.

SUPERIOR

"Hits When They are Hits"
Every Okeh Record a big seller — A better, clearer reproduction, have you tried them? WRITE TODAY—Become an authorized Okeh dealer.

OKEH Records
WE SHIP EVERYWHERE

SERVICE

Complete stock Okeh Records — If you are an authorized dealer, try our service — If not, get our proposition—it offers a new and better field for the dealer.

12-20 NORTH MICHIGAN AVENUE : CHICAGO, ILLINOIS
WEALTHY NORTHWEST GETS READY FOR BIG FALL TRADE

Notable Trend Among Dealers to Concentrate on One or Two Lines—Plan Reunion of Aeolian Dealers in Northwest—Poor Transportation a Problem—New Brunswick Dealers

MINNEAPOLIS and St. PAUL, MINN., August 4,—Preparations for a tremendous Fall trade are being made by the distributors of talking machines in the Northwest. Such houses as are not fully stocked with complete lines in all models, finishes and woods are biding every effort to obtain a strategic position for handling the Autumnal onslaught. Estimates of great crop yields made by the Government experts are amply borne out by the local reports of bankers and merchants. The yield will be immense not only throughout Minnesota and the Dakotas, but Montana promises to surprise the world with its showing as a grain State.

A movement on the part of some dealers to concentrate on one line of talking machines, making that line one of the well-known standard makes, has been noted for several months. Retail dealers who took on several additional lines during the war period when the factories were compelled to restrict their output now seem willing to change their policies. Sometimes it is not an easy matter to let go, as a large stock of instruments was bought outright.

The greatest Pathé distribution in the history of the Northwest now is under way, says Jay H. Wheeler, manager of the Pathé department of G. Sommers & Co. They have a full stock of machines and records, and with the roadmen turning in orders at a most encouraging rate Mr. Wheeler is expecting to see all his former records fall before 1920's totals. The branch distributing office at Billings, Mont., is expected to display a wonderful increase in business during the coming Fall.

A reunion of Aeolian dealers in the Northwest territory is to be held in Minneapolis about September 9 and 10, under the joint arrangement of the Aeolian Co. and the Stone Piano Co. The main purpose is to discuss salesmanship and publicity methods and to obtain information as to the new Vocalions and the new records.

Among the speakers will be W. H. A. Fring, general manager of the wholesale department, New York; H. B. Levy, Western manager, Chicago, and five or six others of the company's experts.

An illustration of the nice (?) adjustment of the country's transportation system is supplied by George A. Mairs, manager of the Victrola department in the W. J. Dyer & Bro. establishment. On the last day of July he informed The World correspondent that a carload of July Victor records had not yet arrived, but that the August records already were on hand and had been distributed. The Victrola supply has been greatly improved during the past year. Mr. Mairs states that he is in position to take care of the old patrons fairly well, but is not in position to accept new accounts, although many desirable ones are obtainable.

The Edison pilgrims from the Minneapolis zone, fifty-five in all, have returned from the Chicago convention with a great many new ideas on how to conduct a modern phonograph shop. The gathering proved a highly instructive institution and undoubtedly the efforts of the Edison management will be reflected in commercial returns. Laurence H. Lucker, who conducts the Edison distribution in this zone, looks upon the general situation with much complacency. He finds the demand for instruments and records as keen as it ever has been, but with much greater facilities for filling orders. The increased output of machines at the Pullman, Ill., and New London, Wis., plants has been of inestimable value to the retailers in the Middle West, as they are assured fairly prompt deliveries in spite of the general traffic congestion.

Thirty-five new accounts were established in the Minneapolis territory during July by the phonograph department of the Brunswick-Balke-Collender Co. through E. L. Kern, Northwestern director. Instruments are coming along from the factories in a fair way, although delays often are unavoidable. The Hart Swalestead Jewelry Co., Minot, N. D., has opened an exclusive Brunswick shop with four booths, and Mr. Kern has just shipped a carload of Brunswick supplies to start the new venture. The Burr Albright furniture house, Minneapolis, also has opened an exclusive Brunswick shop with three booths and will supply the Northeast Minneapolis sector. George M. Nye, head of the travelers, recently has added Hoff Helberg, H. L. Davies, H. E. Burgoyne and W. A. Plummer to his staff.

Photograph purchasers in Minneapolis who buy on the installment plan will be required to pay interest on deferred payments. R. O. Foster, who was delegated to interview the Minneapolis dealers on the proposition of taking united action on this matter, reported that he had obtained thirty-six signatures to the pledge and that these signatures included all the department stores. It was the refusal of the department store managers to accede to the plans that spurred a similar movement two years ago, but now all is clear for business methods. It is understood that the R. Paul committee is meeting with good success and that all the dealers will be cheerfully signed to the agreement in a short time.

VALUE OF MUSICAL KNOWLEDGE

It is possible to enjoy music without knowing anything of musical history, but such knowledge would give you an entirely different perspective of the art. It is like seeing your home from an airplane; you see the same old thing from a new angle.

We can organize all we want, but it is the man behind the organization that counts.
Advertise—and do it now!

For the first time in years, supply has caught up with demand. The strong seller's market has gone, and a buyer's market is here. The note of caution now prevalent after the period of extravagance, the curtailed credits and general conservatism, while healthy in effect, necessitate increased rather than curtailed sales effort on your part.

Advertising is not an expense. It is an investment and an absolutely essential investment. And now of all times you should advertise regularly, persistently and effectively in the daily newspapers of your city.

The Talking Machine World Service furnishes you with the finest merchandising and sales material ever prepared for the retail trade in any line of business. The best artists of New York, the most successful copy writers, window display men, store management experts, and form letter writers are devoting their time and talent to this great service.

The service has been tried out in all sections of the United States, in towns large and small by dealers of every type— with uniform success. It has proved itself to be a big money-maker.

Read what some of our clients say about the service; then if it is not already sold to a rival concern in your territory, get it, and get it now! It can bring you the biggest Fall and Winter business you've ever had.

Talking Machine World SERVICE for Retail Merchants

Supplies you each month with
CUTS—17 or more striking, original designs, large and small—every month.

ADS with the kind of wording that gets results, makes friends for your store and increases your popularity and prestige.

FORM LETTERS on records and machines, which bring back big results in sales.

WINDOW DISPLAY PLANS—Clever ideas to make your windows stop the crowds and bring them in.

MERCHANDISING IDEAS—New successful methods of improving your store service.

SPECIAL SERVICE TO ORDER—Ads, letters or merchandising counsel furnished direct by mail, in accordance with your instructions.

Get it now for your territory!

First Hand Evidence

"I know we have gotten better results from the Service than the ads we used before. My actual experience has made me a booster for the Service of the 100% type."

"We hear nothing but praise for the Talking Machine World Service—advertising manager says it is the best thing of the kind he has ever seen."

"We are enclosing herewith a page from one of our local newspapers containing the advertisement that you got out special for us. Without a doubt we think this is the most wonderful advertisement ever written."

"Our very first ad brought $150 sale in less than three hours."

Mail This Coupon

Talking Machine World Service
373 Fourth Avenue New York

Without obligation to me, send me a sample copy of your Service with full explanation of your proposition, which you say is making a big profit for retail merchants. Tell me the price per month for exclusive use in my territory.

Population of my city is

Firm Name

By

Address

(W=13, 8-16-20)
Science said “Round”
So we made it Round

This is to introduce the new Emerson Phonograph, made by the makers of Emerson Records, and equipped with the new round Emerson Music Master Horn. Science proves that sound—tone—travels in round waves. Accordingly, when we decided to produce the Emerson Phonograph, we insisted on a perfectly round horn—the Emerson Music Master Horn. To achieve clear, full, round tone, you must have a round horn.

The full, round music which flows from the full, round Emerson Music Master Horn is remarkably free from annoying echoes and muffled sounds. Why? Because the horn is perfectly round—made of solid, round spruce, the one wood of all others most resonant and vibrant.

Hear the new Emerson Phonograph. Enjoy the round tone of every note in every selection. Hear music played with absolutely new freedom from mechanical blemishes.

Send for the new Emerson loose-leaf catalog. It features the first eight instruments in the new Emerson line, including the Emerson Queen Anne Model, here shown. It describes the new Emerson Music Master Horn and explains why this new round tone can come only from this round horn.

*Ask any authority on acoustics.

EMERSON PHONOGRAPH CO INC
Makers of Standard Emerson 12-inch Gold Seal Records
206 FIFTH AVE. NEW YORK CITY

The Emerson Phonograph
With the Emerson Music Master Horn

In the SATURDAY EVENING POST, August 21st, this Full Page Emerson Advertisement will appear. It is of special interest to the trade, as constituting the first step in an aggressive consumer publicity campaign which will definitely establish the new line of Emerson Phonographs.

The line is remarkably complete, embracing, as it does, eight splendid instruments—all equipped with the built-in, solid-spruce, round Emerson Music Master Horn.
EDISON CARAVAN CONVENTION WINS IN SAN FRANCISCO

SAN FRANCISCO, CAL., August 1.—The talking machine fraternity of the Pacific Coast and mountain region will not soon forget the week of July 19 in San Francisco, a week crowded with events of vital importance to the trade. The big Caravan Convention of Thos. A. Edison, Inc., and the Educational Conference of the Victor Co. together supplied so many opportunities of acquiring information that the progres-

sive members of the trade unhesitatingly let pri-

vate matters take a back seat for the time being and spent many hours hearing addresses on a hundred different trade topics, listening to wonderful tone tests, seeing tabloid dramas, attending banquets and dances and engaging in discussions on salesmanship methods. To say that the trade was much benefited is putting it mildy—the trade was inspired, enthused, rejuvenated! Every delegate, there can be no doubt, returned to his regular routine after the meetings injected with invigorating commercial jazz, exalted with peppy ideas and infused with the will to succeed. “I have never seen anything like it before,” remarked a prominent phonograph dealer of San Francisco, “and if business meetings are going to be conducted in this fashion hereafter you will always see me Johnny on the spot.” This is a sample of the attitude of the Coast trade toward the Edison convention held in San Francisco on July 19 and 20. Verily the new era has arrived—the day of dull business meetings has passed away. The Edison people have recognized that business men are human beings and that as human beings they must be appealed to in a human fashion. Instead of prescribing bitter pills as remedies for business ailments, they have offered the choicest intellectual confectionery. Hard facts have been pleasingly sugar-coated and new ideas have been intro-

duced on the wings of the morning. The mes-

sages presented at the business sessions held at the Columbia Theatre were made as engrossing as a high-class revue show and a hundred per cent more profitable. James T. Fitzgerald, of the Fitzgerald Music Co., Los Angeles, acted as chairman of the meetings, and he won the hearts of the delegates by his quiet, calm and delightful manner of conducting the sessions. The various business talks by members of the Western trade and Eastern officials of the Edison Co. were notable for their vivacity, while the tone tests given by Thomas Chalmers, the fa-

mous baritone of the Metropolitan Opera Co., were a revelation of beauty. The address of Henry Kimball Hadley, the distinguished American composer and conductor, opened the eyes of the members of the trade present to the great possibilities of things musical in America. Mr. Hadley paid a glowing tribute to the part played by mechanical instruments in promoting musical culture. Perhaps the most appealing features of the convention were the snappy little playlets by William Maxwell, vice-president of the company. Each play carried a message which had a meaning for every dealer and this mes-

sage was delivered in so interesting and graphic a way there is little chance of the lesson being forgotten.

Throughout the entire convention the addresses by prominent dealers and officials of the company pointed toward a definite objective; that of impressing the trade with the scope and meaning of “Service” as applied to the Edison Co. and its dealers. The Edison Laboratories co-operate with their dealers and the dealers in turn carry out the plan by co-operating with their customers. In the first open forum, which was participated in by several dealers, Mark A. Sawrie, of Selma, Cal., paid high tribute to the “Sales Aid Service” as a means of getting new prospects. The address by J. E. Robins, of Fresno, on the subject of “Canvassing” delivered at the opening session proved especially interesting in that it showed the results of using trucks in canvassing work in a territory where the work can be carried on the year round. Another idea which met with an enthusiastic reception was the “musical census” idea, which was car-

ried out in some small towns by a house-to-

house canvass, when a list is made of the music

(Continued on page 113)
Hiawatha

Production

Service

Delivery

Hiawatha Production

Will guarantee you splendid service, and immediate delivery in all models. The increase in our business has been so great during the year that we could not accept any new business until our production had reached this stage.

Quality is Our Watchword

Jobbers and dealers can prepare for the fall trade now. Know before you buy. The quality of all Hiawatha models is beyond question.

Hiawatha Phonograph Company

209 SO. STATE ST.

CHICAGO, ILL.
AUGUST 15, 1920


The Columbia theatre party hosted to the visiting delegates for the banquet love and esteem.

kept the guests in constant joy.

numerous offerings by amateurs and professionals, of the famous chef Victor, while the entertainment features, comprising classic dancing by the Hula Hawaiians—with a dancing solo by a real hula-hula girl—and numerous extemporaneous offerings by amateurs and professionals, kept the guests in constant joy. Even Thomas Chalmers was prevailed upon to sing and Glenn Edison to recite. Before adjoining to the ball room for the Edison dance, the delegates presented to William Maxwell, the toastmaster, with a handsome silver flask as a mark of their love and esteem.

The Edison banquet at the Hotel St. Francis on Tuesday evening was attended by 285 banqueters. Delegates were present from all the Pacific and Inter-Mountain states, namely: Colorado, Wyoming, Montana, Arizona and New Mexico, besides British Columbia and Alberta. The menu was a signal gastronomical triumph on this occasion.

THE RIGHT KIND OF ADVERTISING

Advertising to beat your competitor is usually not advertising to sell your goods. Without knowing it, perhaps, you imitate his methods, which may not fit your ease at all. Your game is with the public—play the game!

Advertising brings the customer to you—the rest is your own work.

While these seven jobbers were joint hosts, arrangements for the details of registering and entertaining delegates were delegated by the other jobbers to the San Francisco office of Edison Phonographs, Ltd. A. C. Iretson, vice-president and general manager, and a past master in the art of handling such affairs, was the moving spirit in the varied entertainment and "jazz" provided; and by the time the banquet dance orchestra had swung into "Home, Sweet Home" the Caravan vote registered 100 per cent strong that "Iretson knows how!"

NEW BRUNO OFFICERS ELECTED

Jerome Harris Becomes Secretary and Wm. J. Haussler Treasurer of This Corporation of Which Henry Stadlmair is President

At a recent meeting of the Board of Directors of C. Bruno & Son, Inc., Victor distributors and musical merchandise jobbers, Jerome Harris was elected secretary and William J. Haussler was elected treasurer of the corporation.

Mr. Harris will devote much of his attention to Victor wholesaling. He was formerly connected with the law firm of Lesser Brothers and is an able executive in every way. Mr. Haussler is inaugurating an aggressive campaign which bespeaks a big Fall season.

Mr. Haussler has been indirectly associated with C. Bruno & Son, Inc., for the last twenty years and is thus thoroughly familiar with the affairs of this enterprising corporation. Henry Stadlmair continues as president of the company.

"Does It Play All Records?"

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

MAGNOLA "Built by Tone Specialists"

A Few of the Current Titles

ALL BIG SELLERS


"Kosmos" (Orch.). Waldorf Astoria Dance Orchestra.

"Chile Bean" (Eenie-Meenie-Minic-Mo). Music by Ager (Fox-trot).

"Chameleon" (Orch.). Southerly Duet with orch.

"What's in a Name" (from the Musical Comedy "Chicago"). George Gershwin's Novelty Orchestra.

"Ballad of the Young Man and the Blue Bird." Albert Von Tiller (Tenor Solo with orch. and baritone duet with orch.)

"You Are My Sunshine" (Mammy's Arms). Music by Fred E. Ahlert (Tenor and baritone duet with orchestra).

"I Cannot Sleep Without Dreaming of You." Charles Hart and Albert Von Tiller (Tenor Solo with orchestra). New to 1920 catalog.

"So Near and Yet So Far." Fred Whitehouse (Tenor Solo with orchestra). New to 1920 catalog.

"I'm Glad to Have You In My Heart" (Off Shore). Music by Fred. A. Arthur Haywood (Saxophone Solo with orch.).

"Wake Up, Wake Up, Wake Up." Gladys Rice (Tenor Solo with orchestra).

"I'm Glad to Have You Since I Met You." Charles Hart and Albert Von Tiller (Tenor and orch.). New to 1920 catalog.

MAGNOLA TALKING MACHINE COMPANY

1137 Mechanic Street

Lyraphone Co. of America

Newark, N. J.
NEW MODERNOLA JOBBER

H. A. Copeland Sales Co. Secures Representation for North and South Carolina, Eastern Tennessee and Virginia—Carload Shipments

JACKSON, N. C., August 2.—A. J. Copeland, president of the H. A. Copeland Sales Co. of this city, visited the headquarters of the Modernola Co. at Johnstown, Pa., and as an attendant result the announcement has been made that the H. A. Copeland Sales Co. has secured the exclusive distribution for Modernola talking machines for the states of North and South Carolina, Eastern Tennessee and Virginia. The first shipment consisted of two solid carloads, one of which is illustrated herewith. Mr. Copeland is very enthusiastic over the Modernola and is planning an aggressive campaign that will greatly increase the popularity of the Modernola in the states which he covers. Mr. Copeland has built up a particularly efficient sales organization and has selected as his slogan “We Cover Dixie Like the Dew.”

COULDN'T RESIST THE WEARY BLUES

Darky Minstrel Just Had to Play the Bones When Brunswick Played the Blues in Georgia Store—Dealer Made Use of Publicity

MACON, Ga., August 5.—Guttenberger’s Music Store of this city, which handles the Brunswick line, enjoyed a novel advertising medium on July 31. Thomas Price, of a troupe of real Southern darky minstrels, happened to pass by the store when he heard one of the machines playing. The call of the weary musical blues was too much for his artistic temperament, so, extracting a set of real minstrel “bones” from his inner pocket, he proceeded to accompany the records. So enthused was he with his accomplishment that he failed to notice the large crowd that had gathered to watch the demonstration. Thanks to Mr. Price, Guttenberger’s

GARFORD “BABY” PHONOGRAPH

A Popular Line of Toy Phonographs

“Nothing More—Nothing Less”

THE “BABY” MODEL

RETAILS AT $6

Description of “Baby” Model
Plays Little Wonder records and also 7-inch records with wonderfully clear reproduction. Speed regulator.

Cabinet finished in mahogany.
Length 9% inches
Height 17% inches
Width 8% inches
Weight 54 lbs.

CLOSED

OPEN

DESCRIPTION OF MODEL “X”
Plays Little Wonder or 7-inch records. Cabinet finished in mahogany.
Length 17% inches
Width 8% inches
Height 9% inches

PROVIDED WITH SPRING WORM GEAR MOTOR.
6½ INCHES TURNTABLE.
HIGH GRADE SOUND BOX, WITH WONDERFULLY CLEAR REPRODUCTION. SPEED REGULATOR.

A LIBERAL PROPOSITION FOR PROGRESSIVE DEALERS

GENERAL PHONOGRAPH MFG. CO.
Elyria, Ohio

FORMERLY NAMED THE GARFORD MFG. CO.

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A LIBERAL PROPOSITION FOR PROGRESSIVE DEALERS

GENERAL PHONOGRAPH MFG. CO.
Elyria, Ohio

FORMERLY NAMED THE GARFORD MFG. CO.
H. J. SMITH LABORATORIES
Jewel Manufacturer

EXECUTIVE OFFICES,
FINISHING and
RECORDING
LABORATORY JEWELS

Plant No. 1
833 Broad Street
Telephone 2896 Market
NEWARK, N. J.

SAVING
GRINDING
ROUGHING
ROLLING and
EXPERIMENTAL
LABORATORY

Plant No. 2
54½ Franklin St.
NEWARK, N. J.

Manufacturer of

Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

$7,500,000 COLUMBIA NOTE ISSUE

Prominent New York Banking Houses Announce Issue of Columbia Graphophone Mfg. Co. 8 Per Cent Five-year Notes at Par

The Guaranty Trust Co., Kiesel, Kinnicutt & Co., and Dominick & Dominick last week made an offer of an issue of $7,500,000 five-year 8 per cent gold notes of the Columbia Graphophone Mfg. Co. at par and interest. The company agrees to pay interest on the notes February 1 and August 1, without deducting normal Federal income tax not in excess of 2 per cent and agrees to refund the Pennsylvania four-mill tax.

The notes, which will be dated August 1, 1920, and August 1, without deducting normal Federal income tax not in excess of 2 per cent and agrees to pay interest on the notes February 1, 1921.

AUGUST 15, 1920

The date of the wedding is set for September 16. Miss Martha Bain, of the Stewart Dry Goods Co., to Stephen Jenkins, who is connected with the offices of the Louisville & Nashville Railroad. The date of the wedding is set for late in the Fall. The Stewart Dry Goods Co. is one of the prominent talking machine houses of the city.

APPOINTS NEW JOBBER

The C. E. Ward Co., of New London, O., manufacturer of Ward khaki moving covers, has announced the appointment of the Associated Furniture Manufacturers Co., of St. Louis, Mo., as distributor for this well-known line of covers.

Sometimes the people who have the least money buy the most expensive records, proving that they are the real music lovers.

"WHAT ARE YOU SAVORING?"

Get in touch with us. We have everything in the phonograph line—Needles, Tone Arms, Motors, Cabinets, all kinds of accessories and repair parts. We specialize on Main Springs, Batterton Phonographs. Let us do your repairs.

PLEASING SOUND PHONOGRAPH CO.,
204-206 East 112th St., New York.

EILERS LITIGATION REOPENED

Federal Judge Bean Announces Decision Giving Eilers Music House Jurisdiction Over $50,000 Stock of Oregon Eilers Music House

PORTLAND, Ore., July 26.—In an oral opinion handed down by Federal Judge R. S. Bean, of the United States District Court, the exceptions to a special master’s report were overruled, the report being submitted by Referee A. M. Cannon in the matter of the Eilers Music House vs. Oregon Eilers Music House. The findings virtually determined that the Oregon Eilers Music House assets, which amount to about $50,000, belonged to the chain store system of Eilers Music House and should be administered by the trustee for Eilers Music House.

Judge Bean held the court acted within its jurisdiction in hearing the case. The trustee in bankruptcy filed a petition requesting permission to use the necessary action to collect all valid claims. The court granted the petition and said that an order so stating would be issued. Attorneys for the Oregon Eilers Music House stated that an attempt would be made to secure a rehearing in the case. If a rehearing is not granted, an appeal will be taken to the Circuit Court of Appeals, it was said, and necessary bond posted on the appeal. Ten days were allowed to perfect the appeal.

EXPORTS TOTAL EIGHT BILLION

United States Set New High Record, Not Only in Exports but Also in Imports, Leaving Balance of $2,872,000,000—Interesting Figures

WASHINGTON, D. C., July 26.—Exports from the United States during the fiscal year ended June 30 reached a new high record of $8,111,000,000, but as all records for imports also were smashed the net trade balance in favor of this country was only $2,872,000,000. This compared with a trade balance of slightly more than $4,000,000,000 the year before. The figures were made public to-day by the Department of Commerce and constitute a new high water mark.

Imports for the year were valued at $5,238,746,580, an increase of more than $2,000,000,000 compared with the year before. The figures were made public to-day by the Department of Commerce and constitute a new high water mark.

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Now for a strong and a long pull to make an active Fall business.

Victor Supremacy again manifested

While many of the imitative machines are being sold over the Country at cut-prices and the manufacturers of some are tottering into bankruptcy, Victor prices are being maintained everywhere with an unsatisfied demand stronger than ever. The public knows and is willing to pay the price for the quality which has made the

Victor Supreme
TALKING MACHINE CO.
BIRMINGHAM
PACIFIC COAST PHONOGRAPH DEALERS!

THE AEOLIAN COMPANY
of CALIFORNIA

455 Mission Street
San Francisco

Are Prepared to Appoint Dealers in
CALIFORNIA—ARIZONA—NEVADA
WASHINGTON—OREGON—IDAHO

for

The Aeolian-VOCALION
The new and greater phonograph

The New
Lateral Cut
VOCALION
RECORD

Plays on
All Standard
Types of
Phonographs

Vocalion representation will, in the near future, be at a premium. The superiority of the Vocalion itself in musical quality, durability, appearance, and "selling" features, like the Graduola, etc., the superiority of Vocalion Records, and the magnificent national advertising being carried on in the Saturday Evening Post and other mediums, is having a steady, strong, cumulative effect.

Progressive merchants who would appreciate the opportunity to handle a product which will be not only exceedingly profitable, but will add measurably to the prestige of any establishment.

DISTRIBUTORS FOR

MELODEE
Music
Rolls

MELODEE song rolls have printed words, NOT STENCILED—are equipped with unbreakable, pressed steel spool ends.
EFFICIENT GOVERNMENT NEEDED, SAYS E. R. JOHNSON

President of the Victor Talking Machine Co. Makes Some Pertinent Comments Upon Existing Conditions in This Country and Outlines Means To Be Taken to Improve Them

In the opinion of Eldridge R. Johnson, president of the Victor Talking Machine Co., as presented in an interview with George L. Benbow, published in the Magazine of Wall Street, there is only one Government that is really efficient and is capable of overcoming the confusion and extravagance that is now evident in the policy of the administration.

In the interview Mr. Johnson is quoted as saying:

"It is dangerous to ignore the fact that the whole industrial and financial world is facing a great and grave need. There is no time for extreme optimism any more than it is for extreme pessimism.

I do not believe a man lives who can fully comprehend the changes that are going on, nor forecast the ultimate result. The wasted time, upon which all values are estimated, will remain unchanged, but new values are being established in labor, commodities and service of all kinds, and nothing of an industrial, financial or social character will ever be the same as before the war.

"Wages are high and are destined to average higher still. Compensation for human service in general was too low before the war, especially in Europe. This wage adjustment—or speaking more correctly, the labor compensation adjustment, while it is necessary and will be highly beneficial if accomplished without disaster, is exercising a great influence on values. There is also a low level of wages going too high. Unquestionably this is happening in many cases, but there are still many underpaid people in the world, even in the United States, although they are chiefly among the class that does not care to soil its hands.

"High prices, while a blessing if held within reasonable limits, are dangerous to a country being overdone. General industrial and financial affairs are in great and changing confusion. Labor is scarce and discontented. Low wages and unprofitable prices are the causes of general discontent before the war, but the war confusion and high prices are the causes of the present unrest. To a certain extent the increase in wages has been the cause of high prices, but there are many other potent influences. Nevertheless, the increase in both prices and wages, to be of benefit, must be reasonable and governed by true economic causes and not by arbitrary adjustment.

"Profiteering, both in wages and prices, is very dangerous to a final satisfactory outcome and many vicious attacks on the general welfare of civilization are being made in these ways by the selfish and unreasonable.

"Wages and prices should rule higher. A better distribution of wealth and a better reward for all human effort can thus be achieved and I believe will be achieved, but, as I said above, there are many unreasonable acts and demands and more reasonable conditions must prevail before the world, especially the United States, can hope to reach a permanent, safe, comfortable and economic position again.

"The primary force that is causing national unrest and compelling wages and prices to soar to dangerous levels is high taxes, unfairly distributed. The silly, impractical policy of the political demagogue, 'Make the rich men pay the taxes,' is most mischievous legislation and ranks among any great historical political absurdities. The disregard of political economics that have preceded and caused all disasters to past civilizations.

"The economic disturbance of Europe is serious. England is the only country in Europe that is safe from bankruptcy and England and the rest of Europe are dependent on the United States of America. We only did our duty by entering the war and no man can regret having paid large sums of money in the form of taxes and otherwise at that time, but we now have a right to expect better things. The war is won and the most autocratic government that the world has ever known has been overthrown. What we fought for will not have been accomplished, however, unless a more human and economic peace treaty is constructed between the contending nations. That autocratic government which we spent so much blood and treasure to overthrow will again be in power, the fruits of the great victory will be lost and a new war, more terrible than that through which we have just passed, will come again and confusion will again follow progress and civilization all over the world. Selfishness and inefficiency has always been the destroyers of liberty.

"The prosperity of the United States in the past was based on a boundless plenty. Conditions are changing. Carelessness and inefficiency in governmental affairs are no longer practical. We have grown used to such things and have tolerated them simply because we could afford to tolerate them. We have now reached a parting of the ways.

"The future of this country, and I may also add the future of the world, depend on governmental reform in the United States of America. There is not plenty of capital but there is too much money. Only the rich men save, because those who save get rich. When the rich are made poor, the poor will starve and there will be no one left to save—no enterprise and no co-operation."

NEW ZEALAND IS NEW ZEALAND

Thomas Ritchie Points Out That His Country Is Often Confused With Australia

When Thomas Ritchie, of Chas. Begg & Co., the prominent Dunedin, New Zealand, piano and music house, passed through New York on his way home from England and Scotland he remarked: "I wish you would stress the point that New Zealand and Australia are separate and distinct countries. I find many people—the great majority in fact—have the impression that the two countries lie alongside each other and that New Zealand is a sort of annex to Australia. The fact is that we are as separate as Canada and Australia, and as for location we are two thousand miles away from Australia and it takes five days' fast sailing to make the trip from one dominion to the other. We like the Australians and all that, but we want to be called New Zealanders, not Australians."

A BROOKLYN INCORPORATION

George S. Uniss, Brooklyn, N. Y., has incorporated for $10,000 to do a business in talking machines. The incorporators are N. K. Kalaf, M. S. Trabuley and L. S. Uniss, 291 State street.

THOMPSON BUYS SHEPHERD STOCK

Shepherd Interests Will in Future Be Concentrated at Klamath Falls, Ore.

June 1st, July 29th.—E. M. Thompson, formerly doing business here under the name of the Thompson Music Co., has just purchased the entire stock of pianos, player-pianos and talking machines of the late L. K. Shepherd and expects to secure larger quarters and expand the business by taking on additional lines. In the future the interests of the Earl Shepherd Co. will be concentrated at Klamath Falls, where a large warehouse has been leased by that company.

VISITS NEW YORK TRADE

Al Edelstein, owner of the Stern Temple of Music, Albany, N. Y., exclusive Victor dealers, was a visitor recently to the offices of the New York Talking Machine Co., Victor wholesalers. Mr. Edelstein spoke at considerable length on the business situation up State and is making preparations for a banner Fall trade.

H. Ernst, of the New York Talking Machine Co., returned to his desk a few days ago after spending a few weeks' vacation consisting of a sojourn at his new home in Butte county.

THE JOHN ELLIOTT CLARK CO.

Victor Wholesalers

SALT LAKE CITY, UTAH

INTERMOUNTAIN VICTROLA SERVICE

Our new and completely equipped wholesale plant places us in a position to give careful, first class service.

Progressive Victor Dealers are making new plans to broaden their activities, and we will welcome the opportunity to help make your store the musical center of your community.
WASHINGTON Officially Notified of Action of South American Country

WASHINGTON, D. C., July 31.—Secretary Houston announced to-day that word had been received from the Peruvian Minister of Finance giving notice of the ratification by Peru of the copyright convention signed in Buenos Aires in 1910 which extends copyright privileges to the signatory nations.

The Peruvian Foreign Minister also informed Secretary Houston, who is head of the Inter-American High Commission, that under authorization of the Peruvian Congress he had instructed officials of his country charged with the duty of preparing the international committee to rearrange its customs tariff.

The third annual outing and games of the New York branch of the Columbia Graphophone Co. was held Saturday, July 24, at Far Rockaway, and the program provided plenty of fun and amusement for all of the employees. The party left New York at 9 o'clock in the morning and from early morning until late at night the employes of the branch, together with their guests, were kept busy.

The bathing facilities were ideal and various aquatic sports were introduced by the committee of arrangements. After the different events were completed, dinner was served at the Hotel Chateau-Thierry, subsequent to which dancing occupied the attention of the members of the party.

Lambert Friedl, manager of the Columbia branch, took a keen interest in the activities of the day, as did the other executives and members of the sales staff. The party consisted of over 100 employes of the branch, with members of their families and guests, and the committee in charge of the program well deserved the congratulations which it received at the close of the day.

The winners of the various events were as follows:

Fifty yard dash for girls, first, Miss E. Moran, second, Miss E. Bach; 300 yard race for men, first, R. Basserman; under water swimming for distance, first, A. Silberlicht; 75 yard dash for girls, first, Miss E. Moran, second, Miss C. Eskes; 400 yard relay, winners, P. Roeder and F. Ceramelia; 100 yard dash, first, F. Bode; 100 yard swim, first, A. McL. Bennett, second, W. Moore; 200 yard relay, winners, P. Roeder and F. Ceramelia; tug of war, winner, the shipping department; 100 yard dash for heads of departments, first, J. Armstrong, second, J. Lush. Handsome prizes were provided for all of the winners of the various events, which were all keenly contested.

Music formed an important part of the day's program and among those who contributed were the following vocalists: A. Silberlicht and E. Iselin, of the record department, and Miss D. Hixson and R. Luria, of the bookkeeping department. Miss H. Beer, of the bookkeeping department, favored the guests with a ballet dance which was enthusiastically received, and "Kigo, the Gypsy Violinist," gave several violin solos which were thoroughly appreciated.

The committee in charge of the outing and games consisted of the following:

C. F. Meyer, chairman; Miss M. Sacks, J. Armstrong, J. Lush, R. Wilson and R. Basserman.

Some Snapshots Taken at the Columbia Outing

ANNUAL COLUMBIA OUTING

For every $5000 Automobile sold there are 500 popular priced cars. Are you confining your efforts to the $5000 class in the Phonograph business, overlooking entirely the low-priced field? Many are doing this, for the phonograph manufacturers have neglected the low-priced models. The demand for them is tremendous. The "CROSLEY," retailing for $75, fits right in with any line. Read the specifications and look at the illustration.

The "CROSLEY" Phonograph is a neat and attractive mahogany-finished piece of furniture that will grace and decorate the handsomer home.

It stands 38½" high closed; is 19" deep and 18½" wide. Shipping weight, about 80 lbs.

Distributors and Dealers: Write to-day for our proposition. The discounts will surprise you.

Crosley Phonograph Co.
1 Vandalia Ave.
Cincinnati, Ohio

CIROLA
The Best Portable Phonograph on the Market
List Price, $47.50
Regular Trade Discount

The Best Portable Phonograph on the Market

For every $5000 Automobile sold there are 500 popular priced cars. Are you confining your efforts to the $5000 class in the Phonograph business, overlooking entirely the low-priced field? Many are doing this, for the phonograph manufacturers have neglected the low-priced models. The demand for them is tremendous. The "CROSLEY," retailing for $75, fits right in with any line. Read the specifications and look at the illustration.

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Crosley Phonograph Co.
1 Vandalia Ave.
Cincinnati, Ohio

GET ALL YOUR ACCESSORIES FROM ONE SOURCE.
WRITE FOR CATALOGUE.

145 East 34th Street NEW YORK CITY
Tel. Murray Hill 6470

HANDLES THE CHENEY PHONOGRAPH

The Greenup Piano Co., Louisville, Ky., is now the sole agent in that city for the Cheney talking machine.

PERU RATIFIES THE COPYRIGHT

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The Peruvian Foreign Minister also informed Secretary Houston, who is head of the Inter-American High Commission, that under authorization of the Peruvian Congress he had instructed officials of his country charged with the duty of preparing the international committee to rearrange its customs tariff.
Introducing a New Era in Tone Reproduction

The new Cathedral Phonograph produces a quality and volume of tone that instantly delights every listener.

The Cathedral Reproducer does not attempt to "get by" with makeshift attachments but plays every type of record with the degree of perfection intended by the maker of the record—it automatically adjusts itself to the exact requirements of each make of record.

Cathedral dealers can honestly advertise that this is the first phonograph that plays all records correctly—the Cathedral Phonograph will back up every claim they make.

Selling Features That Make Quick Profits for Dealers

The public is rapidly becoming educated in the methods of reproducing the various types of records.

The Cathedral Phonograph gives the public what it wants—a mechanical equipment which is automatic in its adjustment, perfect in its application to all types of records and unequaled in tone reproductions.

A simple turn of the hand presents the proper point at the correct weight and angle with perfect synchronism for every make of record—no weights to adjust and no needles to change.

The Cathedral Amplifier is built of heavily ribbed spruce, scientifically shaped to eliminate sympathetic vibrations and reflect the amplified tone waves with perfect distinctness.

These features are instantly apparent to phonograph prospects. It's easy to sell what the customer wants.

Cathedral Phonograph Co.
General Offices—Omaha, Neb.

York Model

The construction of the present York Cathedral was begun about the year 1162, and the great church was solemnly dedicated as a completed building on July 4, 1472.

It stands as a chaste and dignified specimen of early Perpendicular style and is unique in its glorious east window, the largest painted window in the world. In the grill design and decoration of the York Model Cathedral Phonograph we have followed the architectural features of York Minster.

A beautiful piece of furniture—in Mahogany, Oak, or figured Walnut.
The Fibre Needle Is the Ultimate Needle

Find the home where a talking machine has been giving enjoyment over a period of years and you will find a home using B & H Needles.

Experience with records scratched beyond further usefulness, the discard of costly operatic selections, has taught talking machine owners the country over the wisdom of B & H Fibre Reproduction.

A keener sense of musical values developed through years of enjoyment of the talking machine in the home has made evident to thousands the remarkably sweet, unadulterated tones possible with the B & H Needle, and lifted it to its present position of widespread popularity.

Can a better testimonial to its excellence be found: that it remains the ultimate choice of the dyed-in-the-wool talking machine fan?

B & H FIBRE MFG. CO.
33-35 W. Kinzie Street, Chicago, Ill.
Edison Caravan Convention in Chicago

Two-Day Gathering in Capital of the West Duplicates Program Given Previously in New York City, With a Banner Attendance of Dealers From the Middle Western Territory

CHICAGO, Ill., August 5.—Fresh from its successful opening in New York City, the Edison Caravan Convention, twelve hundred strong, gathered on Monday, July 12, at the Blackstone Theatre, where the special plays written by William Maxwell were presented. The order of events was similar to that in the New York Convention. Following an overture by the Palmer House Orchestra, which opened the Monday session, J. C. Shearman, assistant sales manager of Thomas A. Edison, Inc., made a brief address of welcome, taking the place of Thomas J. Leonard, who was unable to appear. The session was formally opened by the Chicago chairman, James P. Lacey, of Peoria, Ill., whose address was a detailed summary of conditions in the trade and expressed an opinion of the future which was very optimistic. William Maxwell, vice-president of the Edison Co., next spoke on "Judge Them by Their Deeds," which was a review of the Edison business for the past year.

