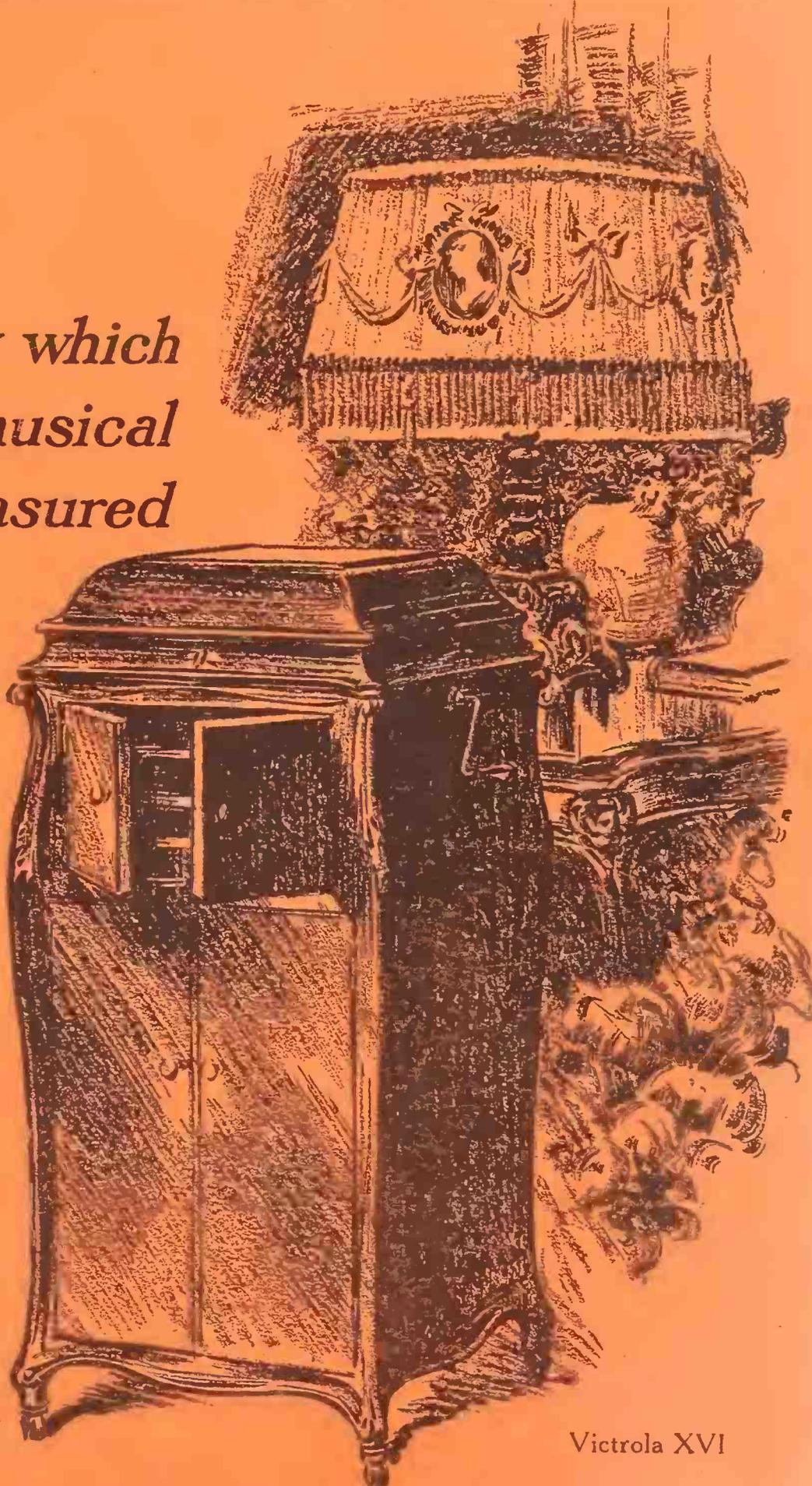


The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

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

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



This trademark and the trademarked word
"Victrola" identify all our products. Look
under the lid! Look on the label!
VICTOR TALKING MACHINES CO.
Camden, N. J.

Victrola XVI

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



Consider these facts!

Easiest to sell, bringing cash for sales, being in tremendous demand and keeping dealers' bank balances at the highest levels, the Sonora is the phonograph for YOU to handle.

Sonora has never been offered on the "dollar down" principle. Quality has been made the incentive at all times.

The Sonora line is wonderfully complete, including 32 superb instruments—7 upright, 24 period and 1 Portable. There is a Sonora to suit every purse, prices ranging from \$75 to \$1800.

Sonora dealers know that not only is the Sonora a money-maker now, but that it builds an enduring business for them.

The Sonora is licensed and operates under BASIC PATENTS of the phonograph industry, which insure you against troublesome patent litigation.

To MAKE, USE or SELL an infringing patent constitutes a violation of the patent law.

Write today regarding a Sonora agency.

With our new factories in operation we can now care for new dealers.

Sonora Phonograph Company, Inc.

George E. Brightson, *President*

NEW YORK: 279 BROADWAY

Canadian Distributors: I. Montagnes & Co., Toronto

The Highest Class Talking Machine in the World

The Talking Machine World

Vol. 17. No. 1

New York, January 15, 1921

Price Twenty-five Cents

SHOULD CONCENTRATE ON SELLING

Skilled Salesman's Time Should Not Be Taken Up With Minor Details—The More He Knows the More He's Worth to His Employer

The importance of giving the closest attention to the intelligent handling of record sales is pointed out very pertinently in the recent bulletin issued by the Putnam-Page Co., Victor distributor of Peoria, Ill., as follows:

"The employer who has little tasks to give his record selling people other than the work of selling records is using expert help for work that lesser paid people could accomplish. This refers to the work of mailing and stock taking and bookkeeping in other parts of the store.

"No salesperson in a Victor shop need ever be idle and time spent in studying records in stock and to come is of far more value as an eventual money getter than that utilized for minor tasks about a store. Have it a rule to plan each day in the record department and plan that day to include between-time study of records along previously discussed lines. Knowledge is power and power of mind makes sales.

"The more an employe knows of the employer's business the more that employe is worth. And this benefits both parties concerned.

"Record salespeople should have, and should exact, a proper amount of time to study their record offerings. But of all things use your day to profitable advantage. Do something toward selling other than to just wait on customers. There are many avenues—the telephone, the card index showing when the customer bought last, etc. Above all take a retrospect of the day—look backward and decide honestly for yourself if you have accomplished anything."

NOW'S THE TIME FOR COURAGE, CONFIDENCE AND ACTION

Every Brain and Hand in the Talking Machine Industry Should Utilize Every Atom of Energy, Every Constructive Thought, Every Helpful Suggestion to Develop Business During 1921

The opening of the New Year is usually associated with resolutions. In this connection there is no resolution more worthy of consideration by the talking machine and business man generally than that of resolving to cease grumbling and complaining, and to go out after business and to capture it. The Nation has not gone bankrupt overnight, although some of the rumor-mongers would have us believe so. There is business to be had in goodly volume by those who are sane and courageous—those who have faith in the United States and its future.

A great many of our business men have cut a sorry spectacle for the past six weeks; they have lost their accustomed poise and grit, and have joined with the weak-kneed crowd in a panic of pessimism that is only paralleled by the gloomy outlook pictured on the entrance of America into the world war. The prophets of disaster at that time were all mistaken in their conclusions as to the business future, and the prophets of disaster to-day will be likewise fooled regarding the development of business during 1921. It is time for faith, courage, confidence and—action.

Along this line we recently came across a very vital message to business America in the Chicago Evening Post which is well worth reproducing because of its timeliness. It reads as follows:

"This is the time for every brain and hand to utilize every atom of energy, every constructive thought, every helpful suggestion that will furnish more power to the business motor.

"This is the time when the generals of business must take off their coats, roll up their sleeves, spit on their hands and re-vim every department, inside and out. One hundred per cent management must register 110 per cent and more.

"This is the time when raw material men

RUSSELL HUNTING, JR., IN JAPAN

Now Is Chief Recorder for the Nipponophone Co., Ltd., in the City of Yokohama

Russell E. Hunting, Jr., is now head of the recording department for the Nipponophone Co., Ltd., of Yokohama, Japan. The Japanese music, on account of its many peculiarities, has been rather difficult to record in the past, but Mr. Hunting has mastered the subject and is now busily engaged in turning out records for his company. The Nipponophone Co., Ltd., has been established in Japan for ten years and is the pioneer firm in the talking machine industry in that country. Mr. Hunting's father is the chief recorder for the Pathé Frères Phonograph Co. in this country.

OPENS THIRD STORE IN KENOSHA

Mayer Drug Co. Handles the Puritan Phonograph With Great Success in That City

The Mayer Drug Co., of Kenosha, Wis., recently opened its third store in that progressive city, the new establishment at West Market and Main streets being in charge of Harry Mayer. The Mayer Drug Co. represents one of the few drug concerns that have given really earnest thought to their talking machine department and have won genuine success thereby. The company handles the Puritan line of machines and records in all its stores and makes a special feature of window displays.

Too often a dealer prepares his advertising copy and puts in all the essentials except the big one, the invitation to buy.

MOST DEALERS FAVOR INTEREST

Canvass by Stewart Talking Machine Co. Proves Majority Favor Charging of Interest—Strong Demand for New Road Signs Now Prevails

INDIANAPOLIS, IND., December 31.—The Stewart Talking Machine Co., Victor wholesaler of this city, reports that a canvass of its dealers shows an overwhelming majority in favor of the charging of interest on deferred payments. In fact, of the first 102 dealers who answered, ninety-two were in favor of the establishment of an interest rate, and only seven opposed to such a charge. The majority of the dealers favored an interest rate of 6 per cent, while some suggested 7 per cent, and others higher rates up to 10 per cent. The Stewart Co. has made a strong effort to bring about the charging of interest, not alone for the purpose of giving the dealer a fair return on the money that he is actually loaning the customer by making an instalment sale, but also to give the dealer some argument to present to the customer as to why it is desirable to pay cash.

The Stewart Co. reports that there is a lively demand from dealers for the special Victrola road signs, announced recently in The Talking Machine World, and it is probable that when the roads are open for heavy traffic in the Spring, it will not be possible to travel for many miles from Indianapolis in any direction without being confronted with a number of these signs.

WIRELESS MUSIC FOR LEAGUE

Concert at Chelmsford Entertains Audience 700 Miles Away at Geneva—Amplifying of Music Accomplished by Stentorphone

A news dispatch from London says that record music transmitted by wireless from Chelmsford was heard in every part of the hall of the League of Nations at Geneva, about 700 miles distant, in the course of new wireless telephone trials. The result was obtained by attaching a magnifying trumpet called a "stentorphone" to a telephone receiver.

In a subsequent statement Marconi's announced that when the stentorphone experiments are completed politicians will be able to deliver speeches simultaneously to several audiences in different parts of the world through the wireless telephone transmitters installed in their own homes. By the same means vocalists can give world-wide concerts.

GREAT HONOR FOR MME. D'ALVAREZ

Noted Contralto and Vocalion Artist First Woman to Sing in Westminster Abbey

Marguerite D'Alvarez, the noted Peruvian contralto, who, incidentally, records exclusively for the Vocalion, returned from a visit to England recently where she had the distinguished honor of being the first woman ever to sing in Westminster Abbey. Mme. D'Alvarez sang in the Abbey at the request of the Dean in aid of the Reconstruction Fund, and declared that the crowd was the largest which this famous edifice contained since the last coronation.

FIRE DESTROYS SHERMAN STORE

The headquarters of S. A. Sherman, Victor dealer, 2138 Third avenue, New York City, was visited by a serious fire on Saturday morning, December 18, which resulted in a complete loss. Mr. Sherman has been doing business at the above address for the past fifteen years and had on hand a large stock of Victor talking machines and records for the holidays. The loss is estimated at \$25,000, which was partly covered by insurance.

Eight Practical Ideas That Have Helped to Make Talking Machine Sales :: :: By Lyne S. Metcalfe

No. 1

Rouses Interest With Evening Musicales

An Indianapolis dealer sent invitations broadcast to people in his district announcing a "musicale" in his store. The following letter form was adopted:

"Dear Madam:—As one who appreciates good music, I request that you attend a free musicale to be held in our store next Wednesday evening, at 8 o'clock. We have just received a new supply of records and will render them on our newest and most improved machine, a phonograph startling in its perfect rendition of vocal and instrumental works; and we trust that you may be among those present. Just a 'get together' on the part of our people who like the best in music. We hope you may be present. Very truly yours, (Signed) _____."

This invitation was sent out on a special superfine letterhead. Out of 700 invitations, 230 responded. Special arrangements were made to subordinate all commercial or business atmosphere in the store and the finest machine obtainable was utilized for the playing of the records. The first musicale was a success; three others have been held since, with intervals of two weeks in between and the attendance is constantly growing. It is not a part of the plan to make sales at the time, but to find out those people in the district who like music and whose trade is worth while. It was only by eliminating all trace of "advertising" that the Indianapolis dealer got results. However, three sales were traced to interest aroused by the first musicale and four to that aroused by the second.

In addition it brought people into the store and record sales have shown a decided increase ever since the first affair. As a business winner, the making of an event out of a demonstration brought in the bacon.

No. 2

A Window Display That Got Results

"The talking machine is the only universal instrument—it brings into your parlor every instrument ever invented."

A yellow streamer, reading as above, was stretched across a dealer's show window in Seattle recently. In the window, resting on a velvet-draped platform, was a fine model of this dealer's leader. Arranged around it, in a semi-circle, were various musical instruments, includ-

ing the brass orchestral instruments as well as the violin, guitar, mandolin, harp, 'cello, etc., borrowed from a downtown dealer. From each instrument ran a blue ribbon to the talking machine. The price of each instrument was given on individual placards, while a large placard, well forward in the window, gave the total value of the instruments, excluding the talking machine.

The total was \$3,200. "And you could not play them all if you had them in your home," it was stated. "Yet, this talking machine will give you music created by every one or each of these instruments and it costs only \$200. And anybody can play it."

This sales argument was snappy and to the point. It attracted attention and brought sales. This dealer took advantage of the varying public taste concerning musical instruments.

He appealed to the likes and dislikes of every person who passed his door. He had a striking argument—the universal ability of the talking machine.

No. 3

Issues Manual for Care of Machines

A Chicago dealer last Spring issued a small manual, which he distributed among his customers, on the care of machines. It was not only explained that certain things must be done in order to preserve the tone and appearance of the talking machine, but also instructions in case of shipment or when using the machine at Summer resorts and under abnormal conditions. Requests for extra copies of the book gave him some good advertising, even among people whom he had never sold.

No. 4

Shows Personal Pictures of Stars

A St. Louis dealer secured a series of intimate views of the famous singers, orchestra leaders, etc., who furnish music for the records and had them greatly enlarged. He shows one star at a time, the pictures being mounted on an easel well forward in the window. A placard explains. Some of the features of this pictorial series were:

"Madam Schumann-Heink bathing one of her grandchildren.

"A good housekeeper, a mother, a grandmother and a nurse as well as a singer.

"You can hear her sing if you will step inside."

Another read:

"Caruso owns 480 suits of clothes and keeps two

valets busy looking after them. He also has enough walking sticks to supply one for each man in a regiment.

"Come in now and hear Caruso sing. No obligation."

And still another:

"Madam Homer sings her children to sleep every night. When she sings for operagoers she gets a thousand dollars a night.

"You can hear her sing for nothing—just step inside."

Introducing the human interest element in the famous record makers attracted widespread attention. Phonograph fans are just as much interested and curious regarding the private lives of the musical stars as movie fans are about the much-advertised and pictured movie stars.

No. 5

Increases Record Sales by Calls

A great many people, in Winter, hesitate to go out for records, and others, through sickness or business, neglect to look over the new selections though they would do so if they had time. An Omaha dealer takes his sales list and periodically phones talking machine owners asking permission to bring a dozen newly arrived selections up for demonstration. He "covers" as many as six and eight homes in the course of an evening and many sales result. He gets acquainted with his people in this way and they appreciate the pleasure of hearing the records and the service he thus renders them. In several cases he has managed to interest people in new machines to replace the old ones they have in use. He gets an opportunity to examine every machine in his district, personally, and this information is of great value to him.