After Mr. Maxwell's address, the first of Mr. William Scott, manager of Tegtmeier Bros., Edison phonograph dealers at 6408 South Halsted street, Chicago. This cleverly written skit showed how the Edison salesmanship for his company.

Dr. W. V. Bingham, director of the vision of applied psychology of the Carnegie Institution of Washington, then delivered an illuminating talk on "Cavassiness" and told how he has developed this branch of Edison phonograph salesmanship for his company.

T. E. King, director of the Electric Manufacturing Co., then made a brief address of welcome, taking the place of Thomas J. Leonard, who was unable to appear. The session was formally opened by the Chicago chairman, James P. Lacey, of Peoria, Ill., whose address was a detailed summary of conditions in the trade and expressed an opinion of the future which was very optimistic. William Maxwell, vice-president of the Edison Co., next spoke on "Judge Them by Their Deeds," which was a review of the Edison business for the past year.

First Play Presented

After Mr. Maxwell's address, the first of Mr. Edward F. W. Bingham's sketches was presented, entitled "It." This cleverly written skit showed how the Edison business is cared for after it has been sold and installed in a home.

At the close of the one-act play, which was warmly acclimated, an open forum was conducted.

Dealers' Caravan Convention

(Continued on page 123)
Edison Message No. 77

Years from now when the general price level is again normal, the prices of Edison Phonographs will then be in harmony with it. At the present time, however, due to inflation, the price level is way above the prices of Edison Phonographs, which have increased only 15%, including War Tax, since 1914.

"Edison Stood The Gaff"

THOMAS A. EDISON, Inc.
ORANGE, N. J.
EDISON CARAVAN CONVENTION IN CHICAGO—(Continued from page 121)

Institute of Technology, Pittsburgh, delivered an address on the psychological factors that enter into the sale of an Edison phonograph and the keeping of a satisfied customer after the sale.

Dr. Bingham's address was followed by the presentation of another of Mr. Maxwell's plays, "I Saw Your Ad."

An open forum on "The Realism Test" was then conducted by H. R. Skelton of the Edison Laboratories and the numerous features of Edison construction and Edison record manufacture were given high lights by bright and snappy contributions of Edison dealers to the forum.

Another of Mr. Maxwell's educative playlets, "After the Nut Is Off," followed the open forum.

"Putting "The Hooking in Advertising" was the theme of a very interesting address by John Lee Mahin, who followed Charles Edison's reading of his father's address. Mr. Mahin, who is head of the Federal Advertising Agency of New York, and advertising director for Thomas A. Edison, Inc., spoke of the work that is being done in all parts of the country to exploit the Edison phonograph in the worthiest possible cause—music.

Edison Tone Test Well Received

Following Mr. Mahin, a tone test of the Edison phonograph was made by Thomas Chalmers, baritone of the Metropolitan Opera House, and one of the many star American singers whose singing is reproduced exclusively on Edison records.

An address on American music was then read by Henry Kimball Hadley, famous American composer, who told some vitally interesting facts regarding the composer's attitude towards American music.

Mr. Hadley was followed by the presentation of another sketch by Mr. Maxwell, entitled "I'll Say She Does."

After the playlet there was an open forum for the discussion of Edison window displays, led by A. F. Odell, of Quincy, Ill., and by D. B. (Continued on page 125)

The new “exclusive” Emerson Star

EMERSON Records sound fine on any make of phonograph. But you should hear them played on any one of the eight new Emerson Models! Talk about realmusic! Every note clear and full and round, round, ROUND!

When you hear the Emerson Phonograph, you hear music played as it should be played—with absolutely new freedom from mechanical imperfections. See how clearly every instrument stands out—how vividly each musical detail is reproduced.

And it's all on account of the Emerson Music Master Horn, which is made of solid, rounded, kiln-dried, vibrant spruce, and built into every Emerson Phonograph, from the most elaborate Period Model to the modest Table Model.

It is a law of Nature that sound waves travel in spirals. So we made the Emerson Music Master Horn round—perfectly round. To have clear, full, round tone, you must have a round horn made of solid spruce—not veneered.

The Emerson Music Master Horn fulfills these requirements. It gives the Emerson Phonograph a full, round tone astonishingly free from mechanical imperfections.

Watch for our full page advertisements in the Saturday Evening Post.
THERE'S A REASON FOR EVERY SUCCESS

We don't know whether the success of our dealers has been due entirely to the high grade of The Serenàdo, we do know people are demanding quality and tone, that they are buying satisfaction.

It may be that our dealers' success has been the result of our effective advertising co-operation—many of them tell us so.

Our idea is that our different Method of marketing combined with the above has attracted the better class of live dealers who could sell anything and that their success has been augmented by all of the conditions of their association with us.

SERENÀDO MFG. CO., CEDAR RAPIDS, IOWA

All the World's Artists play and sing their best
for the Audience of The Serenàdo
Frank Crumit sings that popular hit "Marion (You'll Soon Be Marryin' Me)." This little love song is as pretty as its coupling, Charles Harrison's real Irish ballad "Pretty Kitty Kelly." This is a record good for big sales. A-2948.

EDISON CONVENTION IN CHICAGO

(Continued from page 125)

Babcock, of the Edison corporation.

J. W. Scott then demonstrated the features of the Edison Diamond Amberola, following which a concert by the Edison phonograph was conducted under the direction of William Ritt, of St. Peter, Minn. The concert disclosed many valuable suggestions for Edison dealers in making sales, and was warmly applauded. A farce comedy by Mr. Maxwell, "Detected," was then presented, after which an open discussion of the Edison dealers, many of whom were Edison jobbers, who, he said, were deserving of all the credit for the convention.

Mr. Maxwell called in turn before the gathering W. Eckhart and C. E. Goodwin, of the Phonograph Co., Chicago; Edison wholesale distributor L. Bloom, of Cleveland; W. Smith, of Milwaukee; Messrs. Robert Proudfoot, Hemenway, Mark Silverstone, M. M. Blackman, Wagner, Shultz Brothers, Harter & Blish, A. Silver, Walter Kipp, R. Alting, A. Buchholtz.

Mr. Maxwell's speech, coupled with the appearance of the jobbers, created much applause. The program gave credit for the banquet to the following firms: The Phonograph Co., of Chicago, Kansas City, Milwaukee and Detroit; Kipp Phonograph Co., of Indianapolis; Harger & Blish, Des Moines, la.; The Phonograph Co., of St. Louis, Mo.; The Edison Co., Cleveland; Laurence H. Luckner, Minneapolis, Minn; Silverstone Music Co., of Indianapolis; Texas-Oklahoma Phonograph Co., Dallas; C. B. Haynes & Co., Richmond, Va.

Attention Jobbers

RECORD CARRYING CASES

No. 205-A—Made of .040 Vulcanized Hard Fibre, Telescopic Lid, Cowhide Strap all around. Studs on the bottom, giving ample protection for the records. Reinforced handle, and will carry 25-35 standard records.

No. 206-A is made especially for Edison Records, and the material is of .060 fibre. Furthermore, it is a wider case allowing room for 25 records.

Jobbers!—Write in for our Special Proposition—there's money in it for you! Address J. D. HUNT MFG. CO.

Moss Avenue and Davidson Street : Indianapolis, Ind.
MICA DIAPHRAGMS
We are now cutting our own Mica Diaphragms and can take orders in any quantity. We can furnish you first quality clear Ruby India Mica. Sizes $\frac{3}{4}$ to $\frac{2}{3}$. Also occasionally some second quality.

SUNDAY DEPARTMENT

**MOTORS**
- Series A. B. — Double-spring, 10-inch turntable, plays 2 10-inch records, $3.75.
- Series F. V. D. — Double-spring, 66c.
- No. 2 — Double-spring, 10-inch turntable, plays 3 10-inch records, 84c.; with 15-inch turntable, 84c.
- No. 9 — Double-spring, 12-inch turntable, plays 3 10-inch records; cast-iron frame, 85.50.
- No. 11 — Double-spring, 12-inch turntable, plays 7 10-inch records; cast-iron frame, bevel gear wind, 99c.

**TONE ARMS AND REPRODUCERS**
- Play All Records
  - No. 1 — $1.95 per set.
  - No. 4 — $4.50 per set.
  - No. 7 — $3.75 per set.

**MAIN SPRINGS**
- No. 00 — $1.45, 9 ft., 29c.
- No. 01 — $1.37, 7 ft., 29c.
- No. 02 — $1.40, 7 ft., 29c.
- No. 1 — $1.55, 9 ft., 29c.
- No. 2 — $1.75, 10 ft., 29c.
- No. 3 — $1.75, 11 ft., 29c.
- No. 4 — $1.75, 11 ft., 29c.
- No. 5 — $1.75, 12 ft., 39c.
- No. 6 — $1.75, 12 ft., 39c.
- No. 7 — $1.75, 15 ft., 59c.

**RECORDS**
- 10-inch double disc records, 42c. each; 12-inch, 60c. each.

**GOVERNOR SPRINGS**
- For Victor, Columbia and all other motors. Special prices on large quantities to Motor Manufacturers.

We also manufacture special machine parts, such as worm gears, stampings, and screw machine parts for motors; reproduce and part manufacturers.

Special quotations given to quantity buyers in Canada and other export points.

Write for our 84-page catalog, the only one of its kind in America, illustrating 33 different styles of talking machines and over 500 different phonographic parts.

SAPPHIRE, DIAMOND AND STEEL NEEDLES

| STEEL NEEDLES | 10,000 Lots | 35c per M |
| | 100,000 Lots | 35c per M |
| | 1,000,000 Lots | 30c per M |
| | 5,000,000 Lots | 29c per M |

| SAPPHIRE BALLS | Each |
| Dozen Lots | 11c |
| Hundred Lots | 9c |
| Thousand Lots | 8c |
| 5-Thousand Lots | 7c |

| SAPPHIRE POINTS | Each |
| Dozen Lots | 12c |
| Hundred Lots | 10c |
| Thousand Lots | 9c |
| 5-Thousand Lots | 8c |

| GENUINE DIAMONDS | Each |
| Dozen Lots | $1.00 |
| Hundred Lots | 90 |
| Thousand Lots | 75 |

Lucky 13 PHONOGRAPH COMPANY
46 East Twelfth Street, New York, N.Y.
E. C. SCYTHES JOINS THE AEOLIAN FORCES IN CANADA

Prominent in Music Trade Field and Head of Notable Trade Associations—R. S. Williams Co.'s Enjoyable Outing—Enlargement of Retail Trade Evident From Opening of New Stores

TOKYO, CAN., August 6—E. C. Scythes, who somewhat over five years ago joined the North American Edison company, in the capacity of vice-president and general manager, relinquishes that office to give his entire time to the promotion of Aeolian interests in Canada. He is well known to the trade in this country, his experience dating back to 1899. He has covered Canada from coast to coast and lived for several years in Winnipeg, when he was Western superintendent of agencies with the Williams Piano Co., Ltd.

He is president of the Canadian Piano Manufacturers' Association, past president of the Toronto Retail Piano Dealers' Association, and past president of Canadian Bureau for the Advancement of Music, the board of directors of which he is a member.

At the recent annual meeting of the Canadian Bureau for the Advancement of Music, Fred W. Tressigar was elected to the presidency. The meeting of the Musical Merchandise Sales Co., distributors of Brunswick phonographs in Canada, was held.

The store and warehouses of the R. S. Williams & Sons Co., Ltd., recently held their twelfth annual outing, thereby ushering in the official picnic season for the music industry. The retail stores in Toronto and Hamilton, and the wholesale warehouse in the former city were all closed for the day, so that everyone from the president down was free to take in the excursion to Queenston Heights, in which beautiful park, an engagement was arranged, and the Williams staff take quite a proprietary interest, this being invariably the objective of their annual outings.

A wedding of more than usual interest was solemnized in Fergus, Ont., recently, when Miss Adele B. Clarke, until recently of the staff of the R. S. Williams & Sons Co., Ltd., and J. W. Ford were joined in wedlock. J. W. Ford is a brother of J. D. Ford, manager of the Williams retail Edison department.

A provincial council has been issued to ideal Cabinets, Ltd., with a capital of $60,000 and head office in Toronto.

The Hydrolux Phonograph Co., Ltd., has been incorporated with provincial charter and a capital of $200,000 to do a general phonograph business. The head office is to be in Toronto.

Another Brunswick shop has been opened in Toronto at 409 Bloor street, W. It is under the management of A. R. Williams, who previously assisted Mr. Porter at his 1631 Dundas street store.

A recent visitor to Toronto and other Canadian points was M. J. Mayer, president of the Tri-Sales Co., of St. Louis, Mo., which firm markets the "Portophone." G. H. Phillips, the company's general manager and treasurer, was also visiting Winnipeg as well as many other Western points.

NEW MONTREAL PATHE DISTRIBUTOR

Pathophone Distributors Will Have Headquarters in Montreal and Will Cover the Quebec Province—Berliner Discusses British Market—London Show Slowly Up of Trade

MONTREAL, QUE., August 7.—The Pathe Freres Phonograph Sales Co., Ltd., announces the opening of a distributing house for the Province of Quebec. This new firm is known as Pathe Phonograph Distributors, and the headquarters of the company are at 228 Sherbrooke street, E., this city. The firm is composed entirely of French Canadians and will be under the management of Victor Lesquesque, long and favorably known in the automobile trade of Quebec Province.

A. Berlinger, the active head of Berliner Phonograph Co. Ltd., has returned to Montreal from a two months' visit to England. "London is not as much changed as one would expect after four years of war," remarked Mr. Berlinger to The World correspondent, "although everything is very expensive and New York prices prevail on almost anything one wishes to buy."

Asked about gramophone business in England's metropolis, Mr. Berlinger replied that it is not as good as it had been. About the time the returned soldiers had finished spending their gratuities, standard gramophone records were increased by the Gramophone Co. to four slippings and the public decreased purchases of them. The dealers, it appears, are also stocked up and have not capital available for the purchase of the cheaper records. They are also afraid that the standard prices of cheaper records will be advanced and these become unsalable as well.

In this way the English dealer differs from the Canadian dealer, who, in anticipation of advanced prices, always stocks up.

S. Flanz is the representative of the Portophone in the Province of Quebec and not Louis J. Bourgette as mentioned in the July World.

The Cosmopolitan Graphophone & Piano Co., Ltd., "Victor Master's Voice" branches at Toronto, Halifax, Winnipeg and Calgary, has opened a branch in Montreal and also P. T. Legare, Ltd., of Quebec, will act as distributor in that city.

BUYING TRENDS IN CANADA

Canadian talking machine buyers these days are paying particular attention to the matter of tone in selecting their machines and records, writes our Canadian correspondent. People are learning that it is better to pay a price which will enable the dealer to carry a talking machine that is a real musical instrument.

An interesting and significant phase of the talking machine industry in the Dominion is the relatively small demand for the very cheap models. The progressive development of the business has been in the better grades. The public has evidenced a critical and discerning attitude toward the talking machine it proposes to place in its homes. Prospective purchasers know about what they want in tone reproduction and realize that they must pay the price to secure an article of musical and architectual merit.
AN OPPORTUNITY FOR DEALERS—The PURITAN Phonograph literally "speaks for itself." There is a richness and purity in the reproduction, quite different from other instruments, that invariably pleases the listener. The most critical music-lovers declare that such smoothness, clearness and volume of tone have never been produced by ordinary phonographs.

THE REPRODUCER—A new type of sound-box and tone arm give absolutely free horizontal and vertical movement, enabling the needle to receive ALL THE IMPULSES from the corrugations of the record. The faintest recorded sounds are faithfully transmitted to the ear. The mechanism is very sensitive to record vibrations, and is the result of long experiment.

The great clearness of tone in the PURITAN is produced by the

Eight beautiful models now ready for immediate shipment.

The Puritan Phonograph plays all makes of Disc Records, with all the distinctness and volume of which the record is capable.

LONG WOOD HORN—This is an exclusive, patented feature, and CANNOT BE USED BY ANY OTHER MANUFACTURER.

The PURITAN HORN is a rectangular channel representing an organ-pipe, extending from the tone arm to the bottom of cabinet. It has only one bend (see illustration).

THIS IS THE MOST EFFECTIVE AMPLIFIER EVER PRODUCED

The PURITAN HORN magnifies and mellows the vibrations from the diaphragm. At the same time it absorbs all hissing and grinding sounds, delivering the MUSIC ONLY in a wonderfully realistic way.

The entire instrument, including motor, sound-box and cabinet, is made in our own factory, and we guarantee every part.

Puritan Lateral-cut Records are brilliant and contain the latest popular numbers.

Write for Catalog and dealership proposition.

United Phonographs Corporation

Factory and General Offices: Sheboygan, Wisconsin
The Columbia Novelty Record this month is by Olga Bibor's Gypsy Orchestra. It plays two waltzes with merry rhythms, "Gypsy Love" and "Don Juan." The waltz is coming into its own again. E-4658.

PITTSBURGH DEALERS PREPARE FOR ACTIVE FALL TRADE

Industrial Pittsburgh Is Enjoying Prosperity and High Wages and There Is a Large Purchasing Power Among the Masses Which Should Find Its Way Into Talking Machine Stores

PITTSBURGH, Pa., August 3.—Talking machine dealers in the Steel City are making plans for what they anticipate will be a very brisk Fall season in the talking machine and record business. The usual Summer lull in trade this year was not so pronounced as in former years and practically all of the talking machine dealers have reported that their volume of sales for July was considerably above the amount of business handled in the same month a year ago. This is largely due, as far as the Pittsburgh district proper is concerned, to the intense activity that prevails in the iron and steel mills, notwithstanding the railroad freight congestion which has had a tendency to slacken the production of the steel plants. Wages are still at the high peak and there is not the slightest indication of any revision downward in wage scales. Wage earners are reaping a grand harvest in large pay envelopes as well as in terms of the future. This is very satisfactory. The certainty is assured that the large iron and steel producing establishments are booked with orders that will require from eighteen to twenty-four months to complete. Industrial Pittsburgh is on a boom and the city is still for skilled workers, who can earn the highest wages paid in the country. It is needless to state that with the million dollar a day payroll of the Pittsburgh district the talking machine dealers are in line for their share of the disbursements of the workers who are quick to appreciate the advantages of good music as conveyed by the talking machine. This condition is one that makes for marked optimism on the part of the talking machine trade here as they see a brisk and prosperous season ahead.

John Fischer, manager of the wholesale Victorola department of the C. C. Mellor Co., who has just returned from a month's outing on the South branch of the Potomac river near Oakland, Md., stated that indications pointed to a very satisfactory Victorola season this Fall. A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributors, said that all indications point to a highly satisfactory trade in the Edison line this Fall. He said that reports from the Edison factory indicated that there would be an ample supply of Edison phonographs and Edison records for the trade.

H. J. Brennan, manager of the Pittsburgh Talking Machine Co., returned from a business trip to New York and Brooklyn, where he visited the general offices of the Paté Frères Phonograph Co. Mr. Brennan said to THE WORLD representative: "At the present time we are preparing for what I feel will be a record-breaking Fall trade in Paté products. Our road force is to be enlarged and we intend to go after business in our territory in a systematic manner and believe we will get most satisfactory results. Our foreign record department is also being enlarged to meet the demands that are being made upon it. On the whole, I am quite optimistic concerning the prospects for Paté business in the near future."

The Pittsburgh district offices of the Brunswick-Balke-Collender Co., Brunswick phonograph and Brunswick record distributors, have increased their sales force by the addition of David A. Hartley, J. Scanlan and A. D. Thomas. The announcement of the appointments was made by J. A. Endres, the sales manager, who also stated that he was looking for a marked increase in Brunswick sales. During the past few weeks A. J. Kendrick and W. P. White, of the Chicago offices of the Brunswick organization, were in Pittsburgh and on the trade. Messrs. Kendrick and White were highly pleased with the outlook for Brunswick business in the Steel City and vicinity. A new Brunswick dealer has been added to the large and fast-growing list, the latest addition being the E. G. Hays & Co., who have installed several demonstration booths in their first floor where Brunswick phonographs and Brunswick records are on sale.

Mrs. C. H. Walrath, the well-known manager of the Victrola department of Kaufmann's (The Big Store), has returned from her vacation outing in Ohio. Mrs. Walrath has a most efficient and energetic organization under her supervision and this is reflected in the excellent service rendered to Victor patrons.

H. W. Cross, manager of the Paramount phonograph department of the Shipley-Mas- singham Co., distributors, has installed an up-to-date department in which a full line of the Paramount phonographs and records are on exhibition. Mr. Cross said: "We plan to do great things this coming season with the Paramount line and intend to increase the dealers in our extensive territory. We have added three traveling salesman's to our staff and believe that we will do a Paramount business that will be second to no other section of the country."

H. Milton Miller, of the Pittsburgh offices of the Philadelphia Show Case Co., distributors of the Sonora phonograph, stated that the possibilities of the Sonora field in the Pittsburgh district were unlimited and that his advance orders for Fall delivery were most flattering. Mr. Miller has a live and efficient sales force covering the territory under his jurisdiction who are very successful in their sales of the Sonora line.

"The Player Tone line is one of the most attractive that can be offered to any dealer in the country," said I. Goldsmith, president of the Player Tone Talking Machine Co. Continuing, he said, "Orders are coming in most encouragingly and there is no valid reason why our business should not show a marked increase over the amount of business we handled last Fall. Already orders for Fall delivery indicate that we will have plenty of work to do in order to make deliveries on scheduled time."

John F. Hink, manager of the Columbia Music Co., Columbia dealers, left with his family last week in his Cole 8 for an outing to Atlantic City. He made the trip in twenty-one hours with an overnight stop at Hagerstown, Md. C. B. Hewitt, sales manager of the company, stated that sales for July were fully 100 per cent better than for the same period a year ago. The talking machine department of the Kaufmann & Baer Co., which is under the efficient management of Jules Tarlow, will shortly be moved to the eighth floor of the K and B building, where larger and more complete quarters are being prepared. The department handles the Victrola, the Aeolian-Vocalion, the Graflexola and the Mastertone in very artistic and admirably equipped quarters.

CLIFFORD A. WOLF
51 East 42nd Street, New York
MANUFACTURER OF
Jeweled Phonograph Needles
GUARANTEED NOT TO SCRATCH

COTTON FLOCKS
FOR
Record Manufacturing
THE PECKHAM MFG. CO., NEWARK, N. J.
Perfect Balance at Every Point

Impressive sales-talk may sometimes be used in the sale of a machine that is 90% cabinet.

And good points may be shown in a machine that is built in a heavy, massive style.

Some machines are built around a motor without regard to amplifying horn and so on—

In the DELPHEON each of its features is as important as any other. No part is over-emphasized for the value of the DELPHEON lies in its co-ordination and to the perfect balance and proportion of its inter-related features.

The DELPHEON is a perfect unit

THE Delpheon CO.

BAY CITY MICHIGAN

New York Office, 25 Church Street
Phonograph Sales Co., 27-28 Court Street, Boston, Mass.
Delpheon Shop, Peachtree Arcade, Atlanta, Ga.
Walter Verhalen Co., 703 Bush Building, Dallas, Texas
Verbeck Musical Sales Co., Buffalo, N.Y.
CLEVELAND AN ACTIVE "TALKER" TRADE CENTER

Dealers to Attend Trade Convention at Youngstown—New Idea in Victrola Selling—Picnic of Talking Machine Men—New Store Opens—Pythias' Encampment Helps Trade—Columbia at School Festival—News Budget of the Month

Cleveland, O., August 7—Several Cleveland talking machine dealers are getting ready to attend the annual convention of the Piano Merchants' Association of Ohio, scheduled for Youngstown during the second week in September. Charles K. Bennett, Herman Wolfe, Henry Dreher, Harlan H. Hart, manager of the May Co.'s musical instrument department; T. A. Davies, manager of the Victrola department of the William Taylor & Son Co., and president of the Talking Machine Dealers' Association of Northern Ohio; George M. Ott, head of the G. M. Ott Piano Mfg. Co., and president of the Cleveland Music Trade Association; E. B. Lyons, sales manager of the Eclipse Musical Co.; L. E. Meier, Phil H. Dorn, W. G. Bowie, H. H. Hall, W. E. Shay, of Elyria, treasurer of the State association of piano merchants; and D. E. Baumbaugh, first vice-president of the talking machine men's association, will attend the convention.

When the William Taylor & Son Co. features its big Fall carnival this year the Victrola department will share in this unusual sales affair. The Arcade Music Shop is the name of a new store in the East 46th street and Euclid land. It is set on a pedestal in the rear of the truck. The plan is to drive to the entrance of a big industrial plant during the noon hour and a number of records played on the Victor. At other industrial plants, girls, clad in overalls, danced and everyone had a merry time.

A new idea in selling Victrolas has been put into effect in Cleveland by L. Meier & Son. During one evening several records were played and about a dozen prospects were obtained. Out of them a salesman later secured six orders for talking machines.

The golden jubilee of the firm last Spring was the most notable event of the kind ever seen in Cleveland by L. Meier & Son. Manager T. A. Davies, of the Victrola department, will utilize several unique advertising attractions.

One new idea in selling Victrolas has been put into effect in Cleveland by L. Meier & Son. It is set on a pedestal in the rear of the truck. The plan is to drive to the entrance of a big industrial plant during the noon hour and a number of records played on the Victor. At other industrial plants, girls, clad in overalls, danced and everyone had a merry time.

Placards on the truck tell briefly the price of the small talking machine and its advantages. Factory workers are importuned to go to the Meier store and hear a free concert during which their favorite records will be played on this genuine, but modest-priced, machine. The Meier firm has found a lot of new sales prospects which could not be reached in another way and will continue this novel method of exploiting Victrolas during the Summer.

The Euclid Music Co., which operates stores in Lakewood and the University Circle shopping section of this city, has tried a similar experiment with excellent results. Grant Smith, manager of the firm, says that the Victrola VI, loaded in a Dodge automobile, and "tuned up" around the barns of the Cleveland Street Railway Co. in the evening when employees were waiting for their turns at rush, has made a big hit. During one evening several records were played and about a dozen prospects were obtained. Out of them a salesman later secured six orders for talking machines.

The annual picnic of the Talking Machine Dealers' Association was held at the Maplewood Store Club on August 4 and the chicken dinner served to the happy throng will long be remembered. The committee who rounded up the chicks was composed of Dan E. Baumbaugh, C. C. Lipstrau, George H. Deacon and Ed B. Lyons. The trip to the club was made by automobile and the start was at the headquarters of the Cleveland Talking Machine Co.

The latest group of saleswomen to figure in the "Frame of Honor" conducted in "The Total Eclipse," house organ of the Eclipse Musical Co., are Miss Ethel Walthour and Miss Geraldine Deitz. Miss Walthour is employed by Drake & Moninger, of Alliance, O., and Miss Deitz is with the Eclipse Music Co., of Cleveland. Both are hummers in selling machines and records. Miss Walthour has got ahead by catering to the whims and musical tastes of her customers in the store.

The Arcade Music Shop is the name of a new store in the East 46th street and Euclid $300,000 market house opened a few days ago. Columbia Grafonolas, upright pianos, player-pianos, and grand pianos, and records and rolls.
are sold. This store is controlled by the Home Piano Co.
The latest issue of "The Total Eclipse," house organ of the Eclipse Musical Co., edited by David Miller, is a combined issue of two months. The cover page bears a half tone picture of A. W. Atkinson, director of the Victor Talking Machine Co.'s factories. Several other half tones also appear in the publication. One shows the "singing birds" in the store of L. Meier & Sons, Cleveland; another features a scene in which Elsie Baer, of the M. O'Neil Co., Akron, figures. The picture shows an auto receiving a consignment of records which she took to Akron in her "Rivier." She helped pack and load the records in order to make a record run to Akron from the Eclipse Musical Co.'s distributing office, Cleveland.

West Side friends of John L. Putz are pleased with his success in the oil business in Texas. For several years he was one of the city's leading musicians, but two years ago he went to the "land of promise" and returned a short time ago a real oil magnate. "I no longer have to wield the baton in an orchestra or fiddle any more unless I desire to do so," he says.

Harry Wilson, of Kansas City, was mixing among dealers in Cleveland, this week.

E. B. Lyons, sales manager of the Eclipse Musical Co., has returned from his annual vacation.

The Brunswick-Balke-Collender Co.'s Huron road store features several interesting displays. Manager W. F. Young reports that the July business has been the best since the firm entered the talking machine field.

The encampment of the Uniform Rank Knights of Pythias during the last week of July afforded musical instrument dealers of this city an opportunity to sell many popular records. Prominent knights, accompanied by their wives, were here from every section of the country. Attractive windows and store room displays of phonographs and records were featured for the knights, most of the musical merchandise stores being decorated in honor of the visitors.

J. D. Moore, manager of the Victor department of Philip Werlein, Ltd., of New Orleans, La., has recently visited the city with reports regarding the progress and activities of the Victor department recently established by the New Orleans, La., August 6. The Victor wholesale department of Philip Werlein, Ltd., of New Orleans, La., is founded on proved value and service, being a priceless asset in all business affiliation. The Grand Rapids Brass Company policy owes its success to a practical understanding of this "Good Will."

For Immediate Delivery
Needle Cups and Double Spring Motors capable of playing three 12-inch records.

Reasonable Deliveries On
Lid Supports, Automatic Stops, Tone Rods, Knobs, Escutcheons, Sockets, etc.

Also
Distinctively Designed Hardware
for
Furniture and Refrigerators

Samples and complete information on request

Grand Rapids Brass Company

Grand Rapids, Michigan

New York: 7 E. 42nd St.

EQUIPMENT NOW INSTALLED

Victor Wholesale Department of Philip Werlein, Ltd., installs New Equipment—Gratifying Progress of Southern Victor Dealer

NEW ORLEANS, LA., AUGUST 6—The Victor wholesale department of Philip Werlein, Ltd., of this city expects to have its new equipment installed within a few weeks, and when completed this department will be one of the most attractive Victor establishments in the South.

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Gennett RECORDS
"The difference is in the tone"

Music

throbbing with the very life and soul of the artist, is the contribution the new Gennett Records offer to music lovers. To hear these records on any phonograph is to realize that a new standard of record perfection has been attained. Hear these Gennett Records. Hearing is believing.

THE NEW AUGUST LIST

9038-La Veeda (Alden) (Fox Trot) Saxophone solo with orchestra Accompaniment
9039-The Crocodile (Nature Slim) (Fox Trot) Wodehouse orchestra and vocal
9036-All Alone Blues (The Night Boat) orchestra Accompaniment
9043-Oriental Stairs (One Step) One Little Girl (Klickinan-Frost) Rose Garden's Orchestra-A. Uhrmetz, conducting
9044-All the Boys Love Mary (One Step) Tenor Solo with Orchestra Accompaniment

Gennett Records better all Phonographs, but are best when played on a Starr Phonograph. Your Starr dealer will gladly give you a hearing.

THE STARR PIANO COMPANY, Richmond, Indiana
Victor Educational Conference on Pacific Coast

Five-day Conference Held in San Francisco Under the Auspices of Sherman, Clay & Co. for Benefit of Western Dealers—Mrs. Frances E. Clark and Staff Welcomed With Enthusiasm

San Francisco, Cal., August 4.—On Monday, July 19, the Victor Talking Machine Co., through its distinguished Educational Director, Mrs. Frances E. Clark, inaugurated a five-day conference for the benefit of Pacific Coast dealers. The daily meetings were held in Soro-sis Hall under the auspices of Sherman Clay & Co., the Victor distributors.

Mrs. Clark, who is not only a woman of wide musical knowledge but also an educator of national note and chairwoman of many musical organizations and educational clubs, personally told of her pioneer efforts to bring music into the daily curriculum of our public schools. She reviewed at length the gradual development of music appreciation, not only in our educational system but also in our American homes, due to this pioneering that had its foundation in our school rooms. By her splendid talks in explanation of this work of carrying the fight for greater appreciation of music into the homes and schools by educational means, she aroused considerable enthusiasm and gave her audience a real idea of the enormous scope of this particular phase of American musical development and the wonderful success that is crowning these efforts.

Her program covered every angle of music appreciation in relation to general education. Particular emphasis was placed on music appreciation for little children, teaching them to listen, and developing the rhythmic sense by practical application of music by strongly accented rhythm, prepared for this purpose.

In order to illustrate this intensely instructive educational conference with the commercial side of Victor industry, W. G. Garlan, assistant manager of the traveling department, read a series of five papers which he compiled and compared, covering the many varied phases of Victor merchandise. The visiting dealers were most enthusiastic in their reception of accurate information regarding the Victor Co.'s products and policies, its present production activities and its plans for future increases. Considerable interest was also manifested in the analysis of Victor products, their selling points and dealers' helps and concerted sales suggestions. These papers contain such information that a motion was made from the floor and duly seconded that a series of five papers which he compiled and compared, covering the many varied phases of Victor merchandise. The visiting dealers were most enthusiastic in their reception of accurate information regarding the Victor Co.'s products and policies, its present production activities and its plans for future increases.

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In the interest of music appreciation, the Victor Co. has furnished American youths with the fundamental musical knowledge which in later years would help and concerted sales suggestions. These papers contain such information that a motion was made from the floor and duly seconded that a series of five papers which he compiled and compared, covering the many varied phases of Victor merchandise. The visiting dealers were most enthusiastic in their reception of accurate information regarding the Victor Co.'s products and policies, its present production activities and its plans for future increases.

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Ample capacity and facilities insure you against delays and disappointments.

Reliable Phonograph Motors

The Reputation of a Phonograph can be no better than the performance of its motor.

No. 2A Standard Motor

STANDARD Phonograph products are built up to a Standard of Quality that protects the Phonograph Manufacturer.

No. 41 Standard Motor

Standard Phonograph Motors, Inc.

Successors to
Krasberg Engineering & Manufacturing Corporation
451-469 East Ohio Street
CHICAGO

STANDARD
THE MID-WEST

Western Division of The World, Chicago, August 9, 1920.

Vacations are in order, as the correspondents for trade papers say. In order to what they usually don't tell us, but what they mean is clear enough. These are the days upon the tired business man, who has been playing golf only two days a week at the country club, finds that the strain of holding down a desk has become too, too terrible, and incontinent he beats it off for a place where he can recuperate from the horrors of work by walking fifteen miles in the sun every day for two weeks, over hill and dale, knocking, as the old-fashioned professor said after seeing his first golf game, little balls into little holes with instruments singularly unfitted for the purpose. Which statement will, we trust, sufficiently make clear the attitude maintained by the Western Division of The Talking Machine World towards the vacation season and those who take advantage of it. Of course, that is not to say that we object, in the abstract, to holidays. Far from it; but when it is the other fellow who is out enjoying himself while one stays at the desk in the noisy Loop, grinning out alleged literature and helping to get out the paper to the tune of hourly telegraphic bawlings-out from headquarters, then, say we, every nuisance and ought to be abolished. If, indeed, the paragraphs of the Mid-West Point of View are seen to be lacking in their usual (shall we say?) acuteness, if, that is to say, they are not quite so pointed as they ought to be, just overlook—for half the Western Division is frolicking in the woods and most of the remaining geniuses are recovering from the effects of their rural frolickings just past. Otherwise, of course, everything is lovely.

When the General Manager of the Music Industries Chamber of Commerce was visiting in these parts the other day, he told us that wherever he goes the music men are asking, more or less anxiously, what is going to happen? And he added that the answers were as numerous as the answerers. Tot homines tot sententiae, and it really does not make very much difference what anybody thinks, for the net result is about the same anyway. That is not mere optimism. In a word, there will, we trust, sufficiently make clear the attitude maintained by the Western Division of The Talking Machine World towards the vacation season and those who take advantage of it. Of course, that is not to say that we object, in the abstract, to holidays. Far from it; but when it is the other fellow who is out enjoying himself while one stays at the desk in the noisy Loop, grinning out alleged literature and helping to get out the paper to the tune of hourly telegraphic bawlings-out from headquarters, then, say we, every nuisance and ought to be abolished. If, indeed, the paragraphs of the Mid-West Point of View are seen to be lacking in their usual (shall we say?) acuteness, if, that is to say, they are not quite so pointed as they ought to be, just overlook—for half the Western Division is frolicking in the woods and most of the remaining geniuses are recovering from the effects of their rural frolickings just past. Otherwise, of course, everything is lovely.

In Which We Analyze

Not Knocking Vacationists

As the little boy said about the giraffe which he saw reclining in his enclosure at the Zoo, ‘he won’t get up because he has such an awful lot of up to get.’ So it is with the country’s industries. They won’t settle down for a while at any rate, because they have an awful lot of down to settle. Still, even though we shall quite certainly have a Fall and Winter of shortage in all manufacturing lines, the signs all point toward a gradual relaxing of the bonds and a gradual but steady return to business and industrial sanity. We out here in the Mid-West are perhaps unduly sensitive to the fluctuations of the needle in our steam-gauge; and we are temperamentally inclined to blow off steam more or less all the time. But in truth the music industries have little to fear. A gradual return to the less frenetic methods of former days would be much to be desired; but there is not the slightest use of supposing that the world will turn back. Revolutions do not move backward, and there is every reason for expecting that we shall have new conditions to face all along the line. Yet we ought to know that the talking machine industries, in general rest upon a sound basis, upon a basis which only our own stupidity, if anything, can ever dislodge. That basis, as everybody knows, is the real deep-struck desire of the people for music. That desire can neither be abridged nor distorted. Only our own stupidity could ever destroy or even shake it.