No. 6

Utilizes Movies to Get Prospects

A Baltimore talking machine dealer has found movies of value in developing buyers for machines. A local film company produced a 100-foot picture, by trick photography, which brought a big laugh in local theatres and focused the attention of the people on his store. The picture revealed the antics of a dog who hears "his master's voice" in the machine and who tries to jump into it. Great care was taken to get funny expressions on the dog's face. At the end there appeared a picture of the dealer's store and a "close up" view of his leader.

No. 7

Dealer Offers to Catalog Records

Talking machine owners seldom take the care

(Continued on page 6)

Reasons Why NYACCO Albums Are the BEST

[In Six Chapters]

CHAPTER VI

The SIXTH consideration in the making of the NYACCO album shows the album all completed. The pockets, made two in one, reinforced into the solid wooden back by the staples, lie perfectly flat, which gives the first attraction when the album is opened.

Watch our final issue showing all our six chapters combined into one



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

New York Album & Card Co.

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

Ask Your Jobber for Genuine NYACCO Albums—Accept no substitute.
Distributors throughout U. S.—Write Us for Name & Address of Jobber nearest you.

Victor Supremacy

The supremacy of the Victrola marks it as the greatest of all musical instruments.

And with Victrolas in such splendid variety, possibilities are unlimited for every Victor retailer.

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

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

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

Victor Wholesalers

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

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



Victrola VI, \$35
Mahogany or oak



Victrola IX, \$75
Mahogany or oak



Victrola XI, \$150
Mahogany, oak or walnut



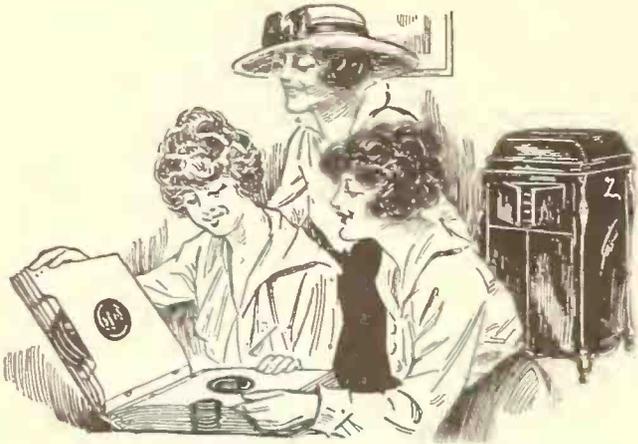
Victrola XVI, \$275
Victrola XVI, electric, \$337.50
Mahogany or oak

Victor Talking Machine Co.

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



IMPORTANT TO THE TALKING MACHINE TRADE



SELECTING THEIR FAVORITES

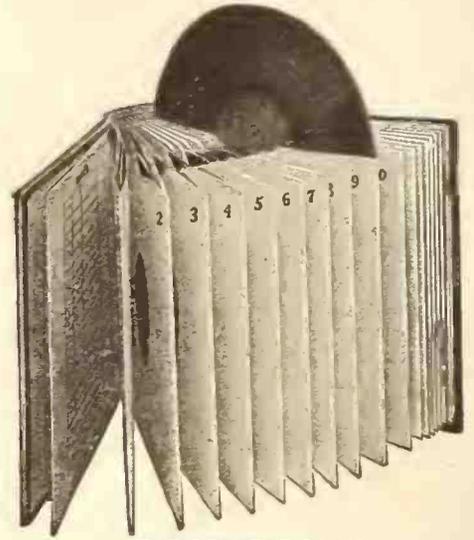
NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.
CHICAGO OFFICE: 508 South Dearborn Street

Lower Prices for Record Albums

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

We solicit your orders and correspondence.

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



THE PERFECT PLAN

EIGHT IDEAS THAT HAVE WON SALES

(Continued from page 4)

of their records that they should. This is a well-known fact. A Pittsburgh dealer has capitalized this idea by offering to give every owner a start in keeping his catalog in order. He employs a sales girl who also is expert at record handling and stocking. Upon a call from a customer, she takes three grades of albums and quickly installs the system for the customer. The sale of the album is a part of the transaction. Very often six and even twelve books are sold to owners who have large collections. The service is appreciated by customers who always find the records misplaced when most wanted. A form letter launched this service scheme, announcing its value to the owner, also giving the prices of the books. The profit on the sale pays for the girl's time, since she does it all in the forenoons when business is slack.

No. 8

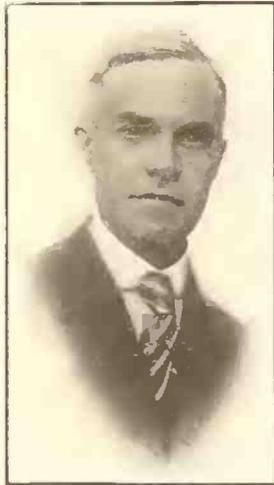
"Even a Monkey Can Play Our Machines"

To demonstrate the ease with which the modern talking machine may be operated, a Tampa, Fla., dealer secured an intelligent monkey and taught him how to wind a machine and start the record going. When Joko's education was complete he was placed in the show window and permitted to give the crowd a treat. At a given moment, when the last notes died out, the Simian promptly began all over again. A liberal reward of peanuts, at intervals, kept the monk busy. Also, he seemed to enjoy the music. He put a few records out of business, but at that the advertising secured was cheap.

C. M. DALLY WITH REMINGTON CORP.

Talking Machine Man Well Known in Metropolitan Territory to Represent the Remington Phonograph Co.—Popular and Capable

Everett H. Holmes, sales manager of the Remington Phonograph Corp., New York City, has announced the appointment of Chas. M. Dally as general wholesale representative of the above company for the Metropolitan district. Mr. Dally is well experienced in the talking machine field, having been connected in the past with both the Columbia and Pathé organizations. He also enjoys a large circle of friends in the Metropolitan field to which he has devoted much of his time.



C. M. Dally

The name Remington is not new to Mr. Dally as some time previous to his work in the talking machine field he traveled in the Far East in the interests of the Remington rifle. He is enthusiastic over the Remington phonograph line.

D. J. Meggenburg has opened a new talking machine store in Manchester, Ia., and has secured a good stock of Brunswick machines

BRUNSWICK SHOP IN TERRELL, TEX.

Branch of Dallas Concern Opens Doors With Appropriate Musical Ceremonies

TERRELL, TEX., January 3.—The Brunswick Shop of Terrell held its formal opening last month and on the opening day there were held concerts both in the afternoon and evening. In addition to the record numbers given, the program was supplemented by the Louisiana Five Jazz Orchestra. Little Miss Cyrene Bell, of Dallas, gave a classic dance, impromptu.

The Brunswick Shop of this city is a new branch of the Bungalow House, 1818 Main street, Dallas. A. W. Macon, of the Bungalow House, Dallas, and W. H. Humphries, of the wholesale department, were present and assisted J. E. Macon, local manager, in the opening.

Refreshments of sandwiches, cake and coffee were served to over 500 visitors.

The opening was decidedly one of the most novel and unique events ever held in Terrell.

ITS GENDER DEFINED

Tommy was always a troublesome boy and at grammar he was always at his worst.

"What gender is 'phonograph'?" asked teacher one day.

"Feminine gender," promptly replied Tommy. "No, no; it's neuter!" returned teacher sharply.

"Well, it ought to be feminine," was Tommy's unblushing reply: "'cause it repeats everything it hears!"

Peerless Metal Back Album



Write for particulars about this indestructible album.

PROSPERITY AND EXPANSION

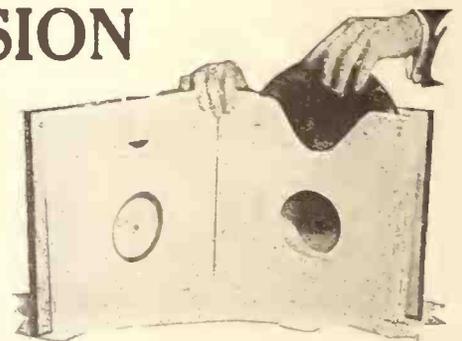
On February 1st Peerless will be completely established in its new home—right on Broadway.

In these larger and roomier quarters our output will be substantially increased, which means an improved service to you. The new location is most convenient for visiting buyers and affords us the best possible shipping facilities to all points of the world.

All members of the phonograph industry are cordially invited to inspect our new plant and view the developments that Peerless has made in album manufacture.

PHIL RAVIS, President

PEERLESS ALBUM COMPANY
636 and 638 BROADWAY :: NEW YORK CITY



PEERLESS BIG TEN

Write for particulars about this new and exclusive album, offered in sets.

Chicago Office:
57 E. JACKSON BLVD.



Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



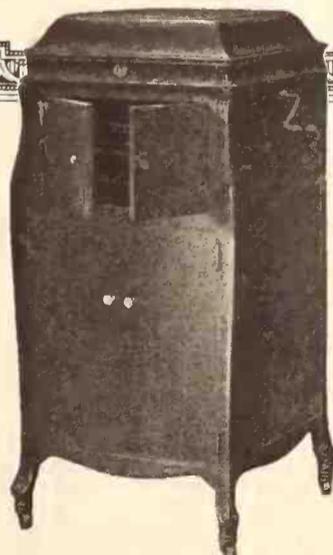
Victrola IX, \$75
Mahogany or oak



Victrola X \$125
Mahogany, oak or walnut



Victrola XI, \$150
Mahogany, oak or walnut



Victrola XIV, \$225
Mahogany, oak or walnut



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



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



Victor Supremacy

Supreme as a musical instrument, the Victrola naturally stands supreme as a business proposition.

The success of Victor retailers follows Victor supremacy as a matter of course.

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Victor Talking Machine Co.

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

The **TALKING**
For the makers & sellers of talking machines **MACHINE**
WORLD

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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 Cable Address: "Elbill," New York.

NEW YORK, JANUARY 15, 1921

STARTING A NEW PAGE IN TRADE HISTORY

ACCORDING to leaders in the nation's business and those in close touch with the economic situation throughout the country it appears as though the crisis in the apparent wave of depression, or business suspension, has been passed and that during the next month, or at least in March, there should be a noticeable improvement in business conditions generally.

Readjustment all along the line was inevitable, and the public had evidently come to a realization of the fact, but the rapidity of the decline in business has been startling. It is declared that, with improved conditions in the agricultural domain, the situation will change materially for the better, and any measure of prosperity for the farmers will make itself felt immediately in every industry.

The logical advice offered by those in the best position to advise is that there should be a stop put to calamity howling and that, instead of wasting time complaining and worrying over the situation, the business men of the country should buckle down to business and by increased effort offset any possible depressing effects.

Such institutions as the Federal Reserve Board express themselves as ever so much more satisfied with the situation to-day than a year ago. Twelve months ago, members of the Board say, they didn't know when the drop would come or how hard the fall would be. Now the bottom has been reached and it is much easier to deal with an upward curve than a downward glide.

It may appear hard for dealers in certain sections to appear bright and cheerful when a falling off of business is in evidence, but it is certain that merely sitting tight and lamenting the change in the situation will not avail, whereas increased efforts will inevitably meet with some measure of success.

There is no reason in the world why the majority of talking machine dealers, and through them the manufacturers of the products they handle, cannot build up a substantial business total for the new year. It will mean conscientious effort, plenty of hard work, the expenditure of some real money for a trade development program, and a willingness to give the sort of service that will please the customer and make him a purchaser.

Regardless of how the general business situation may develop the talking machine dealer must become resigned to the fact that the easy times of the sellers' market are past—that instead of allocating a limited supply of machines and records to a hungry populace he must dig up business and cater to it just as do merchants in other

lines. In the long run it may be a good thing for some of the dealers and for the trade generally to be faced with a condition that requires the exercise of constructive salesmanship.

The leading manufacturers have for years preached the doctrine of better selling. When there was really little to sell it was pointed out that preparations should be made to meet a sellers' market. The manufacturers, and it is fair to say a good proportion of the dealers, realized that the situation must change some time. Those who heeded the warning are selling goods to-day, while those who didn't listen have some real problems to face.

THE UNION OF MUSIC AND EDUCATION

THE importance of music as a great civilizing force in the Nation is universally conceded, but it is sometimes overlooked that the talking machine is playing a tremendously vital part in this connection. Not only is it taking the very best in instrumental and vocal music into the homes of the poor as well as the rich, but it has assumed an important position in the educational system of the United States.

The most progressive educators throughout the country have recognized the great value of the talking machine in the school, not alone as a disseminator of musical knowledge, but as a refining influence that cannot fail to affect favorably students, no matter in what grade they are studying. The educational departments of our leading talking machine companies have been deluged with letters of a most commendatory nature from State superintendents of public instruction in which they concede that no other influence has been more potent for good than the use of the talking machine, combined with the very systematic form of educational service outlined for the schools.

It is inevitable that the increased appreciation of music, which must result from the use of the talking machine in the school, will indirectly stimulate a love for the best in music in the home, and from the home it is bound to radiate throughout the entire Nation.

The very successful work which is now being achieved through the campaign carried on by the National Bureau for the Better Advancement of Music is, needless to say, helpful to the talking machine industry. Its work is along progressive lines and means a broad encouragement in cultivating the art of music in every form throughout the Nation. This, of course, means much for the music industry as a whole, because the wider cultivation of music must result in a greater demand for musical instruments of all kinds, hence talking machine men should become active supporters of this movement. It should win their enthusiastic support, not only because it may help them in their individual business, but because music is a priceless asset to the community. It inculcates that art atmosphere—that refinement that leads the people from sordid tastes and desires to a new world of usefulness and pleasure.

DEVELOPMENT OF THE ART OF RECORDING

REPORTS from Paris to the effect that Ignace J. Paderewski, the famous pianist, will be able to play no more in public, again bring to mind the fact that the development of the art of music recording and reproduction through the medium of the talking machine and its records, and in this case also through the medium of the player-piano and music roll, has made it possible for music lovers to have in their libraries perfect reproductions of the art of this pianist. There comes first, of course, the living artist, but next there comes the reproduction of that artist's own interpretations of musical works, for it is this personal interpretation that is the real essence of the artist's standing and importance.

The work of the great musical artists of other generations is now entirely lost, except perhaps in the memories of the aged, but the work of the great artists of this generation is for the most part perpetuated through the medium of their recordings on records and rolls. Aside from the historical interest in such records, they doubtless will afford an invaluable aid to music students of the future in determining what advancement has been made in the art, and how the work of the masters of former years compares with the work of contemporary artists.

It would seem proper and right that some definite effort be made to gather together, under State, or preferably national, auspices, the recordings of these artists, if only for their truly historical value. The industry itself should be the first to advocate, and where possible facilitate, the carrying on of work of this kind. It will probably

be a work unselfish and without profit, but a move that will prove of undeniable benefit to musicians and historians of the future.

Already certain records by well-known artists of the day, having been cut out of the catalogs by the manufacturers in favor of new titles, are being sought by collectors, and several such records command a substantial premium. The records to be preserved should be selected before they are cut out of the catalogs and become scarce.

THE UNWISDOM OF BARGAIN ADVERTISING

BARGAIN advertising soon becomes a habit, not alone with the advertiser, but with that portion of the public which reads his announcements. This is a fact that should be remembered by the talking machine dealer who is inclined to be extravagant in the presentation of special values to the public through newspaper announcements. When a house once establishes its reputation for cutting prices, the road back to normal, correct business methods becomes a long and tortuous one. Having once educated the public to look for special inducements, whether real or imaginary, the dealer soon finds that it is almost impossible for him to do business on a straight dollar-value-for-a-dollar basis. There are some houses in the talking machine trade right now which will find it mighty hard to do business except on the special sale plan, and that's not a healthy condition. When talking machines must be disposed of according to Baxter street methods there is likely to be something wrong either with the product or with the selling plan.

FIGHTING DISCRIMINATORY TAXES

THERE are already indications that the music industry is in for another fight during the coming year to prevent, if possible, the levying of discriminatory taxes on musical instruments and accessories under the revision of the War Revenue Act. The Secretary of the Treasury in his recent report very frankly urges that the excise tax on talking machines, pianos, etc., be increased from five per cent to ten per cent in order to bring in increased revenue estimated at \$13,000,000 from that source. Various other committees, official and unofficial, as well as individuals, have taken it upon themselves to ask that the tax burden on musical instruments be increased in order to move part of the load from other interests.

There are the usual effective arguments, of course, that music instead of being a luxury is a prime necessity of modern civilization and has been so proven; that it is distinctly educational and a builder of harmony and morale. An equally strong argument is that the music industry cannot afford to stand higher taxes—cannot absorb them—and under existing conditions cannot pass them along to the public.

The Music Industries Chamber of Commerce has already started an active campaign to fight out the tax question in Washington, and it might be well for the various talking machine interests, whether or not they are affiliated with the Chamber, to co-operate

with that body and lend their support in making any protest general and representative of every branch of the music industry.

A TIME FOR REASON, NOT EXAGGERATION

IT is unfortunate that the majority of the daily papers in commenting upon changes in industrial conditions, and particularly upon the so-called wave of depression, have been inclined to exaggerate the situation somewhat in an effort, perhaps, to please their readers. This fact has been brought home to the talking machine trade most emphatically through the medium of recently published reports regarding the trend of business in our own industry. Some of the newspapers took special occasion to advise the public under startling headings that the talking machine business is in bad shape, that factories here and there were shutting down and throwing some thousands of workers out of employment. It is true that some factories have shut down and other factories have curtailed their output temporarily, but nothing like on the scale intimated in daily press reports.

There is no question but that this inclination to exaggerate depression in certain industries has a bad effect not alone upon the public but upon those engaged in the retailing of specified products,—particularly those who are not in close touch with the actual manufacturing situation. It would be well for retailers to acquaint themselves with the actual facts in order that they may deliver the proper message to their local public in some form or another. The reports should not be allowed to spread without some attempt being made to contradict them. Otherwise the psychological effect, if not the material effect, is going to be bad.

THE INCREASING EFFICIENCY OF LABOR

SOME interesting reports regarding the increasing efficiency of labor are now in evidence, which would indicate that the workers are commencing to realize that co-operation with their employers rather than antagonism is the most satisfactory plan in the end. For the past couple of years the vicious idea prevailed among a certain type in labor circles that the less a man accomplished for his employer the more employment he was giving his fellow workmen. This brought about a state of mind where fewer hours, more holidays and higher wages seemed to be the principal ambition of a great many employes.

The change now in evidence may be attributed largely to the increased number of men looking for work and to the weeding out being made by employers, which is resulting not only in an improved morale among the workers, but in increased productive power. In the talking machine industry, at least, labor is one of the important items in the increased cost of production, and if prices ever come down it must be by reason of the increased efforts of the worker to deliver a greater value through a larger production than has been to his credit for the past couple of years.



BUSINESS AS USUAL

Fire could never destroy Ormes service or the trademark of the great line we distribute.

Therefore Ormes service **continues**—at temporary quarters on the 4th floor, 103 East 125th Street, cor. Park Avenue.

Telephone Harlem 7302 as usual

ORMES, Inc.

103 E. 125th St. *Wholesale Exclusively* **NEW YORK**

Real Sales People Now Necessary in the Success of Talking Machine Business :: By Courtenay Harrison

If there is one business on earth where the type of salesman or woman on the job counts more than in another, it is in the talking machine business. People do not become "temperamental" as a rule when buying pancake flour, tooth paste or woolen socks, nor do they act as if the decision they make might make or break their entire lives—and use up the salesman's time accordingly. But when buying a talking machine it's altogether a different matter. The most practical business man or the most settled matron in town is liable, under stress of settling definitely the question of whether or not to buy the Jonesrola, to become as temperamental as Janovsky, the violinist. They are more apt than not—even though they come in and ask to see a certain type of machine which indicates having made up their minds beforehand—to stand in awe about saying the final "yes" to the salesman's "Shall I send this one up?" And it's a cinch that except in an unusual case this "yes" is not going to be forthcoming until the salesman has exhibited a good deal of real salesmanship as well as tact and patience.

This brings us, then, back to the main road again. Better-than-average salespeople are needed in the retail talking machine store. This need not frighten anyone either. A good many people who sell other things beside talking machines and records and who call themselves salesmen are not that at all. They are just order takers. But a talking machine and record salesman or woman, to accomplish worth-while results, must be a real sales person in all that the word implies. It is mighty easy to get disgusted with a "temperamental" customer, who has made and unmade decisions at five-minute intervals, as to what

model and design she is going to buy, or whether or not she will buy at all—just now. Yes, it is mighty easy to get disgusted or lose patience; and the same holds good for selling records. About the first thing that a good talking machine and record salesman learns is that patience is indeed a virtue that pays cash returns. The going may be hard, with your demonstration, and attempts to close with some extra-crabby cus-

Who Are the Most Satisfactory All-Round Sales Persons for a Talking Machine Store—Men or Women?

tomers, but as Briggs would say when, just as you feel you are going to crack under the strain, willy-nilly, she suddenly says: "Well, you can send up this \$300 console model, I reckon." Oh Boy! ain't it a grand and glorious feeling?

I have been asked more than once by talking machine dealers who know that I have made investigations in talking machine stores all over the country to state which I thought the most satisfactory all-round sales persons for a retail talking machine store—men or women? I have always given the "stock" answer that it all

depended on the type of person as to the best all-round results that could be secured.

However, as my place of residence does not have to appear at the head of this article, I am going to make the frank statement here that the most successful talking machine department I have ever seen, for a city its size, is run by a woman and she has nothing but women sales people. An interesting thing about this department is that it is on the fourth floor of a furniture store, and in the mid-West city in which it is located there are a great many exclusive talking machine shops on the ground floor right in this neighborhood. Yet this competition does not prevent this fourth-floor talking machine shop from doing an enormous business—a business recognized by the wholesale firms which supply it with goods to be larger than that done by many of the ground-floor shops in the neighborhood.

To tell the story of this department's success, it is only necessary to use one word—salesmanship. The young woman in charge and her three capable assistants know how to give their customers a service that will bring them back, even four stories up.

Are these super sales people, you might ask? They are not. They are young women, untrained when they entered the business, in most instances. That's one reason why they have made such a success of their work. But let the woman in charge of the department tell the story herself:

"Recognizing that upon the ability to sell successfully—and this is meant in the broadest sense—rested the success or failure of this department I determined when I took charge of the work to, at least, give my customers something in sales-



A WALNUT TALKING MACHINE CABINET

The finest phonograph is appropriately encased in

AMERICAN WALNUT

"The Cabinet-wood Superlative."

Superb and refined beauty—rich shading which even improves with age—wonderful reliability as a cabinet-wood—all these together put AMERICAN WALNUT in the very front rank of woods

For Phonograph Cabinets

More and more purchasers every day are giving to AMERICAN WALNUT their very first (and very insistent) preference. It pays to supply what is demanded.

We illustrate herewith an AMERICAN WALNUT TALKING MACHINE CABINET of elegant design. Could you imagine a more beautifully figured veneer than that which it exhibits?

Valuable data for makers or data for dealers and the "Brochure de Luxe" for your salesmen. Address the producers of American Walnut lumber, the

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION
Room 1022 616 So. Michigan Boulevard Chicago

manship that they would not get from the average sales person. I knew by shopping experiences of my own that more often than not the beautiful ads about a store's 'wonderful service' were the brain-children of the ad man, and had no foundation in fact; I had had plenty of experience with the 'sorry we haven't got it, is that all, well, good-by' type of record sales person, and I determined early in the game to do something, anything that would convince the customer that here at last was a store that had a personal interest in him and his wishes.

"In the past four years, since I took charge here, I have had a great deal of experience hiring girls. I think, by the way, that the average woman makes a better salesman in this line than men do. She has woman's intuition, you know, has more tact and patience than the average man, and you know it just naturally isn't as easy for a man to say 'no' to a woman.

"But these qualities, more or less natural, as you might say, to an intelligent woman, do not make a successful talking machine sales person. I train all of our girls before they get actively at work. That brings up another point. Frankly, I would rather have a green but willing school-girl who was anxious to learn and enthusiastic about starting out selling than an 'experienced' girl who had been trained along certain lines and thought she knew about all there was to know about the game. It is too much trouble to 'unlearn' the last-named young woman, and teach her our way. Another thing, I will never under any consideration hire a girl who has had experience solely in some big store where customers were 'fed' to the department with little trouble and where only a popular and exclusive line that 'sells itself' was carried. Such a girl, despite her experience, is probably not a sales person at all, but an order taker instead.

"Whenever I take on a new girl, I let her use her first ten days 'loafing' around the department, familiarizing herself with the stock, and the location of all items, studying the record catalogs and learning the names of the artists and the sort of work they perform. I have known stores where

the girls did not know whether Marion Harris was a vaudeville star or a grand opera singer. Another thing that many young women in the selling game do not realize is that for an admirer of some certain artist to hear that artist's name horribly butchered in pronouncing is almost as galling as to have her own name mispronounced. In things like this we aim to outshine the average store. That is the way in which we render a super-service that brings customers back.

"I personally believe in letting the girls develop their own personalities and 'swing' customers this way. Many of the largest and most successful businesses in America are successful mainly because of their personnel and yet many retail store owners are jealous of sales people having friends who ask for them. It is true if this sales person should leave she might take a few customers along with her, but the percentage would be too small to do any great injury. And the benefits of letting sales people build up their own list of customers far offset any possible harm that might be done.

"I even go so far as to give each of the girls a filing cabinet in which to keep their customers listed, and while these files are naturally open to

my inspection, the girls take a personal pride in following up their prospects with literature furnished by the manufacturers, by our own advertising department and with telephone calls when they have records they think a certain customer would like to hear.

"I know it is old stuff, as the saying goes, but I impress upon every girl to never under any consideration allow anyone to wear out her patience or make her mad, as even the person who, with apparent perverseness, uses up a lot of time without buying, crabbing the while perhaps, cannot help but admire the continued evenness of disposition and unfailing courtesy of the sales woman. The customer, indeed, is always right in this shop.

"They say of our store that we have the sweetest-tempered sales people in town. Crabby customers gave us that name and it has been a big ad for us. Even the crabs come back again, just to see if they can 'get us going,' but they buy, as a rule, on the second trip. Sales people who know what selling means in its broadest sense will make a talking machine department different from the general run, and put it 'over the top' financially, and that is the sole reason for our success 'four flights up'."

COLUMBIA MEN MEET IN ASHLAND

Dealers and Company Officials Discuss Plans for Trade Betterment in Coming Year—C. E. Hall Succeeds C. E. Kramer as Manager

HUNTINGTON, W. VA., January 3.—Columbia dealers and officials of the Columbia Graphophone Co. met early last month at the Ventura Hotel and discussed plans for the improvement of the Columbia trade in the territory. Addresses were delivered by C. E. Kramer, the retiring district manager, and by C. E. Hall, the incoming district manager; by Larry Neighbor, manager of the record department; J. H. Kruse, credit manager, and R. H. Woodford, manager of the Cincinnati district.

They told dealers assembled from Huntington, Ashland, Ironton and adjacent communities

of additional Columbia factories, of the general policy and sales outlook, and incidentally congratulated the Huntington dealers on initiative, especially in the matter of co-operation with the national advertising. M. F. Field, of Ashland, discussed the co-operative spirit manifest there now. Those present, in addition to the above-named officials, were:

P. H. Katz, of the Chapman Furniture Co.; Joseph Horton, of the Samuel Horton Co.; U. O. Banion, of W. T. Oppenheimer, Huntington; A. F. Hibbard, W. H. Farrell, Opal Pyles, of Huntington; Gertrude Price, Agnes Daugherty, M. F. Field, R. S. Goldcamp, Mrs. R. S. Goldcamp, Anna Mary Hanichen, Isabel L. Nourot, Alex Josselson, U. O. Banion, Mattie Gray, C. D. Alexander, Goldie Borden, of Ashland; Lou D. Smith, Charles Ward, of Ironton; A. L. Folan, of Charleston.



Let him help you

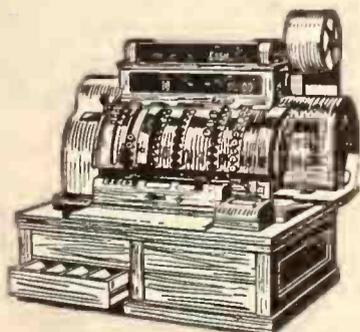
There is a better way to keep the store records you need

In your city there is a representative of The National Cash Register Company. He is a student of business systems. He has been trained to be of service to merchants—to help them solve their problems.

Let him show you how you can get the store records you need without

working overtime on day books, pass books, ledgers, and memorandums. He will show you the easiest way to get these records.

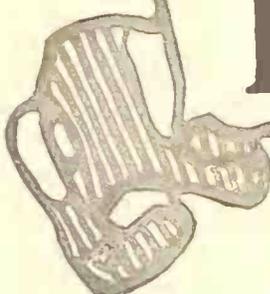
You need them once a year for your Income Tax report. You need the same figures every day to control your business.



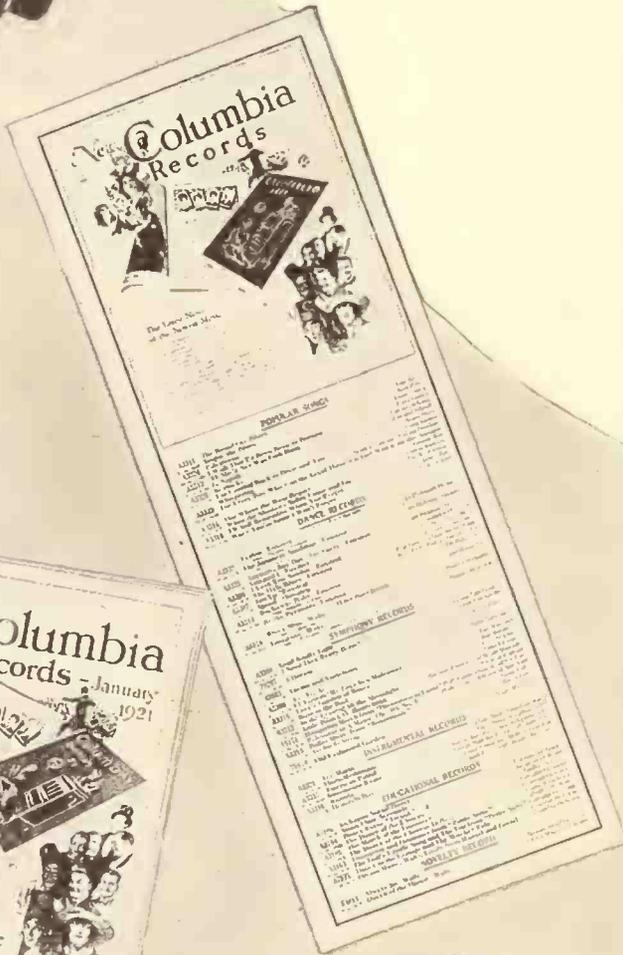
We make cash registers for every line of business. Priced \$75 and up.

NATIONAL CASH REGISTER CO.
DAYTON, OHIO.

Paste This In Your Hat



YOU are building up a steady income with every single sale of Columbia Grafonolas or Columbia Records if you follow up the sale and supply the purchaser with proper service. Columbia Grafonolas and Records are essentially "service goods"—points of contact for future sales. You're losing money on every sale if you fail to follow it up.



Columbia

And Keep It Pasted



HERE are a few of many ways to supply constant service where it counts the most:

Use the invaluable self-service fixtures. They will increase your sales by serving your customers faster than you can serve them yourself. That's service!

Send the Columbia Monthly Record Supplements to your whole mailing list every month. Aren't the Lodges in your town giving dances? Cash in on the winter dance craze. Let all the boys and girls know about all the latest dances. That's service!

Make a note on your mailing list of every customer's taste in records—dance records, love songs, violin solos, band, opera, comic, or whatever it is—and offer your customers all the new records of the type you know they prefer. That's service—the way to make steady customers!

The Columbia Monthly Record Hangers are *news* to every record fan, just as much as the Monthly Record Supplements. Put them up the moment you get them. Display

them where they're sure to be seen. That's service!

The Monthly Advertising Service for Columbia Dealers Portfolio carries many mighty convincing advertisements for you to run in your local papers. Use these consistently, and you will find that your returns will be sure and big. Keep your product before the people. That's service!

Have your repair man always take with him at least a dozen of the latest records. Then, after he has made the repairs, he can play some of these latest records for your customers on their own instruments right in their own homes. That's service! Sales? Just try it!

The first thing any normal human being notices in a new land is the flag of the land of his birth, wherever it is displayed. Are there many foreign born in your town? Then show in your window the beautiful Columbia decalcomania sign carrying the flags of two score nations. That's service! See how it will attract purchasers of Columbia foreign records.