The Edison Caravan Convention was a howling success. Not that caravans howl. Caravans are composed, we learn on excellent authority, of bearded persons who answer to names like Abdullah and Hassan, who ride on camels (we insist that the spelling is correct) and who foregather in caravanserais. The members of the Western Division who attended the elaborate and exciting sessions of the Edisonians in this city on the 12th and 13th of last month tell us that the Caravan was all there without a doubt, seeing that every member of the... well... group had his own camel along with him; his own nice little gold baby camel hanging from his buttonhole. And we in Chicago are quite accustomed to speak of the Blackstone Hotel as a Caravanserai. That sounds so much grander than mere ‘hotel.’ Moreover, the big dinner which wound up the proceedings was held at Medinah Temple, an institution dedicated and sacred to gentlemen who wear red fezes and ivory crescents with scimitars and all that sort of thing on them and devote themselves to mystical duties around a shrine. Wherefore, we are justified in concluding that it was a Caravan all right and that from Chief Hadji Maxwell downward all the Faithful were on the job in precisely the right way. Seriously, in fact,

A Lot of Down to Settle

The textile manufacturers and those engaged in the manufacture of general merchandise to market. Wherefore we are justified in concluding that it was a Caravan all right and that from Chief Hadji Maxwell downward all the Faithful were on the job in precisely the right way. Seriously, in fact,
it was a huge success. The staging and arrangements were superb, the whole thing was wonderfully thought out and the impression left on one's mind was of a thoroughness uncommonly complete. Every Edison dealer who attended as the guest of his jobber must have gone away with the feeling that he was attached to an institution which, during the last two years, the markets have been in such an agitated condition that all true sense of balance has, with many persons, been almost entirely lost. Now, this same sense of balance, which indeed is not an exciting but rather dull and calm sort of quality, is quite essential to the conduct of industry and commerce. When business in general is running on a sort of cost-plus basis, quality, is quite essential to the conduct of industry and commerce.

When whole carloads can be shipped. Now it is plain to all who view the railway situation in all its phases, instead of merely as its phases, instead of merely as

The bodies which officially represent the piano and sheet music, small goods and other divisions of the music industries in Chicago have been urging upon their members of late the extremely urgent need of co-operating with the railroads to the end of correcting the present car shortage. Now, in this sense, co-operation means precisely what the word etymologically signifies, it means "working with" the railroads; and, as a little reflection will show, that means real work on the part of shippers. It is learned by inquiry amongst experts that a very great deal of the present congestion is due to delays in unloading cars which have arrived at their destination. A great deal is done by the practice of holding cars until whole carloads can be shipped. Now it is plain to all who view the railway situation in all its phases, instead of merely as that situation affects one person or group of persons, that the immediate need is to facilitate the steady movement of cars. It has recently been reported that the average movement of a freight car is about 27 miles per day at the present moment. Allowing for the notorious fact that the causes outlined above are holding up cars by the hundred all over the country, it may easily be seen that the movement of freight cars needs to be accelerated. If shippers everywhere will unload as rapidly as possible, and will co-operate to the extent of allowing mixed carloads to be made up, there will undoubtedly be an immediate effect upon the general freight situation. Let this be plain: it is no one person's fault if the present condition of the railways is physically and mentally bad. The causes are to be found partly in the war, partly in the slowness of subsid-
We think the VICTROLA justifies the most beautiful advertising of the day. Our aim is always to get the best obtainable.

LYON & HEALY
VICTROLA DISTRIBUTORS
CHICAGO

The Lyon & Healy Victrola newspaper advertising service sets a new standard for quality. These attractive illustrations are available for the use of the one best Victrola Dealer in each city.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 139)

Our present output is 300 a day." 

Lester Godbou, traveling representative of the Repeater-Stop Co., recently returned to the home office after an extended trip, which took him practically every large city west of the Mississippi River. He returned with a beaming smile and many contracts, having placed the repeater-stop with some of the largest music concerns of the western Mississippi basin, among which are the following: Knight-Campbell Music Co., Denver, Colo.; Vaudephone Corporation, Seattle, Wash.; Walter S. Gray, San Francisco, Cal.; Consolidated Music Co., Salt Lake City; Western Jobbing & Trading Co., Los Angeles; Interstate Supply Co., Spokane, Wash.; Midwest Mfg. Co., Billings, Mont.; Ball Music Co., Red Lodge, Mont.; Jerome H. Kennicott Co., Porland, Ore.

Joins the Roemer Co. Forces

Frank G. Cook, formerly with the Chicago branch of the Columbia Co., has joined the forces of the Roemer Motor Co., where he will be active in promoting the sales of Roemer motors.

D. A. Hallsenstei, formerly with the Fort Wayne Outfitters Co., a large talking machine jobbing concern of Indiana, has also become connected with the Roemer Motor Co. in a sales capacity. Mr. Hallsenstei makes Chicago his headquarters.

Victor Voicelets

Mark Duncan has just returned from his maiden trip for the Chicago Talking Machine Co. through Wisconsin and Illinois. Mr. Dun- can succeeds D. K. Tremblett, who formerly looked after this territory. Mr. Tremblett is now on his vacation, and upon his return will take up his new duties in the Chicago office of the company.

T. W. Williams, who looks after the wants of Victor dealers for the Chicago Talking Ma-

(Continued on page 143)
Mr. Manufacturer:

The time has arrived when you must inject some new "pep" into your business.

You have used the same old sales arguments over and over again until they are threadbare and your selling talks have lost vigor. You have been traveling round in circles and are not making the progress you should. Your business needs something new to arouse enthusiasm.

In a phonograph the vital thing is the motor. An improved motor means a better phonograph and the better phonograph gets the business.

The Universal Master Motor No. 20 is a positive forward step in phonograph motor design and construction, and you have but to see one to be convinced of its merit and its force as a selling argument in your business.

Write or wire for sample and get our literature and prices.

Universal Stamping & Mfg. Co.

1917-1925 S. Western Ave., Chicago
A Better Cutter For Less Money

The ALTO
Retail Price $1.00

The Alto Fibre Needle Cutter is distinctly a quality product. The unique design, together with our highly specialized manufacturing methods, makes it possible to sell the Alto Cutter at this remarkably low price. Its construction from carefully tempered tool steel makes it the most durable cutter on the market. By handling the Alto you will maintain your reputation of selling the best at the lowest price. Order a dozen today. Territory open for distributors.

Your Customers Will Appreciate The Value

ALTO MANUFACTURING COMPANY
3801 ROKEBY STREET
CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 141)

chines Co., in Chicago, is spending his vacation with his mother in Little Rock, Ark.

Six Best Sellers of the Month


The six best Pathé sellers are: "Rose of Washington Square" and "Tiddle-Dee-Winks," "Who'll Take the Place of Mary?" and "After You Get What You Want You Don't Want It," "A Young Man's Fancy" and "In Sweet September," "Believe Me If All Those Endearing Young Charms" and "The Meeting of the Waters," "Narcissus" and "Orientale," "Argentines" and "It's Hard to Settle Down."

The six best OperaPhone sellers are: "Rose of the Orient" and "Dance-o-Mania," "Jade Lady" and "Do You Know?" "Hawaiian Twilight" and "Some of the Time I'm Lonely." "Karzan" and "Whose Baby Are You?" "Zonza" and "Alabama Moon," "Jean" and "There Must Be a Way to Love You."

The six best sellers in Edison records are: "Karzan," "When My Baby Smiles," "At a Georgia Camp Meeting" and "Liberty Bell March," "Patches" and "Yellow Dog Blues," "Just Like the Rose" and "Sweet and Low," "Pezzey" and "Somebody Down in Carolina," "By an' By" and "Go Down, Moses."


In Charge of Okeh Records

Following the resignation of H. L. Coombs, of the Okeh record department of the General Phonograph Co. of Illinois, who takes up the position of general manager of the Phonograph Corp., A. J. Foute, his assistant at the general offices, takes charge of records and correspondence.

Album Men Here

Maxwell Willinger, president of the New York Album & Card Co., who makes New York his headquarters, is spending a month in Chicago as the guest of M. J. Potomack, vice-president and sales manager of that concern, at the latter's home on the North Side. Mr. Willinger was accompanied by his family, and plans to combine business and pleasure during his four weeks' stay in this city.

Catching Up

Otto Schulz, president of the Magnola Talking Machine Co., states that during the last two months, the production of Magnola talking machines has so increased as to enable the company to do much in the way of catching up with back orders. Mr. Schulz states further that the lot of the manufacturer is somewhat more pleasurable than formerly owing to the fact that materials are less troublesome to obtain. This is pleasing information.

Oro-Tone News

The Oro-Tone Co., Inc., announces that it will move shortly from its present factory at 1810 Irving Park Boulevard to a new location at the corner of Sheffield and George streets. The new quarters will be larger than the old and provide 6,000 square feet of floor space for the manufacture of Oro-Tone reproducers. The work of installing machinery and equipment is now in progress.

The Smallest Victrola

For a month past Lyon & Healy have had in their Wabash avenue window a miniature Victrola, but a few inches high, electrically operated, and a perfect copy of the larger machines. A tiny Victor dog is at the side of the machine.
and the two attracted a great deal of attention from passersby during the display. The instrument was made by L. D. Monroe of the Victor department of Lyon & Healy.

An Attractive Window
The window of the Talking Machine Shop has been decorated with an animated display of the Victor record Bo-la-bo. A ship is made to dance about on fabric waves, which themselves are moving in a most lifelike manner.

Buys Plant
Frank W. Williams, manufacturer of talking machines, located at 2515 West Taylor street, this city, recently purchased the plant of the Fowler & Union Horse Nail Co. at 1508-22 West Twenty-second street.

Returns from Maiden Trip
Mark Duncan has just returned from his maiden trip for the Chicago Talking Machine Co. through Wisconsin and Illinois.

Vitanola Retail Prices Reduced
Announcement has been made by the Vitanola Talking Machine Co., in a letter sent out to distributors and dealers under date of July 21, that after that date the retail prices would be reduced without changing the margin of profit allowed to distributors and dealers. The prices now in force are as follows: Vitanola Six, $105; Vitanola Eight, $115; Vitanola Ten, $160; Vitanola Twelve, $200; Vitanola Fourteen, $250; Vitanola Sixteen, $260, and Vitanola Seventeen, $350.

W. H. Wade a Director of Boosters' Club
For the past two years of Wm. H. Thompson's reign as Mayor of Chicago much activity has been devoted to "boozing" this city. The battle cry of the boosters has been "throw away your hammer and get a horn," and when the Boosters' Club of Chicago made a tour of the Central West and Western States recently they blew their horns in every locality they passed through. The purpose of this Boosters' Club is to let the world know that Chicago is an honest-to-goodness business city and pleasure resort combined, and that it offers more possibilities per square inch than any other city in the world.

When the Boosters got back to Chicago it was decided to open an information booth on the first floor of the City Hall, where visitors to Chicago could obtain information and literature on every local industry. This booth is being advertised by means of attractive billboards placed on the roads to Chicago and the wording reads as follows: "Stop a day and see the wonders of Chicago. For information apply Boost Chicago Booth, main floor, City Hall, Chicago." One of the members of the board of directors of the Boosters' Club is W. H. Wade, of the Wade Talking Machine Co., who has been made director of the Boosters' Club Music Division.

J. E. ROBINSON
ESTABLISHED 1879
TEL. HARRISON 420
500 W. VAN BUREN STREET
CHICAGO

M. J. DECKER

SUPERIOR MOTORS COMPANY
MANUFACTURERS OF
HIGH GRADE PHONOGRAPH MOTORS

361 West Superior Street
CHICAGO, ILL.
A mere touch of the finger lifts or closes the lid, which stops at any point desired. The simplest support made. Easiest to install. Positive and noiseless in operation.

Sample—Nickel 75c, Gold $1.50

Patented anywhere upon receipt of price. Submitted on approval, subject to return within a reasonable time, in which event the full price will be refunded.

Quantities Prices on Application

Barnhart Brothers & Spindler

Monroe and Throop Sts.

CHICAGO

The Superior Lid Support
C4 Spring Balance That Does Not Warp the Lid

The frame is split through, making the lid held under tension by the lock adjusting screw through the hole.

Tonearm cannot swing when off the record nor low enough for needle to strike the cabinet. But when lifted up onto the record the radial movement is perfectly free.

Turned up from either lever or vertical playing position, cabinet lid cannot strike the reproducer.

Why the Owner of the Ordinary Phonograph Sooner Tires of It

THERE are lately a few phonograph reproducers which avoid the usual phonographic sharp metallic tone by being to the other extreme and producing a flat, unmusical sound. But the vast majority are disagreeably sharp in playing the high notes. This sharpness becomes an irritant to the ear, so that owners of such phonographs soon tire of playing them, lose interest, and stop buying records.

Nobody ever tires of good music. The human soul craves the comforting soothing and ennobling inspiration that only music can give. It must be our aim to satisfy this great need—not the passing jolt of jive. The phonograph must become an instrument of genuine music if it is to endure.

There is one reproducer that measures up to the job of reproducing musically all the varying qualities of instrumental and vocal tones. It is never sharp, nor in avoiding this, does it ever descend to the other extreme of flatness, but is always on the pitch, exactly reproducing the original rendition in all its purity, sweetness and power. This long sought goal is attained in the Superior Reproducer through its split frame, making the entire soundbox in effect a spring held under tension by a long adjusting screw.

DISTINCTIVE FEATURES OF THE SCOTFORD TONEARM

The connection between the tonearm and reproducer is perfectly sustained with a hard rubber bushing. No base of one metal against another can take place at this point of greatest wear. Even through inextensibility might be developed from lack of care, because of the rubber between the two metal parts, no rattle can ever result.

Two methods of raising the reproducer for changing the needle-seats are provided. The reproducer and tonearm are vertically split, making it possible to lower or raise the needle by means of a split frame which swings the needle, the right hand, obviates the necessity of raising or lowering the tonearm for making the change of needle. When the reproducer is set of the sound is caused to swing down. The tonearm is attached to the reproducer by means of a split frame which swings the needle, when the reproducer is set of the sound is caused to swing down. The tonearm is attached to the reproducer by means of a split frame, which swings the needle. The tonearm is attached to the reproducer by means of a split frame, which swings the needle. The tonearm is attached to the reproducer by means of a split frame, which swings the needle.

The tonearm cannot swing when off the record nor low enough for needle to strike the cabinet. But when lifted up onto the record the radial movement is perfectly free.

DISTINCTIVE FEATURES OF THE SCOTFORD TONEARM

The universal feature is unique in that the needle aligns itself without turning of the tonearm for making the change of needle, as the reproducer turns from one position to the other. This holds the needle on exactly the same center at the same correct angle in both lateral and vertical (swill-ed-out) positions. The plate of the diaphragm (laid in with respect to the pivot, on the vertical axis, instead of the ordinary straight needle bar of normal lever), is adjustable to the same degree, giving the diaphragm more responsive to the needle. The reproducer is on a split metal frame, allowing the shape of the needle bar to be varied to the type, and is easily kept in perfect adjustment, free from side play, by the lock adjusting screw through the hole.

The frame of the reproducer is split through, making the entire soundbox in effect a spring held under tension by a long adjusting screw.

DISTINCTIVE FEATURES OF THE SCOTFORD TONEARM

The radial movement at the base is extremely simple and perfectly free from restriction. Any contact of the metal parts that takes place cannot be seen, even from the pivot mounting, and thus interferes with its free vibration, owing to the spring connecting from the diaphragm cup to the pivot. Any separation that may occur between the metal parts, caused by the free vibration of the diaphragm, can be instantly corrected by the lock adjusting screw.

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Phonograph Motors

FOUR REAL REASONS FOR UNITED SUPERIORITY

DESIGN
The basis of all motor trouble is faulty design. Workmanship, however good, cannot offset it. It is one thing to make a motor which by special "tuning" and adjustment will run fairly well until it is shipped, and quite another story to produce motors which will assemble into cabinets without any bother and run "sweetly" for a term of years. Our Engineers did not follow the beaten path, except where old practice was sound. We knew by experience the shortcomings of the phonograph motor and solved the problems back of each trouble, and that those troubles are overcome you will realize when you test and analyze the United Motor.

LUBRICATION
One of our Engineers was for years designer and in charge of production for the largest makers of automatic lubricating equipment in this country. Naturally, he understands practical lubrication and how to accomplish it. A continuously silent and vibrationless motor is absolutely impossible without automatic lubrication of all the chief bearings and gears. This we achieve by means of the enclosed casting and a capillary oiling system, original, simple and effective. The motor needs no attention for at least a year, when a tablespoonful of oil may be necessary. The enclosed casting makes this oiling system possible and keeps out dust and dirt and protects the mechanism in handling.

RESOURCES AND EQUIPMENT
Excepting only springs and felts, etc., we make every part of the motor in our own works, where we can and do vitally control accuracy and quality. Our tool equipment is modern and the best money can buy. Ample financed, material requirements covered, we have no impediments to real quality production.

CONCENTRATION
We make just one thing—The United Motor. We concentrate on it, and it is a highly specialized business. Our present capacity is approximately 2,000 motors daily, and we have been making big quantities for years. We supply some of the largest talking machine companies in this and other countries.

UNITED MANUFACTURING & DISTRIBUTING CO.
LAKE SHORE DRIVE AND OHIO ST. CHICAGO, ILL.

Write us for full information, details of design, models, prices, etc.
The music division, by the way, will be an auxiliary body like all others, and these auxiliaries together will constitute the main body, to be known as the Chicago Boosters' Publicity Club.

Prospects for Fall Business—Teaching and Concert Music will retail at 15 cents per copy, and he is now afforded a splendid cent price which has prevailed for many years. Teaching and concert music will retail at 15 cents per copy, and he is now afforded a splendid cent price which has prevailed for many years.

The majority of people that come into a dealer's store either ask for a certain record or else do not know what they want. Now if someone asks for "Dardanella," hands you a dollar and walks out with only one record under his arm you are losing money. That record was sold the minute the customer asked for it. How many of us say when a customer asks for "Dardanella"? "Yes, WE have 'Dardanella'; have you?" YOU 'Look What My Boy Got in France,' "I Ain't Gonna Give You None of My Jellyroll," "Golden Gate," etc. The former you merely hand out—the latter you sell by sales talk, recommendation and various other ways.

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THE AEOLIAN-VOCALION

The Phonograph Supreme

In homes of distinction, discriminating people have placed the Vocalion. Its glorious richness of tone falls on appreciative ears; its dignified cabinet design adds to the beauty of the room.

Discriminating buyers readily realize the fine points of the AEOLIAN-VOCALION, such as The Graduola—the wonderful tone-controlling feature which humanizes this phonograph.

For such buyers it is well to prepare.

Midwestern Distributors

THE AEOLIAN COMPANY of CHICAGO
529 SOUTH WABASH AVENUE, CHICAGO, ILLINOIS
When You Equip With
The Original Enclosed Motor

IRONCLAD
Silent as a Shadow
The Answer Is Convincingly, Yes.

And you can prove these points and others in which the IRONCLAD excels unquestionably.

We shall be glad to mail literature describing IRONCLAD motors; or a sample motor to test in your own instrument, and convince you.

CHERINGTON MFG. CO.
IRONCLAD MOTORS—TONE ARMS
WAUKEGAN, ILLINOIS
- - - - - U. S. A.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 147)

Oftentimes a customer asks for a sacred record, such as "Oswald Christian Soldiers," and it is humorous to see how the dealer will recommend "Oh What a Pal Was Mary" or some popular record for the customer's second choice. Suggestions should be along the line of the customer's choice.

Psychology is a great factor in selling records. A man asked for "Fritzie Boy"; I was selling records on a Saturday evening for one of our large dealers in Chicago and a returned soldier walked in. I saw the chance and grasped it. The soldier had "Look What My Boy Got in France," "When Yankee Doodle came to Sleep With the Marseillaise" and six war songs under his arm before he walked out.

The dealer could be doing the same thing every day and sell many of the records lying on his shelves that have lost their appeal to the general public if he followed this method.

Concentration, I believe, can sell anything. When Chicago wanted its Michigan Avenue Bridge for May 14 it was finished. You have a lot of records on your shelves that can be sold this way, because every record in the catalog can be sold. You may ask, "Well, how can I sell 'Faugh a Ballagh'?" That is a good quartet record, why should the first thought be "Good Night, Angelina." The customer wants a good quartet record; the selection is immaterial and "Faugh a Ballagh" is as good a quartet record as any.

You may ask about "Keep Your Head Down, Fritzie Boy," and here I am going to relate what happened at another dealer's store where I was selling records. A man asked for "Fritzie Boy"; he did not know the exact name. He meant the one I have mentioned. I got it and he asked me if it was a December record (this was six months ago). I told him yes, but I did not tell him what YEAR!

At the same store a week later I had a man turn down "You'll Be Surprised" for "Look What My Boy Got in France" and tickled to death that he had made the change.

Why not have a band week? Take all the band records you have in stock. Advertise, talk, recommend band records for that week. At the end of the week you'll find that you won't have many band records left. Then have a "Jolson Week," a "Hayes Week," a "Red Lewis Week," a "Ponsella Week," a "Romaine Week." Fifty-two concentrations a year. You're known as a live wire—and how you benefit by it. Your entire stock turned many times.

Some day take five records from stock and make up your mind that you are going to sell them. You will before the day is over. The first time I tried this I took eight records from a dealer's shelf and sold seven in one hour. These included "Look What My Boy Got in France" and seven other war songs which the dealer called "dead stock." The number of so-called "dead" records are few on that dealer's shelf at present.

At many times in the past dealers have come to me in worried because we didn't seem to have this and that record which can be advertised and used as a drawing card. To one I suggested that he advertise six records we could supply, giving the customer a sales talk for each individual record. This dealer sold out of the records and was enthusiastic over the proposition—because when he had sold out and created a demand he could obtain more from us. Here is a slogan that might be adopted:

"If we worried about what we would sell if we had it—instead of selling what we had when

(Continued on page 150)
The dance season will soon be here—and every buyer of a dance record is a prospect for Repeater-Stops! A demonstration is a sale.

The Repeater-Stop may be set to automatically repeat a selection once—twice—three times or indefinitely. And it has a positive STOP that lifts and holds the needle off of the record when it comes to a stop—automatically—making it impossible to scratch or accidentally break expensive records.

Guaranteed for one year—protected by basic patents—and fits practically all makes of phonographs.

We've an interesting proposition to make to dealers, jobbers and manufacturers.

REPEATER-STOP COMPANY, 115 S. Dearborn Street, CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 149)

we had it—we would not do any business. Try it out—it means money!

Taking advantage of special occasions at the right time is another big factor—hitting the iron while it is hot. When everyone was talking about—worrying over—and cursing the coal situation we sent a Grafogram to our dealers which read as follows: "Special Grafogram—A268. We are willing to bet ten to one 'Your Boy Is on the Coal Pile Now.' " You should have seen the orders roll in for this record!

On January 16 we sent the following: A2710—"Bring Back Those Wonderful Days." Dealers wired in for this record, which had not at first seemed to move. We sold out and at present we are having all we can do to supply the demand.

Another big bet we are overlooking is high-grade record business. Everything has gone up but Columbia Symphony records by the highest-grade artists, which are to-day the same price they were five years ago. If someone asks for the "Sunshine of Your Smile" or "The Star Spangled Banner" suggest the $1.50 record. It is regrettable that any dealer should apologize to his customers for only having the $1.50 record and then wonder why his customer walked out. Suggest the highest-price record. The customer feels flattered to think that you think he is above the average by recommending this higher-grade record. Every record has its good points. They outshadow the bad ones, just as the good people of the world outshadow the bad. I saw something humorous in "Look What My Boy Got in France," became enthusiastic over it and since October 1 we have sold all from our dealer's shelves and many thousands from our own shelves.

We're in business to make money, so let's become enthusiastic over what we are selling, let's convey the good germ of enthusiasm to our customers and then watch the cash register pile up its good total.

UP-TO-DATE DISPLAY EQUIPMENT

Your goods must be well displayed. The customer must have them constantly brought before his eyes. Goods well displayed are half sold. Our folder on Display Equipment for Music Stores and Records Shops shows fixtures that are valuable to you to display goods on in an attractive manner.

Fill out coupon and mail to-day.

Curtis-Leger Fixture Co.
240 W. Jackson Blvd. Est. 1869 Chicago, Ill.
Die Castings
High Grade Die Castings
Help to Make High Grade Phonographs

They not only contribute to the Finer Tonal Results—add Class and Finish to the instrument, but they materially reduce your “Cost” of production.

Accuracy in castings without the labor of machining means Time Saved—It means Increased Production—It means the elimination of Error in Finishing—It means More Profit.

The equipment of the Saal Plant includes only the very latest up-to-date Automatic Die Casting Machines which have been specially designed and made in our own factory.

ACCURACY and clean cut finished castings, which fit to .001 of an inch and are free from blow holes, burrs or other imperfections, are our specialty.

The “Saal Company” can now take good care of their Phonograph Customers’ wants, not only for High Grade MOTORS, but also for Die Castings of Phonograph Accessories. Contracts for Tone Arms—Sound Boxes and other cast parts will receive prompt attention.

Send us your problems. We will solve them for you. Our Castings are RIGHT—our Prices FAVORABLE—Quality GUARANTEED and On-Time Deliveries ASSURED.

H.G. Saal Company
1800 Montrose Ave. Chicago, Ill.
HERE'S YOUR CHANCE

To build up a big business in phonographs by featuring the BLOOD TONE ARM AND REPRODUCER with Mute Attachment—every demonstration means a sale.

An exclusive sales feature that produces marvelous results

The "BLOOD," which is noted for its natural and lifelike reproducing qualities, is still further improved by the addition of this new and proved invention, so that we now offer you

Improved Tonal Quality plus Perfect Tone Control

What's the good word?

JEWEL PHONOPARTS COMPANY

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 150)

H. L. COOMBS WITH TONOGRAPH

Well-Known Record Salesman Becomes General Manager of Tonograph Corp.

Chicago, Ill., August 7—H. L. Coombs, well-known to the trade for his activities in the wholesaling of records, announces his resignation from the position of sales manager for the General Phonograph Corp. of Illinois, where he was in charge of the sale of Okeh records, to become general manager of the Tonograph Corp., manufacturer of talking machines. Mr. Coombs has had considerable experience during the past few years in the merchandising of talking-machine records, in which occupation he has had great opportunity for becoming acquainted with talking-machine men throughout the country. He was first with the Emerson Co., in charge of its New England sales, later joining the forces of the New York Recording Laboratories, where he sold Paramount records. Lastly he has handled the sales in Mid-West territory of Okeh records.

The Tonograph Corp. has its headquarters in Chicago, but manufactures its instruments in Rockford, Ill. Mr. Coombs states that for the present the concern will cultivate the jobbing business particularly. He left early in the month for an extended tour through the Middle West, which takes him to St. Paul, Minneapolis, Omaha, Kansas City, Denver, Little Rock and Memphis.

INCREASE CAPITAL TO $300,000

Universal Stamping & Mfg. Co. Announces Increased Capitalization—Business Active

Chicago, Ill., August 5—The Universal Stamping & Mfg. Co., 1917-1925 S. Western ave., this city, manufacturers of motors and other accessories, announces an increased capitalization from $100,000 to $300,000; the proceeds of the additional stock to be devoted to the purchase of raw materials in large quantities to insure continuous production and to provide additional working capital necessary to handle the business.

The company has enjoyed unusual prosperity since its organization six years ago and by the pursuit of conservative policies has built up a creditable business which was started in 1914 by the organization of a partnership consisting of Axel A. Monson and John Kucki on a small capital. On May 4, 1915, Messrs. Monson and Kucki, with Joseph Wolff, incorporated the Universal Stamping & Mfg. Co., under the laws of the State of Illinois, with a capital stock of $10,000. The company was organized for the purpose of manufacturing dies, metal stampings, hardware, tools and other specialties, and enjoyed a rapid growth. Within a course of five years the capital stock of the company increased from $10,000 to $300,000. The earnings from time to time remained in the business as additional working capital, and distributed to stockholders in the nature of stock dividends.

During the war the company diverted its entire energy to war work and received large contracts for gun mounts from the U. S. Government. Immediately upon the signing of the armistice the company again engaged in its regular commercial activities, and, realizing the possibilities of the talking machine field, directed its energies to the perfection of phonograph motors.

The officers and directors of the company are: Axel A. Monson, president; John Kucki, vice-president; Joseph Wolff, secretary; Sanford E. Harris, R. Gordon Mills.

The company's efforts are now being concentrated on the New Master Model No. 20, an enclosed phonograph motor which incorporates some new principles of construction.

AMBEROLAS

will sell themselves if given a fair chance.

We ship anywhere in the U. S.

J. I. LYONS

17 WEST LAKE STREET

CHICAGO
RETURNING NOW TO A BUYERS’ MARKET

By H. B. BIBB, Sales Manager, Illinois Division Brunswick-Balke-Collender Co.

A buyers' market represents, after all, a normal condition. The fact that the trade has returned to it constitutes one of the greatest blessings of recent months. A buyers' market tends to distinguish between the manufacturer and dealer whose policies are right and the manufacturer and dealer whose policies are wrong. The dealer who offers dollar for dollar value will be able to stand the test of such a market.

There is more or less talk about slowing down in the talking machine business, but after a careful investigation in the Chicago territory I find that present conditions as well as future prospects are very satisfactory. The dealers themselves are greatly encouraged by the general improvement the retail business has shown in the past thirty days.

Evidence has come up which indubitably points to a fall business similar in many respects to that of a year ago. The realization has been brought home to dealers that the returned buyer is just as anxious to do business as he was before and that if they will only extend their efforts they will secure more business than ever before. The man who makes it his business to study the talking machine game thoroughly and who is willing to employ sales methods and ideas which have been proved to be unquestionably valuable has nothing to fear, provided he is able to offer a meritorious product.

STARTS CO-OPERATIVE PLAN

Employees to Share in Management of Federal Electric Co., Says President Gilchrist

CHICAGO, Ill., Aug. 2—Announcement that plans were in contemplation under which employees of the Federal Electric Co. would have a voice in the management of the company was made by John P. Gilchrist, president, in an address delivered the closing week of June at a housewarming at

Mr. Gilchrist told the employees that they could purchase stock in the company at almost any time convenient to themselves and said he was very pleased to observe that approximately 40 per cent of the employees were already stockholders.

More than a thousand persons were guests at the housewarming, which was held at a Western Theatre with Headquarters at Williams Hldg., San Francisco, Cal.

RECENT BRUNSWICK APPOINTMENTS

Following its recent sales convention the Brunswick-Balke-Collender Co. announced that W. P. White, formerly sales manager of the Paramount Talking Machine, will be a general traveling representative for Brunswick. It was also stated that A. G. Barr will assume charge of the phonograph department of the Brunswick-Balke-Collender Co. at Indianapolis.

The dealer who offers dollar for dollar value will be able to secure a larger number of machines in the future with which to defeat inferior competition. No less than ten exclusive Brunswick shops are in preparation here in Chicago and a number of representative merchants in this territory whose applications have been on file for a month are gradually being taken care of. The man who makes it his business to study the talking machine game thoroughly and who is willing to employ sales methods and ideas which have been proved to be unquestionably valuable has nothing to fear, provided he is able to offer a meritorious product.
HOLD EMPIRE SALES CONFERENCE

Sales Representatives of Empire Talking Machine Co. Gather in Chicago for Four-day Conference—Interesting Topics Discussed

CHICAGO, ILL., August 7.—A four-day program of business and pleasure occupied the assembled sales representatives of the Empire Talking Machine Co. in this city on Wednesday, Thursday, Friday and Saturday, August 4 to 7. There were meetings at the Empire headquarters on Wabash avenue each day, at which discussions concerning sales and service of Empire instruments were taken up. Starting Wednesday morning there was a reception and assembly in the meeting room on the fifth floor of the building at 423 South Wabash avenue. At 12.30 adjournment for lunch was called. In the afternoon the meeting was reconvened at 1.30, when general discussion was in order for the rest of the afternoon. It was planned to make an automobile tour of the Chicago boulevard system, but the visiting salesmen became so interested in the discussion being held that it was unanimously voted to postpone the auto trip until Saturday afternoon. Wednesday evening the sales representatives were dined at the Terrace Gardens. Thursday morning the visitors were addressed by Mr. Read, of the Johnson-Read Advertising Agency. Thursday evening a banquet was given at the Chicago Athletic Club, greatly enjoyed by all. Friday morning and afternoon were featured by general discussion and by addresses by W. J. McNamara, of the Empire Phonoparts Co.; Frank McKee, a local banker, is acting as trustee for the benefit of the creditors.

If you lack confidence in yourself, how can you expect your customer to have confidence in the line you are selling?

ROEMER MFG. CO., 1916 W. Lake St., CHICAGO, ILL.

ROEMER MEANS Perfect Performance

One Piece Motor Casting is an exclusive, patented feature of the Roemer Motor and absolutely eliminates the danger of gears getting out of alignment, thus assuring—

Continuous Satisfaction

This is only one of the many exclusive features that is winning the favor of manufacturers who have seen and inspected the Roemer Motor. Let us inform you concerning the others

The Roemer saves $.30 installation cost per machine due to its 11 1/2 in. steel motor holding board which immensely facilitates installations

REPAIRS

Motors, Reproducers, Etc., Repaired by Experts—Quick Delivery Service—Correct Prices.

Write for Our Circular "C"

ROSENBERG PHONOGRAPH CO.

1252 S. Jefferson St. CHICAGO

PROGRESS OF MANDEL CO. AFFAIRS

Reorganization Plans Under Way—Creditors Accept Composition Offer.—To Liquidate Claims

CHICAGO, ILL., August 9.—It has just been announced that the reorganization plans of the Mandel Mfg. Co., which are now under way, are progressing satisfactorily, although they will not be completed for a couple of weeks. The officers of the company expect to have the business working normal within a very few weeks.

The composition proposed to the creditors of 50 per cent in cash and an equal amount in stock has been accepted by the requisite majority of the creditors and has been approved by the court. The necessary cash to liquidate the claims is now being paid into the U. S. District Court and the clerk of the court is expected to begin paying out this cash to the creditors whose proofs of claim have been received by August 10.

Manager Frey, of Frey's sporting goods house of Baker, Ore., exclusive Brunswick dealer, reports the sale of five high-priced model Brunswick models to a logging camp settlement. The higher-priced models are in demand throughout his district.

Manager Frey, of Frey's sporting goods house of Baker, Ore., exclusive Brunswick dealer, reports the sale of five high-priced model Brunswick models to a logging camp settlement. The higher-priced models are in demand throughout his district.
BIG RECORD DEMAND BOOSTS MILWAUKEE SUMMER TRADE

Milwaukee, Wis., August 10.—Usually during the mid-Summer season talking machine dealers keep occupied mainly with record selling, instrument sales being confined to the major extent to the portable styles or small cabinet types suitable for the Summer home, the front porch or the cottage at the lakes. The remainder of their time the dealers customarily employed in getting the house in order for the reception of Fall merchandise and holiday stocks. But this Summer it has been somewhat different. While sales of records have been the heaviest ever known and limited only by the ability of dealers to obtain adequate supplies of all numbers, a relatively excellent volume of trade in the larger and higher-priced cabinet styles of talking machines has favored the local dealers. The call for the portable styles likewise has been far beyond the usual demand, despite the fact that until now there has been little or no hot weather to drive city folks to the hundreds of lakes in the vicinity of Milwaukee.

The supply of instruments is somewhat freer than it has been a year ago, although it is not yet what it should be. The accumulations of stocks, however, has been rendered difficult because the demand has been so active that whenever the supply increases sales offset the gain. The complaint heard in so many other lines of business concerning rethreading in consumer buying is not appreciable in any of the local instrument stores, when this Summer’s business is compared with that of the average mid-season period.

It is with a great deal of optimism that the local trade is preparing for Fall and holiday trade. The orders which dealers have placed with wholesalers are in almost every case four to five hundred and limited only by the ability of the manufacturers to fill orders. The orders which dealers have placed with wholesalers are in almost every case four to five hundred and limited only by the ability of the manufacturers to fill orders. No hesitancy in buying has been noticed. Indicative of the manner in which local dealers are looking for a bright and promising future, immediate and distant, is the unusual number of new stores being established and the reconstruction and enlargement of existing stores to handle increased volume. Heavy investments are being made in such improvements which testify to the confidence that the trade holds in the future.

Organized efforts for the advancement of the music business also are being continued on a broad scale by the local and State dealers’ associations. The Milwaukee Association of Music Industries plans to repeat this year the successful music festival conducted for the first time at the Wisconsin State Fair in 1919. This year’s exposition is two weeks earlier, or on August 30 to September 4, giving the trade an early start on the promotion of Fall business.

State Fair Week also will witness the gathering of State dealers for the second annual trade conference under auspices of the Wisconsin Association of Music Industries, which will be held Wednesday, September 1, in Milwaukee. President Richard H. Zinke is making an energetic campaign for memberships, which will wind up with the annual convention. Every dealer in music and other musical stores and merchandise in the State is being canvassed. A monthly bulletin is issued to the entire list. The August bulletin calls attention to the fact that dealers are expected to come to the convention on September 1, regardless of whether or not they are members. President Zinke feels sure that non-members will easily be converted to association co-operators by this meeting.

The National Association of Music Merchants and its parent body, the Music Industries Chamber of Commerce, are taking much interest in the Milwaukee convention and when General Manager Alfred L. Smith was here a few weeks ago and was shown plans he promised to use his best efforts to assure the value of the show for members. R. B. Alderott, president of the Chamber, to come West at that time to address the Wisconsin dealers. It is likely that a number of dealers will make exhibits at the annual exposition at the Auditorium conducted under auspices of The Journal, a leading Milwaukee newspaper, from October 7 to 14. Last year, when the show was held late in November, it was known as the Food, Household and Music Exposition. This year the Milwaukee Association of Music Industries will not undertake the promotion of music show in this connection, consequently the exposition will have the name of Food and Household Exposition. However, some space will be reserved for music dealers. But these will not be segregated as last year. It is the ambition of the local and State dealers’ associations to conduct a big music exposition of their own within a year or two.

An example of the spirit of the times is found in the J. B. Bradford Piano Co., Victor and Senora dealer, which is rebuilding its main store on Broadway at a cost of $25,000 or more, and afterward will rebuild the South Side store. An elaborate front window has been installed at the main store, replacing the former divided display windows. A feature of the improvements is the installation of a new service counter and filing cases and nine new booths for Victor records on the main floor. The second floor will be used exclusively for the talking machine department, with special rooms for period types. The entire three-story building will be finished in antique ivory, and furnished throughout.

The William A. Conklin Piano Co., a widely known Columbia dealer on the South Side of Milwaukee, moved August 1 from 731 Greenfield avenue to a new and more commodious store at 471 Eleventh avenue. The Grafonola parlors, record counter and demonstration facilities are notable among the fine equipment.