Sales Department

COLUMBIA GRAPHOPHONE COMPANY, New York



Grafonola and Records

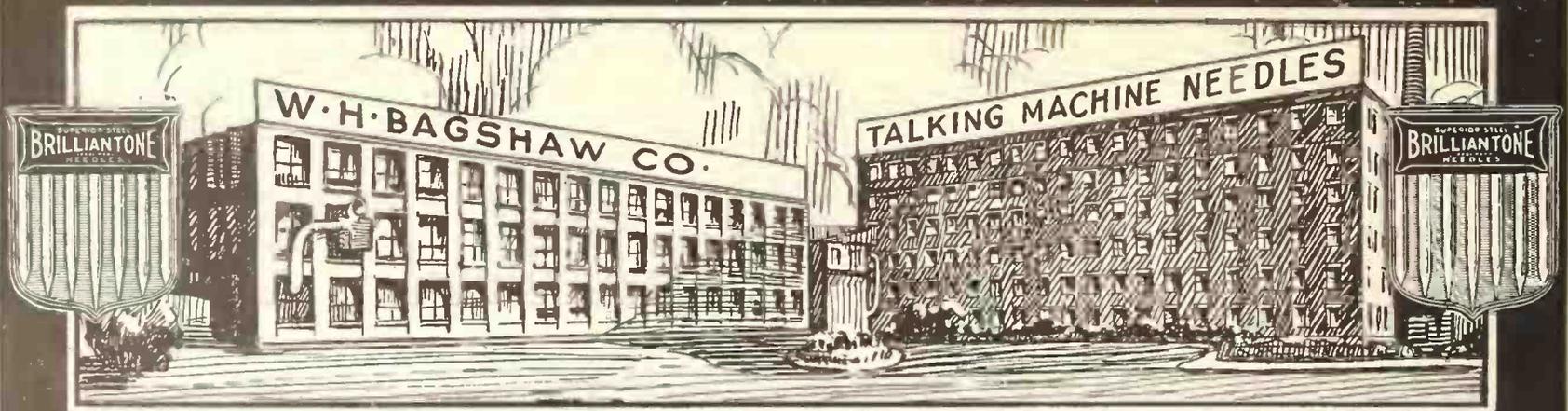


When you, Mr. Distributor, sell your dealer a sealed package of needles—you put your stamp of approval on the package, as to the full number of needles, their quality and uniform lengths.

When you, Mr. Dealer, pass a sealed package of needles over your counter to your customers, you guarantee the accuracy of count, uniform length, points and hardness of the needles.

HERE IS THE VITAL FACT: *the Brilliantone Steel Needle Co. guarantees all packages of BRILLIANTONE NEEDLES and all needles packed by them to contain 100 needles of Uniform Length, Uniform Points and Uniform Hardness to the package.*

Remember—An inferior or imperfect needle will cause customer dissatisfaction—no matter how perfect the machine and record.



BRILLIANTONE

STEEL NEEDLE CO. of America, Incorporated

Selling Agents for

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

AT 34th STREET **347 FIFTH AVENUE,** SUITE 1003
NEW YORK

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

How to Get Best Sales Results by Using the Right Kind of Business Letters :: By R. R. Ricketts, Jr.

Good letters are business getters. Are you using this means to additional sales? Many dealers say: "What good are letters?—See the prospect!" By all means, see the prospect, but remember—a letter rushes in—not where salesmen fear to tread—but where "treading" is prohibited.

A letter has these advantages: A prospect will read a letter when he is "too busy" to see a salesman. He can "dismiss" a letter—he is not so sure about the salesman. He is more "off guard" when reading a letter because he has not that feeling, often experienced in the presence of a salesman, that an attempt is being made to "force" him to buy. The majority of people are too curious to throw aside a letter without reading it. They will begin it, at least, and, if it is interesting they will continue to read, whether they are specially interested in talking machines or not, in the same way that you read an advertisement of some article you know nothing about and are not particularly concerned with: the headlines are inviting and before you realize it, you have read it. It has some quality, snap perhaps, that compels your attention.

Letters are an aid to sales that you, no doubt, have not considered possibilities. For example, are you getting your share of restaurant sales? Of moving picture theatre sales? The former are using the talking machine more than the latter, but "movie" houses are using them, from the smaller ones to at least two that I know of seating 3,000. Such a sale means a better than ordinary advertisement for your machine and should, if followed up by a notice in the theatre program, or otherwise, result in sales.

Many restaurant owners, if confronted by a salesman, without preamble of any kind, will not consider purchasing a machine, whereas, after having read a letter in which various arguments, relative to why a machine would be of advantage to him, are presented, his reception of the salesman will probably not be such a cold one. A letter that is deferential in tone, snappy and brief, acts as a much better introduction than a card! It also tends to do away with any conscious or unconscious antagonistic attitude that many present to a salesman.

A wonderful salesman once said that he always made it a point, after he had gotten a prospect in, by letter or otherwise, to write him, putting down

the proposition in black and white, giving him a description of its good points and prices. He said there was a psychology about the "personal touch" and the tangible something the prospect could refer to that a letter provided. This is undoubtedly true.

Now as to the writing of the letter. Of course it depends on who is the writer and to whom the letter is to be sent. Let us say it is to be written not by a firm, but by one of their salesmen, and is to reach the average business man. Start your letter with a bang! For example: "Are you interested in good music? If so, I am confident that you would be interested in hearing the Best phonograph. The Best reproduces the voice

lous. Try to make your prospect feel that he may come in and hear the machine and not be "pushed" to buy. Say, perhaps, "We urge you to hear the machine; the purchasing is in your hands entirely. Any attempt to force a sale is, of course, poor business, and it is our desire that you feel free to come in at any time and as often as you like. I should very much appreciate a reply." You may wish to lay more stress on something other than tone—the cabinet, say. It goes without saying that you must be prepared to back up your statements. Here we have something like this:

"Mr. R. L. Prospect, City.

"Dear Sir: Are you interested in good music? If so, I am confident you would be interested in hearing the Best phonograph. This instrument reproduces the voice naturally. You may not have liked the phonographs you have heard, but, if you enjoy music that is music, I am sure you would delight in hearing the Best, and that the short time spent in the hearing would result in many hours of real pleasure. A catalog of the Best is inclosed but I should like to state a few pertinent facts in this letter that might be of interest."

(In this paragraph you may list the special advantages of your machine, what improvements it originated, why its tone is the finest, etc.)

"It is a pleasure to demonstrate the Best, not only to a prospective customer, but to anyone interested in music. We urge you to hear the machine; the purchasing is in your hands entirely. Any attempt to force a sale is, of course, poor business, and it is our desire that you feel free to come in at any time and as often as you like. I should very much appreciate a reply.

"Very truly yours."

Try it on your neighbor!

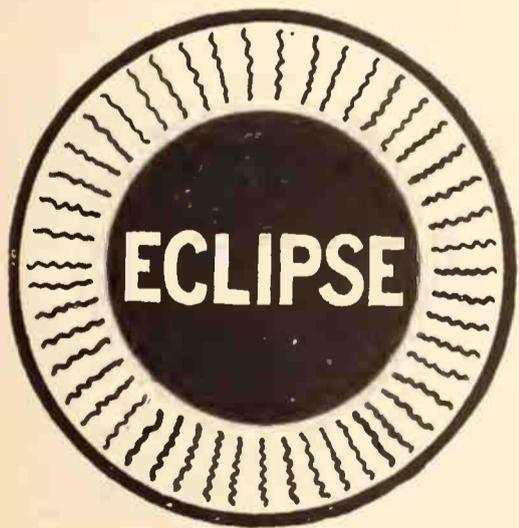
A Prospect Will Read a Letter When He Is Too Busy to Receive a Salesman—Snappy Letter Compels Notice

naturally. You may not have liked the talking machines you have heard." If he has liked them, so much the better. If not, your mention of the fact is equivalent to saying, "I appreciate your position in disliking talking machines, but," etc.) And a prospect always likes to know his position is appreciated! To finish the sentence, "but, if you enjoy music that is music, I am sure you would delight in hearing the Best, and that the short time spent in the hearing would result in many hours of real pleasure." You may say, "the writer" in place of "I" if you wish, although some authorities regard it as an affectation.

Make your letter brief, interesting, courteous and sincere. Don't say your machine is the greatest the world has ever known. Maybe it is, but don't say it in so sensational a manner. It will impress the very credulous but it won't help, in fact it will hinder, you with the not so credu-

INSTALL DEMONSTRATION ROOMS

WORCESTER, MASS., January 3.—The Widener's Grafonola Shop of this city is equipping its new warerooms with an elaborate installation of demonstration rooms and record-filing equipment. The work is being done by a local Worcester concern, C. L. Goodwin & Co., which specializes in store equipment and has made installations in a number of other New England talking machine warerooms.



SUPREME



THE ECLIPSE MUSICAL CO.

Victor Wholesaler

Cleveland, Ohio



Frank Crumit sings "I'm a Lonesome Little Rain Drop", the big song hit of the *Greenwich Village Follies of 1920*, and that melodious love song "Margie." Thousands of people have been waiting for this record. **A-3332.**

Columbia Graphophone Co.
NEW YORK

SUGGESTIONS OF VALUE ON THE GRANTING OF CREDITS

Timely Advice on This Important Subject, Particularly Applicable to the Talking Machine Trade, Offered by J. H. Tregoe, Secretary-Treasurer of National Association of Credit Men

An appreciation of economic laws and organization has been neglected in our country for the reason that in times of depression or strain there is a breaking down of some principles and a commission of mistakes which react unfavorably and unnecessarily on the credit structure. We have lacked backbone in the face of serious problems. We have done things which never would have been considered in sane periods, and we wonder when this temperament will be rectified and the American business man stand for the very highest and the most constructive ideals when the currents are not moving in his direction.

The seller's market through which we have passed produced interesting situations and, though the opportunities for driving hard bargains and escaping hard contracts were frequently availed of, yet such a market enabled us to correct some weaknesses in credit granting. Terms were abbreviated, a very necessary feature whenever the country is passing through an unusual period, and it has become customary to use credit as capital. The seller's market also permits the opportunity of restraining trade abuses and they have become legion in the credit commerce of our nation. Coincident with the coming in of the deflation period, a period of deep anxiety which requires skilful treatment, the market reverted once again into the hands of the buyers. Conditions were reversed with the slowing down of business and with the consuming public on a strike. Nothing depresses merchants more than a lack of orders, a slowing down of the plant with the attendant unemployment. In order to keep the wheels moving, in order to produce business, the temptation is very strong not only to cut prices, but to sell terms. Herein is one of the gravest dangers in any trade, especially

so in the music trade. Previously long terms had been allowed the purchaser. Financing purchases of this type requires extensive capital and credit. The turnover is not sufficient and profits can alone be made by overstrain. A return to this situation must be avoided, no



© Underwood & Underwood
J. H. Tregoe

matter how strong the temptation is to sell. Credits must be kept liquid whilst the nation is passing through its recuperative period, and every enterprise not observing this principle and using too much of the nation's available credit is merely retarding the recuperative process and holding us back from a complete restoration.

We cannot emphasize too strongly, therefore, the confinement of competition to values alone. Terms mustn't be sold. Should business move slowly, should the very bottom appear to have dropped out of things, character must stand the strain and hold fast to manly practices. Watching the various trends and currents in this crisis of the nation's industrial affairs, the earnest appeal to hold fast should be heeded. Getting adrift, returning to old conditions, selling terms and doing the unwise and uneconomic thing would be very unfortunate for merchants and the nation.

We are not in the least overplaying in this brief message the seriousness of matters. We are not endeavoring to throw the least fear into the heart of anyone. We cannot discount the real seriousness of our present crisis, and yet, with fundamental conditions absolutely sound, we must merely pass through a recuperative period, and good sense dictates the giving of every assistance we can to the patient. A good grip on ourselves and every looseness cast to the winds will build an American spirit of which we may be very proud.

VISITS GRESHAM MEMORIAL

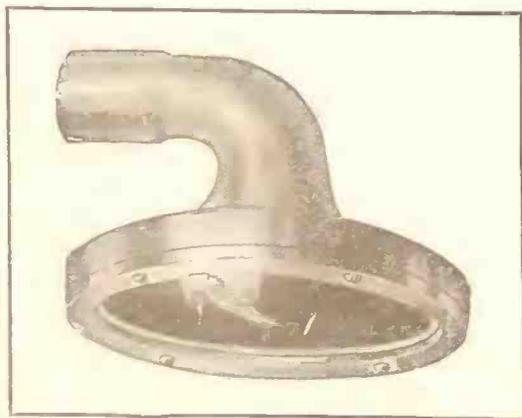
Rosa Ponselle, Columbia Star, Visits Memorial Erected to First American Killed in the War

While in Evansville, Ind., Rosa Ponselle, the famous grand opera star and Columbia artist, visited the James Bethel Gresham Memorial Home. This is a unique bungalow which was erected by workmen giving their time free and for which furnishings were contributed by firms and organizations of the city. Money was also donated in the form of an endowment fund, and the whole was given to the mother of James Bethel Gresham, who was the first American soldier to be killed in the war after the United States declared war. Miss Ponselle had a very nice visit with Mrs. Gresham. The latter was greatly pleased with the honor paid her.

Quality

Distinction

The "VICSONIA" Reproducer



Recognized for its Perfect interpretation of Edison Disc Records on Victrolas and Grafonolas.

Fitted with permanent jewel point. No loose parts.

Note: The Vicsonia is made of **Bronze**, sand casted and machined to measurement. Finished in heavy Nickel or Gold plate. Flexible stylus.

Meet the demand—Serve your customers

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

Note: Model "B" Vicsonia plays both Edison and Pathe records

VICSONIA MFG. CO., Inc.

313 E. 134th STREET

NEW YORK, N. Y.



Widdicomb Queen Anne Art Model

Dealers Have Endorsed the Widdicomb

Recently we have had occasion to demonstrate the Widdicomb to a number of America's foremost phonograph dealers.

These men, dealers who are successful merchandisers, say that the Widdicomb Amplifying Tone Chamber marks a new epoch in phonograph history.

Now for the first time, it is possible to play all makes of records on the Widdicomb without the slightest vibration or metallic harshness.

At the same time the Widdicomb Amplifying Tone Chamber does full justice to the lower as well as to the higher musical notes. When playing an orchestral record the deeper, richer tones are given equal prominence.

This supremacy of tone in the Widdicomb is the final result of construction based on scientific laws. It is

not a gift of chance but a feature for which Widdicomb experts worked many months and expended thousands of dollars to perfect. The exclusive Tone Chamber in the Widdicomb is made of a patented composition that positively eliminates vibration.

The sound waves as they pass through it are extended and expanded so that you get full tonal value without "blasting." In other words, it simply reproduces more truly.

The dealer who has the Widdicomb franchise feels confident that he sells a phonograph of the highest quality; unequaled in tone; distinctive in appearance, and richer in special features than any other phonograph on the market.

For your own information let us give you the 1921 details.

The Widdicomb Furniture Company
Grand Rapids, Michigan Fine Furniture Designers Since 1865

Widdicomb
PHONOGRAPH
The Aristocrat of Phonographs

HOW TO CREATE ADVERTISEMENTS THAT BRING RESULTS

Roy Durstine, Prominent Authority on Advertising, Lays Down the Precepts Which Must Be Followed in the Creation of Good Advertising in Interesting Book on This Subject

Advertisers in every line are endeavoring these days to get away from the beaten path and make copy that has pulling power and originality. The days of the stereotyped advertisement is passed, according to advertising experts, and the dawn of a better day is already well above the horizon. An advertisement that complies with all the requirements laid down by the average old-time advertising manual and is just as good for one thing as another is really not good for anything at all. Roy Durstine, a recognized authority on advertising, has just written a book on making advertisements and making them pay, and he declares that the uselessness of this adjustable advertisement is "all the fault of the outrageous person who first boiled down advertising to this formula: First, focus the attention. Second, interest the reader. Third, create a desire. Fourth, show that you satisfy that desire. Fifth, stimulate action." No art can be boiled down to a formula. If it could be, then that art would be too easy to be worth while. Mr. Durstine is merciless to the advertising men who have not progressed beyond the application of formulas. He tells us that this kind of advertising man becomes "a merchandising expert," who exerts pressure on "prospects" and whose customers are always "clients."

Mr. Durstine lays down many precepts for good advertising among which the following may be cited as worthy of study by every business man who has before him the problem of adequately presenting his goods to the public through the medium of advertising.

"Every business, no matter how young and how old, has a personality. To catch the spirit of that personality and to reflect it in words and type and picture is the job of every advertisement.

"There is an old saying in advertising—that nothing can be said about a twenty-five-cent cigar which has not already been said about a five-cent cigar. If you descend to superlatives in selling a product of real quality you find that the maker of inferior merchandise has been there first. So the strongest way you can convey an impression of supreme merit is by inference—by atmosphere. The man whose merchandise falls in the class below yours may

employ many of the devices of design which you also use, but he doesn't dare give as little information.

"There ought to be something about an advertisement as contagious as the measles. Without sincerity an advertisement is no more contagious than a sprained ankle.

"To sell something of doubtful merit is dishonest. Such a fundamental error in merchandising as to sell an inferior article by jumping up sales through advertising is like inflating a punctured tire. What you say may be sound enough, but the sales volume won't stick because there is a leak in quality.

"It is not sufficient that they (advertisements) make people talk. The German people have made a great many people talk about them in the past five years, but it has not advanced their position in the esteem of the world.

"It is difficult to think of any business which cannot be advertised. No, that's an exaggeration. * * * Burglars shouldn't. That's one business that is peculiar."

"To sum up," says Brander Matthews in a review of this book in the New York Times, "Mr. Durstine's book is what Horace Greeley called 'mighty interesting reading.' It takes us outsiders behind the scenes. It helps us to understand how it is that we would not be surprised if we were to read that Phoebe Snow had married Sunny Jim, moved to Spotless Town, adopted a couple of Campbell Kids and was letting the Golddust Twins do her work."

A RECORD STOCK IS ALIVE

Putnam-Page Bulletin Points Out Value of Good Stock and Good Selling

"Your record stock is alive, aglow, the liveliest salable thing in any store. It is constantly changing—more alive, more aglow every day, every hour," says the Putnam-Page Co., Victor distributors, in one of its recent bulletins. "And we can reflect that stock when we meet our trade. Of course, we have new and splendid things coming in right along. Tell your friends and come again real soon. You will find something new every hour." That's the spirit in which to meet your customers—it wins.

MUSIC FINDS PLACE IN SUBWAY

Ticket Seller Brings His Talking Machine to Work With Him and Latest Songs Delight the Hurrying Commuters on Way to Work

A correspondent informs us that music has at last invaded the dark reaches of the Interborough subway and now the hurrying crowds at the Brooklyn Museum station are entertained as they push their nickels across the grimy glass above the "How Many?" sign by the strains of the latest music coming from the talking machine within the ticket seller's booth. Evidently there is one ticket seller who has an imagination that has not been stifled by the roar of the subway trains. He has reasoned that if his instrument entertains him at home it will also do its pleasant work while at his daily task. And so he put his idea into execution at once. He greets his patrons with a smile and receives a smile in return. Everyone is happy.

PUBLIC HAS BIG BUYING POWER

Roger W. Babson, Statistics Expert, Gives Ten "Bull" Trade Factors in Address Before Advertisers' Club in Recent Meeting

Roger W. Babson, business statistician, told the Advertisers' Club last week what he believed were the ten "bull" factors in business to-day. He said that of the many factors foretelling business prosperity the following were the most important:

That the great mass of people still have the Government bonds which they purchased during the war and until these bonds are sold there remains great purchasing power.

That billions of dollars previously spent for liquors are now used to buy comforts and merchandise.

That the national banking system is more flexible than it was during any other period of financial stress.

That national advertising has come to stay, to be a steady force in business.

That the war caused much standardization resulting in production efficiency.

That foreign trade impetus will continue for many years from the war impetus because of our new merchant marine.

Seasonable fluctuations in manufacturing and selling are being eliminated.

Reduction in taxation, especially business and profit taxation, may be expected.

Recent election showed people are conservative and will back a business Government.

The war made America the richest country.

The apparent inconsistency of the present depression with the indications above, Mr. Babson said, was due to the fact that depression follows the extravagance, dishonesty and inefficiency which always end a period of prosperity such as this country has passed through.

MANY NEW USES FOR MAGNAVOX

Most Illuminating Volume Just Issued by the Magnavox Co.—Shows Trade Use of Instrument and Its General Popularity

The many uses of the Magnavox for magnifying sound are found in easily accessible form in a new and most interesting booklet just issued by the Magnavox Co., of Oakland, Cal. The application of the Magnavox to the talking machine and its use in amplifying music are shown in detail as well as its uses for public gatherings where speakers are desirous of making their words audible and impressive to large audiences.

OPENS STORE IN MANCHESTER, IA.

J. G. Lewis, of Manchester, Ia., has moved into the building in that city formerly occupied by the Farmers & Merchants State Savings Bank, and has installed a stock of talking machines and other musical instruments.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

EIGHT FAMOUS VICTOR ARTISTS

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

Bookings now for season 1921-1922
A few available dates for Spring, 1921
Sample program and particulars upon request

P. W. SIMON, Manager
1604 Broadway New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY

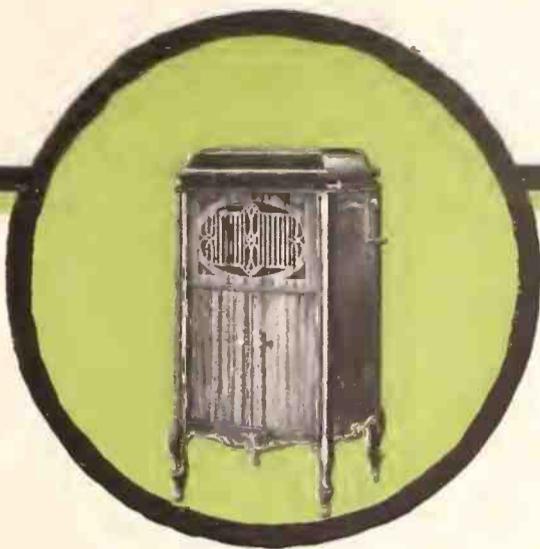


FRED VAN EPS



FRANK BANTA

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



Why everyone is talking about Brunswick Records

They have been a great sensation.

Everywhere you go you find dealers and phonograph owners commenting on the way Brunswick Records have captured the public.

Music lovers everywhere recognize their superiority in the most emphatic way possible—by constantly demanding more and still more Brunswick Records.

Such an unqualified endorsement has placed the stamp of approval on these artistic companions of the already successful phonograph.

There are many things that enter

The buyers of records can now shop in the Brunswick Catalog, and find music to their liking, no matter what their individual preferences may be. They will always find something new, something timely, something fascinating and different.

Note "The Spiral Stop—on Brunswick Records"

into the production of a fine record. It would be too long a story to tell.

But we can say that, coming into the record business at this time, we felt that we had to make a record which would be not only as good as, but much better than any record already on the market.

The New Year finds the Brunswick Catalog well rounded out. A noteworthy balance in every department has been attained. Each month of the coming year will see this good foundation strengthened and built up by carefully selected releases.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Offices: 623-633 South Wabash Avenue, Chicago

Branch Houses in Principal Cities of United States,
Mexico and Canada

New England Distributors:

Kraft, Bates & Spencer, Inc., 1263 Boylston Street,
Boston, Mass.

Canadian Distributors:

Musical Merchandise Sales Co.,
79 Wellington St., West,
Toronto



Brunswick

PHONOGRAPHS AND RECORDS



The Brunswick Oval Tone Amplifier, built entirely of wood

58 per cent increase in 1920

These figures mark the remarkable advance of Brunswick Phonograph and Record sales over 1919.

And this in the face of the many adverse manufacturing and merchandising conditions of the year just closed.

The New Year finds Brunswick more solidly established than ever.

Six phonograph factories, two record pressing plants, and forty branch houses in principal cities, put every Brunswick dealer, no matter where he may be located, in close and intimate touch with the makers

of the Brunswick Phonograph and Brunswick Records.

The Brunswick-Balke-Collender Company takes this opportunity to express its sincere appreciation of the constructive co-operation it has received from all Brunswick dealers. It realizes, with due acknowledgment, that its growth and development has been made possible through the loyalty and activity of its Phonograph and Record dealers, and it is the purpose of this company to be still more deserving of this spirit and support.

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Brunswick
PHONOGRAPHS AND RECORDS



The Brunswick Ultona, playing a Brunswick Record

What Brunswick offers the dealer

The record of achievement mentioned on the opposite page may be easily verified by you. Brunswick offers you facts, instead of a glowing prospectus of things to be accomplished, of a demand to be created.

You will find The Brunswick and Brunswick Records in leading stores everywhere—in stores which are very slow to put their names behind a product until its merits have been proved beyond a doubt.

As a business man you realize the

advantage of doing business direct with the manufacturer, without any intermediate parties whose interests may possibly conflict with yours, or who may be interested in other phonographs.

Brunswick makes The Brunswick from top to bottom. Brunswick controls every step of phonograph and record making from start to finish.

There is no dependence upon outsiders. The Brunswick is not an assembled phonograph.

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Brunswick
PHONOGRAPHS AND RECORDS



Elias Breeskin *Master Violinist*

An exclusive Brunswick artist

Some press comments on his 1920 Australian tour of 40 concerts

Sydney, Australia, Daily News, August 18th, 1920.

Mr. Elias Breeskin, violinist, in the recital given in the Town Hall last night, had ample scope for the display of his talent. He is undoubtedly a fine artist, sympathetic in his treatment of cantabile, and sure in his technic in double-stopping and rapid passages. His harmonies are a delight to hear.

Sydney, Australia, Daily Telegraph, August 18th, 1920.

It was the first opportunity of hearing Mr. Elias Breeskin, the Russian violinist, to advantage apart from the orchestra. He confirmed the impression that he is equipped with an extremely finished technic, combined with an unflinching certainty of intonation and a strikingly well-developed sense of beauty of tone.

The Daily Mail, Brisbane, Australia, June 26th, 1920.

Mr. Elias Breeskin established himself the

favorite. He certainly held the audience enthralled and roused it to a pitch of feeling seldom experienced in Brisbane. The serene perfection of his technic, a spontaneity of expression, his strong personality, and the grace and beauty of his style were factors which combined to stamp him as a finished performer. Melody poured forth from his violin in tones of rare freshness—tones which only the greatest artists can create.

Standard, Brisbane, Australia, 1920.

But the more one hears the more one is tempted to give place of place to the violinist, Mr. Elias Breeskin, on account of his absolute mastery of a glorious instrument that is so seldom really mastered. Blessed with personality, he seems to airily revel in the most difficult compositions, always displaying marvelous technic and a genuine sympathy that is evidenced in perfect expression and delightful purity of tone.

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Brunswick

PHONOGRAPHS AND RECORDS

NEW TAX LEGISLATION AND THE MUSIC TRADE

Pertinent Comments Upon the New Year's Tax Problems in Washington Offered by George W. Pound, General Counsel of the Music Industries Chamber of Commerce

There is no question but that the matter of tax legislation will prove of tremendous importance to the music industry, and American industries at large, for that matter, during 1921, for the determined effort of various trade interests to have wartime taxation lightened materially or eliminated altogether is being met with an equally earnest effort on the part of certain Governmental and private interests to make war taxation burdens more or less permanent, and particularly to continue to discriminate against certain industries—the music industry, for instance—in placing upon them the burden of excise taxes. More than one suggestion has been made that the excise taxes on musical instruments be doubled.

In speaking of the legal questions that will face the industry during the year just opened George W. Pound, general counsel of the Music Industries Chamber of Commerce, said to *The World*:

"Above all other permanent trade problems is always the menace of tax legislation. Twice have we met that issue and triumphed. Now for the third time we are confronted with an agitation for a further tax upon music and certain other industries.

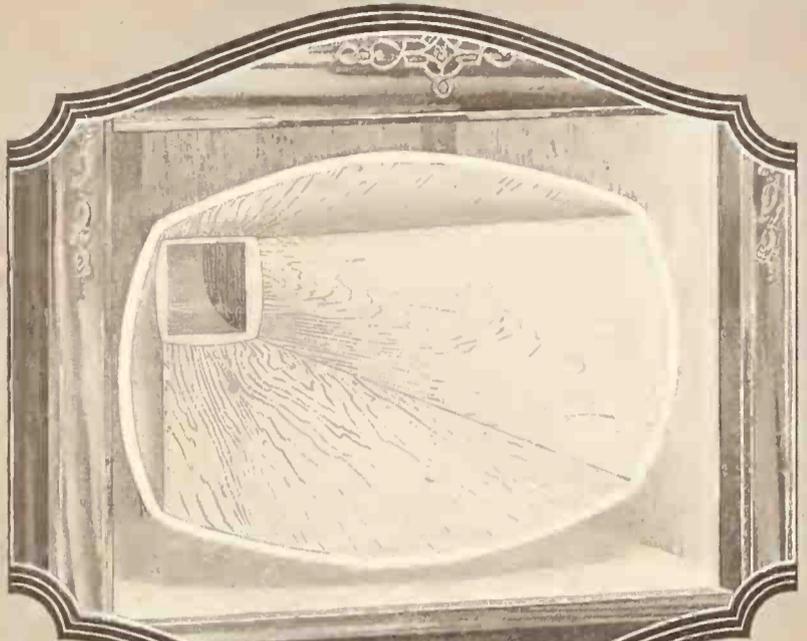
"I, personally, do not believe that a general tax bill will be enacted at this session. It is the last and short session of the Sixty-sixth Congress. It expires by limitation March 4. And the Administration from President and Secretary of the Treasury down the line are wholly opposed to any bill which will repeal or lessen excise or other taxes. The Republican majority is not sufficient to carry a measure over such opposition. But the problems involved will be thoroughly discussed and probably worked out during this short session, and hence be ready for introduction and passage early in the Special Session, which the country confidently expects to be called by President Harding immediately after March 4 next.

"And, again, the tax question in all its aspects, particularly as to the amount of revenue required, and therefore the demand for manufacturing taxes, will be materially affected by tariff and similar considerations. Senator Curtis (Kansas) and many Senate and House leaders favor a moderately high protective tariff, one that will raise a billion dollars of revenue. Many Southern members are secretly and some openly in favor of a protective tariff. I believe there is no question but that the Sixty-seventh Congress, probably in the Summer of 1921, will pass a protective bill, not an extreme measure, but higher than the present act, and giving proper protection to American industry. We should have a bill which will protect us from the constant menace of pauper labor in Europe from after-war dumping. It is no concern of ours as to what Europe thinks of such a proposal. We must look to our own interests. Europe is surely sadly stricken, but I look for a full recovery, and much sooner than generally expected. Witness the phenomenal recovery from a state of similar exhaustion in 1871 by France.

"In my opinion, upon musical instruments the new bill should give a protection of 45 per centum.

"At the present moment it is impossible to forecast final action upon the tax matter. The excess profits feature seems doomed. And let us trust our excise taxes, also. The proposed tariff bill will help us on this greatly. Sentiment as to a general sales tax is very sharply divided. It has objectionable features, surely, but appeals strongly in its simplicity and general application.

"Watchful waiting for a few weeks is our manifest line of endeavor."



HARPONOLA

Look at the PROFIT

You can make more money with the HARPONOLA than with many other makes because our distribution plan permits us to give you a bigger territory on a non-competitive basis.

We give you better terms—which mean: LONGER PROFITS.

And the machine, itself, fully meets all comparison tests in tone, in appearance and in mechanical reliability.

It will certainly pay you to have the HARPONOLA PROPOSITION.

A good profit in every machine. Repeat sales built by our special proposition on OKEH records. Write for details.

THE HARPONOLA CO.
101 MERCELINA PARK
CELINA, OHIO
EDMUND BRANDTS, President

The
PHONOGRAPH
with the
GOLDEN
VOICE





Rishell
THE MIRROR OF TONE
A
Master Phonograph

1921

The new year will usher in the hardest competition the talking machine business has ever known.

Weak "machines" will be weaker than ever before; some strong "machines" will need the keenest kind of salesmanship to keep in line.

Rishell has so many great selling points that it will make a market anywhere, and keep any market it makes. 55 years' business success assures the *stability* of this business, and a constant *forward* movement in production and sales. Write TODAY for terms to jobbers and dealers.

RISHELL PHONOGRAPH CO.

WILLIAMSPORT, PA.

New York Distributor: GRAND TALKING MACHINE CO.
268-270 Flatbush Avenue Extension, BROOKLYN, N. Y.