The R. H. Zinke Music Co., which opened for business in April and is one of the leading Victor dealers of the East Side, held a sort of house-warming during the first two days in August. Since taking over the store, R. H. Zinke has rebuilt the entire interior and furnished the store throughout. New Victor booths have been added, and some new ideas in Victor record filing cases and service counter have been carried out.

The Wm. A. Kaun Music Co. announced its conversion from a sheet-music house into a general music store late in July, following the reconstruction of the interior of its store. It has taken over the space formerly occupied by the Smith Piano Co. The Kaun Co. has the Columbia franchise and is making a distinct feature of the talking machine department.

A. G. Kunde, pioneer Columbia dealer and its natural rendition, attained after years of laborious experiments, has won for the Melodia a place of prominence in the hearts and homes of music lovers.

All agree that the voices of Caruso, Galli-Curci and other famed artists are reproduced in a most life-like manner by The Melodia. It is artistically designed and scientifically constructed. Its equipment is the best obtainable.

Dealers interested in something new and better write for further information.

The Melodia Phonograph Co.
400-406 N. Sangamon St., Chicago, Ill.

PERSONAL SERVICE

The members of our Company are always available and will gladly see you personally or write you at any time we possibly can serve you.

Why not communicate at once with us?

EXCLUSIVELY WHOLESALE

BADGER TALKING-MACHINE CO. 353 Second Street MILWAUKEE, WIS.

VICTOR DISTRIBUTORS

Chicago Opera Company

MELODIA

The Phonautograph Played and Endorsed by
Gino Marinuzzi
Composer and Musical Director of the
Chicago Opera Company

Its natural rendition, attained after years of laborious experiments, has won for the Melodia a place of prominence in the hearts and homes of music lovers.

All agree that the voices of Caruso, Galli-Curci and other famed artists are reproduced in a most life-like manner by The Melodia. It is artistically designed and scientifically constructed. Its equipment is the best obtainable.

Dealers interested in something new and better write for further information.

The Melodia Phonograph Co.
400-406 N. Sangamon St., Chicago, Ill.

NEW ORLEANS EDISON MEN TO MEET

Edison dealers located in the New Orleans jobbing territory have just announced, through L. T. Donnelly, sales manager of the Diamond District, that they will hold their annual convention in that city the latter part of this month. The exact dates have not yet been made known. It is understood that the Edison laboratories will be represented at the convention.
The new Columbia “Tack Around” Road Signs are the advertising stunt that spreads your customer territory. Plaster your vicinity with these signs prominently featuring your shop. The expense is nominal.

NEW PATHE DISTRIBUTORS ACTIVE
Commonwealth Phonograph Co., Springfield, Mass., Have Elaborate Quarters for Displaying and Handling That Product in Big Way

SPRINGFIELD, Mass., August 3—The Commonwealth Phonograph Co. of this city, lately appointed distributors of Pathe phonographs and records, are already achieving satisfactory results with this well-known line. The officials of the company are strong believers in specialization and the policy of this new distributing house from the very beginning has been wholesale exclusivity, with service as the watchword.

The list of dealers being served by the Commonwealth Phonograph Co. is growing throughout New England and an energetic campaign is being run to feature Commonwealth service is under way. It is planned to augment the present sales staff by two additional men at a very early date. E. L. Hadd, sales manager of the company, has had many years’ experience in the talking machine field, having been with McCready’s of Pittsburgh for a number of years and also in the talking machine department of G. Schirmer, of New York City. Mr. Hadd has already put into effect a number of progressive ideas that are resulting in the building up of the Commonwealth business. Kenneth R. Penning, son of F. A. Penning, co-partner with Miss M. A. Bill, has lately joined the Commonwealth organization and is giving his especial attention to the new establishment.

EMPLOYES ATTEND EDISON LABORATORIES
Among the recent visitors at the Edison laboratories were Walter A. Verrinder, who is about to become an Edison dealer in Pasadena, Calif., and E. R. Claypool and M. L. Miller, of the Claypool-Miller Music Co., Edison dealers in Lafayette, Ind.

Mr. Verrinder has joined in partnership with Kenneth Wyckoff, who until recently was an Edison dealer in Colorado Springs, and who is well known throughout the trade, and has been taking a course of instruction at the Edison laboratories. The new establishment will be formally opened some time this month.

Messrs. Claypool and Miller, who were accompanied by their families, making the entire trip from Lafayette by automobile, toured the Orange laboratories and also visited the recording laboratories in New York.

COLUMBIA AGENCY AT RIPON
A new music store has been established at Ripon, Wis., under the name of Co-operative Piano Co., which has taken the Columbia Grafonola franchise.

C. H. Arbenz, formerly with the Knight-Campbell Music Co., of Denver, is now connected with the business of the Arbenz & Parker Co. of that city, being a partner in the firm.

HITS! HITS! HITS!
HANDLE OUR UP-TO-THE-MINUTE LINES AND REAP THE HARVEST!
The MASTER-TONE PHONOGRAPH
OPPORTUNITY is knocking at YOUR door NOW!
Let us prove it to you

Iroquois Sales Corporation
10-14 North Division Street, Buffalo, N. Y.

“DADDY”
“MARION”
Sell GRETSCH Musical Instruments and make your store THE MUSICAL HEADQUARTERS of your community

We know that our interests are identical with the interests of the men who retail GRETSCH Musical Merchandise. In fact, the interests of the two are so identical that it finally resolves itself into an active spirit of mutual co-operation—a cordial relationship of dealing with friends.

GRETSCH Musical Instrument Retailers enjoy genuine sales co-operation—a co-operation consisting not only of extensive advertising, but of individual assistance to meet local conditions. This assistance is nothing less than a complete retail merchandising campaign from which no detail has been omitted.

The GRETSCH Sales Promotion Department will print your own catalog of STANDARD Musical Merchandise FREE for distribution in your own community.

There are many out-of-the-ordinary advantages in selling the GRETSCH line of Musical Instruments.

In selling musical merchandise—it's the quick "Turn-Overs"—that counts. GRETSCH local sales co-operation assures rapid turn-over.

We cordially invite your correspondence on the business prospects of a Musical Merchandise Department. Investigation does not place you under any obligation. Suppose you write for details of our complete assortment plan and HOW—WE co-operate to help you build up a large local trade.

The Fred. Gretsch Manufacturing Co.  
Musical Instrument Makers Since 1883  
50-80 Broadway, Borough of Brooklyn  
New York City
The Talking Machine World August 15, 1920

The Talking Machine World

LAMPOGRAPH ON THE MARKET

St. Louis Concern Introduces New Product—Has Many Distinctive Merits

St. Louis, Mo., August 6.—The Lampograph Co. of this city is now ready for the market with the Lampograph, the combination lamp and phonograph, which it has been developing for the last year or so. The officers of the company are: George M. Dobson, president; F. H. Feraud, vice-president, and G. J. O’Hara, secretary and treasurer. Mr. Dobson and Mr. O’Hara are well-known business men of St. Louis and are devoting their whole time to the company. Mr. Feraud is the inventor of the lamp.

The company has its general offices in the Rialto Theatre Building and has a beautifully fitted-up room reproducing the features of a drawing room of a home. The lamp is exhibited and demonstrated to excellent advantage. The lamp takes no more space in the room than the ordinary table lamp, and one important feature is that it distributes music equally to all parts of the room. The music issuing from the bottom of the lamp through the heavy bell bronze horn which forms, in a sense, its pedestal.

Those who have listened to the Lampograph speak highly of the clearness of the tone with which it produces both the vocal and instrumental music. It is extremely artistic in appearance, having a beautiful shade and all the trimmings on the machine and motor are of twenty-four carat gold plate, as is also the horn, which forms the lower part of the lamp. Another style of the lamp in silver, nickel and statuary bronze, having a less elaborate shade, is provided for the homes of those preferring a less expensive type.

The company has lately increased its manufacturing facilities and is prepared for the large demand which the distributing arrangements already made would indicate.

REMODELING NEW QUARTERS


The Fulton Talking Machine Co., which recently moved to new quarters at 253 Third avenue, New York, is having its new home completely remodeled. When the alterations are finished and the new equipment is in place it is declared the company will have one of the most complete distributing houses for talking machine accessories in the country. In discussing the changes, S. Davidson, president of the company, said: “We have long recognized the need for larger quarters to take care of growing business and have now secured a new location where our trade can be handled in large volume and properly.”

DU BOIS DEALER BUYS BUILDING

B. D. Schaffner Will Remodel Building for Use as Home of Music Store

Du Bois, Pa., August 9.—B. D. Schaffner, of this city, has just bought the McEwen Block on North Brady street and is making plans to remodel the entire front of the building, which will be occupied by his music store as soon as alterations are completed. According to present plans, the two corner storerooms will be fitted up with display rooms and show windows for musical instruments, including talking machines and player-pianos, as well as other musical goods.

ENTERTAINS PATHE DEALERS

The Morley-Murphy Co., Green Bay, Wis., Pathé distributor in central and northern Wisconsin, recently entertained 100 Pathé dealers at a conference, followed by social features. There was a theatre party at the Orpheum Theatre with special numbers by Marion Evelyn Cox and Lewis James. Pathé record artists, who also sang before the dealers’ executive session.
Publishers Preparing for an Active Fall Which Fact Should Interest Dealers in Records

Although, as many members of the talking machine trade already know, the sales of sheet music during the past few months have been far below normal, even for the Summer season, it is now reported by publishers that the volumes of sales have taken a decided upward trend and that there is evidence of greatly increased activity, particularly in the demand for popular music.

While at the present time there are few, if any, songs on the market that may be classed as distinct hits, the publishers have in preparation many new popular numbers on which big campaigns are being planned to begin in September.

As a matter of fact, there is hardly a publishing house but which has several numbers heralded as being in the hit class awaiting the opening of the Fall season to be released.

In endeavoring to locate the cause of the poor sales in sheet music during the past two months, many reasons are given, but it seems to be the consensus of opinion that it was just a dull Summer season, which was aggravated by the fact that there were not issued any numbers during the last two months that could be considered of the tremendous seller type.

It is believed by those who should know that one or two big hits would have done much to increase sales activity in sheet music.

However that may be, the publishers are not in any way pessimistic over the coming months, but, in fact, are all without question looking forward to one of the biggest Fall seasons in the history of the sheet music business.

Most of the houses are preparing extensive sales campaigns and they have selected works which are to be exploited in the early months of the Fall season.

With this advertising covering every publicity channel, there can be little doubt but that the Fall season will open with a number of songs of the "unusual success" class.

No doubt talking machine record manufacturers and the player roll companies will, as is their wont, co-operate in the sales drives and they have selected works which are planned for early release.

The sales of songs are improving and, taking into consideration the planned publicity appropriations of the various publishing houses, they will show even more activity when the musical season opens.

**Men Who Make Popular Songs**

No. 15—James Hanley

During the past few seasons more than the usual number of popular song writers have entered the ranks of the writers of musical productions. Among these is James Hanley, who writes exclusively for Shapiro, Bernstein & Co., Inc., and who has written a number of songs for musical shows, including "Robinson Crusoe, Jr.," one of the recent Winter Garden attractions, and "Who Do You Love," Nora Bayes' hit in sheet music.

James Hanley has written the lyrics for the John Cort production, "Jim, Jam, Jens," which will shortly open in Atlantic City. Among the popular songs to his credit are "Back Home in Indiana," "Three Wonderful Letters From Home," "My Dixie Rosary," "Breeze" and one of the biggest successes of the past season, "Rose of Washington Square."

James Hanley is probably one of the youngest song writers in captivity. He is noted for his broad smile, which is accompanied by a magnetic personality. It is said that in the future he is to give much of his attention to the writing of plays, and his previous work in this direction would lead one to believe he will be most successful.

**Alabama Moon**

Latest Waltz Song Sensation

By GEORGE HAMILTON GREEN

On All Records

For the coming season he has written the lyrics of George M. Cohan's revues. For the John Cort production, "Jim, Jam, Jens," which will shortly open in Atlantic City. Among the popular songs to his credit are "Back Home in Indiana," "Three Wonderful Letters From Home," "My Dixie Rosary," "Breeze" and one of the biggest successes of the past season, "Rose of Washington Square."

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**Pickaninny Blues**

Chicago McKinley Music Co. New York

What More Can You Ask

All the features that go to make a talking machine Profitably Salable you will find as regular equipment of Magnola: "Built by Tone Specialists."

Complete description of all these features is to be found in our handsome illustrated catalog, which we would like to send you. May we? Ask us to tell you our plans for your benefit!

MAGNOLIA TALKING MACHINE COMPANY

711 MILWAUKEE AVENUE

CHICAGO

LEON F. DOUGLASS AS AN AUTHOR


Leon F. Douglass, formerly chairman of the board of directors of the Victor Talking Machine Co., has blossomed forth as the author of a most interesting and impressive little book bearing the title "Ajax Defied the Lightning," wherein Mr. Douglass takes occasion to point out that Ajax was a fool for defying the lightning and endeavoring to run contrary to the laws of nature, when he should have slipped off his armor and sought the nearest shelter.

With the feat of Ajax as his text, Mr. Douglass proceeds to point out with great clearness of vision the manner in which various and sundry recognized laws of nature have been defied in Governmental and business circles and the disastrous results that have generally been realized. The book is to be considered, in a sense, if not primarily, a logical and clear-cut plea for greater efficiency in government and the adoption of logical business methods in the conduct of Government activities. The demoralization of the postal service and of the railroads under Government control and the manner in which the luxury taxes were drawn up and applied are among the instances analyzed by Mr. Douglass.

Mr. Douglass' book, which he has published himself and dedicated to Eldridge R. Johnson, president of the Victor Talking Machine Co., as "a fair-minded and most unselfish man, who has been my inspiration and guide," is well worth the reading and shows the clear understanding of national affairs of which Mr. Douglass is possessed.
Pathé dealers are always busy—never idle. The calendar makes no difference. It is Pathé Products that sell all the time.

If you are not always busy it is perhaps because you are not selling Pathé Products—get in line now for more business and greater profits by establishing a Pathé Agency.

Pathé Frères Phonograph Co.

EUGENE A. WIDMANN, President

10-56 GRAND AVENUE BROOKLYN, NEW YORK
Order Your Machines

N O W!

Holiday Business Only 3 Months Away

You can not sell the goods that are not in your store ready for delivery.

Freight conditions are getting worse. Railroad officials admit that they are going to be much worse before they are any better.

We can fill all orders now and these orders will bring you the Pathé Phonographs that you can immediately turn into money. Order at once!

Delay may spell disappointment.

Pathe

Pathé Frères Phonograph Co.

EUGENE A. WIDMANN, President

10-56 GRAND AVENUE BROOKLYN, NEW YORK
SERVICE and SATISFACTION

These two simple and familiar words express perfectly the feelings of those keen-minded merchants who have had the wisdom to associate themselves with the wonderful WIDDICOMB organization and product: for thereby they both render the best SERVICE; and experience the utmost of SATISFACTION.

The Widdicomb phonograph is the product of a house which for more than half a century has devoted itself to the finest of craftsmanship in wood-fashioning and whose word is as good as its bond. It is not for nothing that we speak of

A FINISHED PRODUCT

Merchants who would like to be assured of leadership in their communities in respect to the phonograph and music merchandise generally should hasten to place themselves in correspondence with

PHONOGRAPh DIVISION

THE WIDDICOMB FURNITURE COMPANY
GRAND RAPIDS, MICHIGAN
CINCINNATI LOOKS FOR LARGE FALL BUSINESS


CINCINNATI, O., August 6.—Merchants in the Middle West continue to look forward to a thriving good business this Fall and the holidays, being a unit in demanding all the goods the manufacturers and jobbers in this district are willing to supply. One feature that has contributed toward assuring merchants they can lay in supplies of an excess nature is the tendency of loan banks to take up their paper. One system, with a chain of branches in Ohio and Indiana, looks with considerable favor upon talking machine paper and is grabbing all of the merchants have to offer, this being due to the initial payment and the apparent small difference to be collected, as against items on other articles of a supposed non-essential character. There was a satisfactory factor about it. Much of the business came from the rural sections and while high grade machines were not the rule they were in the exception by any means. Workmen still hold sway in the new homes of three of the prominent jobbing houses in Cincinnati. The Columbia folks are not excelling. much at the new house on Eighteenth Street, just west of Broadway, but much is yet to be done before the entire building is available for talking machine purposes. The temporary offices are now on the third floor, which space is being used until the second floor is available.

The Ohio Talking Machine Co., in the old quarters of the Columbia, on West Fourth street, is in fairly good shape, while the same might be said of the Phonograph Co. Manager Oelmin, considerably jogged out with the worry of getting into the new quarters, bided his time until June and is due back this week when he will superintend the finishing touches of the removal.

Two new Columbia outlets were one of the features of the July market. The Cincinnati branch of Waterson, Berlin & Snyder, on Founders Square, opened towards the close of the month, and the E. M. Abbott Co., Seventh and Walnut streets, leased a store on the east side of Elm streets, just south of Sixth street. It will be used as an auxiliary and talking machine supplies will be featured. Flavon will be incidental to the operation of this stand.

The Baldwin Co.'s talking machine department is virtually ready for use, and if the line has been selected the fact has been kept a deep, dark secret.

A. H. Bates, vice-president of the Ohio Talking Machine Co., spent the greater part of July visiting the dealers in southern Ohio. He said: "I found conditions most satisfactory from a Victor standpoint. Business has been exceptionally good with them, especially on the smaller type machines. They have shown an inclination to accumulate all the stock they can and are very enthusiastic for the Fall outlook. Many of them have paid us compliments on the line of machinery they have at hand, and are very anxious to get in touch with the manufacturers and jobbers in this district."

"I am sure that the manufacturers and jobbers will find a market for their goods in the Fall, and I believe that the manufacturers and jobbers are only waiting for the right time to make their move."

"I am sure that the manufacturers and jobbers will find a market for their goods in the Fall, and I believe that the manufacturers and jobbers are only waiting for the right time to make their move."

THE OSCAR ONKEN CO., 6651 4th Street, Cincinnati, O.

"While there have been better months than the month of July in our wholesale and retail department in the Victrola line, we have had one of the best July months that we have ever had. This does not mean that we had all of the goods that we could have sold, for the demand is still greater than the output. Cabinet style Victrolas were in exceptional demand, and the sale of the portable Victrolas far exceeded our expectations. Record shipments did not arrive from the factory in near as large quantities as we could have sold, and dealers were sending in many orders that could only be partially filled.

"A review of the Victrola business for the first six months of 1920 shows that the sales were far in excess of the same period in 1919, notwithstanding the many obstacles that have come up, such as labor, transportation, and material shortages. The outlook for the latter part of the year seems very bright, and it is to be hoped that the troubles experienced during the first six months will not be repeated."

Talking machine dealers in the Cincinnati district, which includes the towns in the metropolitan territory, are requested to get in touch with E. M. Abbott, recently elected president of the Music Industries of Cincinnati, with a view of affiliating with this organization. "Get in touch with your competitor through association work," is the motto of Mr. Abbott. "You will think more of him. Besides, if some taxation matter comes up, this organization can look after your interests better than if it is the process of a single person." Mr. Abbott, in order to keep talking machine questions apart from piano selling, favors a separate section, having its own meeting but affiliated with the parent body. George W. Pound, of the Music Industries Chamber of Commerce, is to be the guest of the Cincinnati members on September 16, according to present plans.

D. S. Stephens and E. J. Roper of the whole- sale Vocalion department of the local Aeolian store made a visit to New York last month to the wholesale convention of the Vocalion traveling men, at which time many important matters were taken up regarding the future handling of the Vocalion line throughout the territory.

E. R. Uebelman, a talking machine salesman of long experience in the wholesale line, has been added to the Vocalion forces.

The Cryosila Co., this city, is well pleased with its new connection in New York City, Charles E. Wason, 2146 Third avenue, who has asked for his third carload shipment. Manager Thomas, who is closing his fiscal year, is pleased with the showing made by his house during the past twelve months.

OREGON INDIANS BUY OPERA

The Pendleton Drug Co. of Pendleton, Ore., have a big demand for high-priced photographs, selling all they can obtain. The Indians buy many phonographs and it is surprising the number of grand opera selections they purchase. Manager Young has developed one of the largest phonograph businesses in eastern Oregon, carrying the Victor, Brunswick and Cheney.

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 1920-1921

P. W. SIMON, Manager

1604 Broadway

New York City

Sample program and particulars upon request

HENRY BURR

ALBERT CAMPBELL

JOHN MEYERS

HENRY MURR

FRANK CROXTON

MONROE SILVER

FRANK BANTA

Famous Ensembles including

Campbell & Burr - Sterling Trio - Peerless Quartet

Phonographs and Show Window Record Stands

These Show Window Record Stands will increase your Sales and records and help you make attractive window displays. Send for Dealers' Price List.

AUGUST 15, 1920

CINCINNATI, OHIO.

E. M. Abbott-Aeolian-Vocalion Activity

In South—Dealers Should Get in Touch With E. M. Abbott—Aeolian-Vocalion Activity

CINCINNATI, O., August 6.—Merchants in the Middle West continue to look forward to a rattling good business this Fall and the holidays, being a unit in demanding all the goods the manufacturers and jobbers in this district are willing to supply. One feature that has contributed toward assuring merchants they can lay in supplies of an excess nature is the tendency of loan banks to take up their paper. One system, with a chain of branches in Ohio and Indiana, looks with considerable favor upon talking machine paper and is grabbing all of the merchants have to offer, this being due to the initial payment and the apparent small difference to be collected, as against items on other articles of a supposed non-essential character. There was a satisfactory factor about it. Much of the business came from the rural sections and while high grade machines were not the rule they were in the exception by any means. Workmen still hold sway in the new homes of three of the prominent jobbing houses in Cincinnati. The Columbia folks are not excelling much at the new house on Eighteenth Street, just west of Broadway, but much is yet to be done before the entire building is available for talking machine purposes. The temporary offices are now on the third floor, which space is being used until the second floor is available.

The Ohio Talking Machine Co., in the old quarters of the Columbia, on West Fourth street, is in fairly good shape, while the same might be said of the Phonograph Co. Manager Oelmin, considerably jogged out with the worry of getting into the new quarters, bided his time until June and is due back this week when he will superintend the finishing touches of the removal.

Two new Columbia outlets were one of the features of the July market. The Cincinnati branch of Waterson, Berlin & Snyder, on Founders Square, opened towards the close of the month, and the E. M. Abbott Co., Seventh and Walnut streets, leased a store on the east side of Elm streets, just south of Sixth street. It will be used as an auxiliary and talking machine supplies will be featured. Flavon will be incidental to the operation of this stand.

The Baldwin Co.'s talking machine department is virtually ready for use, and if the line has been selected the fact has been kept a deep, dark secret.

A. H. Bates, vice-president of the Ohio Talking Machine Co., spent the greater part of July visiting the dealers in southern Ohio. He said: "I found conditions most satisfactory from a Victor standpoint. Business has been exceptionally good with them, especially on the smaller type machines. They have shown an inclination to accumulate all the stock they can and are very enthusiastic for the Fall outlook. Many of them have paid us compliments on the line of machinery they have at hand, and are very anxious to get in touch with the manufacturers and jobbers in this district."

"I am sure that the manufacturers and jobbers will find a market for their goods in the Fall, and I believe that the manufacturers and jobbers are only waiting for the right time to make their move."

"I am sure that the manufacturers and jobbers will find a market for their goods in the Fall, and I believe that the manufacturers and jobbers are only waiting for the right time to make their move."

"While there have been better months than the month of July in our wholesale and retail department in the Victrola line, we have had one of the best July months that we have ever had. This does not mean that we had all of the goods that we could have sold, for the demand is still greater than the output. Cabinet style Victrolas were in exceptional demand, and the sale of the portable Victrolas far exceeded our expectations. Record shipments did not arrive from the factory in near as large quantities as we could have sold, and dealers were sending in many orders that could only be partially filled.

"A review of the Victrola business for the first six months of 1920 shows that the sales were far in excess of the same period in 1919, notwithstanding the many obstacles that have come up, such as labor, transportation, and material shortages. The outlook for the latter part of the year seems very bright, and it is to be hoped that the troubles experienced during the first six months will not be repeated."
The

Aeolian-Vocalion
and Vocalion Records

DISCRIMINATING Dealers throughout the country are realizing the opportunity offered by AEOLIAN-VOCALIONS and VOCALION (lateral cut) RECORDS.

Forceful National Advertising coupled with the prestige which the Aeolian Company enjoys as a result of manufacturing merchandise of the highest possible merit for over a quarter of a century, predisposes the public to favor Aeolian products.

THE

AEOLIAN-VOCALION

Fulfills the greatest expectations and is its own most eloquent salesman. It is all that can be desired of a phonograph—

A TONE

appealing, unassailable, clear, well-rounded, musically and scientifically true.

A UNIVERSAL TONE ARM

which plays all types of records with equal fidelity to the artist's interpretation.

THE GRADUOLA

your soul in a phonograph—the tone-controlling feature of the Vocalion which lifts this instrument out of the class of mechanical reproducers and makes of it as truly a means of personal expression to all as a violin is to the virtuoso.

CABINET DESIGN

The finest creations of master designers; perfect harmony in all models to the smallest detail. PERIOD CABINETS which are authentic copies of the recognized leaders of each period.

Giulio Crimi
VOCALION (lateral cut) RECORDS

Vocalion Records are painters of mental pictures. The artists who sing for Vocalion Records live their characters just as wholly when they sing for these records, as when they appear on the opera stage. Crimi, singing Pagliacci, is every ounce the character. May Peterson, as she sings Annie Laurie, puts herself in the character of the little Scotch lassie. So with Raisa, Rimini, and the scores of other exclusive Vocalion artists, all create a character for their hearers.

So true is the reproduction of Vocalion Records (lateral cut) that there is engraved on every disc this characterization to be brought forth again, with each successive playing.

The supernal quality of Vocalion Records (lateral cut) is apparent on any standard phonograph.

The ultimate of phonographic possibilities is reached when Vocalion Records are played by the Aeolian-Vocalion.

THE AEOLIAN COMPANY

New York  London  Paris  Melbourne  Sydney  Madrid

DISTRIBUTORS

THE AEOLIAN COMPANY, Toronto, Canada

THE AEOLIAN COMPANY

Chicago  Cincinnati  St. Louis  San Francisco

THE VOCALION COMPANY
CONSORTED MUSIC COMPANY
B. DREHER'S SONS COMPANY
EMERALD COMPANY
GUEST PIANO COMPANY
D. H. HOLMES COMPANY, LTD.
O. J. De MOLL AND COMPANY
STONE PIANO COMPANY
R. W. TYLER COMPANY
D. L. WHITTLE MUSIC CO.

Boston, Massachusetts
Salt Lake City, Utah
Cleveland, Ohio
Birmingham, Alabama
Burlington, Iowa
New Orleans, Louisiana
Washington, D.C.
Fargo, N.D., and Minneapolis, Minn.
Wheeling, W. Virginia
Dallas, Texas
H. N. McMenimen's Great Trip
Managing Director of Pathé Co. Returns From Extended Visit and Tells of Conditions

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., Brooklyn, N. Y., together with James Watters, secretary of the company, have returned from what may best be described as a triumphant journey across the continent. These officials completed a trip which covered thousands of miles and attended gatherings of Pathé dealers held under the auspices of the local Pathé distributors at St. Paul, Minn.; Green Bay, Wis.; Omaha, Neb.; Kansas City, Mo.; Oklahoma City, Okla.; Dallas, Tex.; Atlanta, Ga., and Charlotte, N. C.

In speaking to the World of this trip, Mr. McMenimen said in part: "I started on this trip tremendously enthusiastic over the big opportunities and future ahead for the Pathé line. After attending these inspirational gatherings and meeting personally thousands of Pathé dealers from all sections of the country, I have come back even more enthusiastic, if possible. Everywhere was displayed not only the greatest optimism for the Fall and Winter seasons, but also a strong spirit of progressiveness was manifested that is bound to succeed. Prosperity and a strong spirit of progressiveness was manifested that is bound to succeed. Prosperity and a strong spirit of progressiveness was manifested that is bound to succeed. Prosperity and a strong spirit of progressiveness was manifested that is bound to succeed. Prosperity and a strong spirit of progressiveness was manifested that is bound to succeed. Prosperity and a strong spirit of progressiveness was manifested that is bound to succeed. 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Get Famous Artists Into Your Store

WASTED opportunities! Those two words explain why many talking machine merchants are little fellows instead of big fellows. They furnish the reason why some stores are small instead of large.

One of the big opportunities most often neglected is that afforded by the visit of celebrated artists to your city. There is scarcely a town of fair size in the United States which is not visited during the course of the season by one or more famous artists. The public interest in concerts was never so great as it is to-day. In recent years there has been a great impetus to musical art through the medium of the talking machine and the player-piano, which have introduced music into homes where ignorance of it formerly prevailed. Yet few dealers avail themselves of the great opportunity which the visit of a famous artist affords them.

The first move in a dealer's campaign to benefit through the local concert should be to get in touch with the concert manager and attempt to secure the ticket sale, by offering free accommodations in the store for this purpose. If this is not practicable, you can at any rate get advance information as to the program the artist is to give. Make an enlarged copy of this program, about 24x40 inches in size, and place it in your window. Under each number in the program, list the records which you have in stock of the same composition, either by the artist himself or by other artists.

Next and most important is to arrange for a visit of the artist to your store. His local manager can arrange this for you and will be glad to do so, since it will help to advertise the artist and the concert. When the artist arrives be prepared to take photographs of him, being careful to include some familiar portion of your concert. When the artist arrives be prepared to take photographs of him, being careful to include some familiar portion of your store in the background.

Introduce all your salesmen to the artist, and get an informal interview with him. Ask what his favorite records are—which of his own records he likes the most, and if possible draw out some anecdotes which he may have associated with his various records. All this personal contact with the artist is splendid material for your salesmen to use later on. Nothing impresses the record buyer so much as to hear a salesman say that "when I was talking to Caruso here in the store he told me that he had made five different records of this selection before he got one which suited him perfectly." or any other similar personal remark. Copies of the photographs may be hung in each of your talking machine booths. These photographs offer excellent material for window display purposes also, and in the window at the same time should appear a sign of this type: "Hear Muratore Friday night at the Academy of Music. Hear the beautiful Muratore record now on sale." In the window, display a number of the records of the artist who is giving the concert, with a small card on each one telling its name.

From the concert management you can secure a list of ticket subscribers. Send formal letters to every one of them—the first letter featuring your leading talking machine, urging them to get one if they do not already own an instrument. Use the argument that whereas they can only hear the visiting artist once, they can hear him whenever they wish through the medium of your talking machine. The second letter will be along this line:

Dear Mr. Jones:

Next Friday night at the Academy of Music there is going to be a wonderful treat for every lover of beautiful music, in the personal appearance of Fritz Kreisler, the great violinist. The world contains only one Kreisler, and his glorious art can be enjoyed only by the limited number of people who have the privilege of hearing him on the rare occasions when he appears in concert. But through the medium of Kreisler's records you can reproduce his wondrous music at any time. You must see him when Kreisler plays in concert, but you can hear him whenever you wish. Go and hear this great master next Friday night—and then come and learn for yourself how faithful his records are to their original. We have secured a complete stock of Kreisler records especially for this event, and will be glad to play any of them you wish to hear, whenever you wish to hear them. It will be a pleasure to serve you.

Respectfully yours,

Grinnell Bros. Music House took advantage of Caruso's appearance in Detroit by featuring his records. Colored cutouts of large and small size were secured in various sizes. The display brought much favorable comment, and had much to do with the large volume of business done in his records at that time by Grinnell Bros.
NEW REMINGTON CATALOG

Initial Volume, Just Issued, Is Admorably Printed and Produced—Portrays Full Line of Remington Phonographs and Other Data.

The Remington Phonograph Corp., New York City, has issued its initial catalog, which is now being mailed to dealers throughout the country. Great care has been given to presenting this new line of phonographs in a fitting manner and the finished catalog is artistic to a very high degree and is attractively printed in three colors. The full line of Remington phonographs is fully described and well illustrated as are also the many exclusive patented features used in their manufacture. In addition to the detailed description of the line there is included a series of pictures of the original Remington family together with historic facts and a view of the factories of the Remington Phonograph Corp. The Remington reproducer, which is a strong feature of the Remington line, is also featured in this interesting volume.

PATHE CONVENTION IN CHARLOTTE

Important Reunion of Southern Dealers Held Under the Auspices of John A. Futch Co.—Many Addresses Made on Vital Topics

CHARLOTTE, N. C., August 2—The Carolina Pathe Dealers’ Convention, held in this city on July 21 and 22 last, proved a great success and of immeasurable benefit to all who attended. The meeting, which was held under the auspices of the John A. Futch Co., which has offices in this city as well as Atlanta, Ga., and Jacksonville, Fla., was held on the roof garden of Fox’s

Those Who Attended the Carolina Pathe Dealers’ Convention Held in Charlotte, July 21-22

In addition to the bountiful repast, an enjoyable feature of the occasion was the entertainment furnished by Lewis James and Marion Cox, both well-known Pathe stars, accompanied by Mrs. Gooding. Both days of the convention proved of equal interest and of great inspirational value.

While orders were not solicited on the part of the John A. Futch Co., many large orders were placed, indicative of the general good business expected this fall by the dealers in this section of the country. An interesting feature of the convention was an elaborate display of the complete Pathe line attractively arranged at Fox’s Hall. Here also was shown the new Pathe "Mod-I-Tone," the Hustylus and the Pathe Sapphire Eoll. A comprehensive display of Pathe advertising was exhibited and an educational display of the Pathe motor and its parts formed an interesting part of the meeting.

THOMAS & PROETZ LUMBER CO.

3400 Hall St., St. Louis, Mo.

YAZOO RIVER RED GUM

Specials for prompt shipment:
1 carload 1 1/4" 1st and 2nd Qrtd. White Oak.
4 carloads 3" Common and Better Qrtd. White Oak.
1 carload 4" Common and Better Qrtd. White Oak.
8 carloads 1" 1st and 2nd Qrtd. Red Oak.
1 carload 1 1/4" 1st and 2nd Qrtd. Red Oak.
4 carloads 1 1/2" 1st and 2nd Qrtd. Red Oak.
9 carloads No. 1 Common Qrtd. Red Oak.
4 carloads 1 1/4" No. 1 Common Qrtd. Red Oak.
2 carloads 1 1/4" 1st and 2nd Qrtd. Red Gum.
4 carloads 2 1/4" 1st and 2nd Qrtd. Red Gum.
2 carloads 3" 1st and 2nd Qrtd. Red Gum.
3 carloads 1 1/4" No. 1 Common Qrtd. Red Gum.
7 carloads 2" No. 1 Common Qrtd. Red Gum.
5 carloads 2 1/2" No. 1 Common Qrtd. Red Gum.
3 carloads 3" No. 1 Common Qrtd. Red Gum.
10 carloads 1 1/2" No. 1 Common Sap Gum.

Our Red Gum is of soft texture and rich, dark color. Specially manufactured and seasoned.

Send us your inquiries for all kinds of cabinet woods.

FIBRE CABINET FOR VICTROLAS

Attractive Design for Styles IV and VI Being Placed on Market by Badger Talking Machine Co. of Milwaukee

The Badger Talking Machine Co., the well-known Victor wholesaler of Milwaukee, Wis., is scoring a big success with its new fibre cabinet for Victorolas IV and VI, which is now being introduced. This very attractive and unique specialty converts these very popular table models into beautiful upright cabinets. They are made of the finest fibre reed, of ivory and oak, and stand 41 and 43 inches high respectively. For the ordinary living room, parlor or porch, this new fibre cabinet will undoubtedly become very popular.

It pays the dealer to take interest in the efforts, municipal and otherwise, to improve the surroundings of his store. Anything that improves your street, improves your business as well.

THE HALL

Is now being perfected and adapted to all reproducers and will be ready for quantity delivery in 60 days

Manufacturers:—We are now in a position to adapt this device to your machine. Send us your reproductor specifications and we will furnish bids

"Moderates—Does Not Muffle"

QUICK PROFITS FOR YOU WITH THESE QUALITY PRODUCTS

CHARMAPHONE

“DISTINGUISHED BY ITS TONE’

Increase your sales by making Charmaphone Phonographs your leaders.

Our liberal arrangement should be investigated now. It means extra profit for you.

Well made, attractive models, equipped with smooth running Heineman double spring motors.

Send for sample.

Build Fall Sales.

CHARMAPHONE MODEL No. 3

Height 12 inches
Width 18 inches
Depth 20 inches
RETAIL PRICE $45.00

CHARMAPHONE MODEL No. 4

“The Universal Phonograph”

Height 42 inches
Width 18 inches
Depth 23 inches
RETAIL PRICE $75.00

LIBERAL DISCOUNT TO DEALERS

Write For Our New Catalog Illustrating Our 1920 Line

CHARMAPHONE COMPANY

39 West 32nd Street, New York City

Factory: Pulaski, N. Y.
To Dealers in Virginia, West Virginia, North Carolina and South Carolina—

The ARIETTA

Offers Unusual Advantages in Deliveries and Service!

The RESPONSE to our announcement of the ARIETTA amply confirms our belief that there is a real need of a high grade Phonograph backed up by prompt deliveries and efficient service. With the view of filling this want we are manufacturing the ARIETTA at Richmond, Va., for Dealers in nearby territory—Virginia, West Virginia, North Carolina and South Carolina.

The ARIETTA is a strictly high grade Phonograph that will compare most favorably with the best machines now on the market. The ARIETTA Dealer is prepared to supply every demand for Quality and is protected against loss of sales during rush seasons by prompt deliveries and factory service. We will not assign new agencies beyond our capacity to supply those already established.

Get Ready Now for the Busy Fall Season!
If you are in our territory, write or wire for particulars. Favorable trade discounts.

Wholesale Distributors of Emerson Records
We are Exclusive Distributors of Emerson Records for Virginia, West Virginia, North Carolina and South Carolina.

ROUNTREE CORPORATION
Manufacturers
RICHMOND, VA.
AUGUST 15, 1920

THE TALKING MACHINE WORLD

APPROCIATED GOOD SALESMANSHIP


WASHINGTON, D. C., August 4.—It is generally believed that the exhibition of aggressive salesmanship has an excellent effect upon the customerto the trade by increasing about larger sales, but in emphasizing for the customer the fact that business is worth working for. Unfortunately, however, one must not take the freedom to express opinions regarding the sort of salesmanship in the stores with which they do business unless there is something wrong, and a lick is known by the high official of the United States Government was so impressed with the service rendered him by one of the sales agents in the talking machine department of the Arthur Jordan Piano Co., however, that he took occasion to send to the company the following letter, which it is to be assumed resulted in an increase in salary for a certain young lady.