Various Methods of Increasing Sales Service Efficiency Described :: :: By William Bliss Stoddard

The Swank Hardware Co., Johnstown, Pa., has established a commendable record for efficient service in connection with its talking machine department and has seen it grow in six years from a small floor space and no demonstration booths to a department six times the size, with twelve booths for demonstrating. The company attributes the greater part of its success to the efficient salesmanship of its sales force. Said the manager recently:

"It is not unusual for this department to handle from 250 to 300 customers a day. A good saleswoman who is familiar with stock can wait on two or three customers at the same time, as the patrons usually prefer to go to a booth to play the record themselves. We sell only the standard lines—merchandise that we can stand back of with our own as well as the manufacturer's guarantee. We endeavor to give courteous, efficient and intelligent service, and make it a special point to have the salesgirls, as well as all others connected with the department, thoroughly familiarize themselves with all the records and machines, so that they can answer any questions regarding them, whether it be concerning the mechanism of the machine or the singers and songs of the records. We take advantage of every opportunity to further the education of our salespeople. We have them attend concerts of all the prominent artists who visit our city, and at present one of our salesgirls is taking a two weeks' course of intensive training in record and machine selling conducted by one of the talking machine manufacturers.

The firm maintains a modern service and repair shop in charge of a first-class mechanic who understands repairing motors, tone arms, sound boxes, etc. "This repair shop is practically self-sustaining," said the manager, "as the charges on repair jobs other than our own pay the salary of the mechanic. We find it pays us to give prompt and satisfactory service on any machine we sell that develops trouble. It insures more satisfied customers and brings them in for more records."

His recipe for a successful talking machine department was summed up in a few words: "Get the best line you can secure—the exclusive agency, if possible—and give someone charge of this department who is really interested and will put the necessary 'pep' and 'effort' back of it to bring out all the good points of the machines and records and thus increase the sales."

Preventing "Outs" on Phonograph Records

One of the greatest difficulties that confront the dealer handling a large stock of records is the proper stocking with standard records, so as not to be obliged to inform the prospective purchaser that the record he desires is not in stock at present. A firm in one of the growing cities of the great Southwest has found an excellent way to overcome this. As soon as a shipment of records is received the saleswoman takes one record from each selection and pastes a piece of red paper in the upper right-hand corner of the open end of the jacket. The record stands on edge in the rack with the printing on the jacket toward the left, which brings the red paster at the top. This label is marked with the number, price, date of receipt and quantity. If it is a staple number the saleswoman knows about how fast it will sell. She accordingly sets aside a certain number as reserve stock. These go to the right of the record whose jacket bears the red label. The stock to sell from goes to the left of this labeled record. When a salesperson comes to the record with the red seal she knows it is time to order new stock and a memo of this is given the buyer, thus preventing the disappointing of customers.

Records Over the Telephone

The Lion Store, Toledo, Ohio, has adopted a

plan for increasing the sale of records which has been in vogue for some time by several Western merchants. This is the announcement of "Hear Victor Records Over Your Own Telephone." The arrangements which preceded the appearance of the advertisements consisted of the installation of a special private telephone in one of the store's record booths and a special transmitter attachment which intensified the sound emitted from the sound chamber of the Victrola. The arrangement enabled one to sit in his own home and hear the newest records played. During the cold and dreary season this telephone line was especially profitable, as scores kept indoors by the bad weather wanted new music to entertain them and, while they would not buck the storm to go to the store, when they found they could get a line on the newest music over the 'phone they were quick to take advantage of it. Orders are taken over the 'phone, likewise, for any records it is desired to have sent out, and these are either charged or delivered c. o. d. With the record supplements sent out each month is enclosed a sticker bearing the number of the private concert telephone of the store, with the request that this be pasted in the telephone book. The telephone business is growing constantly and the store has a list of people who have requested that they be called each time the new records are received.

Music Firms Feature the Joy of Music

Co-operative advertising is becoming more popular all the time and now a sextette of the leading music houses of New Orleans have combined to get "the joy of music" before the public. Just prior to the holidays they took an entire page in the local papers and adorned it

with a classic picture of Pan and a group of Grecian dancing nymphs. This cut was captioned in heavy black letters, "Music Brings Joy," and the signature contained the following well-known names: L. Grunewald Co., Ltd., Philip Werlein, Ltd., Dwyer Piano Co., Collins Piano Co., D. H. Holmes Co., Ltd., and Dugan Piano Co. The balance of the ad was devoted to what the great minds thought of music:

"The Greeks developed civilization to a point never equaled in some respects. They knew how to get the rich joy out of living and to distinguish real pleasure from temporary gratification. Plato and Aristotle proclaimed the same message as Euripides—that music is the well-spring of cheerfulness. Great men down through the ages have expressed the same thought. Shakespeare, Milton, Darwin, Beecher, Lincoln, Schwab and Roosevelt all give us the same message.

"Are you profiting from the mass of evidence? Are you filling your own home with soothing music? Do not delay! Buy a phonograph and have a hymn, an opera, a stirring march or a simple ballad always available."

NEW QUARTERS IN COLUMBUS, IND.

COLUMBUS, IND., December 31.—The Hoover-Rowlands Furniture Co. have installed an elaborate talking machine department in their store at Sixth and Washington streets, having secured the agency for the Brunswick phonograph.

The manufacturer who is feeling the pulse of the public through the retail trade is able to establish a policy that brings business.

1921 Victor Business Forecast

¶ It is due to the foresight and wisdom of the wonderfully efficient organization of the Victor Talking Machine Company that every Victor Retailer can look forward to the year Nineteen Twenty-one as reaching another point in advanced sales for the Victor products.

¶ Perfection in manufacturing, backed by the most wonderful advertising, with a constant, gradual increased production, has made the Victor business grow larger every year. Victor Retailers have every confidence in Victor products because they know these facts.

¶ Thanks to you, Victor Retailers, for putting your energy and your money into improved Victor establishments. We know the year Nineteen Twenty-one will show just as much increase in sales over Nineteen Twenty as Nineteen Twenty did over Nineteen Nineteen.

¶ Do not be affected by conditions which are affecting other industries. Put your shoulder to the wheel! Your Victor business is *bound* to increase.

Knickerbocker Talking Machine Co.

ABRAM DAVEGA, Vice-Pres.

KNICKERBOCKER TALKING MACHINE CO.

Metropolitan Victor Wholesalers

138 West 124th Street

New York

Gennett

RECORDS

"The difference is in the tone"



for a Happy New Year and new record delights, hear the new
GENNETT RECORDS

4650—Deenah (Tango Fox Trot). Raderman's Orchestra.
Fair One (Fox Trot). Cordes' Orchestra . . . \$.85
9096—My Home Town is a One Horse Town. The "Har-
monizers." Vocal Quartette—Orchestra Accompaniment.
Palesteena. Billy Jones, Tenor, with Orch. Acc. . . \$1.00
9090—It's Nice to Get Up in the Morning. (Lauder).
The Portobello Lassie. Hector Gordon. Scotch Comedian
—Orchestra Accompaniment . . . \$1.00
9092—What Will You Do With Jesus? Ethel Toms and Rob-
ert Carr. Contralto and Baritone Duet—Orchestra Acc.
Hold Thou My Hand. Robert Carr, Baritone—Orchestra
Accompaniment . . . \$1.00
4648—The Hula Blues (Fox Trot).
Annie My Own (Novelty Fox Trot). Raderman's Or-
chestra . . . \$.85

4649—Broadway Rose. Sam Ash, Tenor—Orchestra Acc.
Rose of My Heart. Ernest Davis, Tenor—Orch. Acc. \$.85
2508—One Day Nearer Home. Ethel Toms and John Perry.
Contralto and Tenor Duet—Orchestra Accompaniment.
The Ninety and Nine. Robert Carr, Baritone—Orchestra
Accompaniment . . . \$1.25
2509—Grande-Overture "1812"—Part I. (Tschaikowsky).
Grande-Overture "1812"—Part II. (Tschaikowsky).
His Majesty's Scots Guards Band. . . \$1.25
2510—Selections From Faust—Part I. (Gounod).
Selections From Faust—Part II. (Gounod).
His Majesty's Scots Guards Band . . . \$1.25
4647—Feather Your Nest (Fox Trot). Joseph Knecht's Wal-
dorf-Astoria Dance Orchestra.
I Love the Land of Old Black Joe Medley (One-Step).
Intro: My Little Bimbo. Yerkes' Jazzarimba Orch. \$.85

Hear these, and other new Gennetts on the January list, at any Starr dealer

THE STARR PIANO COMPANY, Richmond, Indiana

NEW YORK - CHICAGO - LOS ANGELES - BIRMINGHAM - DETROIT - CINCINNATI
CLEVELAND - INDIANAPOLIS - JACKSONVILLE - LONDON, CANADA

Thousands of people in your territory are taking piano lessons. Every one of them ought to hear the great Josef Hofmann play Chopin's "Fantaisie Impromptu" and Liszt's "The Rustling of the Woods". A-6174

Columbia Graphophone Co.
NEW YORK



BRINGS SUIT OVER THE USE OF THE NAME "EMERSON"

Emerson Piano Co. Seeks to Have Emerson Phonograph Co. Restrained From Using Name "Emerson" on Phonographs—Defendant Files Answer and Makes General Denial

The Emerson Piano Co., as a corporation under the laws of Illinois, and with its principal place of business in Boston, Mass., recently filed a bill of complaint in the United States District Court, Southern District of New York, against the Emerson Phonograph Co., Inc., a New York corporation, asking that the court restrain the latter concern from further use of the name "Emerson" in connection with the manufacture and sale of musical instruments, particularly phonographs and records, and also to order an accounting of profits and the payment of damages.

In its complaint the Emerson Piano Co. declares that that company and its predecessors have since 1849 been engaged in the manufacture and sale of musical instruments, particularly pianos, under the trade-mark "Emerson," and have spent large sums in advertising that name. The complaint recites the history of the Emerson Piano Co.'s business up to the present time and sets forth that the company has not been confined to the manufacture of one type of musical instrument, but has made an instrument of the player-piano type bearing the name "Emerson-Angelus," and on or about December 1, 1919, extended its business to include the manufacture of phonographs bearing the trade name "Emerson."

The complaint goes on to say: "For the purpose of informing the public of the plaintiff's rights in the premises and in order that the plaintiff's rights might be made clear and certain the plaintiff has caused the said trade-mark to be registered according to the statutes of the United States, to wit, Certificate No. 53,383, registered the 5th day of June, 1906. * * *

"And the plaintiff has more recently, to wit, on or about December 6, 1919, made application to the United States Patent Office for the registration of its lawful trade-mark, 'Emerson,' for musical instruments, as applied specifically to sound-reproducing instruments or phonographs. And the plaintiff further says that during the latter part of July, 1920, it learned for the first time that an opposition to its said application had been entered by this defendant in the United States Patent Office, in which, without shadow of right or basis in law, the defendant herein opposed the granting of the plaintiff's said application, that plaintiff has duly answered in said opposition proceeding, and said proceeding is pending in the United States Patent Office."

The complaint goes on to declare that because of the reputation and quality of the plaintiff's goods, all musical instruments stamped or marked with the plaintiff's trade-mark, "Emerson," have been, and are, highly esteemed by dealers and purchasers and are selected and purchased at high prices in preference to other goods. It declares that the plaintiff's ownership of the trade-mark "Emerson" as applied to

musical instruments is of great value and profit, approximately many thousands of dollars. It is further averred that "the trade-mark 'Emerson' has been universally known and recognized as indicating that goods bearing such trade-mark were the product of the plaintiff, and said trade-mark has become, and is, valuable property right of the plaintiff and a protection to purchasers of musical instruments made by the plaintiff, and that the word 'Emerson' has become, and is, the exclusive property of the plaintiff as applied to musical instruments, and that the plaintiff is entitled to the sole and exclusive use and benefit thereof, and that the plaintiff is entitled to recover for damages, or profits, which have resulted, or accrued, from the infringement of the plaintiff's rights hereinafter set forth."

The plaintiff declares that notice in writing of its trade-mark rights in the word "Emerson" was given to the defendant on or about February 19, 1920.

In its reply to the bill of complaint, the Emerson Phonograph Co., Inc., enters a general denial, declaring that this corporation was organized and has been conducted under the leadership of Victor H. Emerson, "a nationally known and recognized genius and figure in the phonograph industry," and that since the date of the

company's organization in 1915, it has been extensively engaged in manufacturing and selling phonographs and records, and has spent large sums in advertising the trade-mark Emerson under which its goods have been uninterruptedly sold up to the present time in interstate commerce throughout the United States and foreign countries. The answer also declares that "Emerson records and Emerson phonographs are known from one end of this country to the other, and constitute in the public mind throughout the United States one of the leading branches of this industry. * * * * The word 'Emerson' in the phonograph industry is today recognized and known as indicating as the source and origin of phonograph goods the Emerson Phonograph Co. and no one else."

The defendants call attention to the fact that the right of the Emerson Phonograph Co. to manufacture its phonograph records in spite of the apparent monopoly of the Jones patent was upheld by the court in 1916.

In filing its answer the defendant company, in turn, "prays that the Emerson Piano Co. may be enjoined and may be ordered to account" and also that damages be assessed.

NYTROLA IS NAME OF NEW MACHINE

A new talking machine known as the Nytrola is being manufactured by the T. & H. Specialty Co., of Charleston, W. Va. The capacity of the present plant is said to be twenty machines a day.

Profits Depend On Sales

A very definite policy of the C. C. Mellor Company is to lend every assistance within reason for stimulating their customers' sales of Victrolas and Victor records. :: :: :: ::

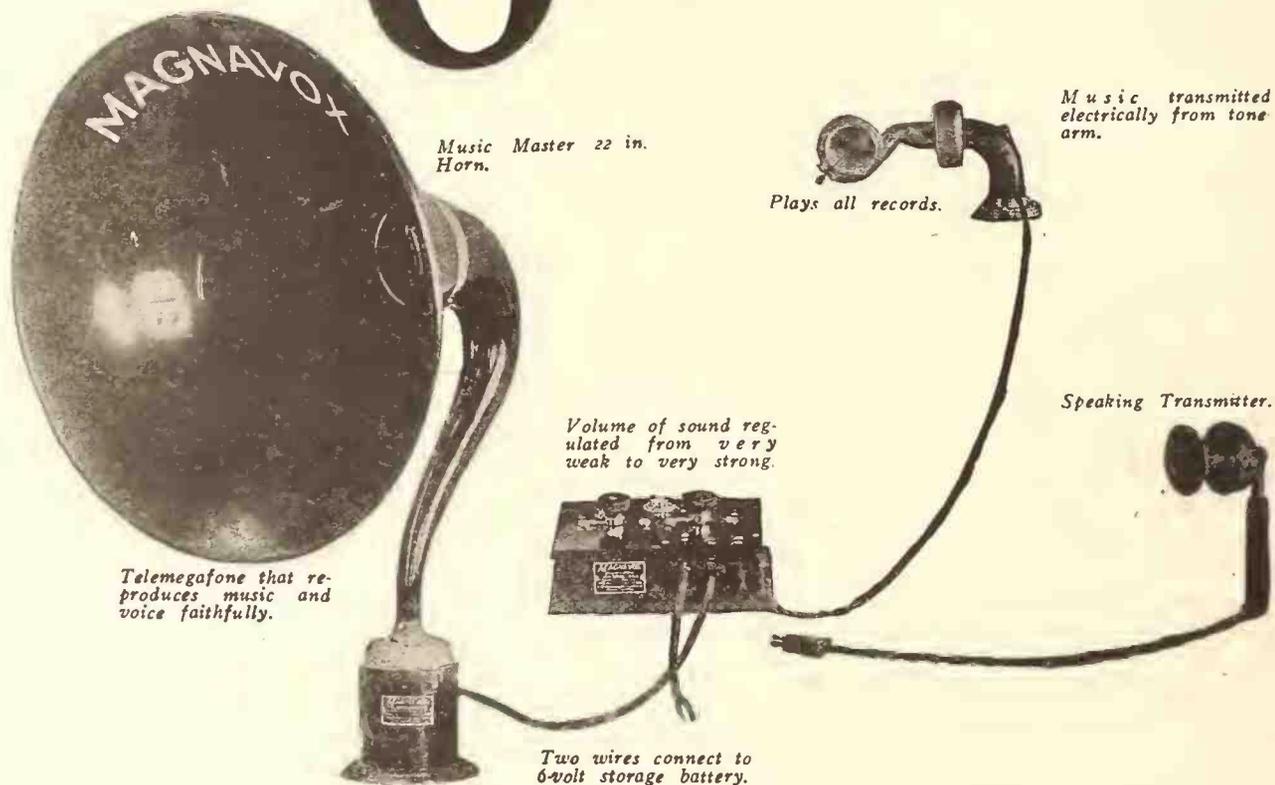
C. C. Mellor Company

1152 Penn Avenue,

Pittsburgh, Pa.