"Yesterday afternoon I had occasion to visit your store in search of one Victor record, and the interest and attention shown me was (such) ... that I feel justified in this manner of expressing my appreciation and which I am sure is shared by the public generally. I have special reference to the little Miss at your record counter, whose name I never learned. Expressing regret that she did not have the record called for, in such fashion as to almost cause me to shed tears and feel sorry that I had asked for it. "I feared me that she had a much more attractive record, and with the keenest ingenuny and tact led me to the 'trial room.' While this record was being played over she proceded to tell me really 'more beautiful' than the first. This process continued until finally, observing that she was engaged in making change for another victim, I made my escape, but not, however, until I was loaded down with records and really felt ashamed to go along the street with such a large package.

"It goes without saying, of course, that such attention is due to and in line with the general policy of your establishment, but too much credit cannot be given this little lady for being so highly accomplished in this line as well as having at heart the interest of her employers. She is worth twice her salary, whatever it is."

A photograph showing that good salesmanship is appreciated after all.

E. G. BROWN TALKS ON "MUSIC"

Well-known Music Dealer of Bayonne, N. J., Delivers Inspiring Address at Recent Meeting of the Bayonne, N. J., Rotary Club

One of the features of the meeting of the Bayonne, N. J., Rotary Club on Tuesday, August 3, was the very interesting and capable address on the subject of "Music," delivered by E. G. Brown, prominent piano, talking machine and music dealer of that city, who is also known to the trade as the aggressive secretary of The Talking Machine Men, Inc.

After telling what music had accomplished, and was accomplishing for members of the human family from the cradle to the grave, Mr. Brown called attention to the fact that the Government had classed music as a distinct essential during the war period. He told of the part that music is playing in industry, and declared that it is now a recognized factor in many great manufacturing plants. He also presented many other facts of general interest that served to bring to light the care with which he had compiled them, and took occasion to pay tribute to the New York Branch of the National Association for the Advancement of Music in the Music Industries Chamber of Commerce.

Base your plans for the coming year not on what you have done during the past twelve months but on what you can reasonably hope to accomplish in the year ahead of you.

COURT APPOINTS RECEIVER

H. P. Lindabury Appointed Receiver for Acme Phonograph Corp.—Issues Statement to Creditors and Stockholders of the Company

The creditors and stockholders of the Acme Phonograph Corp., New York, were advised recently that on July 27 the United States District Court for the District of New Jersey entered an order appointing Harrison P. Lindabury receiver for this company in connection with the suit of Richard W. Orland vs. the Acme Phonograph Corp. In his notice to the creditors and stockholders Mr. Lindabury stated: "The receiver is advised by the company's officers that the company's assets are substantially in excess of its liabilities, and that the present condition of the company which necessitated the appointment of the receiver is due to the inability of the corporation to raise additional working capital, brought on largely by virtue of the existing stringent financial situation." A meeting of the creditors and stockholders of the company was held Friday, August 13, at the offices of Lunn, Tanbly & Coyle, Newark, N. J., attorneys for the receiver, at which Mr. Lindabury presided and informed the creditors and stockholders regarding the financial condition of the Acme Phonograph Corp.

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A REAL BALLYHOO

TALKING FIGURES TALKING BOOKS SINGING BIRDS ROARING ANIMALS

Remember the ballyhoo men in the days of the vacant lot circus? He told you of the wonderful things inside. He attracted you. You couldn't resist him.

The brightly colored Talking Book figures serve the same purpose. Put them in your window and they'll attract the kiddies in droves, and you know the kiddies will bring the grown folks, too.

Just show them "The Mother Goose Talking Book," and the other books brimful of songs, games and stories. They'll sell themselves and help you sell your regular records and machines, too.

BIG PROFITS in the following assortments:

ASSORTMENT A:
100 assorted figures, 10 Mother Goose Talking Books, 2 Twilight and Dawn in Birdland Books.
Costs you $20.00; sells for $40.00.

ASSORTMENT B:
100 assorted figures, 10 Mother Goose Talking Books, 5 Twilight and Dawn in Birdland Books.
Costs you $30.00; sells for $60.00.

ASSORTMENT C:
100 assorted figures, 10 Mother Goose Talking Books, 30 Twilight and Dawn in Birdland Books.
Costs you $90.00; sells for $180.00.

ASSORTMENT D:
200 assorted figures, 50 Mother Goose Talking Books, 60 Twilight and Dawn in Birdland Books.
Costs you $240.00; sells for $480.00.

ASSORTMENT E:
100 assorted figures, 50 Mother Goose Talking Books, 100 Twilight and Dawn in Birdland Books.
Costs you $390.00; sells for $780.00.

ASSORTMENT F:
200 assorted figures, 100 Mother Goose Talking Books, 200 Twilight and Dawn in Birdland Books.
Costs you $690.00; sells for $1380.00.

ASSORTMENT G:
300 assorted figures, 150 Mother Goose Talking Books, 300 Twilight and Dawn in Birdland Books.
Costs you $990.00; sells for $1980.00.

All assortments are for 30 days delivery, 30 days net. With each assortment send window and counter display, and other enticing advertising matter, latest delivery dates, or through your distributor.

All figures are in full, brilliant colors, 10% inches high. The records, which are clear and distinct, are practically indestructible. They are securely mounted on the figures; cannot be detached or lost. ANY STEEL NEEDLE PHONOGRAPH WILL PLAY THEM.

The figures which retail for 35 cents each. The books for 60.00 and 70.00.

THE MOTHER GOOSE BOOK—$1.00
A Talking Book filed with songs and stories right from the hand of good old Mother Goose.
The following is the opinion of our experienced counsel on the subject of

UNFAIR TRADE PRACTICE

THE enforcement of the Sherman Anti-Trust Act, which became a law on July 2, 1890, revealed a variety of methods and practices which trusts and other large concerns adopted to destroy competition and interfere generally with the free course of trade.

These methods and practices were in the main not illegal, but they enabled large and powerful interests to obtain control over certain lines of commerce, to the detriment of the public, resulting in situations which constituted the corporation or the individual adopting such practices, an offender under the provisions of the Sherman Anti-Trust Act.

After the Supreme Court had rendered its decisions in the Standard Oil and Tobacco Company cases in 1911, business found itself in a state of uncertainty. There was a continual menace of legal prosecution. It was generally recognized that there was a certain natural growth to business which should not be interfered with. But it was also realized that there should be some legislation which would expressly define these unfair trade practices and prohibit them. This it was felt would arrest unfair methods of competition in commerce in their incipiency, and yet not interfere with the orderly development and expansion of business. As a result, certain legislation was enacted, among which was the Clayton Act, which became a law on October 25, 1914. The report of the Senate Committee on Judiciary on this bill shows its legislative purpose. It was there pointed out that the object of the Act was to prohibit and make unlawful certain trade practices which as a whole, singly and in themselves, were not covered by the Sherman Law and other anti-trust acts. The Clayton Act, by making these practices illegal, was "an attempt to arrest the creation of trusts, conspiracies and monopolies in their incipiency and before consummation."

Among other of these unfair trade practices, and which the Clayton Act directly prohibits, are conditional or tying contracts. Dealers in phonographs, as well as other commodities, know that it was formerly the common practice of large concerns to "tie up" their customers so that dealings in products of and with competitors were rendered practically impossible. The usual form of clause in these contracts was as follows:

"The dealers shall not sell or permit to be sold on the premises any other . . . . . . (product), and will not deal or trade in any . . . . . . except those supplied by the manufacturer."

By Section 3 of the Clayton Act, this practice is made unlawful, and the insertion of a "tying condition" in a contract is prohibited in interstate commerce whether the articles are patented or unpatented and whether the delivery is made by sale or lease.

Since the enactment of this statute, various means have been sought to circumvent and defeat its provisions, particularly Section 3 referring to tying contracts. Instead of written agreements containing these tying clauses, manufacturers have sought to have a dealer "understand" that the manufacturer would decline to sell any further merchandise to the dealer if the latter dealt in the products manufactured and sold by a competitor. An isolated instance of this sort would not be a violation of the law, but it is quite improbable that a manufacturer would pursue such a course with only one dealer. If, however, the same thing were done with a number of dealers, these "understandings" would tend to show that there was an attempt, not only to evade the provisions of the law, but that such "understandings" were sought for the purpose of lessening competition and were intended as a means to create a monopoly in the particular line of commerce. These are the very practices which the Clayton Act seeks to prohibit.

It is important for dealers to know also that the Clayton Act provides for a remedy for one who has been injured by anything forbidden in this statute, by giving to the person injured in his business or property, by reason of anything forbidden in the Anti-Trust laws, the right to sue therefor in any district court of the United States in the district in which the defendant resides or is found or has an agent. The recovery in any such proceeding may be treble the damages sustained, the costs of the suit, etc.

By resisting any attempt to make them parties to unfair trade practices and unethical business methods, dealers and other persons similarly situated, will serve to make the Clayton Law a power and a weapon for their own protection, as this Act was passed not only to throttle at the source the creation of trusts and large concerns and the practice of unconscionable business methods, but for the protection of the dealer.

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, President

NEW YORK 279 Broadway
PHONOGRAPH CASES
Reinforced 3-ply Veneer

The Standard Case for Talking Machine and Records

Let us figure on your requirements

MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.

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

Chicago Office: 111 Monroe St.

VERY POPULAR AMONG ARTISTS

Cissie Sewell of "Honey Boy" Fame Admires the Gretsch Saxophone and Violaphone

The Fred Gretsch Manufacturing Co., Brooklyn, N. Y., reports a strong demand for its musical instruments from professional circles. The accompanying photograph depicts Cissie Sewell, one of the stars of the musical comedy "Honey Girl" which is having a successful run in the metropolis, enjoying two of her favorite musical instruments, the Gretsch Saxophone and Violaphone phonograph. The large volume of orders being received at Gretsch headquarters, in Brooklyn, is indicative of decided activity the coming Fall season.

IMPORTANCE OF WINDOW DISPLAY

The dealer should consider the effect upon the customer produced by the interior of his store, just as he considers the effect of this or that display in the show window.

NEW BEACON DISTRIBUTOR

Beacon Sales Co. Opens Offices in Philadelphia—Will Cover Important Territory

PHILADELPHIA, Pa., August 5—A newcomer in the local trade is the Beacon Sales Co., which has opened offices in the Denckla Building, Eleventh and Market streets. This company will act as distributor for the products of the Beacon Phonograph Co., Boston, Mass., in Southern and Western Pennsylvania, Maryland, Washington, D. C., and the lower part of New Jersey.

James H. Adamson of New York City is the head of the new company, and among his traveling representatives will be Joseph A. Lawlor, formerly in the wholesale furniture business, and John A. Coolin, formerly in the retail talking machine business.

The company has already placed orders for several carloads of Beacon phonographs, and is planning to carry a large stock of goods in Philadelphia in order to give prompt service to the dealers in this territory during the coming Fall season, when active trade is anticipated.

HOLDING THE BUYER'S ATTENTION

By giving your customer something to anticipate you are pretty sure to hold his interest until he has heard the record complete.

Profits!

The Player-Tone proposition is one of the greatest opportunities that any dealer ever faced.

Here is a super-phonograph that is the most wonderful value before the American public.

Considering its superb cabinet work, finish, motor, tone arm and appearance, as well as design, its low price will be a revelation to you.

It is an instrument you will be proud to show and—"When Sold, They Stay Sold!"

6 models in all finishes to select from. Write or wire today for our booklet proposition and open territory.
The World Was Waiting for this Sensational Phonograph

The amazing low-priced Stewart phonograph comes as a boon to millions. It offers the pleasure and happiness of enjoying all the world’s music at will—anywhere, on any occasion. Plays any record—any make, any size, any style, any price. Compact, neat, durable—a phonograph that brings features welcomed by rich and poor alike—one of the greatest selling propositions in the world—a universal entertainer and a sensational money-maker. Distributors’ territories now being allotted. Merchants should write at once for name of nearest distributor.

Improved and Refined at Many Points

Now finished in rich, durable mahogany enamel with fine nickel trimmings. An improved precision-made motor—the finest of its type yet achieved—tested to play two 10-inch records with one winding. Simply adjusted speed regulator. You’ll find the tone of the Stewart clear, mellow, pleasing—wonderful in volume and quality. A musical marvel and a manufacturing miracle.

STEWART PHONOGRAPH CORPORATION, Inc.  Lincoln Building
BUFFALO, N.Y.
Get your Columbia 1921 Calendars all distributed before Christmas. They will help your holiday business and work for you throughout the year. Order now. The edition is limited.

Columbia Graphophone Co.
NEW YORK

INDIANAPOLIS DEALERS DISCUSS BUSINESS OUTLOOK

Aggressive Retailers Perfecting Plans for an Active Fall Campaign—Conditions Analyzed by Leading Members of the Industry Results in Optimism Being Much in Evidence

INDIANAPOLIS, Ind., August 7.—Many talking machine dealers in Indianapolis and Indiana have arranged for a clever publicity stunt for the Shop, celebrated the first month of his new position in the company's new store is well equipped.

The Indianapolis Talking Machine Shop has put in five Victor billboards on the principal streets of the city. In all there are now twenty-seven Victor billboards in the city.

C. C. Supplee, Victor representative in Indiana, called on the local Victor trade this week before going on his vacation. Mr. Supplee said that the Victor dealers in this territory are counting on having one of the best periods in the history of the business this Fall.

The Edison dealers in this territory are taking advantage of their opening with a special musical program in connection with the opening of the new salesrooms of the Dickey Motor Sales Co., and that company is featuring its opening with its Actuelle in its daily newspaper advertising.

Business is good because we have put the "push" behind it," commented Morris Rosser, manager of the talking machine department of the Pearson Piano Co. "With a good summer business behind us, we ought to roll up a big business this Fall."

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W. S. Cook has been appointed sales manager for the Indianapolis Talking Machine Shop. Carl Anderson, manager of the shop, said that July business showed a nice increase over July of last year. Business has been so brisk at Widener's Grafo-Actuelle Shop that W. G. Wilson, manager, and his office force have had to drop all detail work to take care of customers. This has meant night work to catch up with the office detail work, but Mr. Wilson said he was glad of the chance to make up for business lost during the

remodeling of the store. J. L. Peter has returned from a vacation spent at the northern lakes, and D. L. Mann is spending his vacation on a trip East. C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co. store, has returned from a lake trip from Detroit to Duluth. He is pleased with the way his business is holding up, reporting that it has been steadily ahead of last year.

The aggressive Victor dealers are getting a highly satisfactory business," George Stewart, of the Stewart Talking Machine Co., Victor distributor, said. "One dealer reports an increase of 300 per cent. over July of last year, and the distributors who have hustled are all showing results.

Our July business was truly exceptional and that company is featuring its opening with its Actuelle in its daily newspaper advertising. "Business is good because we have put the "push" behind it," commented Morris Rosser, manager of the talking machine department of the Pearson Piano Co. "With a good summer business behind us, we ought to roll up a big business this Fall."

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(Continued on page 177)
SPECIAL NOTICE!
New and Distinctive Models now ready for delivery.

READ
Our Offer—send for a sample of this attractive, high quality product—there are large profits for you in handling this fast-selling line.

To EXCEL dealers we offer an ample supply of records of well known standard makes at remarkably low prices.

The EXCEL
Talking Machine

A PRODUCT OF THE HIGHEST QUALITY
ALL NEW MODELS
EXCLUSIVE FEATURES  FINEST WORKMANSHIP
SUPERB TONE  HIGHEST GRADE EQUIPMENT
ARTISTIC CABINET DESIGNS  GUARANTEED DELIVERIES

ONE OR MORE ON APPROVAL
If satisfactory you will honor invoice at maturity. If not, return the machine at our expense. Have you ever received a better offer?
Take advantage of it by becoming an EXCEL DEALER
Write at once

EXECUTIVE OFFICES: 136 West 23d Street, New York
FACTORIES: Holland, Mich.; Mishawaka, Ind.; Chicago
TRADE OUTLOOK IN INDIANAPOLIS
(Continued from page 173)

from the Edison convention in Chicago more enthusiastic than ever, Walter Kipp, president of the Kipp Phonograph Co., Edison distributors, said. Mr. Kipp is quite proud of the fact that there were 116 of his dealers at the Kipp Co. luncheon at the Blackstone during the convention.

"Our dealers are all figuring on a big business this Fall," said Mr. Kipp. "With the coal situation straightened out there is no reason why business should not be good for the Edison line. Our dealers are now beginning to reap the harvest sown by Mr. Edison when he refused to inflate his prices."

At the Indianapolis wholesale branch of the Columbia Co., Fred C. Walz, formerly of the Walters & Barry Corp., Buffalo.

BUFFALO TRADE IS STOCKING UP TO MEET ITS NEEDS

BUFFALO, N.Y., August 3—Buffalo talking machine dealers are buying early and freely in anticipation of a heavy Fall and holiday trade, their purpose being to safeguard themselves against a possible shortage of goods within a few weeks on account of railroad embargoes, etc.

"The time has now arrived to carefully consider your stock orders for the big season's trade ahead of us," was the opening of a trade letter recently sent by a local talking machine jobbing firm to its dealers. Practically all jobbers and retailers in this city say that the outlook for the next five months is most promising.

The Iroquois Sales Corp., has appointed George Briggs as eastern representative. Mr. Briggs will visit all dealers east of Syracuse. He was formerly of the sales force of the Emerson Phonograph Co., New York, and later with the Walters & Barry Corp., Buffalo. He has been connected with the wholesale end of the Dictaphone department, has succeeded George Schmetz as salesman in the Indianapolis territory. Herman Schaefer, manager of the Deilb Service department in the local branch, is calling on all Columbia dealers in the territory arranging to co-operate with them in getting the best use out of the service.

The most thrilling feature of their vacation was an aeroplane ride at Old Orchard, Maine. The most thrilling feature of their vacation was an aeroplane ride at Old Orchard, Maine.

A few years ago they were contemplating spending his vacation next week at his former home in Bridgeport, Conn., where he hopes to absorb more Colorado enthusiasm by mingling with old friends in the factories.

Two newcomers who have just been added to the Buffalo branch are E. S. Germain, who has commenced duties as international record salesman and G. C. Ross, Dealer Service manager. Mr. Ross has had extensive experience in merchandising pianos, phonographs and records, and is an accomplished musician.

We will again begin shipments of the famous EJECT-O-FILE CABINET

No. 95 and 95-A

in September from our entirely new factory, rebuilt complete from foundation to roof since our fire April 29, 1920.

Mr. Dealer get in touch with your jobber at once.

Manufactured by
THE EJECT-O-FILE CO., Inc.
FACTORY AND GENERAL OFFICES
HIGH POINT, N.C., NORTH CAROLINA
New Comfort Talking Machine

"Supreme in durability, beauty and tone"

Designs that are the products of genius, a delightful sweetness of tone, and an unexcelled service have combined to boost New Comfort sales over 100% since December, 1919.

The New Comfort possesses lines that are extraordinary for their simplicity, yet perfect gracefulness. Nineteen models—to fit every taste, and pocket book, give New Comfort dealers opportunities for unlimited expansion through our direct-from-the-factory selling plan.

MODEL 80

"Famous for Its Tone"

Two of our most popular models sent to you upon request, without any cash outlay on your part.

A beautiful Illustrated Catalogue with our proposition to Dealers sent upon request.

*New Comfort Phonograph Records will be announced shortly.*

The New Comfort Talking Machine Company

General Offices: Cedar Rapids, Iowa

EASTERN OFFICES: 22 N. Franklin St., Wilkes-Barre, Penna. : 106 Bakewell Bldg., Pittsburgh, Penna.
Baltimore, Md., August 7.—Not for a long period has there been such an optimistic attitude in the talking machine trade of this section as is prevalent at this time. At all of the headquarters of the various companies there is real activity that shows business and enterprise and determination for the making of business for the present as well as the future months. The report is general that business for the year 1920, that is, for the first seven months of this year, is way ahead of the same period of last year. Collections are good and the firms with few exceptions in the retail line are holding out for good terms with very substantial deposits. There has been some flash advertising during the month, besides the feature ads being used alternately in the dailies and Sunday newspapers. Steady business is by no means the result of "watchful waiting," but is the direct result of real methods of hustling instituted by retailers in many sections of the Baltimore territory, which includes a great deal of the rural territory of Maryland, Virginia and other Southern States.

One of the big plans for the coming Fall season is being arranged by the Victor Talking Machine Dealers of Baltimore and it is proposed to have a week, probably in the latter part of October, to be known as Victor Week. This program plans for an intensive campaign on a larger scale than ever before undertaken in this section. The plan includes a big advertising program and window displays of a unique character, all to foster music in the home. And this is not all. A series of concerts and recitals is being arranged for. Victor stars in this territory, besides individual demonstrations of various kinds by the various dealers whose establishments permit of such conditions. It is also proposed to have speakers, who will extoll the virtues of music, enter the great industrial plants of the community, and it is further planned to have authorities on music conduct an educational campaign in the public schools.

The July meeting of the Association was merely an outing at the Country Club Inn at Bel Air, to which the dealers and their wives motored. A chicken and waffle dinner was followed by a dance, which was preceded by a brief business session in which some Fall plans were gone over. Committees are at work on plans, and reports will likely be made at the August gathering, and the September meeting will have everything definitely presented for ratification.

With the Columbia Graphophone Co. business is going good and showed ahead for July just as it did for all the months of the present year. Columbia dealers in the territory have been able to get the stock they required in most instances and many of them are already getting their Fall orders in shape to prepare for the big rush of business when the banner months of the year arrive. During the month W. S. Parks, manager of the local headquarters, made an extended trip through the territory, visiting sections of the District of Columbia, Newport News, Portsmouth, Norfolk, Richmond, Lynchburg, Va., Charlotte, Concord, High Point, Winston-Salem, N. C., Roanoke, Winchester and Harrisonburg, Va., Hagerstown and Frederick, Md., and adjacent points.

During the month Mr. Parks sent out the following letter to all Columbia dealers and placed special emphasis on it when it went to those dealers covering rural territory. "I think the automobile and the talking machine have done more for agriculture than everything else put together," said Dr. T. B. Symons, director of the Maryland State College of Agriculture, in discussing some of the things that will help to keep the young people on the farms.

"The above is a good argument for your truck salesman to use in convincing the farmer, and in addition to the pleasure he and his neighbors will derive from the music rendered by the Columbia Grafonola, it will help him to solve the problem of keeping the boys at home." William H. Swarts, who has been successful in handling the Dealer Service department at the Baltimore Columbia headquarters, and who in addition recently took over the Washington territory, has been detached from the service department entirely and will devote all of his time to developing the District of Columbia business. Julian H. Marshall, who has been attached to the Dealer Service department of the New York Columbia headquarters, succeeds Mr. Swarts in Baltimore. Mr. Marshall served three and one-half years in the British Expeditionary forces and for eighteen months was with the "Yanks" in the A. E. F.

For Cohen & Hughes, Victor distributors, Elmer J. Walz said business with the Victor line was entirely satisfactory and a canvass of his dealers shows that those dealers who are out hustling and not afraid to spend a little money for advertising to help make business are getting results. Those dealers who are crying about the lack of business are the ones that are sitting idly by and waiting for the business to come to them on a silver platter. Discussing the situation further, Mr. Walz said: "The period of transition in which we find ourselves is not one to cause undue alarm. The causes are natural and at the same time are unlikely to last for any length of time or result in any considerable damage to our industry. With the change from a buyer's to a seller's market, increased production, competing lines and a growing tendency on the part of the consuming public to shop more judiciously, the dealers are realizing the imperative need of specialization, that publicity is an absolute essential, and that their service should render 'a full value received.'"

The firm has discontinued its monthly dealers' (Continued on page 180)
Ted Lewis composed it. His Jazz Band played it. Ted Lewis leads it. Ted Lewis plays the saxophone in it. "Somehow" is this fox-trot's name. Everyone will dance it. Keep a stock where people can see it and you'll soon order a second supply. A-2945.
THE PERFECT TONE

FOR EVERY HOME

Reg. Trade Mark for Operollo Phonographs

Phonographs for Quicker Turnovers

A selling campaign with Operollos will guarantee dealers complete success.

Distinctive features, solid construction, high-grade equipment and superb finish—QUALITY throughout—have caused the public to choose OPEROLLOS.

Our Leader Model 115 will outsell any other machine on your floor

We consider this machine the most remarkable value ever offered by any manufacturer. Model 115 gives 100 per cent satisfaction, still our price is very attractive and assures dealers of substantial profits.

Eight exclusively designed Cabinet Machines, retail prices, $110 to $275

A permanently profitable business is assured to every dealer who secures the Operollo Agency in his community.

Not only does he benefit by the sales to customers who would ordinarily buy a machine, but he also partakes of the consumer prestige that Operollo performance has elsewhere commanded through its unusually high quality and tonal value.

Operollos are made of only highest grade materials, and the silent Krasco Motor supplies a source of power that is always dependable.

Operollo’s popular price has created a demand that 90 per cent of the trade are now supplying—are you one of the dealers?

Write for 1920 Catalogue
and attractive Dealers' Discount

Operollo Phonograph Company
54 West Lafayette Blvd.
Detroit, Mich.
The Phonograph that has Taken America by Storm—and why

No other phonograph has so instantly established itself in the high favor of the music-loving public as the Dalion. No other instrument has so completely proved its superior value to the critical buyer.

In its faithful, beautiful rendition of every brand of record—in its exquisite cabinetry—in its possession of such exclusive and important features as the Auto-File—it scores dominantly in the favor of every prospective purchaser.

And the dealer who handles the

not only has the advantage of handling an instrument that is obviously extra-value, but his sales come easier and his sales total mounts higher because of the fact that aggressive merchandising and publicity campaigns are pushing and will continue to push Dalion farther and farther in the front rank among recognized better phonographs.

Christmas—the biggest selling season—is coming. You still have the opportunity to establish yourself as a Dalion dealer in time to cash in big on the huge Fall demand. Write direct to

PORTLAND, ORE., TALKER MEN READY FOR FALL TRADE

Expect Some Live Buying to Follow Summer Lull—Local Dealers Attend Conventions in San Francisco—Some Excellent Window Displays—General News of Trade Activities

PORTLAND, ORE., AUGUST 6—Business is quiet without any immediate prospect of a lively renewal and dealers are complaining and are optimistic in regard to the Fall trade, but there is no denying the fact that sales are very much less frequent than has been the case for a long time. After the conventions which were held here during the Summer it was supposed that business would pick up rapidly, but such is not the case. It is not only that Summer vacations have interfered with the usual run of trade, but there seems to be an apathy, a letting up of the interest which was so manifest all during the year.

There is an enormous record business which was so manifest all during the year.

Another one of the Wiley B. Allen force who attended the conference was Miss Bertha Serr, who is in charge of the record department. While to some dealers the ideas presented may have appeared visionary," said Miss Serr, "they were really practical and of immense value to the record seller, who takes an interest in the development of the taste of good music, an interest which should be felt by all who expect to make good in the business. The musical development which will naturally follow the selection of good records, tactfully suggested by the saleswoman, will ultimately affect the whole music business, and, as the speakers at the conference said, it will be an artistic achievement to assist in the development of what is finest and best in music. And not only an artistic achievement, but good business."

And not only an artistic achievement, but good business.

The Edison Caravan convention, which opened July 19 in San Francisco, had among the large number present many prominent dealers and salesmen from Portland and other Oregon points. Harry L. Marshall, manager of the wholesale house of Portland, accompanied by John A. Lewis and Ray E. Wenger, traveling salesmen of this district, went from Portland in Mr. Marshall's car. Among others who attended the convention were Messrs. Klone, of Astoria; Carmack, of Camas; Goutley, of Seattle; Larsen, of Spokane; Mr. and Mrs. Eby, of Spokane; Mr. and Mrs. Kelly, of Seattle; Larson, of Spokane; Mr. and Mrs. Eby, of Astoria; Carmack, of Camas; Gourley, of Medford; Kennedy, of Everett; Mr. and Mrs. Adler, of Baker, and many others.

Is Different

The Sonora, which has always been a great favorite in this section, was formerly carried exclusively by the Bush & Lane Piano Co.

E. W. Barlow, manager of the Pacific Phonograph Manufacturing Co., says the Blumauer-Frank Drug Co., distributors of the Stradivara in Oregon, Washington, Idaho and Alaska, are having excellent success. They have already opened several new accounts in Alaska.

The Cremona Phonograph Co. has increased its capital stock from $75,000 to $350,000 and has made a provision for the issue of preferred stock.

The Magnavox, a music and voice telemechanic, is now carried by and handled exclusively by the Perry Music Co. of Portland. One has been purchased by the Columbia Beach Park and the city has bought one for the children's playgrounds.

The Franklin Phonograph is the NEW HORN acoustically correct and giving remarkably increased volume and richness of tone.

Also—every model will have the new patented hingeless doors. When one door is opened, both open.

The Franklin line contains many strong talking points that make it easily salable and a profitable line to build your future upon.

The Sonora is now carried by Lipman, Wolfe & Co. Mr. Willard, manager of the talking machine department, says they, have also added the Brunswick to their very complete stock.

W. Flemming, of the Hopper-Kelly Co., of Seattle, is now in the talking machine department of the local branch of the Bush & Lane Piano Co.

At least 50 per cent more business was done in the record department of the Bush & Lane Piano Co. to date of this year than in the same period of last year.

That the export business of the Pacific Phonograph Co. will be a big factor in its development is evident. The company is at present considering the opening of a distributing agency at Lima, Peru.

Mrs. D. Stonebrink, formerly with the talking machine department of Lipman, Wolfe & Co., is now in charge of the record department of the Bush & Lane Piano Co. Mrs. Olgia Binder, who took Mrs. Stonebrink's position at Lipman-Wolfe's, has resigned on account of ill health.

Miss Janet Boyer, of the record department of the G. F. Johnson Piano Co., was married on June 26 to Elmer Xanton, one of the well-known business men of this city.

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The Franklin Phonograph Company

10th and Columbia Ave.

NEW YORK OFFICE—253 West 42nd St., New York City

WM. RASHALL, Manager
Edison Amberola Message No. 9

5200 merchants in the United States and Canada are members of the Amberola dealership organization.

The majority of these merchants have been retailing the line for five, ten, fifteen or twenty years.

Their long service in the Edison ranks proves indisputably that the Diamond Amberola is permanent in public esteem and highly profitable to the dealer.

THOMAS A. EDISON, Inc.
AMBEROLA DEPARTMENT
ORANGE, N. J.
BEST TYPES OF MACHINES IN DEMAND IN LOS ANGELES

Retailers Report Substantial Call for Period Models—New Emerson Phonograph Received—Meeting of Local Association—Recent Trade Visitors Bring Good Business Reports

Los Angeles, Calif., August 2.—Business for the month of July in the various stores of Los Angeles has been exceptionally good, especially for the time of year. A number of managers and their salesmen spent the week of July 19 in San Francisco attending the Edison Caravan and Victor Educational Conventions, which they reported as being most successful and instructive. In addition everyone was given a good time, and they returned with glowing accounts of Frisco's proverbial generous hospitality.

Music Trades Association Meets

The regular meeting of the Music Trades Association of Southern California was held at the Andrews Talking Machine Co.'s store in Los Angeles on July 13. W. P. Cooper, of the mechanical department of the phonograph division of the Brunswick-Balke-Collender Co., addressed the meeting and emphasized the opportunities afforded by the closest co-operation which should exist between the sales and repair departments and the importance of service.

Riverside Dealer Enthusiastic

The Keystone Hall of Music, Riverside, has lately installed a complete line of Aeolian-Vocalions and has already met with a strong demand both for machines and records. They declare that customers are delighted with the goods as well as being impressed by the prestige belonging to the Aeolian products.

New Emerson Phonograph Arrives

The long looked for Emerson phonographs have reached Los Angeles and, in addition to a complete set of samples of the different models, a considerable stock for immediate delivery has arrived at the warerooms of the Western Jobbing & Trading Co. Special Representative J. Lessor is very much enthused and has already made one successful trip over his territory taking orders.

J. T. Fitzgerald Goes to Alaska

President Fitzgerald of the Fitzgerald Music Co., after acting as chairman at the Edison Caravan Convention recently held in San Francisco, has left, accompanied by Mrs. Fitzgerald, on a two months' vacation and trip to Alaska. General Manager Braden and Photophone Manager Scooler attended the convention.

Salt Lake Man Here

J. Jensen, manager of the talking machine department of the Daynes-Beece Co., of Salt Lake City, spent a few days in Los Angeles after attending the Edison Caravan Convention in San Francisco.

J. W. Booth Back from Vacation

General Manager Booth of the music department of Barker Brothers has returned from a most enjoyable trip into the Yosemite which he spent in company with Messrs. Clarence Barker and E. M. Bonnell. The party went in by the Tioga Pass and had some wonderful trout fishing.

Columbia Manager Returns

William F. Stilman, manager of the Los Angeles branch of the Columbia Graphophone Co., has returned from a two weeks' trip to the executive offices in New York City. Immediately upon his return he held a salesmen's meeting and convention, which was attended by Messrs. Mack, Allen and Newman, in order that he might impart to them some of the renewed enthusiasm which he had absorbed during his Eastern visit.

Hopper-Kelly President Here

The well-known and popular president of the Hopper-Kelly Co. of Seattle and Tacoma, E. P. Kelly, accompanied by Mrs. Kelly and A. W. Erhart, manager of the Tacoma branch, and Mrs. Erhart, motored down all the way from Seattle to Los Angeles. The party reached San Francisco in five days and attended the Edison Caravan and Victor Educational Conventions before proceeding to Los Angeles. Mr. Kelly's commendations on Los Angeles music stores were most flattering to their owners. Like the defender in the America Cup contests, he has taken all the wind out of their sails when it comes to praise. Of course his name has a decided Irish sound to it, and it is possible that, true to type, there is a large quantity of "honey" on Kelly's tongue. But one thing is certain, and that is, the music trade of Los Angeles is more convinced than ever of the excellence of their establishments and in addition are impressed with a true realization of the beauty of the feminine portion of their population.

Sell Period Models

Holton & James of Santa Barbara are meeting with unusual success in the sale of period models of the Aeolian-Vocalion supplied by the Aoyilan Co., in Montecito, where there are so many beautiful villas and residences owned by a number of well-known wealthy persons.

Los Angeles Fourth in Volume

Howard L. Brown, manager of the Los Angeles branch of the phonograph division of the Brunswick-Balke-Collender Co., received a circular letter from the general sales department showing that the Los Angeles or Southern California district, during the most recent period, stands fourth in volume of sales throughout the United States.

Earthquakes not Severe

Stories regarding earthquakes in Los Angeles have been reported in the most ridiculous fashion by some newspapers outside of Los Angeles. The truth is that there was absolutely no damage done and business went on without the slightest interruption. The newspaper articles would imply differently.

INCORPORATED IN BROOKLYN

The La Belle Talking Machine Mfg. Corp., Brooklyn, N. Y., has been incorporated under the laws of New York State to manufacture talking machines. The capital of the new corporation is $15,000 and the incorporators are M. L. Goldbert, 1. Colbert and P. Robbins, 130 Wads-worth avenue.

EMPIRE UNIVERSAL TONE ARM and REPRODUCER

PATENTED MAY 13th, 1919

In designing the phonograph that you manufacture do you realize that the use of high grade sound reproducing mechanism is a very important item?

Have you ever given the importance of the throw back feature your consideration?

The Empire Tone Arm and Reproducer excels in every important feature—

WRITE FOR OUR PRICES AND GIVE US AN OUTLINE OF YOUR REQUIREMENTS FOR 1920

THE EMPIRE PHONO PARTS COMPANY

ADDRESS ALL INQUIRIES TO CHICAGO OFFICE

Sales Office: 423 S. Wabash Avenue, CHICAGO, ILL.

Factory: 1100 W. 9th Street, Cleveland, Ohio
ARE YOU READY
FOR THE FALL BUSINESS?

All indications point to another big season in the phonograph business—and a relative shortage of merchandise.

At present we are in a position to make prompt shipment of Vocalion Records (Lateral Cut) and practically all models of Vocalions. Prepare now for the Fall demand.

The AEOLIAN-VOCALION and VOCALION (Lateral Cut) RECORDS

We invite correspondence from dealers who wish to expand their businesses by the representation of a phonograph which appeals strongly to the better class of purchasers.

Distributors for

OHIO INDIANA KENTUCKY TENNESSEE

Period Vocalion No. 1403—Queen Anne Vocalion No. 540 Period Vocalion No. 1405—Gothic-Windsor

THE AEOLIAN COMPANY
Twenty-five West Fourth Street : : Cincinnati, Ohio
EDISON WINDOW DISPLAY FOR SEPT.
An Attractive Window Arrangement That Should Make a Wide Appeal to Dealers

The New Edison window display for September created by Einson Litho, Inc., New York, dramatizes the remarkable Re-creation of Signor Fricco's performance on his xylophone before scores of vaudeville audiences throughout the country.

OREGON TRADE CONDITIONS GOOD
M. W. Davis Predicts Big Business in Musical Instruments for Coming Fall Season

PORTLAND, ORE., August 5.—M. W. Davis, district manager of the Brunswick-Balke-Collender Co., who has just returned from an extensive trip through Eastern and Central Oregon, when asked by your correspondent concerning his trip said:

"Crop conditions and business and financial conditions in general throughout eastern Oregon point to a big business in musical instruments this Fall. While the towns located in the wool district are hit hard right now on account of the wool situation, conditions point toward an adjustment of the present situation. Phonograph dealers are buying and carrying all the stock they can get in anticipation of a big Fall business, and protecting themselves against stock shortage."

'TALKER' REPLACES THE ORCHESTRA

INDIANAPOLIS, Ind., August 6.—When the strike of musicians broke loose on the Indianapolis theatrical managers, Manager Gavin; of the Lyric Theatre, a large vaudeville house, determined that his patrons should not be without music.

He called on Carl Anderson, of the Amplifone Co. and the Indianapolis Talking Machine Co. Saturday afternoon and by Sunday the theatre patrons were enjoying a lively musical program. The Amplifone Co. installed sound-amplifying devices throughout the theatre which were wired up with a Victorola in a room behind the stage.

The audience appreciated the ingenuity displayed in supplying them with music in spite of the walkout of the musicians and the musical program made a big hit. The Victorola and records were supplied by the Indianapolis Talking Machine Co.

GRAFONOLA FOR ENGINEER

S. J. McCormick, of Portland, Ore., sold a Columbia Grafonola this week to George Gorro, junior engineer on the steamer Owasco, which sailed for England by way of the Panama Canal. Mr. Gorro said he had to have music on the long trip and the Grafonola and a good supply of Columbia records would eliven a long and tedious voyage.

AN OFFER THAT HURTS BUSINESS

New York Department Store Offers $250 Machine on 20 Months' Time to Those Who Purchase $10 Worth of Records—Members of Trade Question Wisdom of Move

Buy $10 worth of records and a $250 period phonograph of recognized make will be delivered to the customer's home by one of New York's big department stores, without any first payment, and on an installment contract running for twenty months. The offer has been widely advertised and has attracted considerable attention in the trade, mostly of an unfavorable character. The majority of retailers are insisting upon short terms and appear to be able to do a satisfactory business on that basis, losing no sales because of their demands for cash, or short-term contracts.

It is felt that advertising such as that indulged in by the department store has a tendency to give to the public the impression that there is a slump in the talking machine business and that by delaying their purchases they may perhaps enjoy some sort of price reduction. Those in touch with manufacturing conditions realize that there can be no reduction in machine prices for many months to come, and then only in the event that materials, and perhaps wages, drop. To advertise high-priced machines on twenty months' time, and without an initial cash payment, is regarded as an unfortunate business move just now.

D. C. PEYTON NOW IN PORTLAND

Former Aeolian Man Now Manager of Meier & Frank Talking Machine Department

D. C. Peyton, formerly with the Aeolian Co. of New York and Chicago, is now the manager of the talking machine department of the Meier & Frank Co. Mr. Peyton was with the Aeolian Co. seven years. He opened up the company in Texas, and while there was manager of the Vocation department in the department store of Titch & Goettenger in Dallas.

The careful salesman will read each and every advertisement with which his house puts in the local papers.

THE PHONOGRAPH NEEDLE FOR ULTRA TONE QUALITY
The vibrations are clarified by the Hood on the needle that produces the very best results.

SEMI-PERMANENT POINT
LOUD - MEDIUM - SOFT
A profitable needle for dealers to sell. More than 2000 Dealers are now selling them with splendid success.

Order from the nearest branch.

The BELL HOOD NEEDLE CO.
183 Church St., New Haven, Conn. 807 The Arcade, Cleveland
89 10th St., South Minneapolis
3442 N. Clark St. 127 E. 23rd St.
Chicago, Ill. New York City

Distribution for all states west of Mississippi River and Wisconsin
THE L'ARTISTE is a musical instrument in every sense of the word. Its tonal value alone places it in the foremost ranks of reproducing instruments.

Every model of the L'Artiste is a period model and true to the period it represents. The L'Artiste is an instrument fit to grace the most palatial of homes and an instrument you will take just pride in selling.

Furthermore the merits of the L'Artiste have been proven. Dealers are handling the line with great success in every section of the country. Anticipating the important season we are entering, it would pay you to investigate this line to-day.
IMPORTANT COLUMBIA CO. CHANGES
Lambert Friedel Resigns as Manager of New York Branch of Columbia Co.—Succeeded by Kenneth Mills—New Post for McKenna

The general sales department of the Columbia Graphophone Co., New York, announced this week that Lambert Friedel, manager of the New York branch, had resigned from this position, owing to ill health. Kenneth Mills, at present manager of the company’s Chicago branch, has been appointed manager of the New York branch, effective September 1. Mr. Mills was formerly assistant manager in New York and is therefore thoroughly conversant with the local situation.

John McKenna, at present manager of the Columbia branch of St. Louis, has been appointed manager of the Chicago branch, succeeding Mr. Mills. Mr. McKenna formerly resided in Chicago, and the success that he has achieved in St. Louis well merits his promotion. Mr. McKenna’s successor in St. Louis will be announced very shortly.

NOW PITTSBURG EMERSON AGENT
Clarke Musical Sales Co. to Retail Emerson Phonographs and Records in That City

PITTSBURGH, PA., August 6—The Clarke Musical Sales Co. of this city, has been appointed representative for Pittsburgh and Western Pennsylvania for the Emerson phonographs and Emerson records, with offices and warehouses at 123-125 Water street. Charles Stran is manager in charge. He is one of the well-known talking machine men in the trade and is very enthusiastic concerning the outlook for Emerson sales in this section. He is planning, later in the month, to have a grand exhibition and demonstration of the Emerson line, when all of the dealers in his territory will be invited to attend the affair and meet some of the Emerson leaders in the trade.

BEFORE THE STUDENTS RETURN TO SCHOOL, GET THE LATEST ADDITIONS TO YOUR RECORDS

Now that the students are back to school, the school boards are looking for the latest in educational records. The following is a partial list of records which are now available from us:

1. The Story of the World
2. The Story of Science
3. The Story of Music
4. The Story of Art
5. The Story of History

These records are now available in a variety of prices ranging from $1.00 to $2.00 each. They are produced by the leading educational record companies and are guaranteed to be of the highest quality.

Magnetic Balance Headphones

These headphones are now available in a variety of models ranging from $5.00 to $10.00 each. They are produced by the leading educational record companies and are guaranteed to be of the highest quality.

New Emerson Salesmen

E. J. Garman, New York, has been appointed manager of the Chicago branch, succeeding Mr. Mills. Mr. Garman is one of the well-known talking machine men in the trade and is very enthusiastic concerning the outlook for Emerson sales in this section. He is planning, later in the month, to have a grand exhibition and demonstration of the Emerson line, when all of the dealers in his territory will be invited to attend the affair and meet some of the Emerson leaders in the trade.

New OREGON CORPORATION
The Etruscan Phonograph Co. has been incorporated with headquarters in Portland, Ore. The incorporators are M. E. McDermott, C. A. Cook and C. D. Christiansen. The capital stock is $20,000. They will manufacture and deal in phonographs and other cabinets, phonographs and accessories.

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Frank Le Man Makes Airship Flight Accompanied by the Famous Pathe Trade-mark

The well-known Pathe trade-mark rooster was conspicuous in an airship flight made over the State and city of New York and a goodly part of New Jersey. The flying trip was made in one of the swift sailing clippers which was piloted by Lieut. Mark C. Hogue, aerial pilot, and who had as a passenger Frank Le Man, one of the enterprising hustlers of the Pathe Phonograph Co.'s service department.

The start was made from the flying field of Paterson, N. J., and for several hours the airship sailed over the populous cities and fruitful farms of the States named at an altitude of 3,000 or more feet. The flying trip was made in appreciation of Mr. Mayers' generosity the employees prepared and sent to him a letter thanking him and bearing the signatures of all members of the staff. Those who attended the outing and signed the letter of appreciation were: Howard A. Jacobs, manager; Daniel M. Broad, office manager; Julius Weinberg, Paul Boiko, George Sklar, Max Chinkes, Ruth Mandel, Sam Jacobs, Morris Blaustein, Paul Roe, Max Sackiel and Nicola Clemente.

**TO INSTALL EIGHT UNICO BOOTHs**

The Unit Construction Co., of Philadelphia, has a contract to install eight sound-proof demonstration booths in the store of H. Kahansky, a Victor dealer, of Brooklyn, N. Y., with headquarters at 3137 Fulton street. Mr. Kahansky was originally a furniture dealer exclusively, but found the demand for talking machines and records so great that he decided to give his entire attention to the selling of the Victor line.

**MAYERS ENTERTAINS EMPLOYES**

Proprietor of International Phonograph Co., Host to Staff at Picnic Held at Pelham Bay Park

On Sunday, August 1, all employees of the International Phonograph Co., 101 Essex street, New York, were the guests of Joseph H. Mayers, proprietor of the company, at an elaborate picnic held at Pelham Bay Park. The employees were accompanied by their families and Mrs. Mayers assisted her husband in welcoming the guests, with the result that the affair assumed the character of a real family party. There was plenty of music and dancing, and an excellent dinner was served by the host.

In appreciation of Mr. Mayers' generosity the employees prepared and sent to him a letter thanking him and bearing the signatures of all members of the staff. Those who attended the outing and signed the letter of appreciation were: Howard A. Jacobs, manager; Daniel M. Broad, office manager; Julius Weinberg, Paul Boiko, George Sklar, Max Chinkes, Ruth Mandel, Sam Jacobs, Morris Blaustein, Paul Roe, Max Sackiel and Nicola Clemente.

**NEW WIDDICOMB CATALOG ISSUED**

A new Widdicomb catalog has recently been issued showing the entire Widdicomb line of instruments handsomely illustrated and minutely described. Both the upright and the console models are represented and the booklet makes a most favorable impression.

**TO HANDLE CHENEY IN HARTFORD**

The Co-operative Store at Hartford, Wis., has established a talking machine department, and will deal exclusively in the Cheney.
VITANOLA

QUALITY
SERVICE

Distributed in the Metropolitan District & New York State by
M.M. Roemer Sales Corp.
1123 Broadway at 25th Street
New York
Announcing to the Trade

Superb
THE Stylus
Semi-permanent

The Talking Machine Needle Superb

Facts About this Needle:

Will play by actual test 100 to 200 records.
Will not wear the records, account of its patent point.
Will play any make record using steel needle.
Made in full and half tone.

It is NOT a loud, rasping, hissing needle like the ordinary, but one that produces a rich, clear, mellow tone that will be appreciated by all lovers of good, refined, pleasing music.

Packed 4 needles on a card, 125 cards to a counter display carton.

Retail Price 25c. per card

As this needle is something entirely new, and is to be extensively advertised, we feel sure that the distribution of it will prove profitable to those fortunate enough to secure it.

We are now allotting territory and will be pleased to send samples and discounts to those interested.

Mellowtone Needle Company
Sole Manufacturers
Ansonia : Connecticut
Convention of Iowa Victor Dealers

State Association Holds Fourth Annual Gathering in Des Moines Under the Auspices of the Mickel Bros. Co.—Important Business Topics Discussed and Helpful Addresses Listened to—L. R. Spencer Elected President

Des Moines, Ia., August 3.—The fourth annual convention of the Iowa Victor Dealers’ Association was held yesterday in the establishment of Mickel Bros. Co., Victor distributors, at 411 Court avenue, and served to attract over 200 dealers from all sections of the State.

After the members had been duly registered the morning session was called to order by the vice-president, R. B. Townsend, who was selected to preside in the absence of the president, Joseph Britt.

Mr. Townsend welcomed the members to the convention, and after predicting a most successful meeting, both from a business and social viewpoint, introduced Mayor H. H. Barton of Des Moines, who extended a formal welcome to the citizens.

Salesmanship Must Be Developed

Edward Lyman Bill, of The Talking Machine World and The Music Trade Review, was the first general speaker and devoted his remarks to the business prospects for next year. He emphasized the fact that there was a strong possibility of over-production and that salesmanship would have to be developed in the trade on a broad basis. He urged that retailers give thought to this situation and prepare their organizations to meet any new conditions that might develop.

The Value of Advertising

The next speaker was J. J. Rockwell, of the Fisneck-Ellis Co., Chicago, who gave a most interesting and comprehensive address on the broad subject of advertising. Mr. Rockwell defined some of the many phases of advertising as it is constituted to-day, and emphasized particularly the importance of service by the retailer to his customer as one of the most effective factors in an advertising campaign. He declared that the trouble with too many people was that they believed that advertising was confined to the printed word, and hadn’t gained a proper conception of its real scope.

How to Double Victor Business

Miss Mayme A. Jardine, of Mickel Bros., then gave a talk on “How to Double Your Victor Business.” Miss Jardine pointed out most conclusively the great necessity of the sales force to the public, and emphasized particularly the importance of service by the retailer to his customer as one of the most effective factors in an advertising campaign. She declared that the trouble with too many people was that they believed that advertising was confined to the printed word, and hadn’t gained a proper conception of its real scope.

The Afternoon Session

Miss Ethel Rose Taylor, of Sioux City, Iowa, who is an instructor in the primary grades in Sioux City, was introduced by Mr. Mickel at the beginning of the afternoon session. She gave a talk on “How to Double Your Victor Business.” Miss Jardine pointed out most conclusively the great necessity of the sales force to the public, and emphasized particularly the importance of service by the retailer to his customer as one of the most effective factors in an advertising campaign. She declared that the trouble with too many people was that they believed that advertising was confined to the printed word, and hadn’t gained a proper conception of its real scope.

Those Who Attended the Convention of the Iowa Victor Dealers’ Association were as follows: 1, H. L. Spencer, president; 2, L. R. Murray, vice-president; 3, R. B. Townsend, secretary; 4, H. H. Laglund, treasurer; 5, Marian (four members of Executive Committee); 6, Julian G. Paine; 7, Gen. E. McGregor (four members of Executive Committee); 8, J. M. Brit; 9, James H. Shreffler; 10, Geo. E. Mickel; 11, Billy Murray.

In Des Moines on August 2, 1920

60% O YOUR RENT GOES FOR YOUR WINDOW SPACE

Are you making a profit on this investment?

Let us tell you about the USOSKIN MONTHLY WINDOW DISPLAY SERVICE—the one proving such a sales-maker for other phonograph dealers.

Details and photographs gladly sent upon request.

USOSKIN LITHO, Inc.

230 WEST 17th ST., NEW YORK CITY
had found that in practically every case where expensive installation of booths and proper equipment had been made the gain in business had been more than commensurate with the investment. When dwelling on the personnel for a Victor store he mentioned the necessity of the sales force being properly acquainted with the Victor line of merchandise and laid special emphasis on the importance of the record sales force being properly versed on the Red Seal catalog. He then spoke of the Mickel School of Victor Salesmanship, and told how its formation was made in order to offer free instruction to Iowa Victor dealers in the proper merchandising of Victor goods. He stated that the school would open on September 13th with Miss Mayme Jardine, who has had much experience in this field as instructress. In closing Mr. Mickel spoke of the broadening possibilities for Victor dealers, and offered the services of Mickel Bros. Co. to any of the members of the association in whatever way the company might be of assistance to them in furthering, promoting or increasing their Victor business.

Some Open Discussions

After Mr. Mickel's address an open forum for the discussion of important subjects to the dealers was established. The first subject, "My Best Investment," led by F. H. Walter, Morris Sanford Co., Cedar Rapids, opened up a discussion on the value of the Mickel School of Victor Salesmanship. Mr. Walter told how the week's course covered the making of records, musical appreciation, component parts of and construction of orchestras and bands, of the appeal of certain types of records to particular classes of people and how records properly selected do appeal to these people, pronunciation of operatic names and the names of the artists singing these selections. He also said the course covered the demonstration of machines and records and the study of the Red Seal catalog. M. H. Boesch, of the John Boesch Co., Burlington, and F. B. Ireland, Ireland Music Co., Independence, also spoke and enlarged on this very timely subject.

"Does an Exclusive Store Pay?"

The second subject for discussion was "Does an Exclusive Store Pay?" led by L. A. Murray, Davenport, who gave an unusually clever talk on the value of handling one line of merchandise. Evelyn Ashby, of Crazy Hardware Co., Boone, and J. J. Donnelly, Baxter Piano Co., Davenport, also talked on this subject and told their personal experiences. E. W. Lundquist, of Mickel Bros. Co., also said a few words bringing out the importance of handling only one line in order that all of the time can be given to boosting that particular make. He also touched on the fallacy of knocking competitive lines.

The Subject of Installation

The next topic was "Victrola Installation," led by R. S. Baas, of Baas Music Shop, Rock Island, Ill. He and those who followed, L. R. Spencer, Harmony Hall, Iowa City; Harry Duncancan, Duncan-Schell Co., Keokuk; D. J. Watters, Watters Drug Store, Iowa Falls, discussed and gave examples of the value of proper installation and of correct store arrangement.

The Subject of "Competition" Discussed

The next discussion was on "Competition," led by R. B. Townsend, of S. Davidson & Bros., Des Moines, who said that from his experience he had found two kinds of competition, namely, clean and unscrupulous. He said that in the former he found no danger, in that he was convinced that the line of merchandise he handled could easily stand up against competitive makes. In regard to the latter type of competition he said that he found generally such type of business usually dug a grave for itself. Jas. Donahoe, of Donahoe & Donahoe, Ft. Dodge; Harry Clarke, Anamosa, and Wm. Murr-ray, of Murray Company, Davenport, also spoke on the same subject.

"Foreign Records" and "Increased Shipments"

The subject of "Foreign Records" opened up a lively discussion from the dealers who had done business with foreign-American trade. Wolf Bernstein, of Standard Furniture Co., Centerville; Wm. Miller, of H. C. Waite Music House, of Cedar Rapids; H. Fetters, of Mickel Furniture Co., Marshalltown, spoke on this subject and offered many valuable suggestions.

The subjects of "More Records" and "Increased Shipments," the former led by C. B. McGregor, McGregor Bros. & Coons, Coon's, and the latter subject by L. R. Spencer, of Harmony Hall, Iowa City, were discussions primarily on the subject of how to satisfy the customers with merchandise which was obtainable.

Mr. Mickel at the close of the open forum introduced L. M. Willis, Western sales manager of the Unit Construction Co., Philadelphia, and W. H. Reed, of Van Veen Co., New York City, who said he would offer the dealers whatever assistance they could in the planning and installation of proper store equipment.

The Victor Co. Policy

The chairman then introduced John Gregg Paine, of the legal department of Victor Talking Machine Co., who spoke on the Victor Co., its policy, its plans, and its products. He told of how the Victor Co. was always looking into the future in order to prepare and plan for the maintenance of Victor supremacy. He told of the gigantic plant of the Victor Co., and of its splendid equipment and of how steady additions had been made from time to time in order to allow for larger production. He then dwelt on the construction of the Victor cabinet, telling how carefully the lumber is selected and with what precision this lumber is glued together in order to form the panels of the Victor cabinet. He described the minute construction of the Victor horns and the special compound which was used in making the tone arm in order that vibration would be reduced to the minimum to permit the most perfect reproduction of music. He then touched on production, recalling to those present the fact that the Victor plant was given over to war work and

20,000,000 Movie "Fans"

Are Starting a Collection of the

VOICE and PHOTO

OF THE

Famous Movie Stars

BY MEANS OF

TALK-O-PHOTOS

Phonograph Record of the Voice of the Star, Combined with Photograph and Autograph

New issues monthly. 100 leading artists under exclusive contract Retail price, 35c Generous discounts Samples on request Manufactured under exclusive license granted by the Talking Book Corporation TALKING PHOTO CORPORATION 334 Fifth Avenue, New York Robert B. ("Pat") Wheelan, Pres.
that a great deal of time was necessary in order to bring the production back to normal. He impressed his listeners with the fact that a great deal of time was necessary in order to bring the production back to normal.

Directly following Mr. Paine's talk Billy Murray, the popular record artist, one of the members of the Eight Famous Victor Artists, now an exclusive dealer was putting in a home when he sold a record for sufficient merchandise with which to maintain the supremacy of the Victor product, and inasmuch as the production would not be forced, for them the company would at no time sacrifice quantity in order to produce-quality or in any way jeopardize the production which Victor products held.

New Officers Elected

At the close of Mr. Paine's address the election of the executive board with the following was unanimously elected: President, L. R. Spencer, Harmony Hall, Iowa City; vice-president, L. A. Murray, Davenport; secretary, H. B. Sixsmith, Michel Bros. Co., Des Moines; treasurer, R. B. Townsend, S. Davidson & Bros., Des Moines. Executive committee: C. F. Tucker, Tucker Furniture & Carpet Co., Clinton; Jas. Donahoe, Donahoe & Donahoe, Fort Dodge; C. B. McGregor, McGregor Bros. & Co., Creses, Council; Jos. C. Britt, Cray Hardware Co., Boone, and after which the Administrative Committee, H. B. Sixsmith, read the minutes of the previous meeting and gave his yearly report which was unanimously accepted. L. R. Spencer also presented the treasurer as the new executive board.

The Final Banquet

In the evening the association members were guests of Michel Bros. Co. at a banquet, entertainments being held in the grand ball room of the Hotel Fort Des Moines. During the banquet and after it Billy Murray, the popular record artist, one of the members of the Eight Famous Victor Artists, now an exclusive dealer was putting in a home when he sold a record for sufficient merchandise with which to maintain the supremacy of the Victor product, and inasmuch as the production would not be forced, for them the company would at no time sacrifice quantity in order to produce-quality or in any way jeopardize the production which Victor products held.

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Telegram to the Victor Co.

During the banquet the following telegram was approved by the Association and sent to Ralph L. Freeman, of the Victor Co.:

"The Iowa Victor Dealers' Association assembled in Des Moines to-day unanimously adopted the following resolution: Whereas, the Association, representing practically every Victor department in the State of Iowa, and have the vision of the possibilities of the Victor line, being continually alert to improve our equipment and our organization; Be it resolved, therefore, that we express to you our sincere loyalty to the Victor product, and inasmuch as our individual success depends entirely upon the volume of Victor merchandise, we wish to make known our earnestest desire for sufficient merchandising with which to maintain the supremacy of the Victor.

Iowa Victor Dealers' Association."
The Spirit of Progress

Since the inception of this business, always have we of this organization been ambitious to grow, to make of our product a better product. Always has it been our desire to serve sincerely the phonograph industry.

And it has been our idea that this service could best be rendered by designing and building a motor as nearly perfect as possible and then studying always to improve that model and that design rather than to introduce new and untried models.

Therefore, the Stephenson Precision Made Motor of today is much the same as the original product; a refinement here and a change there, and these instituted only when they have been proved worthy.

We believe this to be permanent growth, real service to the industry. We believe this adherence to one design (the best that we in this organization can produce), rather than to offer a multiplicity of models and designs, is the real Spirit of Progress.

Stephenson Incorporated
One West Thirty-fourth Street
New York City

Makers of the Stephenson Precision Made Phonograph Motor
Nebraska Victor Dealers in Convention

Enthusiastic Attendance Characterises Gathering of Victor Dealers in Omaha—Messrs. Mickel and Curtice, Local Distributors, Act as Hosts—Many Important Trade Topics Discussed—Banquet Closes Most Successful Reunion

OMAHA, NEB., August 7.—The fourth annual convention of the Nebraska Victor Dealers' Association convened at 9 o'clock Wednesday morning in the auditorium of the Rome Hotel. More than two hundred representative dealers of the State were present.

Due to the fact that C. L. Dudley, of the Dudley Music Co., Fremont, the president of the Association, was not present and also because of the illness of the vice-president, Secretary Hugo G. Heyn, of Mickel Bros. Co., Omaha, called the meeting to order and asked for the appointment of Wm. M. Robinson, of the National Music Supply Co., of Omaha, as chairman of the convention. With unanimous approval Mr. Robinson took the chair and welcomed the conventioneers in behalf of the Association.

He spoke on the value of the organization to its members and also of the value of co-operation within the organization.

Edward Lyman Bill, of The Music Trade Review and The Talking Machine World, was then called upon to address the convention on the subject, "Next Year." Mr. Bill pointed out the necessity for concentrating on salesmanship, as the possibility of overproduction would render necessary aggressive selling in order to attain success. He urged the dealers present to prepare their organizations to meet any new conditions that might develop.

At the close of Mr. Bill's address, J. J. Rockwell, of the Reinecke-Ellis Co., Chicago, spoke on "Advertising." Mr. Rockwell made a comparison between intensive farming and intensive advertising, bringing to the attention of the dealers the fact that intensive advertising could not help but bring the same surplus returns in business that intensive farming brought in surplus crops. He mentioned the same importance and care should be given to advertising by small retail concerns as is given it by the large establishments of the country. In emphasizing this point he reminded his audience of the fact that Victor advertising was prepared by a corps of the most efficient experts in the country and it was therefore essential that local establishments use the same care and attention in preparing their copy in Victor advertising in order that the plane of not be lowered.

George E. Mickel followed, and spoke on the merchandising of Victor products from the jobbers' standpoint. He dwelt particularly upon the proper organization within the Victor retail store, and on financing a retail business. He said that the three things necessary for a successful merchant were, first, a proper line of merchandise; second, proper equipment, and third, proper personnel.

Due to the illness of Miss Mayme A. Jardine, efficiency expert of Mickel Bros. Co., Mr. Mickel also presented her subject, which was "Experiences in Victor Retail Departments." He then outlined a program showing the actual work being done in schools for the raising of money to purchase Victrolas and records.

(Continued on page 199)
For Talking Machine Dealers

DOMES OF SILENCE
Nationally Advertised

The public have been taught the value of these slides. Simple in construction, they save cabinet legs from strain, save floors from scratches, save rugs from tearing and make the cabinet more sightly.

HENRY PEABODY & CO.
Domes of Silence Division
17 State Street - - - - NEW YORK

Specify DOMES OF SILENCE
A short talk on the "Value of Special Training in Victor Salesmanship" was then given by Miss Mae Johnson, of Davidson Bros. Co., Sioux City, Ia., in which she explained the value of the nickel school of Victor Salesmanship. In her talk she touched on the many valuable subjects which this school took up in order to make the sales force of a Victor store more efficient and better versed on Victor products. Miss Olive Smith, of the Dudley Music Co., Fremont, Nebr., then spoke on the same subject, dwelling on the importance of special training. She informed her listeners that through actual experience she was able to increase the sales of records in her establishment by being able to converse intelligently on the famous composers and on the renowned artists who make records for the Victor Co.

The morning session was then adjourned and the dealers became the guests of Mickel Bros. Co. and Ross P. Curtice Co. at luncheon in the private dining room of the Rome Hotel. After luncheon the executive photograph of the Association was taken and then the ladies of the Association became the guests of Mickel Bros. Co. and Ross P. Curtice Co. at the Orpheum Theatre, where a specially prepared program was given.

The Afternoon Session

The business meeting of the afternoon was called together by the chairman at 2 o'clock. George A. Beaver, of Mickel Bros. Co., Omaha, gave a fifteen-minute talk on the subject of repairs. During his discussion he told of the few simple troubles which might befal the Victor motor and how these could be readily corrected. Both the Ross P. Curtice Co. and the Mickel Brothers Co. offered the services of their repairmen to the dealers for whatever services they could render in showing the different dealers the Victor motor and explaining its component parts.

The chairman then called upon Secretary Hugo G. Heyn for his report, which was read and unanimously approved, as was likewise the report of the treasurer, which was read by the secretary. A letter was read from Ralph L. Freeman of the Victor Co., which thanked the organization for expressions of loyalty which had been sent him last year. A letter from Ernest John was also read expressing his thanks for the early hours of the morning. During the latter part of the banquet several of those present were called upon for a few words, among them being John Gregg Paine and Edward Lyman Bill. Mr. Paine discussed the many advantages gained by attending association meetings, expressing the belief that after all it was the ability to grasp ideas and to apply them to your business which brought success. He also told the members of the Association how happy he was to have been elected an honorary member of the Association.

During the banquet Mr. Murley read a telegram from Leslie C. Winwell, of Lyon & Healy, Chicago, III., president of the National Association of Talking Machine Jobbers, which expressed his disappointment at being unable to attend the meeting of the Association. During the banquet the following telegram was read by the secretary, unanimously approved and ordered sent to the Victor Co.:

"We, Victor dealers of Nebraska and tributary territory, assembled at our fourth annual convention, extend to the Victor Talking Machine Jobbers, with the assurance that as our loyalty to the Victor has not wavered in spite of the shortage in the past, so we remain steadfast in the future, with the determination to maintain Victor prestige. Convinced of the unquestioned superiority of the Victor, we hope only for greatly increased shipments. Then Victor will dominate, unchallenged."

During the dinner and after it the popular song idol, Billy Murray, sang several of his catchy selections, which drove his listeners into spasms of laughter. After completing his program Mr. Murray told how glad he was that he had become an exclusive Victor artist. He hoped, he said, that at some later time he might again be able to appear before them when touring the country with the "Flight Famous Victor Artists." At the close of the banquet George E. Mickel told how happy both he and Ross P. Curtice, of the Ross P. Curtice Co., were to be able to have the Association as their guests.

When the banquet broke up the dance immediately began and to the weird moans of the saxophone orchestra which had been especially hired for the occasion both young and old glided about the floor until the early hours of the morning.

Those who attended the convention included: E. A. Jones, Dorothy Fulton and Ed. A. Jones, Jr., Gaston Music Co., Grand Island; C. R. Moore, W. A. Wolff, Norman B. Curtice and F. E. Haney, Ross P. Curtice Co., Omaha; W. A. Howland, Mr. and Mrs. Kincaid, W. E. Mr. and Mrs. S. B. Yule, Mr. and Mrs. Brewster, Mr. and Mrs. Ross P. Curtice, Miss M. New, Miss Minnie Riddle, Miss P. Curtice Co., Lincoln; H. T. Shultz, F. E. Shultz, Stanton; J. F. Gereke, J. F. Gereke, Seward; Miss Olive Smith and Ben McHenry, Dudley Music Co., Fremont, Nebr.; C. R. Moore, W. A. Wolff, Norman B. Curtice and F. E. Haney, Ross P. Curtice Co., Lincoln; H. T. Shultz, F. E. Shultz, Stanton; J. F. Gereke, J. F. Gereke, Seward; Miss Olive Smith and Ben McHenry, Dudley Music Co., Fremont, Nebr.

(Continued on page 201)

ATTENTION Edison Dealers

Edison owners want this perfect Reproducer that plays all records.

Send for circular and prices

Standard Phonograph Motors, Inc.

Successor to

Krasberg Engineering & Manufacturing Corporation

451-467 E. Ohio St. Chicago Illinois U.S.A.
MICKEL SERVICE
from OMAHA

EXCLUSIVE VICTOR JOBBERS - 1414-1416 HARNEY ST., OMAHA, NEB.

The two Bright Spots of the Middle West

It is our aim always to lead in the kind of cooperative Victor Service that will steadily increase the prosperity of Victor dealers located in the great middle west.

EXCLUSIVE VICTOR JOBBERS - 411 COURT AVE., DES MOINES, IOWA.

MICKEL SERVICE
from DES MOINES

"His Master's Voice"
REG. U.S. PAT. OFF.

"His Master's Voice"
REG. U.S. PAT. OFF.

INDUSTRIAL REGISTRATION.
NEBRASKA VICTOR DEALERS IN CONVENTION—(Continued from page 199)


M. L. Jones, M. L. Jones, Fairfield; F. Pavlik, Left to right—Tommie Bonner, dancer; E. L. Bill; Lavetta Honett, dancer; J. C. Paine; Deweydene Rieke, electioneers, and Gen. E. B. Hoyt, Jr.


Mr. and Mrs. Geo. E. Mickel, Thos. E. Mickel, Grace Mickel, Gladys Mickel, Mr. and Mrs. Geo. A. Beaver, Edith Darling, Alma Darling, Agnes Slaven, Mr. and Mrs. Ed. Propst, Hugo G. Heyn, Mrs. Grace B. Cozens, Honore Yard, Lucile Ellis, Mr. and Mrs. E. N. Bowerman, Mickel Bros. Co., Omaha; Will E. Mickel, Mr. and Mrs. H. Stucker, Mr. and Mrs. E. H. Pretz, Mrs. Geo. Greenberg, Mr. and Mrs. Chas. Beems, Mickel Music House, Omaha.

Additional dealers—Miss Flora Haava, Archie Meek, A. V. Haava, Ravenna; Mr. and Mrs. D. French, French Furniture Co., Columbus; T. J. Motl, T. J. Motl, Mullen; Mr. and Mrs. Locke, F. H. Shultz Co., Stanton; Mr. and Mrs. A. H. Whitmer, Wherry Bros., Pawnee City; Miss Blanche Sorenson, Omaha; E. L. Holland, Orchard & Wilhelm Co., Omaha; M. Johnson, M. Johnson, Valley; B. E. Lawrence, Gwen Robinson, Vera J. Henske, Cape Co., Omaha; G. N. Cline, Ed. Patton, Hugo; Mr. and Mrs. J. D. Gaston, Gaston Music Co., Villisca, Iowa; Mr. and Mrs. Geo. B. French, French Furniture Co., Columbus; Special Representatives—W. H. Reed, Jr., Van Veen Co., New York City; L. M. Willis, Unit Constr. Co., Chicago; G. Pearson, John Gregg Paine, Victor T. M. Co., Camden, N. J.; J. J. Rockwell, Reineke-Ellis Co., Chicago; Edw. Lyman Bill, Jr., The Talking Machine World, New York City.

DALLASITES HONOR WM. MAXWELL

Dallas, Texas, August 5—William Maxwell, vice-president of the Edison Laboratories, was the guest of honor at an informal reception and dinner given by A. H. Curry, president of the Texas-Oklahoma Phonograph Co., Dallas Business Jobber, at the Dallas Country Club on the evening of July 28. Mayor Frank W. Wozencraft and thirty other leaders in Dallas commercial and civic affairs were in attendance.

Mayor Wozencraft and several other Dallasites who addressed the assemblage extended a warm and cordial welcome to Dallas to Mr. Maxwell, paid high tribute to Thomas A. Edison and his achievements and sketched briefly and interestingly Dallas' phenomenal growth and brilliant prospects for future development.

Mr. Maxwell responded with an expression of appreciation of the considerable prominence that Dallas has attained. He remarked that one seldom finds in New York newspapers front-page items of a sensational character bearing a Dallas date line, but that on the financial pages Dallas commercial activities are receiving increasingly frequent mention of a nature that clearly indicates the rapid progress Dallas is making. A feature of Mr. Maxwell's talk was a "close-up" of Mr. Edison, touching upon several of the characteristics that mark Mr. Edison as a really great man.

KNICKERBOCKER INCREASES CAPITAL

The Knickerbocker Tailing Machine Co., New York, has announced an increase in its capital from $100,000 to $200,000. The business of this house is steadily growing.

NEW BRUNSWICK DEALER

McFadden's Pharmacy, of Athena, Ore., has been appointed a Brunswick dealer. Mr. McFadden has built a neat department and will carry the Brunswick exclusively.
Frieda Hempel, soprano, Metropolitan Opera Company, says:
"Time is as precious in music as in life."

Our Guarantee
To maintain constant turntable speed at any voltage from 70 to 140 volts, alternating or direct current, through every variation in current on commercial lighting circuits.

To run without heating up.

To maintain the exact speed intended for the record.

To need no adjustment, oiling or attention for at least two years and to function satisfactorily under any condition of proper usage if the seals of the motor remain unbroken.

To be invisible—no unsightly mechanism outside the instrument.

The Tru-Time Motor is to the Phonograph what the Conductor is to the Opera.

Time Is the Life of Music
Whether the great artists are heard at the opera or on a phonograph, the slightest variation in time will ruin their efforts.

At the opera the conductor is responsible for perfect time, but until now, where the phonograph was concerned, you have been at the mercy of variations in current or mechanism.

At Last
After years of experiments the TRU-TIME MOTOR has been perfected which will POSITIVELY operate any phonograph at a constant speed, without regard to variations in current—


The TRU-TIME MOTOR already is in production and has been adopted as standard equipment on the higher priced models of one of the "Big Four" companies.

When you are offered a motor—any make, any type—ask the manufacturer to give you the same guarantee and have him—PUT IT IN WRITING.

EFFICIENCY ELECTRIC CORPORATION
124 White Street, New York

It must not be forgotten that almost every elastic body of any kind, whether solid or gaseous, is capable of being impressed with vibrations. Now this may mean, as I have said, one of two things. It may mean that the body will either simply reproduce the form impressed on it, or else that it will be excited to start its own particular natural period of vibration and thus produce its own sound. Every elastic body has its own period of vibration; that is to say, every elastic body tends to vibrate at a given speed and with a given intensity, as soon as it is suddenly excited. The lighter and more elastic the body is, relatively speaking, the more readily will it be excited, and often the more impression of the wave of motion from the air, if the speed of the latter is in any way an aliquot fraction of the natural period of the former, will be sufficient to cause the necessary excitation.

Thus it will readily be seen that sound-waves traveling through a room are subject to disturbance and may even be the causes of other sounds which were not intended and are not welcomed.

Some Aspects of Difficulties to Be Solved
But there is another side to the difficulty. If the walls of the room are so designed that pockets, sharp corners, and similar recesses exist, as is usually the case to some extent, and often most painfully apparent, the sound-waves will be thrown off from these and projected once more into the general empyrean of sounds which is issuing from the sound bodies within the recording rooms. This reflection of the sound-waves will take place in strict obedience to the elastic property of the air. The more intense the original impinging wave or complex of waves, the more intense will be the reflection therefrom. Other things being equal, the more acute the angles and the deeper the pockets of the room corners and recesses, the more definite will be the reflections.

It is evident that the ordinary room, especially if its walls are light and made of material which is easily thrown into vibration, is not suited for the purpose of recording sound. In place of such rooms, there should be constructed chambers built with thick walls made of material which does not readily vibrate and which, at the same time, the natural period is very much faster or very much slower than any sound within the range of the musical keyboard. It is also clear that, if possible, the construction, as to outline, should be such as to avoid echo traps of the nature described.

A great many solutions based upon these considerations may be put forward. I shall very briefly indicate the line of analysis which I think, ought to be pursued.

Elimination of Echo
Disturbances through an elastic medium, involving the transmission of force, tend to take a curved direction. Motion, according to Newton's first law, continues in a straight line unless its direction is deflected by interfering forces. The attraction of gravitation upon a body moving through the air is such as to cause its motion to assume the form of a parabola. Such a curve, which is mathematically a section of a cone generated by a plane cutting the cone in a direction parallel with its main axis, is naturally taken by any body which travels through the air, as for instance a base-ball freely thrown from the hand (not pitched), a rifle ball, etc.

Now it is to be noted that if a horn be built with its outer edge or mouth in the form of a double parabolic curve, the sound-wave emitted therefrom will issue in its original shape, amplified but not distorted. It seems evident therefore that this principle should be applied to the construction of recording rooms.

In the next article I propose to go into this matter in detail showing how such a room might be built and what would be the effect thereof on the echo problem. The subject, I believe, will be one of interest to the trade.