\$5.⁰⁰ for Every New Use Suggested
for the

Magnavox



YOU know what the Magnavox does—so magnifies the voice or sounds from a phonograph record or any other source that every word or note can be heard by a vast audience whether in an auditorium or outdoors. Or the sound can be modified at will to a mere whisper.

We're finding new uses for this instrument every day, but we want a lot more.

You may know some new ones. Tell us and win \$5.00 for each one.

Herewith are listed a few suggestions, to serve as illustrations. Each person to register a use, as yet not known to us, will receive \$5.00.

There's big profit selling this instrument and the field for its use seems unlimited.

Send for Bulletin 22520 which tells all about the Magnavox.

A few uses suggested for the Magnavox:

- For Concerts and Entertainments
- For Lectures and Public Speakers
- For Playgrounds
- On Shipboard
- On Recreation Piers
- To take place of Band or Orchestra
- For Dances
- For Church Entertainments
- For Social Gatherings
- Calling between Departments
- For Shop Keepers to attract attention to their Stores
- To demonstrate Records
- For Beaches
- For Skating Rinks
- For Fairs and Exhibitions
- For Train and Open Air Announcements
- Y. M. C. A.'s and Y. W. C. A.'s
- For Schools
- As a Megaphone
- For Contractors directing work on Buildings

J. O. MORRIS CO., Inc.

Distributors for New York and New England

1270 Broadway, New York City

SIMPLICITY IN WINDOW DISPLAY

Concentration on a Single Subject, a Machine or Record, Brings Most Successful Results—An Illustration Worth Noting

A practical demonstration of the fact that the proper display of a single instrument is generally more effective than a windowful of goods arranged haphazard, and calculated to confuse the observer, is found in the following story from the last issue of *The Puritan*, the house organ of the United Phonographs Corp., Sheboygan, Wis., under the caption, "An Accidental Success":

It is a temptation when dressing a show window to put in more goods than the public can "measure up" without coming to a halt and making a deliberate inspection.

Most window dressers advocate concentration on one or two objects, rather than a diffusion of attention on many. This does not hold true of dress goods and apparel windows because women always take time to inspect everything of this kind displayed.

A phonograph, being a relatively small article, takes up so little room that the dealer is tempted to put in several, either of the same make, or a variety of makes. This is the general practice, but a variation is often effective.

A merchant in Cleveland was changing his window trim, and after removing all the goods he was called away, and only had time to put one Puritan in the space before closing time. A few Puritan records were placed against the base, together with a neat gray card, lettered in white, "The World's Greatest Entertainer." No other goods were shown.

On approaching the store next morning, the dealer was surprised to see an unusual number of well-dressed people inspecting the display. Three people entered when he opened the door, and throughout the morning there were many others attracted. We don't know whether sales were made then, but there was no doubt that the solitary Puritan and the simple eye-catching card had made an impression. "This was an accidental stunt," said the proprietor. "If I had had time I was going to put in a windowful, and it must be there is something in this 'concentrated attraction' idea after all."

There is an idea here set forth that is well worth emulation.

BRILLIANTONE CO.'S SOUVENIR

Among the most attractive remembrances presented by talking machine houses to their customers this season is that of the Brilliantone Steel Needle Co. of New York City. Prior to the Christmas holidays there was sent from the Brilliantone headquarters an exceedingly attractive desk set, consisting of a letter opener and scissors with gold-finished handle and sheathed in a leather case with a brass tip. This useful and artistic memento will serve perpetually as a reminder of the good will of the Brilliantone Steel Needle Co. and Byron R. Forster and Harry W. Acton, who direct its destinies, throughout the New Year.

Your Problem Is Ours

Good Profits (to you)

- Good Service (to your customers)

Answer: TONAR RECORD BRUSHES

(Trade Mark)



Have we solved the above problem correctly?

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

PARKS & PARKS, Inc.

TROY, N. Y.

New York Office, C. E. Peabody & Co., 186 Greenwich St.

Southern Representatives: I. W. Becker & Co., 226 1/2 Peachtree St., Atlanta, Ga.

WOMEN SUCCEED IN MUSIC STORES

Bring Best Results in Selling Music, Says Prominent Woman Writer—Talking Machine Demonstration Needs Feminine Touch

"Service has always been Mrs. Brewster's theory of success," says a writer in *The Independent Woman*, describing the career of a brilliant talking machine saleswoman.

"And she believes that the maximum of service can only be obtained from a sales force that is intelligent. The question does not revolve about the relative ability of man or woman when it comes to the selling end of the game; it is whether the proposition they sell has a feminine or masculine appeal.

"I do not like men on the sales force of a talking machine shop, but it is not because I do not think men cannot sell as well as women," Mrs. Brewster said. "In the first place such a job is apt to attract only the man or boy who is lazy. It is a position that requires the feminine touch, and the man who gets into such a job is apt in time to become effeminate.

"Of course, such individual cases as the man working his way through a musical course, or passionately interested in music for the music's sake, are not to be considered. The average boy, however, prefers ragtime to good music, and he follows his taste when demonstrating to the public, and when the public leaves before he is half through his demonstration he nonchalantly lights a cigarette and forgets about the lost sale."

CLOSE EMERSON CANADIAN BRANCH

Brockville, Ont., Investors Will Have Money Invested Returned to Them According to Statement Issued by the Local Board of Trade

BROCKVILLE, ONT., January 3.—On account of difficulties which have beset the parent concern in the United States the establishment in Brockville of a Canadian branch of the Emerson Phonograph Co. has been abandoned. Brockville people have subscribed considerable stock in the project, which will be returned to them as a result of representations made by the Board of Trade, which had endorsed the proposition. The Standard Securities Corp. was acting as selling agent. The capitalization of the company was \$500,000 and exclusive rights had been granted to the Emerson Canadian Co., Ltd. It was the purpose of the company to manufacture Emerson records and, ultimately, produce phonographs.

URGES ETHICS IN BUSINESS

Commissioner Murdock Places Inviolability of Contract First

Business men of the nation are giving to the whole world a service beyond price, Victor Murdock, chairman of the Federal Trade Commission, said in an address in Cleveland, O., recently.

"The modern business man trades wares, quality and service, for money and good-will," he said. "Service thrives through an exercise of those factors which have built up our civilization. First and foremost among those factors is inviolability of contract. We must keep our word. A verbal pledge should remain a bond.

"The man who misrepresents in trade, in labels, in advertisement or in sale has no place in this situation, for a single unfair competitor, sometimes a single unfair act, will disorder a whole line of industry. The man who cripples a competitor by unfair methods is blocking the path of progress, not blazing it."

CHAUTAUQUA PHONO. CO. FORMED

The Chautauqua Phonograph Co. has been incorporated under the laws of Delaware to manufacture talking machines. The capital of the corporation is \$1,000,000 and the incorporators are C. B. Bishop, H. H. Ochletree and A. A. Bishop, Wilmington.



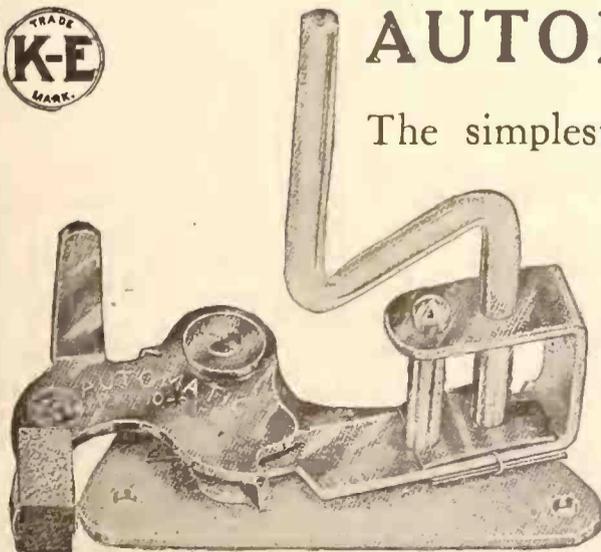
AUTOMATIC STOPS

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



How Best to Protect Musical Instrument Designs by Means of Patents :: :: By Waldon Fawcett

In a special article in The Music Trade Review recently Waldon Fawcett, of Washington, called particular attention to the inclination of various concerns to secure what are known as "design patents" on their products in order to prevent competitors from copying various popular models of musical instruments at the expense of the originators.

In discussing this important question Mr. Fawcett says in part:

"That the music industries are but just awakening to the importance of protecting distinctive cases, cabinets, benches, etc., against intentional or unintentional imitation or duplication is attested by the number of firms in the trade that have lately taken out, at one swoop, as if were, patents covering their entire range of models. As an illustration—one among many—we find a Chicago manufacturer of phonographs taking out, only a few weeks ago, a battery of patents covering the ornamental designs of this firm's respective sound-reproducing cabinets—period models as well as new contributions to the category of 'uprights.' Many firms in the trade, not content with isolating their ensemble designs, have taken out patents on grilles, tone control devices and other details.

"As the patenting of the designs of musical instrument cases becomes more general in the industry we may expect that such evidence of originality of conception will be more extensively played up as a 'talking point.' The term 'patented' has long been a word to conjure with in the music trades, as in other commercial and industrial fields. but heretofore music tradesmen, in invoking the prestige of patents, have usually had reference to mechanical patents.

When you stop to realize it, though, the design patent comes closer to the elements of salesmanship than its mechanical counterpart. Upon the latter may depend something of the service that an instrument will give its owner; yea, and something of its tone, perhaps, but design patents give the measure of the appearance of an instrument and every purveyor of musical wares knows that 'appearances count.'

"Some skeptics in music trade circles have re-

Originality of Design Conception Will Be More Extensively Played Up as a "Talking Point" in the Future

mained lukewarm in the face of the new trend to design patenting because of a cynical theory that 'any old thing' can be made the subject of a design patent. In all fairness, this suspicion that there is no insistence upon 'inspiration' as the prerequisite of a design patent is not justified. To be sure, design patents cover features of musical instruments that are ornamental rather than utilitarian, but in order to win one of Uncle Sam's testimonials to orig-

inality there must be a new appearance created by inventive process and serving the purpose of embellishment. The umpires at Washington even undertake to draw a distinction between novelty and invention and it has on more than one occasion been held that minor differences or departures in the outline of a musical instrument case, such as might suggest themselves to any resourceful workman, could not be accepted as a basis for design patents.

"One of the limitations of the design patent system is that which denies protection to fresh productions that are essentially nothing more than adaptations of old designs, long known in the art of the industry. Mere changes in size, color or material will not support a claim for a design patent, nor will a regrouping or rearrangement of devices and ornamental forms long known in the music industries unless, mayhap, the adapter has so completely disguised and rejuvenated his mediums of adornment that the effect produced is that of a new entrant.

"Judging from correspondence that has come to Washington from quarters within the trade, some musical instrument manufacturers and marketers have refrained from taking out design patents under the impression that the monopoly thus conferred can apply only to the ornamentation upon an article of manufacture rather than to the article of manufacture itself, as that article is manufactured and produced. It is unjust to thus narrowly appraise the scope of design patent protection. There are precedents aplenty to prove that design patents may be taken out on articles which have a useful mechanical function, provided such articles also

NEW YEAR'S GREETINGS

There's Real Joy and Happiness in Every Package of

DE LUXE NEEDLES

What better New Year's Wish, therefore, could we suggest than that every Warehouse, Store and Home could share with our long list of satisfied customers the entire satisfaction and everlasting Happiness in the use of DE LUXE NEEDLES exclusively throughout the New Year 1921?

DON'T FORGET THESE FACTS

- 1. Perfect Reproduction of Tone
- 2. No Scratchy Surface Noise
- 3. Plays 100-200 Records



Full Tone



Medium Tone

DUO TONE COMPANY, Inc.

Sole Manufacturers of De Luxe Needles

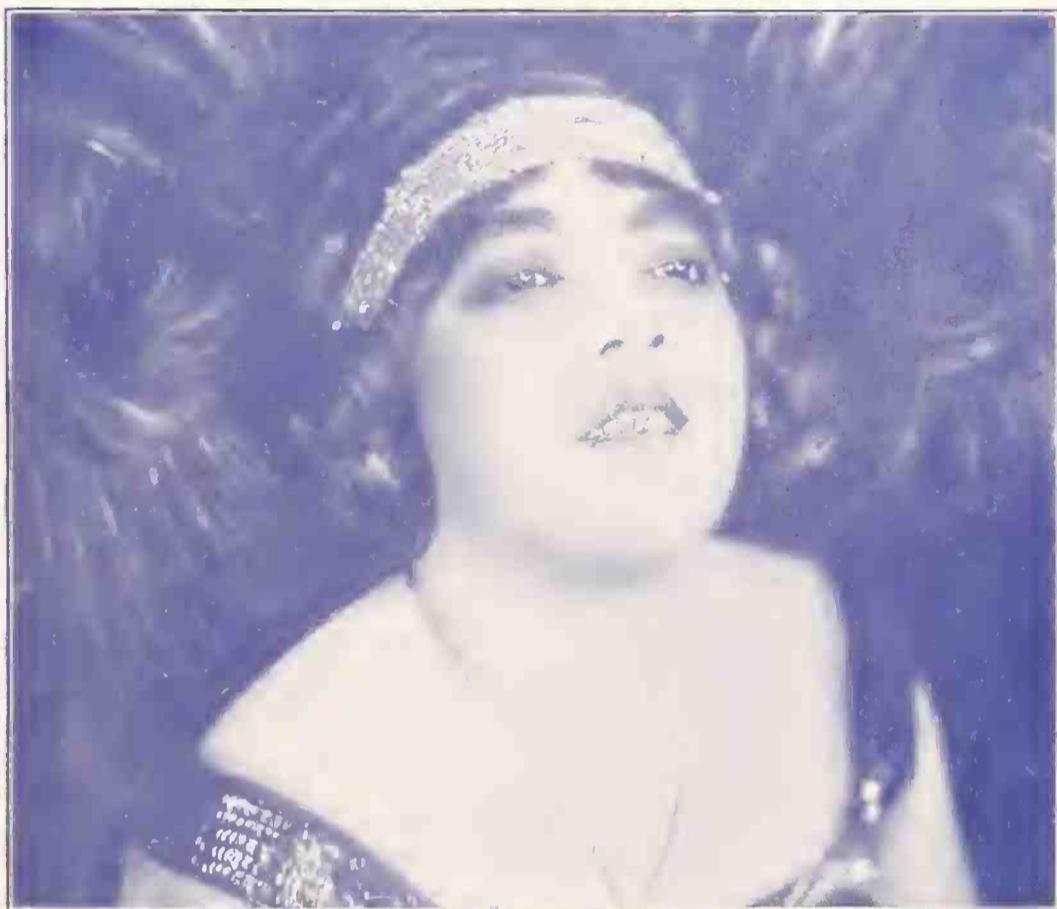
ANSONIA, CONN.

Three for 30 cents

Liberal Discounts

OKeh Records

BLUES! BLUES!



MAMIE

SMITH

AND HER JAZZ HOUNDS

- | | | | | |
|--------|---|--------------------------------|-----------|---------------------------------|
| 4228 | } | MEM'RIES OF YOU, MAMMY | - | Mamie Smith and Her Jazz Hounds |
| 10 in. | | IF YOU DON'T WANT ME BLUES | - | Mamie Smith and Her Jazz Hounds |
| \$1.00 | | | | |
| 4194 | } | THE ROAD IS ROCKY | - - | Mamie Smith and Her Jazz Hounds |
| 10 in. | | FARE THEE HONEY BLUES | - | Mamie Smith and Her Jazz Hounds |
| \$1.00 | | | | |
| 4169 | } | CRAZY BLUES | - - - - | Mamie Smith and Her Jazz Hounds |
| 10 in. | | IT'S RIGHT HERE FOR YOU | - | Mamie Smith and Her Jazz Hounds |
| \$1.00 | | | | |
| 4113 | } | THAT THING CALLED LOVE | - - - - - | Mamie Smith |
| 10 in. | | YOU CAN'T KEEP A GOOD MAN DOWN | - - - | Mamie Smith |
| \$1.00 | | | | |

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

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

Factories: Newark, N. J. Elyria, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.
Branch Offices: Chicago, Ill. Toronto, Can. London, Eng.





make a pleasing impression on the eye. The Commissioner of Patents, in the same spirit, ruled not long since that a design patent should not be refused simply because a device has moving parts.