An Amplifier with a Tuning Device

The accompanying design shows (I) The tone conveyor; (II) Invention consisting of bridges on outside of four walls of amplifier, (III) cross bars on inside of amplifier and tension screws at (III) through which tension is applied to the requiring adjustment.

This simple and ingenious device enables you to correctly tune the vibrations produced within the amplifier by the sound waves, and cause them to be in harmony with the vibrations produced by the Sound Box, insuring a correct reproduction of the sound waves as recorded on Phonograph Records.

Manufacturers — Distributors — and Cabinet Makers—WRITE for Details

Joseph Mersman
Ottawa, Ohio
IMPORTANT NOTICE
TO THE
AMERICAN TRADE

The Sterno Manufacturing Company
19 CITY ROAD - LONDON, E. C. ENGLAND
Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By Mermod Freres St. Croix Switzerland

WONDERFUL MECHANISM
These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality are therefore assured.

DIFFERENT MODELS
Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

CONSULT US
Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade inquiries should be directed to

THE STERNO MANUFACTURING CO.
19 CITY ROAD - LONDON, E. C., ENGLAND
The VALUE OF INTENSIVE ADVERTISING

By J. J. ROCKWELL, Advertising Counselor, Reincke-Ellis Co., Chicago

The following article on "Intensive Advertising" was delivered at the convention of the Nebraska Victor Dealers' Association, held at Omaha on August 4 by J. J. Rockwell, advertising counselor of the Reincke-Ellis Co., Chicago, and is referred to in the full report of the convention elsewhere in this issue.

There is a term that is familiar to advertising men which applies, I believe, with a special force to the advertising and selling problems of retail merchants. That term is "intensive advertising."

Broadly speaking, the manufacturer of a commodity which is distributed and sold through established merchandising channels must necessarily proceed on the broadcast method. He visualizes his selling problems from a national viewpoint. His advertising is of national character and scope. It paints, as the great national advertising campaign of the Victor Talking Machine Co. paints for the whole nation, a great picture of the value and satisfaction which come from the ownership of the product which is being offered.

It is practically impossible for a sales organization which is working on the broad, national scale to develop those intensive and closely planned methods that will cultivate and make fruitful every inch of ground, and produce from every inch of it all of the possibilities of which it is capable.

That intensive work, as I see it, is the field of effort and opportunity for the retail merchant. In the intensive sale of agriculture, one of the most important factors is the quality of the seed. In the intensive development of the retail sales field, one of the most important factors is the quality of the ideas and methods to be used in the production of sales.

It is an old saying that "two heads are better than one," and another way of saying that the capacity of every man necessarily has limits, and is less than the capacity of two men.

Any individual Victor dealer may be, from the standpoint of selling capacity, resourcefulness, and fertility of ideas and invention, a veritable master, an equal in capacity of our won-derful Burbank in the field of horticulture—but just as we say in politics that "no man can be bigger than his party," so we may say in the business of merchandising the Victor products that no man can be bigger than his industry.

A man must have more ideas than the successful man in his field, one of the most important factors is the quality of the seed, but he must have the idea that theavigation and invention, the veritable master, the equal of Burbank in the field of horticulture, can never develop the great and intensive results which proceed from close, steady and continuous effort.

It would be presumption on my part to attempt to advise, and certainly I have no desire to do so, but the motto of my organization is giving the man, whatever his trade, the greatest profit, in dollars and sense, that he can possibly have been the case had that policy been otherwise.

From the smallest to the largest, every Victor dealer has the opportunity to avail himself of these tremendous forces of co-operative service which stand behind him, and to intensify with their aid, adapted to his local conditions, the cultivation of his field of sale so closely, so deeply, so completely, that the crops of business will continue to come with regularity and in abundance, as they do in the broad fields of agriculture.

The Definite Advertising Policy

It is my experience in twenty years of advertising work and activity that it is those concerns which have definite advertising policies that make the most out of the enormously productive power of advertising, and that the firms which pursue occasional "hit or miss" methods, depending upon the personal ability of the man at the top, never develop the great and intensive results which proceed from close, steady and continuous effort.

I may make so bold as to think that a company which is willing to make the investment of time and money to study the conditions in your field, and work out methods which are explained and visualized for the dealer in these publications—-I am speaking now of such publications as the "Voice of the Victor"—conveys to every merchant a concentrated value which is the result of a continuous survey of the whole field, and from which are based the theories of prejudices, but on the actual experiences of other men in your line of business who have tried out and demonstrated the value of such things as are suggested.

If I may be permitted to interject a personal note, the company which I represent is simply trying to do this same thing—analyze and develop and visualize the experiences and ideas which come to us from every corner of the industry, to crystallize these into practical definite workable shape and present them for your use.

There is nothing, I think, quite so deadly for an individual or business as to reach too high a degree of self-satisfaction and contentment. Wherever we look through the processes of nature we find the universal law that nothing stands still, everything is in motion, things go forward or backward, grow or decay—they progress or retrogress. And I am firmly convinced that this law applies in business and individual development just as absolutely as it does in the processes of nature.

Certainly in these times, with their uncertainties, with the tremendous flux that the people of all the world are in, it behooves us to make constant effort for the safeguarding of what-ever position we are in, and, as I see it, the only way that can be done successfully is to pursue a constant effort to go forward—to keep achieving.

Now that we have the advantage of looking back over things, I think I will agree with me that the strong policy of the Victor Co. in maintaining and increasing its tremendous activities in advertising, in spite of sales conditions with which they might well have been self-satisfied and content, has been a source of enormous strength for the industry as a whole, and that every factor in the industry is in a stronger and better position today than possibly could have been the case had that policy been otherwise.

The Quarte$t MESSINESE makes its first four Italian Records on

This organization is considered the finest Instrumental Quartet ever recorded.

Real Folk Dances, in perfect dance time.

If you have Italian trade don't fail to stock these records.

Big SALES will follow.

The Quartette MESSINESE makes its first four Italian Records on

Phone Barclay 2493  ZIEGLER, BAKER & JOHNSON, Inc. Service In or Out of Town

100 Chambers Street, New York City

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$1.00
TIME TO GET TO WORK

"News," the Stephenson booklet, emphasizes the "Buyer's Market!" It is Now With Us — Some Seasonable Philosophy for the Trade

Frank T. Nutze, vice-president of Stephenson, Inc., is also the editor of an organ called "News," described as "a monthly, full of corned philosophy, edited by Frank Nutze, at his home, Washington, N. J."

The July issue of this organ recently arrived and, as usual, contains much interesting material. Of special note, however, is the chapter under the caption "A Buyer's Market," which we repeat herewith:

Some time ago I had in "News" a story in which I said that one of these days we would have a "buyer's" market rather than a "seller's.

Egad! Now, to-day, I believe such a change has come about.

I have just returned from a business trip and I have talked with many men, salesman selling various classes of merchandise, and the consensus about time that the wool is done a little tooning.

It is about all there is to it. We are just getting

a man who heretofore has worn out the seating

day one -horsepower sense.

It's a question of economics; it's just plain every-

receiving a thousand or so a week and paying

brow when it comes to questions of economics,

of wearing apparel the slowing -up process al-

anxious and ready buyer isn't quite so anxious

of opinion is that there is a slowing up; that the

change has come about.

have a "buyer's" market rather than a "seller's.

we repeat herewith:

So to-day I roll up my sleeves. I clear my desk

as a battleship clears for action. There comes to

my mind a sort of "I should worry" feeling, for

I know that our product is a precision -made

motor, and, too, I have faith in the industry and

in the men in it.

COLUMBIA DEALER SERVICE MEET

Gathering at Philadelphia Recently Was a De-

Decided Success in Every -Way—Interesting

Program—Geo. W. Hopkins Makes Address

As mentioned in another section of this issue of The World, the members of the Dealer Serv-

ice staff of the Columbia Graphophone Co. held an interesting meeting at Philadelphia recently.

There were present at this meeting the members of the executive offices and the manag-

ers of the Dealer Service divisions and their staffs from all of the Colum-

bia branches east of the Mississippi. They met to discuss mat-

ters of organization and field work, and to lay the ground work for important future plans incidental to this fast-growing phase of Columbia merchandising.

The first day's ses-

sion, under the chair-

manship of H. L.

Tuers, manager of the Dealer Service de-

partment at the execu-

tive offices, extended

for many months I have been looking for a sur-

vival -of -the -fittest proceeding. And, too,

and understand I say this with all charity, I

welcome such a proceeding because it will serve

as a good large dose of castor oil to the industry.

At the Height Of Popularity

Dealers selling the Portophone are cleaning up. Why not be one of them? Mail your order at once. Prompt deliveries.

There is no question but that the Portophone is the highest quality machine of its kind on the market. Double spring motor. Universal tone arm. Guaranteed. Carrying compartment for 12 Records. Also a full line of accessories. Prices on request.

Esco Music and Accessories Company

137 Lawrence St., Brooklyn, N. Y.

OSCAR ZEPERNICK

JOSEPH A. KERR

AMERICAN

The American line will bring you success. Nine

models made in the popular

finishes.

Also Cabinets in quantities.

Write for Catalog.

American Phonograph Co.

17 No. Ionia Ave., Grand Rapids, Mich.

Columbia Dealer Service Co., Ltd.

No. 1

No. 11

The American line will bring you success. Nine

models made in the popular

finishes.

Also Cabinets in quantities.

Write for Catalog.
DEATH OF JOHN H. STEINMETZ

President and Founder of the Empire Talking Machine Co. Dies Suddenly on Saturday—Passing Greatly Regretted by the Trade

CHICAGO, Ill., August 10.—Members of the industry in this city were greatly shocked to learn this morning of the death of John H. Steinmetz, president of the Empire Talking Machine Co., which occurred suddenly on Saturday afternoon at the close of the convention of the Empire Co.'s sales force, which was held at the Auditorium Hotel. Mr. Steinmetz had looked forward to this reunion with a great deal of pleasure, and he was never in such good humor or apparently in better health than when receiving his ambassadors at this gathering. He had just returned from a visit to the East with Mrs. Steinmetz, and expressed himself as greatly benefited by his visit.

Mr. Steinmetz was associated in the early days with the Newark Table Co., Newark, O., and later with the Tonk Mfg. Co., Chicago, and some years ago founded the Empire Talking Machine Co., which has been developed along very successful lines. Mr. Steinmetz was a great believer in building a permanent business by the delivery of values and he perfected an organization which will continue along the lines pursued by its original founders. Services were held for him late home, 846 Leland street, and were attended by a host of friends and members of the trade, at the Odd Fellows at Graceland Cemetery.

A widow, Mrs. Clara Steinmetz, daughter, Catherine, and a son, John, survive.

WILL SAIL AUGUST 21

Otto Heineman Sails From Europe Next Saturday—W. C. Fuhri Promises Optimistic Report—Aid Conditions Throughout Trade

Word was received this week at the executive offices of the General Photograph Corp., New York, that Otto Heineman, president of the company, will sail from Europe on August 21. Mr. Heineman writes that he has been thoroughly enjoying his trip abroad and has also taken advantage of the opportunity to close several important business deals, which will be announced in the near future.

W. C. Fuhri, general sales manager of the company, states that talking machine manufacturers seem to be imbued with confidence regarding the business outlook for the rest of the year and for 1921. Quite a number of manufacturers have visited the company's offices during the past few weeks and have placed good-sized orders for immediate delivery. Apparently there is an undercurrent of optimism in the trade which will undoubtedly be reflected in the sales totals this Fall.

W. C. Fuhrri, general sales manager of the Okeh record division, has been visiting the jobbers throughout the West during the past few weeks, and judging from the orders he has received for Okeh records this popular line is gaining steadily in prestige in all parts of the country. The new Newfark factory is now producing Okeh records and nothing is being left undone to increase the output. Okeh jobbers and dealers are making plans for a record-breaking Fall business and the factory facilities are being constantly augmented in order to keep pace with the requirements of the trade.

RAGTIME RASTUS IN THE MOVIES

Clever Toy Featured in the New Film Production, "Dangerous to Men"

Ragtime Rastus bids fair to class with Mary and Doug, Pilgrim's Owl in a film star, following the initial appearance upon the screen of that clever dancing dory toy in the new film production, "Dangerous to Men," in which Viola Dana is starred. Ragtime Rastus has been given a "close-up" in the picture and proves to be one of the star performers. The selection of this interesting toy is to be accepted as an indication of its popularity and cleverness.
EDISON CONVENTION AT DALLAS

Great Body of Dealers Assembles in Dallas Under Auspices of Texas-Oklahoma Phonograph Co.—Addresses by Wm. Maxwell and J. B. Gregg—A. H. Curry Was Chairman

DALLAS, Texas, August 4.—The Edison Dealers’ Convention staged by the Texas-Oklahoma Phonograph Co. of this city, at the Hotel Adolphus on July 28 and 29 was a real red-letter event. One hundred members of the Texas-Oklahoma Edison Dealers’ Association were in attendance. The Edison laboratories were represented by William Maxwell, vice-president, and J. B. Gregg, advertising manager.

The convention comprised three sessions, with A. H. Curry, president and general manager of the Texas-Oklahoma Phonograph Co., as chairman, and was topped off by a most enjoyable banquet and entertainment in the Adolphus Palm Garden on the evening of the 29th, at which Mr. Maxwell presided as toastsmaster. C. H. Mansfield, manager of the Dallas Edison Shop, handled the banquet entertainment program and did the job up royally. Foremost among the talent presented was Miss Leeta Corder, soprano, a new Edison artist, who has attained an almost meteoric rise to great prominence. the Edison Shop Trio (pianist, violinist and soprano), a splendid organization that plays a big role in the musical affairs of the city, also presented a program. Miss Eva Muusler, a well-known local soprano, who rendered several popular numbers in very pleasing fashion.

At the afternoon session on the 28th Mr. Gregg outlined, among other things, the importance of each dealer’s lending wholehearted co-operation towards the execution of the big 1920 Edison advertising and promotion campaign. During the convention the Texas-Oklahoma Edison Dealers’ Association held one session devoted to affairs of that organization, including the election of new officers. The new officers are: President, William Lutner, Phonograph Shop, Temple, Tex.; first vice-president, A. H. Curry, president and general manager of the Texas-Oklahoma Phonograph Co., new Orleans, attended the convention and delivered a brief message concerning the importance of each dealer’s lending wholehearted co-operation towards the execution of the big 1920 Edison advertising and promotion campaign.

WHY M. M. ROEMER IS OPTIMISTIC

Prominent Vitanola Jobber of New York Tells Why Various Developments Point to a Large Volume of Trade the Coming Fall and Winter

M. M. Roemer, president of the M. M. Roemer Sales Corp., New York City, distributor of Vitanola talking machines for New York State and the metropolitan district, recently returned from Chicago, where he spent some time at the Vitanola headquarters in that city. He was enthusiastic over the immense size of the new Vitanola factory, which is in full operation at Cicero, Ill., a suburb of Chicago. At that plant only four models of the Vitanola talking machine are made, namely, Vitasolos 8, 9, 11 and 12. The plant consists of seven large floors, with a floor space of over 500,000 square feet. Every modern saving of labor-saving device has been installed and the new plant has materially increased the output of Vitanola instruments. Adjoining this plant is a separate office building and a ballroom and tennis court for employees.

In speaking to The World, Mr. Roemer said: "Some of the machinery I saw there was indeed a surprise to me. One machine cut lumber sixteen feet high at one operation. It is on account of this greatly increased output that the Vitanola Talking Machine Co., in a position to reduce the list prices on July 31. This company is one of the few organizations that manufacture their instruments in their entirety. Business in our own territory, I can report, is excellent. While it is true there has been a let-up in demand on the part of the consumer, our Summer season this year exceeds that of a year and two years ago. I am looking forward to a better Fall and Winter season than ever before. Only a small proportion of the people in this country are at present unemployed, and as there are no liberty loans or other war drives which eat into the pocketbooks of the public, it is only natural to presume that talking machine sales will grow stronger than ever before during the next six months. I believe the increase allowed to the retailers means prosperity, for those companies will now begin to spend this money. The railroads are the backbone of the nation and improvements in the efficiency of the railroads are a decidedly favorable effect. I know," added Mr. Roemer, "that this view of mine is echoed by many of the largest phonograph manufacturers throughout the country, and we have reason to believe that trade can confidently expect big business this Fall. The M. M. Roemer Sales Corp. has decided to deliver in New York direct to the dealer’s door instead of by express from Chicago, as heretofore."

Baldwin Co. to Handle Victolas

Secure Victor Agency for Elaborate Department in Cincinnati Store

CINCINNATI, Ohio, August 7.—The Baldwin Piano Co. has made arrangements to handle the Victor Co.’s line of talking machines and records in its recently equipped and elaborately equipped department in their remodeled quarters here and will feature the line in a very strong way. It is expected that the formal public announcement of the inauguration of the Victor line will be made by the Baldwin Co. shortly.

Rotarians Guest of Grancy Co.

Newport News, Va., August 3.—Following a luncheon of the Rotary Club of this city to-day the entire gathering of Rotarians and the carefully equipped department in their remodeled quarters here and the careful process of building Grancy phonographs was shown. The up-to-the-minute machinery installed and the thorough efficiency in the operation of the various buildings and the clinical eyes of many highly complimentary comments on the part of the guests.

SPECIAL INTRODUCTORY OFFER—During August Only

The New Elgin Tone Arm at these sensational introductory prices for August, offer phonograph manufacturers and assemblers a magnificent opportunity. Heavy-walled, steel-plated, full-swiveling with the throw-back needle center designed especially for all makes of records. Regular price of $4.50 each prevails on Sept. 1st. Buy now and save $3.50.

Introducory Offer

| No. 40 A. H. | Sample No. 40 | $3.50 |
| No. 41 A. H. | Sample No. 41 | $3.75 |
| No. 43 A. H. | Lots of 100 | 2.95 |

COLE & DUNAS MUSIC CO.
54 W. Lake St. CHICAGO, ILL.
DETROIT DEALERS PLEASED WITH GENERAL TRADE TREND

Detroit, Mich., August 7—It has been a good summer for talking machine dealers in the city of Detroit. Sales were excellent and steady; on the other hand, dealers have been able to get merchandise, and practically all they needed, with an exception here and there on some particular styles. Moreover, the public no longer need go without a talking machine because of its inability to secure one. Dealers are all well stocked, apparently; some have even more machines than they need right now and yet are ordering right along, storing the surplus, because they will take no chances on a shortage next fall. Then, again, some dealers have told us that they are buying at present prices because they look for further price advances.

"The best Summer I ever had!" is not uncommonly heard among local talking machine dealers. Probably one of those who can shout this loudest—because it is true—is Frank Bayley, proprietor of Bayley's Music Shop on Broadway, who says he has done 300 per cent more business this summer than any previous one. Mr. Bayley handles the Edison phonograph. He has just completed plans for erecting a twelve-story office and business building on property recently leased for ninety-nine years on Broadway, in the same block where his store is now located. It will probable cost upwards of $500,000. Work is to be started within the next two years, or just as soon as all of the leases of tenants now on the property expire. Mr. Bayley is laying plans for a series of Edison recitals this fall, to be given before various Masonic organizations.

The Goldberg Talking Machine Co. has moved from 163 Gratiot avenue to No. 95 Gratiot, where it has better quarters and is closer to the heart of the retail district. A long lease of the new quarters has been secured and it has been fixed up very attractively.

The L. Hudson Music Store, Wallace Brown's Brunswick Shop and the Edison Shop, all of whom are closing at noon on Saturdays, do not feel that they are losing any business, as their customers simply buy when the store is open. It is the opinion of Mr. Brown that next year all music and talking machine dealers should co-operate in the half-holiday on Saturday during the hot weather. "It stands to reason that if everybody would close nobody would lose a dollar's worth of business and people would simply educate themselves to buy the rest of the week," he remarked. "Why don't people demand the stores be open Mondays or holidays—for they have been properly educated not to expect them to be open."

A very beautiful electric sign advertising the Sonora phonograph has recently been erected atop the Temple Theatre Building, facing the Campus Martius. It is unquestionably the best downtown location in the city and the sign is certain to be seen by thousands of people every night.

A prominent talking machine dealer who recently visited Detroit told the writer that he believed the day would come when the big talking machine companies would not sell their products to as many dealers as now. "I have talked with several leading manufacturers and in an offhand way they have told me that they were wishing they had less dealers," said the visitor. "It is better for a manufacturer to place his line with a retailer who will handle it exclusively and who will push it, rather than let some dealer handle it who has two or three other lines. That sort of dealer doesn't push any of the lines for fear of stepping on somebody's toes. In order words, that kind of a dealer is not half as alive as the one who has just one line."

The lease on the building now occupied by the Edison Shop has been passed to other parties after the present expiration of the lease, which means that the Edison Shop must soon start to look for another location.
ANNUAL OUTING OF NEW YORK TALKING MACHINE CO.

Employees of Prominent Victor Wholesaler Are Guests of Arthur D. Geissler at His Magnificent Farm—Program Includes Field and Water Sports, Barbecue, Dancing and Entertainment

The annual outing and games of the employees of the New York Talking Machine Co., Victor wholesaler, is taking place to-day, August 14, and judging from the program prepared for this outing it will be one of the most interesting and successful events held by any member of the local talking machine trade in recent years.

The employees are the guests of Arthur D. Geissler, president of the New York Talk-

A Partial View of the Magnificent Gardens

ing Machine Co., at his magnificent farm, "Dream Lake," Ossining, N. Y. This farm, which was recently purchased by Mr. Geissler as his permanent residence, is one of the show places of Westchester County, and the accompanying illustrations hardly do justice to the marvelous natural beauty of this immense farm.

According to the official program the employees will leave Grand Central Station at 9.30 in the morning in two special cars. Automobile war for men, tennis match and hand ball match. The field judges for these events are Geo. Kelly, Howard B. Merritt and A. C. Ely.

After the field events are held the party will partake of luncheon, which, according to the official program, is a combination of animal food, automobile accessories and mechanical appurtenances. However, it is likely that every one will be sufficiently hungry to enjoy the repast regardless of the ingredients used.

Following the luncheon water sports are scheduled, and among these events are canoe tilting, canoe obstacle race, swimming race and fancy diving. The judges for the water sports are the same as for the field events.

At 6.30 in the evening the employees will take part in an old-fashioned barbecue, which promises to be one of the most interesting features of the program. On Mr. Geissler's farm there are ample facilities for this event and there is no doubt but that the employees will witness and enjoy an evening which will leave permanent memories.

According to the program dancing is scheduled after the barbecue, "provided you are still able to stand on your feet," and following the dancing there will be an entertainment by some of the most popular artists recording for the Victor catalog.

A View of the Beautiful Lake

H. C. Ernst, of the executive staff of the New York Talking Machine Co., whose home is located adjacent to Mr. Geissler's magnificent farm, is in charge of the various details incidental to the outing and under his supervision it is safe to say that "a good time will be enjoyed by all."

John Gifford, who has been connected with the talking machine store of Brown & Page, has just recorded.

The record just made will contain several of the several campaign records which he has just recorded. Several short speeches have already been recorded by the Democratic nominee for the Presidency and these have been made up largely of excerpts from his speech of acceptance. The record just made will contain the following message on the League of Nations:

"I favor going into the League. This is the supreme test. Shall we act in concert with the free nations of the world in setting up a tribunal which will avert wars in the future? This question must be net and answered honestly and not by equivocation."

"We must say in language which the world can understand whether we shall participate in the advancement of a cause which has in it the hope of peace and world reconstruction, or whether we propose to follow the old paths trod by the nations of Europe; paths which always led to fields of blood."

"We must say in language which our own people can understand whether we shall unite with our former allies to make effective the only plan of peace and reconstruction which has been formulated, or whether we propose to play a lone hand in the world and guard our isolation with a huge army and an ever-increasing navy, with all the consequent burdens of taxation."

"I repeat, I am in favor of going in."

COX RECORDS SPEECH ON LEAGUE

Democratic Candidate Makes a Number of Campaign Records Made up of Parts of His Speech of Acceptance—Has Made Many Records to Be Used During the Campaign

Cox made public to-day a statement on the League of Nations which he has incorporated in one of the several campaign records which he has just recorded. Several short speeches have already been recorded by the Democratic nominee for the Presidency and these have been made up largely of excerpts from his speech of acceptance.

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"I repeat, I am in favor of going in."
ROSS P. CURTICE CO.
VICTOR WHOLESALERS
OMAHA, NEBRASKA

We offer VICTOR Dealers practical, co-operative service that will enable them to take profitable advantage of the world-wide fame, prestige and supremacy of VICTOR products.

How can we assist you in expanding your business?

WILL TAKE MUCH NEEDED REST
Lambert Friedl, Wholesale Manager of Columbia Branch in New York, Resigns—Will Announce Future Plans Shortly

The many friends in the trade of Lambert Friedl, manager of the local wholesale branch of the Columbia Graphophone Co., have learned with regret that he has left the office of the Columbia Graphophone Co., and the phenomenal success he attained in this important position won for him the esteem and friendship of the trade throughout this territory. He is recognized as one of the most capable members of the wholesale division of the industry, and his indefatigable efforts in behalf of Columbia product contributed materially to the remarkable sales totals achieved by the New York branch of the Columbia Graphophone Co. Mr. Friedl plans for the future will be announced shortly.

NEW ASSOCIATION FOR ELIZABETH

Preliminary Steps Taken Towards the Organization of New Association of Music Merchants in That City—Next Meeting on September 9

Elizabeth, N. J., August 9.—The first steps towards the organization of a local association of music merchants here were taken on Thursday of last week at a meeting held at the Elks' Club and attended by a half-dozen or more dealers. The meeting was called by George L. Hirtzel, Jr., at the suggestion of E. G. Brown, of Bayonne, State Commissioner for New Jersey for the National Association of Music Merchants, and was attended by C. L. Dennis, secretary of the National Association, who explained in detail the work of that organization, as well as the Music Industries Chamber of Commerce, with which it is affiliated.

Otto G. Altenburg, of the Altenburg Piano House, was chosen temporary chairman, and B. McCandless, of the Elizabeth Talking Machine Co., temporary secretary. A strong effort will be made to interest all the dealers in the immediate vicinity in the new move so that the organization can be completed and permanent officers elected at the next meeting to be held at the Elks' Club on September 9, at noon.

Those who attended the meeting and pledged their support to the Association were: S. T. Morrow, James H. James, G. L. Hirtzel, Jr., B. McCandless, Otto G. Altenburg and Thomas Sullivan. The music houses not represented at the meeting, but who signified their interest and offered their co-operation included Frank Frick, Goerke-Kirch Co., Joseph Flusser, A. Wachman, Phonograph Shop, Tappen Music Co. and the Union Talking Machine Co. As will be observed, talking machine dealers apparently take as much interest as piano men in the new organization.

C. N. Andrews, of W. D. & C. N. Andrews, Buffalo, has become a director in the newly formed Merchants' National Bank at that enterprising city.

MAIN-SPRINGS
For any Phonograph Motor
Best Tempered Steel

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<thead>
<tr>
<th>Size</th>
<th>Price</th>
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<tr>
<td>1 in. x 16 ft. for Columbia</td>
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<td>1 in. x 12 ft. for Victor</td>
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<td>1 1/2 in. x 10 ft. for all small type machines</td>
<td>$0.45</td>
</tr>
<tr>
<td>1 1/2 in. full size for Edison Dine</td>
<td>$2.25</td>
</tr>
</tbody>
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SAPPHIRES—Genuine
Patent very best loud tone genuine, each 15c.
100 lots, $12.50.

EDISON

Order right from this ad.
Send for price list of other repair parts.

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

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
**The Talking Machine World**

**THE TALKING MACHINE WORLD**

**IMPORTANT COURT DECISION IN VICTOR-CHENEY SUIT**

U. S. District Court in Grand Rapids Finds for Victor Co. on One of Three Claims for Patent Infringement in Action Against Cheney Talking Machine Co., charging infringement of the two Johnson Patents, Nos. 814,876 and 814,848, both issued March 13, 1906. The court in its decision for the plaintiff and against the defendant, reviewed the prior history of the litigation, the previous injunction seeking accounting, referring the case to Master in Chancery for such accounting.

The decision is of such widespread interest that it is published in full herewith:

**This suit for infringement of two patents, No. 814,876 and No. 814,848, both issued March 13, 1906, is brought by the plaintiff as assignee of the inventor, Eldridge E. Johnson, also president of the plaintiff company, The Original Company of Chicago, Ill., and is filed against the defendant, Cheney Talking Machine Co., of Traverse City, Mich., for the Western District of Michigan, in Grand Rapids, on August 5, in the suit brought by the plaintiff, the plaintiff having since discontinued the suit under the former patent, and valid but not infringed claims 7 and 11 under the latter patent.

The following is an account of the previous injunction seeking accounting, referring the case to the Master in Chancery for such accounting.

**WORKING FOR MUSIC IN TEXAS**

**Texas Music Merchants' Association Making a Strong Bid for Support from the Trade**

The officials of the Texas Music Merchants' Association, with headquarters in Dallas, are making a strong effort to enlist all music merchants in the State in support of the work of the association and are taking more vigorous interest in music on the part of the public. In this connection Robert N. Watkin, secretary and treasurer of the association, recently sent the following letter to the various music merchants in the State:

"As you know, the work of our association is primarily to spread the interest in music more widely among the people of Texas."

"To do this it is important that each one of us should tie up with the work being done by the musical organizations, music publishers, and music patrons and the business men of our communities who are especially interested in music.

**Phonograph Cabinets**

that are the product of master-craftsmen—skilled in fine cabinet work for twenty-five years. Only five-ply selected woods are used—Genuine Mahogany—Quartered Oak—American Walnut. The finish is high grade and permanent. Eight different styles at reasonable prices.

**A word from you will bring full information immediately.**

**The Celina Specialty Company**

Celina, Ohio
Employees of Talking Machine and Piano Institution Had a Most Enjoyable Re-union on July 24—Walter Lane Wins Distinction

HOLLAND, MICH., August 7.—When the World representative made a trip to Holland, Mich., last year to take in the Bush & Lane picnic he came back and said that it was a "tremendous success all around." It was Bush & Lane's first picnic and was merely a "try it on the dog" affair, as they wanted to find out how the employees would fall into line as regards an annual event. It was so successful that plans were made then and there for an annual affair, with prizes and everything. Their second picnic was held on Saturday, July 24. In all, there were 800 tickets given out. The interurban cars chartered by the Bush & Lane Co. to take the people to Jenison Park had picnickers hanging all over them. When the park was reached the American Legion Band of Holland struck up a lively march and everybody fell in line, marched into the park and then they broke loose. Candy, ice cream, cakes, amusements of all sorts, tried

STOP!

Read These Bargains

Springs, ¾ inch ........................................ $2.40 doz.
10 inch ........................................ 3.00 doz.

Steel Turntables
10 inch ........................................ $2.40 doz.
12 inch ........................................ 5.00 doz.

Motors
Steer frame, single spring, 10 inch turntable ........................................ $2.40 each
Iron frame, single spring, 10 inch turntable ........................................ 2.67 each
Extra good, single spring, plays three records, 12 inch turntable. 3.25 each
Double spring, 12 inch turntable, plays three records 4.50 each
Guaranteed the best on the market, five records 13.50 each

Talking Machines—Table Models
Model "B," size 12x12x5½ in. $6.50 each
"C," size 16x18x6 in., 12.50 each
"D," size 20x20x6 in., with cover; double spring 25.00 each

Floor Cabinet Machines
Model 85, size 38x18x46 in., $37.50 each
110, 15x19x46 in., 55.00 each
Equipped with a guaranteed double spring Wollman Motor

To Manufacturers
Turntable shafts with fibre wheels complete for double motor.
Gear wheel for single and double spring motors.
Spindles for double motors, 10 and 12 inch steel turntable.
All size iron screws.
⅛ inch nickel plated wood screws.
At bargain prices.

Something New—Something Better

2 in 1 Magic-Tone Needles
Each needle plays 10 records
Sold a 100 in a package, 90c a thousand for 200 in a metal box 1.50 per da. boxes
The best sellers for the retail trade.
Ship cars with every order.

Write for particulars
A reasonable discount made to all orders.

560-562 Grand St., BROOKLYN, N. Y.
23 Years in the same location. Tel. Stagg 918

SECOND BUSH & LANE CO. OUTING

Mr. and Mrs. Walter Lane at Picnic

Mrs. Congleton was an active picnicler we may be permitted to use the parlance of the street, they were "sure some eats.

Everyone was out for a good old time and the air was full of the spirit of good fellowship and co-operation. One of the most amusing incidents of the day happened when the fat man's race was pulled off, Walter Lane, president of the company, being eligible, as every one knows, decided to do a little running. He started off at a 2:40 gait and everything went well until the finishing line was almost reached when he got tangled up with the long legs of "Big Pete," of the finishing department. The result was what our Friends Walter copped the second prize by taking a high dive, landing on his stomach and bouncing across the tape.

A NEW EMERSON ARRIVAL

J. I. Bernat, advertising manager of the Emerson Phonograph Co., New York, has been receiving the congratulations and good wishes of his friends upon the arrival of a baby girl at the Bernat home, 2071 Fifth avenue, New York. This little girl has been christened Janice Emerson, and Mr. Bernat's friends have been favored with unique announcements telling of the arrival of Miss Bernat.

OUTING OF GOOLD BROS. FORCES

BUFFALO, N. Y., August 9.—The outing of the employees of Goold Bros., 1367 Main street, at Bowcaville last Saturday was an immense success. There were seventy-five present from the Buffalo and Niagara Falls stores. There was a luncheon at the Pavilion followed by athletic games. C. N. Andrews, the well-known jobber of Buffalo, was a guest.

CLEVER WINDOW DISPLAY

COLUMBUS, NEBR., August 6.—On August 2 and 3, the Carpenter Paper Co., distributors of the Emerson line of phonographs and records, for territory including Nebraska and parts of Iowa, held an exhibition of the new Emerson phonographs. During these days a large number of dealers handling Emerson records and other talking machine dealers visited the Carpenter Paper Co. in order to become familiar with the new Emerson product. P. S. Spitz, manager of the talking machine division, was in charge and explained to his visitors the exclusive features of the new instruments.

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FULTON TALKING MACHINE CO.
253-255 Third Ave., New York City
Between 26th and 21st Streets

Unusual Record Display

St. Mary's." Consider the situation was attracted by the display and a large sale of records was traced directly to it.

CARPENTER CO. DISPLAYS EMERSON

OMAHA, NEB., August 6.—On August 2 and 3, the Carpenter Paper Co., distributors of the Emerson line of phonographs and records, for territory including Nebraska and parts of Iowa, held an exhibition of the new Emerson phonographs. During these days a large number of dealers handling Emerson records and other talking machine dealers visited the Carpenter Paper Co. in order to become familiar with the new Emerson product. P. S. Spitz, manager of the talking machine division, was in charge and explained to his visitors the exclusive features of the new instruments. This coming week Mr. Spitz expects to start on a tour of the territory with one of the machines in order to demonstrate it to those who were not fortunate enough to attend the exhibition.

G. E. Corson, of The Dailies, Orc, is one dealer who is commanding a good phonograph business during the Summer months.

Some dealers think that if they sold more goods they would have more life. They seem to forget that if they had more life they would sell more goods.
Convention of Tri-State Association

Annual Meeting of Tri-State Victor Dealers' Association Held in St. Louis on August 6th Proves a Notable Success—Delegates Listen to Some Good Business Talks and Discussions and Enjoy Live Entertainment

St. Louis, Mo., August 9.—Talking machine men of St. Louis and Missouri and adjacent States, members of the Tri-State Victor Dealers' Association, held their annual meeting Friday, August 6, at the Century Boat Club, in this city. It was completely successful in attendance, the excellence of the program, importance of the business transacted and the abundance and high quality of the entertainment provided by the Koerber-Brenner Co., Victor distributors.

The members assembled Friday morning, by invitation, at the Koerber-Brenner Co. establishment, from where they were taken in private parlor cars to the clubhouse, on the bluffs overlooking the Mississippi River.

The business meeting, held in the auditorium, was called to order by Val A. Reis, president of the Association. After the roll call and the reading of the minutes of the last meeting, Theodore Mautten, secretary of the organization, explained the working of the exchange bureau. Mr. Rauth presided at this and in calling the conference to order told the delegates something about the Victor merchandising methods.

C. B. Gilbert, of the Koerber-Brenner Co., the next speaker, devoted himself to a discussion of the record situation, reviewing what had occurred during the past few years to keep down production below the level of demand, and offering some excellent advice to dealers in the matter of record ordering and handling in the intermediate future, when an improvement in conditions was to be expected. He emphasized particularly the fact that guesswork in record ordering would not do and that something more than memory was required to keep record stocks in the proper condition.

Mr. Gilbert outlined a new stock-keeping system endorsed by the Koerber-Brenner Co., designed to enable the dealer to keep a perpetual inventory, adding receipts and deducting sales from day to day. The system acts as a guide and gives instant warning of the decreasing popularity of any record.

One of the most interesting addresses of the series was that of the subject of "Record Salesmanship," delivered by Miss G. Airy, of the Koerber-Brenner Co., who presented the selling question to the managers in a manner worthy of much thought and consideration. Miss Airy declared that it was the manager's business to see that the sales people were properly trained and that for the sales person to mispronounce the name of an opera or artist was a reflection upon the management rather than upon the sales person employed by the house.

She declared that more reliance should be placed upon the store managers, for they were in a position to keep in closer touch with stock and with trade conditions than the average proprietor, who generally has other interests to take his attention.

Miss Airy stated that one of the chief faults with record sales people is that of playing the same records for everybody who comes into the store without making any effort to select such records as would most likely appeal to particular classes of buyers. She pleaded that record sales people be left free to study the record catalog and the records therein, and not be expected to be called at any minute to take up other work in the store.

In every department of the store, and particu-
degree. He explained that the course is particularly valuable in giving to the salesman a new conception of the wealth of music in the Victor catalog and how to make the best use of the material thus offered.

The broad subject of advertising was handled by A. E. Schanuel, of the Roeder & Schanuel Agency, who gave to the dealer some excellent advice upon the proper handling in their advertising of the various Victor talking points, including the trade-mark, the record catalog and the many other features. The talk was a distinctly practical one, and in closing Mr. Schanuel emphasized the value of the slogan as a means of readily identifying the store and its personnel. He declared that Victrolas should be featured by themselves in advertising, rather than in connection with perhaps a half-dozen or more lines which the store handled.

Ferd Binder, of the Binder Display Service, St. Louis, gave a window-trimming demonstration. He quickly designed an attractive Victor window, demonstrating how easy and simple it could be. He introduced the exclusive Victor dog and thanked officers, members and guests for their co-operation.

The company, he said, had gone through a long period of disappointment and struggle. It could have increased production by lowering the standard, but that would not send out anything not worthy of the little dog and its master's voice.

The company felt that it was the trustee of the dealers' interest, and it aimed to secure it by holding up the quality of the merchandise. "But," he said, "the night has gone. The dawn is here. We have simple material. We are gathering a tremendous manufacturing force of 10,000. We are equipped to employ 5,000 more. Our weekly payroll, and we have a monthly payroll, too, is $300,000. We believe in paying for quality workmen. Our policy is to increase the payroll to $450,000. We have a tremendous program for physical expansion. Our board of directors last week allowed bills for $1,200,000 for new buildings and equipment.

We do not believe that the time will ever come when we will build more machines and records than you need. When we were making a million records a month the demand was for 2,000,000; the demand was for 4,000,000. No matter how many machines we build and how many records we make the ratio remains the same.

Theodore Maetten proposed Mr. Paine for honorary membership and he was elected by a rising vote.

Billy Murray sang some more and the Overseas Quartet and a jazz orchestra provided the rest of the musical entertainment. After the banquet there was dancing.

The officers of the Tri-State Association are: President, Val A. Reis; vice-president, E. A. Parks; secretary, Theodore Maetten; treasurer, F. W. Lehman; executive committee, Val A. Reis, E. A. Parks, Theodore Maetten, F. W. Lehman, Charles Luppon and E. C. Rauth.

WINNING WINS MUCH ATTENTION

Window Display of the "Love Nest" Records by P. W. Simon of Uniontown, Pa., Wins a Front-page Story in the Local Newspaper

P. W. Simon, the aggressive Victor dealer of Uniontown, Pa., prides himself upon the attractiveness of his window display and put one over recently that won a front-page story in the local newspaper. The window display referred...
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, rate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be charged at 25¢ per line. If bold faced type is desired the cost of same will be 25¢ per line. Rates for all other classes of advertising on application.

INSIDE Victor Talking Machine Co., St. Louis, Mo., announce for the Southern States and the East a new line of phonographs which has been in the making for many months. Any member of the trade interested in this new line is invited to send for samples. Write the Victor Talking Machine Co., St. Louis, Mo.

MECHANIC, age 32, six years' experience repairing window shade and screen frames also window and frame sash put in wooden window frames with position available. J. W. Jobson, 153 Jacobson St., Providence, R. I.

SITUATION WANTED—ThorOUGHLY reliable and experienced small goods man will open up for business in the South. Address "Box 856," care The Talking Machine World, 373 Fourth Ave., New York City.


SALESMEN WANTED—Wanted, six experienced talking machine salesmen; salary per week, $50 and commission. Also six record salesmen; salary, $25 and commission. Permanent positions to right parties. Call any morning before 12, Saul Birns, 111 Second Ave., New York City.

SALESMEN WANTED to handle popular-priced phonographs on commission basis as a side line. See our advertisement in this issue. The Charmophone Co., 39 West 32nd St., New York City.

SALESMEN WANTED—By manufacturer of high-grade phonographs; wholesale and retail. Good proposition. Write live in Olympic Co., Columbus Bldg., St. Louis, Mo.

WANTED—A thoroughly experienced Victor record salesman to take charge of record department. Must have a thorough knowledge of the Victor catalog. Goldsmith's Music Store Co., Columbus, O.

WANTED—An experienced phonograph salesman to sell Kimball and Pathe. Must be a hustler and able to produce results; $150.00 per month and commission. Ciamack Piano Co., 728 Marquette Ave., Minneapolis, Minn.

WANTED—Experienced talking machine salesmen in several States to sell to the retail trade a new-priced talking machine of excellent quality; good commission to the right men. Give us experience and references. Saginaw Sectional Book Case Co., Saginaw, Mich.

RECORDING EXPERT disengaged; 18 to 20 years' experience in needle cut and phonograph cut recording with factory supervision, both London and abroad. Specialty, smooth surface in phonograph cut production. "J. D. C."

RECORDING EXPERT disengaged; 18 to 20 years' experience in needle cut and phonograph cut recording with factory supervision, both London and abroad. Specialty, smooth surface in phonograph cut production. "J. D. C." 71 Lauriston Road, London, E, 9, England.

EXPERT lateral recording manager desires to connect with reliable, established concern manufacturing phonograph records. Will make sample recordings in your laboratory. "Box 832," care The Talking Machine World, 373 Fourth Ave., New York City.

MAN experienced in several lines of manufacture desires to locate with a progressive phonograph concern. Capable designer, experimenter, production man and superintendent. Posted on many makes of phonographs, motors, tone arms, electric equipment, etc.; now engaged. Address "H. H. R.," 773 79th Ave., West Allis, Wis.

MANAGER WANTED to take complete charge of well-established talking machine business in largest store in Birmingham, Ala. Exclusive Edison dealers. Good proposition to right man. Apply immediately to Loveman, Joseph & Loeb, Birmingham, Ala.

POSITION WANTED—Experienced production manager in the talking machine field now open for engagement. Intimately familiar with every detail of production from start to finish. In charge of talk machine for several years in factory of one of the largest companies in the talking machine field. Excellent record of accomplishments. Address "Box 831," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Salesman to visit the entire trade. One well acquainted in the metropolitan district will be preferred. An excellent opportunity to represent a quality line of phonographs with special sales features awaits a man of initiative and sales ability. Future is assured to successful applicant. Address "Box 835," care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMAN to cover the wholesale trade with a high-grade line of phonographs. Excellent opportunity. All communications will be treated confidentially. The Regina Co., 47 West 34th St., New York City.


SALESMEN WANTED in every State to handle one of the best phonograph accessories as a side line on a liberal commission basis. Address A. M. Druckman, 140 West 23rd St., New York City.

SALESMAN WANTED by manufacturer of standard make records, player rolls and accessories. WANTED—Salesman to visit the entire trade. The men we want must be salesmen, not order takers, and must be able to show a record of things accomplished. The men we want must be men who are willing to work. To the right men we will make an attractive proposition. "Box 837," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Two salesmen for a well-known maker of talking machines. The men we want must be salesmen, not order takers, and must be able to show a record of things accomplished and a good following in the trade. They must be men who are willing to work. Money to the right men; we will make an attractive proposition. "Box 837," care The Talking Machine World, 373 Fourth Ave., New York City.

REPAIRMAN on all makes of motors would like to hear from phonograph manufacturers and dealers who are looking for a repairman to keep their machines repaired in their New York and New Jersey trade. "Box 833," care The Talking Machine World, 373 Fourth Ave., New York City.

FOH SALE

ENTIRE STOCK OF Domestic Talking Machines

Also Motors and Motor Parts

Also complete recording machine and dies for manufacturing small motors.

E. BAUER

723 North 26th Street, Philadelphia, Pa.

(Continued on page 218)
SALES MEN WANTED!

for the
REPEATOGRAPH
"TRADE MARK REGISTERED"

The Repeatograph automatically repeats phonograph records—the most salable accessory in the talking machine field. Salesmen calling on Dealers can add to their income by carrying the Repeatograph as a sideline. Liberal commission. Write today for full information. Address office nearest you.

THE REPEATOGRAPH CO.
New York: 311 Hudson St.,
Chicago: 664 West Randolph St.

TO VICTOR JOBBERS AND DEALERS

Send us your list of Domestic and German Victor records you wish to dispose of at regular Victor discount.

Credit Reference:
New York Talking Machine Co.,
119 West 40th St.
New York
E. A. SCHWEIGER, Inc.
1525 Broadway
Brooklyn, N. Y.

FOR SALE

Bargain Lot of Library Table Phonographs

Finish—Mahogany
Dimension—4' long, 2'8" high, 2'1½" deep.
Equipment—Meiselbach No. 16, gold-plated motor, high-grade, gold-plated tone arm.

Will sell entire lot, or in small quantities, at big sacrifice to cash buyer.

Write for price and illustration.
M. D. BOWERS
153th and Willow Avenue
New York City

FOR SALE

Wholesale Agency Wanted

An aggressive organization selling to phonograph manufacturers, jobbers, and dealers, desires the exclusive distribution of a magnificent line of phonograph accessories. Address the

MODERN PHONOGRAPH CABINET FACTORY

Will accept contract for cabinets to your design or ours; for shipment this year. Address Everett Hunter Mfg. Co., McHenry, Ill.

WANTED

Victor and Columbia records. Job lots any quantity. Spot cash paid for them. Address
DEININGER CYCLE CO.,
Rochester, N. Y.

WANTED

Victor and Columbia records. Job lots any quantity. Spot cash paid for them. Address

SALESMEN WANTED!

FOR the
REPEATOGRAPH
"TRADE MARK REGISTERED"

Monthly Price List of
Main Springs

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Rochester, N. Y.

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Victor and Columbia records. Job lots any quantity. Spot cash paid for them. Address

FOR SALE


FOR SALE


WILL BUY AND SELL

1 will buy and sell for cash anything in the phonograph line. Tell us what you have to sell or want to buy. Mandell & Co., 88 Rivington St., New York City.

FOR SALE


CABINETS

We have several hundred, all crated, ready for immediate shipment in 46-inch and 47-inch. Sold in small or large lots. Send for circular. Address Everett Hunter Mfg. Co., McHenry, Ill.

Wholesale Agency Wanted

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FAVORITE MFG. CO.
1506 DeKalb Ave., Brooklyn, N. Y.
CABINETS
At Prices That Are Right

STYLE 200
49x21x23
Our best seller. Finished in mahogany, walnut or oak, ready for installation of motor and tone arm.
Prompt deliveries. Send $42.50 for sample.
BADGER STATE CABINET CO.
387 10th STREET
MILWAUKEE, WIS.

EMERSON WANTS PHONOGRAPH SALESMEN
Producers who understand the development and operation of machine business with both distributor and retailer. Men with actual field experience able to show distributor's salesman how to close contracts and keep business coming thereafter. We need three men only. These must be exceptional in order to qualify for an equally exceptional opportunity. Apply by letter only. Give complete information which will be held in confidence. Emerson Phonograph Co., Inc., 206 Fifth Avenue, New York City.

FOUNDRY FOR SALE
PONTIAC, MICH.
within twenty-five miles of Detroit on good concrete road—good rail facilities. Fully equipped for aluminum, brass and bronze casting work and could readily be converted to grey iron. Present capacity about 75,000 square feet of floor space. One-story concrete block construction built about two years ago. Four acres of land. Plant is centrally located and labor conditions are good. Will sell withDesigned equipment. For particulars and price, write :
DRAWER 47, SYRACUSE, N. Y.

PHONOGRAPH CABINETS
Modern, completely equipped phonograph cabinet factory in the heart of the West is in position to accept contracts for cabinets made to your designs. Prompt delivery can be made for the Christmas trade. "Box 830," care The Talking Machine World, 209 So. State Street, Chicago, Ill.

FOR SALE
20,000 Pathé Points at $60 per M. 500 genuine diamonds at $80 per C. Owning to other interests am selling out my stock of sapphires and diamonds. E. C. Howard, 215 Lafayette Blvd., East Grand Rapids, Mich.

FOR SALE
One thousand complete two-speed phonograph motors of Meisselbach type; finished together with 4,000 finished and semi-finished frames; 4,000 rough castings. Also all tools, dies, jigs and fixtures for the manufacture of these motors. Offered at a bargain for immediate sale. Address "J. L. 21," care The Talking Machine World, 209 So. State Street, Chicago, Ill.

Mahogany Cabinets
We have 100 cabinets for immediate shipment. We own these cabinets at 1500 prices and in order to make a quick sale we will give the purchaser the benefit. Dimensions, 47 in. high, 43 in. wide, 24 in. deep. Made of mahogany, 13013 Federal St., Phila., Pennsylvania.

WANTED
To buy established music shop or Victor agency in Greater New York. Will consider partnerships. L. A. DeBlonk, 1442 46th St., Brooklyn, N. Y.

FOR SALE
Colorula and Victor records in all languages in large lots. Spot cash paid. Bank references Victoria Record Exchange, 150 East 59th St., New York City. Phone 280 Plaza.

FOR SALE

Unusual Opportunity
Will sell two established stores, these locations in New York, handling Victor and Columbia records, $35,000 annual business $35,000 and up annually, we will consider partners. "Box 827," care The Talking Machine World, 373 Fourth Ave., New York City.

AN EXCEPTIONAL OFFER
Are you interested in quality applied to phonograph machines? We are manufacturers—our line has been sold direct to dealers for past four years. Our products are well known—and possess exclusive features found on no other machine.

We have an exceptional offer to make a few active or prospective jobbers. We will allot exclusive territory. Turn over to any accounts.

We are now selling direct and advertise extensively in jobbers' territory. Inquiries solicited.

Address for particulars:
A. U. 9, TALKING MACHINE WORLD
209 So. State St., Chicago, Ill.

FOR SALE
21,000 green turntable felts 13 in. diameter, 40,000 pieces 9 to 10 in., felt discs, 56,000 pieces 8 to 9 in. felt discs, 70,000 pieces felt pads for motor boards, 1,500 new album albums 14 in., size. "Box 827," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE
35,000 green turntable felts 13 in. diameter, 40,000 pieces 9 to 10 in., felt discs, 56,000 pieces 8 to 9 in. felt discs, 70,000 pieces felt pads for motor boards, 1,500 new album albums 14 in., size. "Box 827," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE
Need three men only. These must be exceptional in order to qualify for an equally exceptional opportunity. Apply by letter only. Give complete information which will be held in confidence. Emerson Phonograph Co., Inc., 206 Fifth Avenue, New York City.

Recording Sapphires
FINEST QUALITY
Special Prices In Quantity
H. J. SEWETT
2750 West Polk St., Chicago, Ill.

Booths For Sale
We have on hand three Unico booths, white enamel, sound proof, double glass; 9 feet 4 1/2 inches long, 5 feet 3 inches wide and 8 feet 2 inches high. Can be installed anywhere, and are offered at a price that represents a real bargain. L. Kay, 97 Chambers St., New York City.

FOR SALE
100 talking machines at manufacturers' cost. Machine should be desirable type, new style. No old or surplus machines. Immediate delivery. Chance to double your output. For full particulars address The Houghton Mfg. Co., Marion, Ohio.

Will Exchange
50 cases of large bobbin records, 12 inches, good quality, unreamed, skim finish. We will exchange for an equal value of cylinder records. Also want to exchange for a few lots of 10-inch records. Will pay cash and add for cylinder records. Address "712," care The Talking Machine World, 209 So. State St., Chicago, Ill.

FOR SALE
Will sell several cabinets, Open Sectional type, for both 10 and 12-inch records; cabinets finished in white enameled will sell at a very reasonable price. Address "XVZ," care The Talking Machine World, 373 Fourth Ave., New York City.
Business in the Talking Machine Trade Has Slowed Up Materially—Interesting Analysis of Conditions—Time for the Retailer to Inaugurate an Aggressive Campaign for Sales—The Record Situation—Enormous Import Duties—Gramophone Association Meets—Portable Models in Favor—W. R. Steel Expands—Business to Stand Some Heavy Taxes These Days—The Winner Forces Have Enjoyable Time—Columbia Dance Records Greatly in Favor—Other News of the Month

London, E. C., End, August 3.—In British gramophone trade circles there exists an unmistakable sales depression. To many traders it is nothing less than a slump, for, while in some districts business is just "going slow," in other quarters, particularly in and around this great city, trade is as flat as it well can be. In industries supplying articles of necessity and where enterprises and expansion are not so coincident with decreasing quantities, this condition of things occasions much concern, small or large, features one or more models at the moment, but as every gramophone concern, large or small, features one or more models of this class of instrument, it follows that with a wider distribution a bigger trade can be done in the aggregate than perhaps would be apparent to any one source of supply. In the direction of featuring the handy portable for outdoor entertainment, there is plenty of scope for entering activity in retail circles in co-operating with the present publicity of manufacturers like "His Master's Voice," Columbia, Crails & Stevridi, Pathé, etc. A noted aspect of retail efforts to stimulate trade is the inauguration of "special sale" weeks. This involves price reductions on all goods other than proprietary, and as the public loves a bargain, success in not a few cases has demonstrated that it was worth the dealers' while to adopt this course of business promotion.

Reduce Record Prices: Lesson

There is little possibility of a reduction in the price of British gramophone records: it will be a credit to our manufacturers if present figures can be maintained in the light of increased taxation, manufacturing, rail-carriage, and other charges. And if there is any lesson taught by the recent experience of German manufacturers, it would seem inadvisable to reduce our prices here. Following a big increase in the retail price of German discs, the retail association of distributing houses approached manufacturers for a reconsideration of the whole question. Their main argument was centered in a belief that with the advent of the quiet season some action was really necessary to stimulate trade. What better stimulus, thought the association, than a substantial reduction in prices? To this the German manufacturers were eventually persuaded, and a reduction of something like 40 per cent resulted. Dealers immediately got ready to handle a big trade. Much to their astonishment exactly the reverse happened. Sales at once declined almost to vanishing point. The most logical explanation is that the German public, hoping for a further reduction, decided not to buy. Their records will now probably cost them more since the manufacturers are expected to revert to the prices prevailing before the reduction.

Amount of Import Duty for 1919-20

For the fiscal trading year ended March 31 last the moneys collected by way of customs duty are now available for publication. The figures were disclosed in Parliamentary papers, and...
EDISON BELL

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

PERÖPHONE--PERFECTION--PRODUCTS

PERÖPHONES SELL--and carry with them a reputation of sound business for the Agent--

FROM OUR LONDON HEADQUARTERS—(Continued from page 220)


The accounts showed a balance in hand of £166,5.0, and these, together with the report, were unanimously adopted on the motion of A. E. Beckett (Pathé Frères Pathophone, Ltd.), seconded by G. Wallis (Messrs. Jos. Wallis & Son, Ltd.).

A very welcome departure has been made by the Gramophone Co., Ltd. Recognizing that the portable style of instrument has come to stay, they intend to cater to this side of the trade. Though compact, the new model makes no special claim to distinction on the question of size, for its measurements are 10½ x 11¾ x 14½". It is, in fact, one of the most complete portable models on the market for power of tone, general capacity and equipment. At £15 retail the new model is good value, and backed by the company's extensive press publicity it is meeting with a satisfactory demand.

"Never Again" Movement Expires Peacefully

"We are informed that through effusion of time, the arrangement has now lapsed of the representative London small goods houses who agreed together not to sell German goods for twelve months after the peace treaty; this was the group known as the 'Never Again' movement. The arrangement was found to be a wise one in the interests of British trade, but to-day it is opposed to Government policy. The houses concerned will henceforth decide individually on their course of action."

We think it advisable to say that the above is an ex parte statement issued to us, in common with other members of the press, for publication. We are entitled to assume that it represents the considered decision of all those privy to the

(Continued on page 222)
FROM OUR LONDON HEADQUARTERS—(Continued from page 221)

Paragraphs of General Trade Interest

This year's president of the Gramophone Association is W. Mauon, sales manager of the "His Master's Voice" Co. All will endorse the retiring president's eulogy that "Nobody could occupy the chair with such dignity as Mr. Mauon... The Association could look forward to a successful year under his chairmanship."

At the annual meeting of the Association some highly interesting statements were made by members. One influential member predicted, "on good authority," that the rail goods rates were likely to be increased by 20 per cent within a few weeks.

Another member produced statistics showing that on consignments of gramophone goods (to various districts) of the invoice value of £1600 the approximate cost of packing and carriage charges amounted to 5 per cent.

O. Ruhl advises me of his removal from 70 Finsbury Pavement to 15, 16 and 17 Middle street, Aldersgate, London, E. C. 1.

This being the quiet season, it is perhaps natural that great minds should soar high for inspiration. A journalistic friend of mine made a very important discovery on one of his flights of fancy. And the result is embodied in a paragraph in the London Music Trades Review, as follows: "Is it true that the searchlights are to be used during the Winter months to determine exactly where Messrs. Darewski's "Flies Go in the Winter-time?"

Traders Are in the Grip of Meteoric Prices

It is officially admitted that Great Britain is the most heavily taxed nation in the world. To many business men the biggest item is the 60 per cent excess profits tax. Every company is under toll. The burden of taxation and rising prices is so crushing that ordinarily keen business men are becoming more or less indifferent to wise expenditure and progressive action. Various commercial organizations have protested in vain about the E. P. D., regarding it as nothing less than a heavy premium upon industrial development.

This is not all. There is the corporation profits tax of 1s. in the pound, another 5 per cent off what would otherwise figure as gross profit. Presently there will be nothing left to tax. Everyone admits the seriousness of the situation. Wherever business men turn costs are on the move upward.

The recent revision of the postal charges by an average of 25 per cent is followed by a big jump in the rate for telephone services. In addition to a fixed annual rental rate (varying according to district), a message fee based on mileage will be inaugurated. And finally it is announced that a big increase, being an average of 100 per cent above pre-war level, is fixed on railway goods rates. It will operate early in August. One effect will be to increase the value of coal by 2s. per ton. For small parcels traders will doubtless find that the increased transit rate is nearer 150 per cent. That probably means 16d. per record.

The foregoing is sufficient to indicate in some measure the jumpiness of general conditions on this side.

B. G. M. Developments

In various ways the organization of the Brit-
Y E "POPULAR' RECORDS
LONDON'S LEADING VALUE!!!

Have Attracted Keen Overseas Houses
from SCANDINAVIA to PATAGONIA
AND THE PRINCIPAL EAST and WEST MARKETS of the WORLD

FROM OUR LONDON HEADQUARTERS—(Continued from page 222)

The Sound Box That Has Beat en the Band
An All British Production of the Highest Grade; Marketed at Popular Prices
4—Models Only—4

Vernon Lockwood
Manufacturing Co., Ltd.

76-78 CITY ROAD
LONDON, E. C. I.

Home Trade Output Booked Up for Season 1919-1920. WILL MAIL SAMPLE SET 4 MODELS B.C.F. (one only) TO ANY RECOGNIZED JOBBER ON RECEIPT DRAFT, $5 (DOLLARS)
timely issue on a twelve-inch record a month or so ago.

Two Big Hits by Delysia

Another triumph for Columbia is the issue of the two big hits, "You'd Be Surprised" and "Dardanella Song," sung by the original artist, Delysia, who created these successes in "Algar." Delysia is back again, and "Oh, What a Pal Was Mary," by the Royal Diamond Band; "That Wonderful Mother of Mine" and "Drink to Me Only With Thine Eyes," by the Misses Southgate, on Mustang or "Irene Selection," parts 1 and 2. Black Diamond Band: "That Wonderful Mother of Mine" and "Drink to Me Only With Thine Eyes," by the Misses Southgate, on Mustang or "Irene Selection," parts 1 and 2. Black Diamond Band; "That Wonderful Mother of Mine" and "Drink to Me Only With Thine Eyes," by the Misses Southgate, on Mustang or "Irene Selection," parts 1 and 2. Black Diamond Band; "That Wonderful Mother of Mine" and "Drink to Me Only With Thine Eyes," by the Misses Southgate, on Mustang.

The overseas department of the Board of Trade has organized a trade tour of the British Dominion. The countries to be visited are as follows: Africa, Australia, New Zealand and Canada. The gramophone industry seems to be fully alive to the opportunities of such a bold scheme of advertising and also of opening up new fields for its output. Present plans show the trade commissioners are due at the following cities on the dates named: Durham, July 24-August 7, 1920; Johannesburg, September 11-25, 1920; Cape Town, October 23-November 8, 1920; Perth, January 1-15, 1921; Adelaide, February 19-March 5, 1921; Melbourne, April 4-16, 1921; Hobart, May 16-28, 1921; Brisbane, July 2-16, 1921; Sydney, August 16-19, 1921; Christchurch, October 15-15, 1921; Auckland, November 14-26, 1921; Vancouver, January 16-30, 1921; Winnipeg, March 3-17, 1922; Toronto, April 17-May 1, 1922; Montreal, May 11-June 12, 1922; Halifax, July 12-26, 1922. Samples will be packed and carried in specially designed showcases. The scheme is to be self-supporting and the estimated initial charge to each exhibitor is 200 guineas. Freight, fares, rents, salaries of the necessary staffs and also the show cases are to be paid for by the firms exhibiting.

The following are representative of the value issues we are provided with a really charming variety of vocal and instrumental numbers.

The recent record issues of the British Zonophone Co. have been acclaimed by the trade as fine examples of the recording art. As usual, the program typifies the firm’s successful endeavor to cater to all musical tastes and in these recent issues we are provided with a really charming variety of vocal and instrumental numbers. The following are representative of the value offered: "Irene Selection," parts 1 and 2. Black Diamond Band; "That Wonderful Mother of Mine" and "Drink to Me Only With Thine Eyes," by the Misses Southgate, on Mustang or "Irene Selection," parts 1 and 2. Black Diamond Band; "That Wonderful Mother of Mine" and "Drink to Me Only With Thine Eyes," by the Misses Southgate, on Mustang or "Irene Selection," parts 1 and 2. Black Diamond Band; "That Wonderful Mother of Mine" and "Drink to Me Only With Thine Eyes," by the Misses Southgate, on Mustang or "Irene Selection," parts 1 and 2. Black Diamond Band; "That Wonderful Mother of Mine" and "Drink to Me Only With Thine Eyes," by the Misses Southgate, on Mustang or "Irene Selection," parts 1 and 2. Black Diamond Band; "That Wonderful Mother of Mine" and "Drink to Me Only With Thine Eyes," by the Misses Southgate, on Mustang or "Irene Selection," parts 1 and 2. Black Diamond Band; "That Wonderful Mother of Mine" and "Drink to Me Only With Thine Eyes," by the Misses Southgate, on Mustang or "Irene Selection," parts 1 and 2. Black Diamond Band; "That Wonderful Mother of Mine" and "Drink to Me Only With Thine Eyes," by the Misses Southgate, on Mustang or "Irene Selection," parts 1 and 2. Black Diamond Band; "That Wonderful Mother of Mine" and "Drink to Me Only With Thine Eyes," by the Misses Southgate, on Mustang or "Irene Selection," parts 1 and 2. Black Diamond Band; "That Wonderful Mother of Mine" and "Drink to Me Only With Thine Eyes," by the Misses Southgate, on Mustang.

Declarative, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

RESULT:

A FIRST QUALITY NEEDLE far ahead of anything of pre-war quality

INQUIRIES SOLICITED

Special Quotations for Quantities
This invention relates to sound reproducing machines and more particularly to a horn or amplifier therefor. An object of the invention is to provide a horn or amplifier which will amplify the sound reproduced by the sound box of the reproducing machine without affecting the purity of tone and without causing those harsh and blasting sounds which are sometimes produced to be magnified by the amplifier, and which at the same time will resonate in accord with the natural tones produced in a manner to enhance the quality of the tone.

Another object of the invention is to provide an amplifier having the above qualifications which are capable of being embodied in the form of a so-called concealed horn or amplifier for use in existing types of reproducing machines without change in the structure of other parts of the machine.

Various other objects of this invention will be apparent from a perusal of the following drawings:

Figure 1 is a front elevation, Figure 2 is a top plan view, Figure 3 is a side elevation with the near side of the horn removed to show the interior parts.


The present invention relates to improvements in talking machines and the like and more particularly to a sound controller therefor. The advantages of the improvements will be apparent to those skilled in the art from an understanding of the following specification in connection with the annexed drawings which diagrammatically illustrate only some of the specific embodiments which the invention is adapted to take.

In these drawings, Fig. 1 shows one form of the invention arranged to control the sound passage in the tubular connection which operatively connects the tone arm with the horn of a talking machine, the valve parts being shown just closed. In the remaining figures the phonograph parts such as the tone arm and horn are not repeated, but for simplicity are shown merely as valve parts. Continuing with a brief description of the drawings, Fig. 2 illustrates the valve parts of Fig. 1 still further seated or adjusted relative to each other; Figs. 3 and 5 show two modifications of the valve parts illustrated in their just seated position; and Figs. 4 and 6, respectively, illustrate the valve parts of Figs. 3 and 5 still further seated on each other.


This invention relates to improvements in reproducer. The main objects are: First, to provide in a reproducer an improved diaphragm and voice box, that is, a diaphragm and voice box having a weight for the stylius lever. Third, an improved floating weight mounting.

A structure which is a preferred embodiment of the invention is clearly illustrated in the accompanying drawing, forming a part of this specification, in which:

Fig. 1 is a vertical longitudinal section on a line corresponding to line 1—1 of Fig. 2, parts being shown in full lines. Fig. 2 is an inverted view of the sound box. Fig. 3 is a top view of the stylius carrying member or floating weight.

Fig. 4 is an enlarged detailed horizontal section on a line corresponding to line 4—4 of Fig. 1. Fig. 5 is a detail inverted view of the outer end of the floating weight.


This invention relates to talking machines, particularly to attachments therefor, and has for its object the provision of a record cleaner in the nature of a rotary brush driven by a spindle carrying the turn table of the disk type of talking a set, whereby the brush will thoroughly clean the record during the playing thereof.

An important object is the provision of a cleaner of this character which may be slid into a casing or receptacle carried by the cabinet of a talking machine when the use of a brush is not desired.

Another object is the provision of a device of this character in which the rotary brush is mounted within a casing open at one side and provided with a rubber flap serving as a dust collector.

A further object is the provision of a cleaner of this character which is adapted for association with the drive spindle projecting through the turn table and which may be associated with the talking machine without making any appreciable alterations therein.

Fig. 1 is a plan view of a talking machine having the device associated therewith. Fig. 2 is a view on a larger scale showing a longitudinal sectional view taken through the brush and its casing, and Fig. 3 is a detail side elevation showing the upper end of the vertical housing. Fig. 4 is a fragmentary plan view showing the rear end of the brush holding casing, and Fig. 5 is a fragmentary elevation of the upper end of the tubular housing taken at right angles to Fig. 5.


This invention relates to records for sound reproducing mechanisms, and to apparatus employed in making and reproducing sounds from said records.

One of the objects of the invention is to provide a record body of any of the well-known types, with a multiple record groove, i.e., with a groove having side walls and a bottom wall, the surfaces of which walls have been treated to form independent sound records. A further object is to provide a sound reproducing apparatus, and means co-operating therewith, to selectively make or reproduce records on the walls of said multiple record groove. A further object is to provide a sound reproducing apparatus which is capable of reproducing a record irrespective of whether the same is made with a groove varying vertically as to depth, or has its sides varying laterally.

A further object is to provide a sound recording and reproducing apparatus, constructed to simultaneously or sequentially record or reproduce, with a single groove, two or more recorded selections. A further object is to provide means whereby a groove that varies both vertically and laterally may be utilized for recording and reproducing sound.

Fig. 1 is a diagrammatic sectional view illustrating a sound record made in accordance with the invention. Fig. 2 is a side view of a sound reproducing apparatus capable of use in connection with such a record. Fig. 3 is a plan view of a portion thereof. Fig. 4 is a detail view of the controlling device. Fig. 5 is an enlarged detail view illustrating diaphragms and stylus co-operating therewith, for operating both vertically and laterally. Fig. 6 is an enlarged detail view thereof. Figs. 7 and 7a show a modified form of reproducing instrument. Fig. 9 is a plan view of the automatic device by means of which the desired record within the record groove is selected. Figs. 10, 11 and 12 are detail views illustrating the means in which the stylus engages the record. Figs. 13, 14, 15, 16 and 17 are enlarged views of details of the reversing mechanism. Fig. 18 is a detail view of one of the tappets. Fig.
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 225)

19 is a detail sectional view of the setting cam and its operating arm.

Fig. 19 is a detail sectional view of the setting cam and its operating arm.

Another object of this invention is to provide an improved friction support for lids which it shall not be necessary to renew after each record has been played, as is now customary. It contemplates the provision of a needle which may be utilized any number of times, but in which the actual playing point is not of sufficient hardness to damage the record.

A further object is to provide a needle of this style in which the playing point may be renewed without the exercise of any mechanical skill whatsoever. A final object of this invention

This invention relates to phonographs, the particular purpose being to suppress as far as practicable the undesirable noises due to the mechanical scratching of the stylus upon the record disk or member equivalent thereto.

The invention aims to divide the sound waves into two parallel channels so as arranged as to cause the undesirable sounds passing through one channel to interfere with those passing through the other channel, and thus produce virtual silence. The length of one of these channels is varied, gradually, during the operation of the machine, so as to cause the sounds passing through it to travel a distance slightly longer than the sounds passing through the other channel, and by so doing there is an interference of the sound waves, in passing through the two channels, to neutralize to a considerable extent the acoustical effect of the two groups of sound waves, and that, too, independently of the fact that the wave lengths of the sounds in question grow longer as the stylus approaches the center of the disk.

Fig. 1 is a plan view of a phonograph needle which shall not be necessary to renew after each record has been played, as is now customary. It contemplates the provision of a needle which may be utilized any number of times, but in which the actual playing point is not of sufficient hardness to damage the record.

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Victor Service That Helps

FROM THE HUB OF NEW ENGLAND to every down East city and town Ditson Victor Service moves smoothly and regularly. It forms a connecting link from the Victor factory that is complete and direct. It follows the machines and records through the dealer's store and into the home of the customer with an interest and helpfulness that is practical.

The house of Ditson does not hoard its experience, but passes it on for the benefit of its clientele. This is a fact worth remembering.

Right Service is Highly Important Just Now

Oliver Ditson Company

Chas. H. Ditson & Company

NEW YORK

ADVANCE RECORD BULLETINS FOR SEPTEMBER—(Continued from page 227)

CO77 20)16 Venetia. 20017 Romance.

33164 Silver Threads among the Gold. Violin, saxophone, and piano.


SACRED RECORDS

2016 In the Autumn of Life. Tenor, orch. accomp.

DANCE RECORDS

4001 Rhythm. Violin, cello, and piano.

PARAMOUNT RECORDS

20014 Blues (My Naughtie Sweetie Gie me To). Fox-trot.

Florence. Violin, cello, and piano.

7008 Wuthyot Cry. Hawaiian guitar.

NEW YORK

1910 I'll Be With You In Apple Blossom Time (Flee.

2008 I Wish I Had Some One to Rock Me in Heaven When I'm Down From.

GENNETT LATERAL RECORDS

904 Old Man Jazz (Gene Qua). Novelty, vocal.

4104 I'm Goin' Up to Mars (Willy White). One-step.

EMERSON PHONOGRAPH CO.

LATEST SONG HITS

4120 A Thousand and One Things That I Want to Say.

POPULAR VOCAL

2114 I'm the Only One (From Musical Comedy, "Mary"). Baritone, orch., accomp.

3115 I Wish I Had Some One to Rock Me in Heaven When I'm Down From.

2117 I'll Be With You In Apple Blossom Time (Dean.

2118 I'll Take You Away (Smith-Beergey). Violin, tenor, and cello.

OLYMPICOPERA.COH.C.),


1914 I'm the Only One (From Musical Comedy, "Mary"). Baritone, orch., accomp.

1915 I Wish I Had Some One to Rock Me in Heaven When I'm Down From.

1916 I'll Take You Away (Smith-Beergey). Violin, tenor, and cello.

1917 I'll Be With You In Apple Blossom Time (Dean.

1918 I'll Like To Take You Away (Smith-Beergey).

ROGER FURS.

LEON J. ROBERTS.

228 THE TALKING MACHINE WORLD AUGUST 15, 1920
Continuous Sales With This Complete Line!

The original sale to a customer is only a starter if you handle the Paramount group of Products. Here you have a complete line—phonographs, records, needles and accessories—all Paramount. All easy to sell once your store becomes known as the Paramount Store.

Write your Paramount jobber to-day

The Paramount Co., Port Washington, Wis.

September Releases

Blues (My Naughty Sweetie Gives to Me)—Fox-trot
Whiteway Jazz Band 20016

I've Got the Blues for My Old Kentucky Home—Comedy, with Orch.
Flo Bert 20012

Venedia—One-step
Selvin's Novelty Orchestra 20016

To Sweet September—Fox-trot
Selvin's Novelty Orchestra 20016

Romance—Waltz
Newport Society Orchestra 20015

Young Man's Fancy (Music Box Novelty, from "What's in a Name")—Fox-trot
Newport Society Orchestra 20015

The Moon Shines on the Moonshine—Solo, with Orch.
Arthur Collins 20016

Tired of Me—Solo, with Orch.
Sam Ash 20016

Tenth Regimental March—Military Band
Lieut. Ridgeley’s 69th Reg. Band 20015

National Emblem March—Military Band
Lieut. Ridgeley’s 69th Reg. Band 20015

Silver Threads Among the Gold—(Violin, Sax. and Piano)
Old Homestead Trio 20016

When You and I Were Young, Maggie—(Violin, Sax. and Piano)
Old Homestead Trio 20015

Beautiful Isle of Somewhere—Vocal
Ernest Davis 20016

Open the Gates of the Temple—Vocal
Ernest Davis 20016

Distributors

SHIPLEY-MASSINGHAM CO.,
Pittsburgh, Pa.
For Western Penn. and West Virginia
E. R. GODFREY & SONS CO.,
Milwaukee, Wis.
For Iowa, Minnesota, Wisconsin, Indiana and Wisconsin
WILSON FURNITURE CO.,
Louisville, Ky.
For Kentucky, Tennessee and Alabama
THE OHIO PARAMOUNT CO.,
415 Euclid Ave., Cleveland, O.
For Ohio
JOHNS BROS., MFG. CO.,
St. Paul, Minn.
For Minn., Sd., N. Dak., N. Daho. and Northern Montana
COX & SIMPLINS.
SOUTHERN PARAMOUNT CO.,
Atlanta, Ga.
For Georgia, N. Carolina and S. Carolina
PEDEEN IRON & STEEL CO.,
Houston, Texas
For Texas

Paramount
Talking Machines & Records
There Will Be No Deflation of Edison Phonograph Prices

The consumer rightfully expects, and will see, a deflation of prices of most merchandise, as most prices were inflated during and after the war. There will be no deflation of Edison Phonograph prices, however, as the increase since 1914, including War Tax, has been only 15 per cent. There was no inflation.

"Edison Stood the Gaff"

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