"The attitude of the Federal courts in recent years, both as affecting musical instruments and other articles of commerce that are in somewhat the same relative position, is that protection may be invoked via a design patent for a new and original shape given to an article of manufacture quite as readily as for an ornamentation placed on the article and that the 'appearance' of an article is none the less patentable because a mechanical function is involved.

"Some disappointment has been occasioned now and then to music industry interests by the fact that the protection of design patents cannot be invoked for what is known as the 'internal structure' of an article, as, for illustration, a hidden part of a piano or player. Inasmuch, though, as the whole basis of a design patent is the 'appearance' of the article—the effect on the mind through the eye—it is but logical that no feature of interior construction should be accorded the shelter of a design patent. There have even been instances in which design patents have been denied for articles 'for obscure use,' evidently on the premise that it is too much to expect that an article that is covered up or used in an obscure manner should possess any high degree of artistic excellence. However, all such cases are considered individually and just as in other directions a border line case is often disposed of in a manner that spreads the blanket of a design patent over features that, at casual glance, might not seem susceptible of such entrenchment.

"In view of the fact that in the music trades the differences between patented designs are apt to be matters of detail it is highly important that in the most recent pronouncement on the subject of designs by a Federal court of appeals the principle was laid down that when it comes to ascertaining what is objectionable 'identity of appearance' it is to be borne in mind that the persons liable to be deceived are not experts, but ordinary observers giving such attention to the matter as purchasers usually give. 'If the effect produced upon the eye is the same,' the court puts it, infringement is established. Broadly speaking, the tendency seems to be to afford more rather than less protection than formerly under a design patent."

Tell your prospect why he should buy. Don't ask why he doesn't.

MISS MORRISEY MARRIES

Prominent Edison Star Becomes Bride of Roy J. Keith, Also Well Known in the Trade

Marie Morrisey, the popular contralto and widely-known Edison artist, was married on December 21 to Roy J. Keith, formerly vice-president of the New York and Chicago Talking Machine Co. Mr. Keith is now vice-president of the Curtis Candy Manufacturing Co., of Chi-



Miss Marie Morrisey

cago. Miss Morrisey is one of the most popular of Edison artists, both with Edison phonograph owners and Edison dealers, and it is felt that they all join in the hearty congratulations and best wishes here extended. She was the first Edison artist to take up regular tone-test recital work and go on tour, and she has just completed a six weeks' tour through the Middle West. The couple will spend their honeymoon in Honolulu and California, and on their return will make Chicago their home. Miss Morrisey will not abandon the concert field.

TALKER TO ANSWER TELEPHONE

When you are expecting a friend to call you on the phone and you are unexpectedly called away, you may leave a message for him on a record, according to the story of a new device perfected by E. L. Grauel, one of the engineers of the Automatic Telephone Co., and explained by him at a recent meeting of the members of the Chamber of Commerce in Philadelphia.

Now is the time to consider results in terms of what it costs to produce them.



BLANDIN

BLANDIN owners are ever increasing. When you compare Blandin reproduction, you will understand why no other phonograph will entirely satisfy you.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.



FINGER NAIL REPRODUCES SOUND

Some owners of talking machines have discovered that the finger nail possesses the properties for reproducing music from the record grooves. It has been found that if the finger nail is sharpened slightly so that it will fit into the grooves of the record a faint reproduction will be heard as soon as the record revolves. Although the volume of sound is very small, the reproduction is very clear and the words of a song may be distinguished with ease. Strange to say, if a needle is held between the fingers no sound is heard. This story is being extravagantly "played up" in the daily papers.

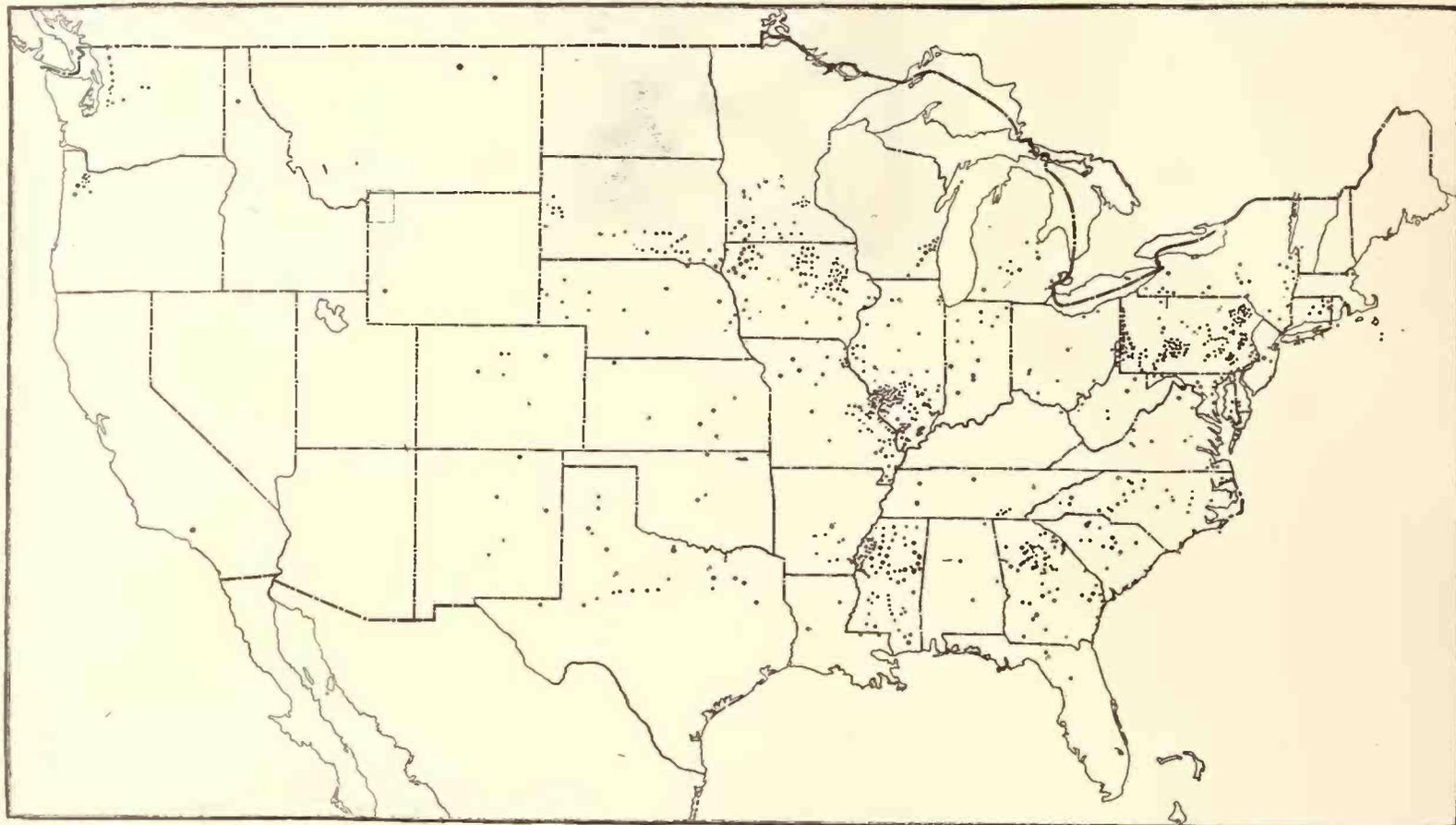
Stopping advertising in order to save money is like letting the bearings of your automobile run dry to save oil.

REYNOLDS
 - MOBILE ALABAMA -
VICTOR DISTRIBUTOR
 VICTOR VICTROLAS
 VICTOR RECORDS
 SERVING VICTOR DEALERS
 IN
 'ALABAMA'
 'MISSISSIPPI'
 'FLORIDA'

The
SERENADO
TRADE MARK
SERENADO MFG. CO.

CEDAR RAPIDS, IOWA

ORGANIZATIONS ARE BUILT ON SERVICE



THE PROOF OF SERVICE IS AN ORGANIZATION

There is a dealer under contract for the sale of The Serenado at each point shown on the map.

Some of those dealers are large, some of them are operating in a small way but each and every one of them contracted with us because The Serenado was recognized as standard and of high quality and our effective co-operation and the low prices made possible by our merchandising methods were desired.

They are continuing with us for the same reasons.

As states are opened the better class of dealers are taking on the line—isn't that a guarantee of service rendered?

SERENADO MFG. CO.
 CEDAR RAPIDS, IOWA

All the World's Artists play and sing their best
 for the Audience of The Serenado

BRINGING MUSICAL APPRECIATION TO THE PUBLIC SCHOOLS

Interesting Details Showing How Fourteen Schools in Cicero, Ill., Are Utilizing the Grafonola as a Factor in Augmenting Musical Knowledge—A Story of Real Progress

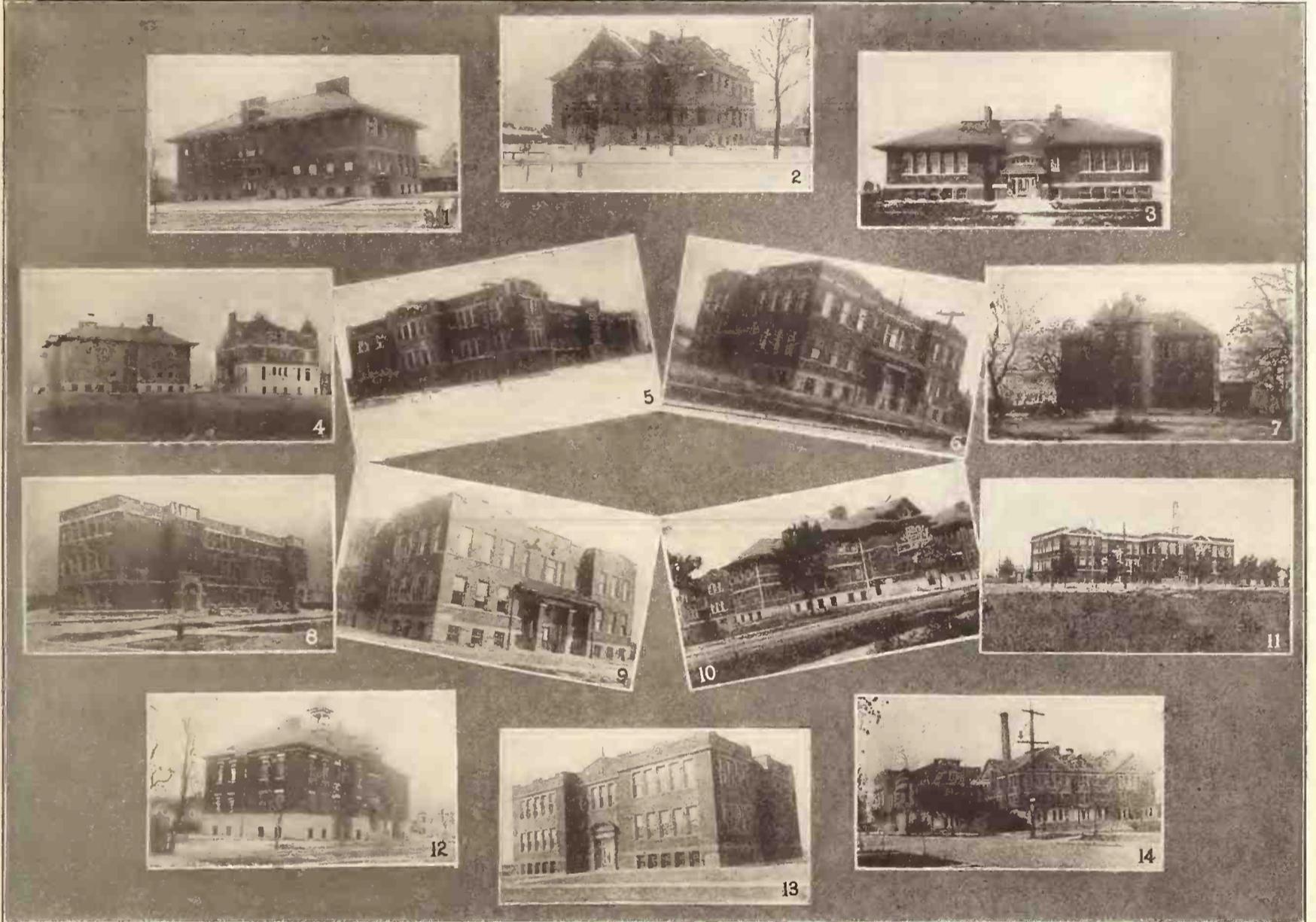
Cicero, Ill., a city of over 45,000, the largest city in Cook County except Chicago, with a school enrolment of 7,000, has recently demonstrated a great appreciation of the place music deserves in its public schools and of the ability of the Columbia Grafonola, in particular, to bring to the scholars in Cicero the message of music. The School Board could not provide the

for this fine piece of work goes primarily to the children of these schools, but some of it must be shared with Miss Genevieve Quealy, Chicago representative of the educational department of the Columbia Graphophone Co., and some to E. Blinke, of the Chicago sales force, and to Justin Bros., the Columbia dealer in Cicero. The schools in Cicero which are now equip-

memory and athletic contests, with public-spirited citizens offering money prizes wherewith to purchase an instrument. The more schools are thrown on their own resources to provide means for the purchase of talking machines the sooner School Boards will wake up to their obligation to provide all schools with this needed equipment.

BRUNSWICK STORE IN HOLLYWOOD

Reed & Dady have opened a new Brunswick store in Hollywood, Cal., located at 6611 Holly-



Fourteen Schools of Cicero, Ill., funds at the time, therefore the scholars took matters in their own hands and raised the money. Each school formed its own unit, entered into a campaign to collect old papers and newspapers and with the proceeds of the sales from these bought their Grafonolas.

Not a school heretofore had an instrument. Now each of the fourteen schools in Cicero has a Columbia Grafonola, bought and paid for outright by the pupils of each school. Credit

ped with Grafonolas are as follows: Woodbine, Morton Park, Drexel, Goodwin Clyde, Cicero, Sherlock, McKinley, Woodrow Wilson, Roosevelt, John Paul Jones, Burnham, Hawthorne, Columbus and J. H. Sterling Morton High School.

There are other ways that may be suggested to the schools for raising funds with which to purchase talking machines, such as cake and candy sales, suppers and fairs, essay, music

Through the Efforts of Pupils wood boulevard. All models of the Brunswick are shown in the attractive display rooms, which are finished in royal blue and ivory.

O. S. Grove has opened a new talking machine store at 517 Thirteenth street, Oakland, Cal., where the Aeolian-Vocalion line will be featured under the management of H. Murphy, formerly manager of the City of Paris phonograph department.



Superior Service 7 High-class Models

IN FOUR FINISHES POPULAR PRICED \$105 to \$350
BIG INDUCEMENTS to a LIVE DEALER—PLAYS ALL DISC RECORDS. Machines in Transit, same day ORDER RECEIVED

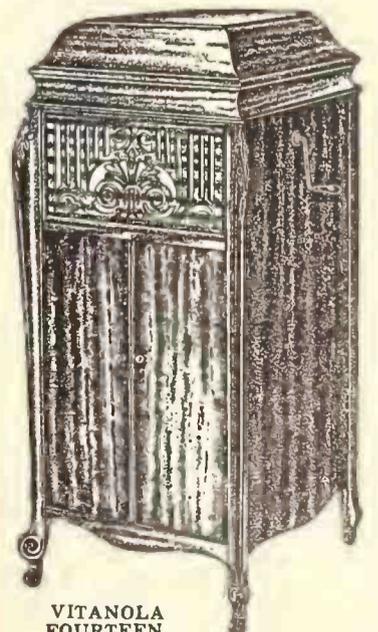
Write for Agency

Eastern Penna., New Jersey, Delaware and Maryland
Ask about the TONOFONE NEEDLE, the wonder of the age.
Large profits and constand demand.

VITANOLA DISTRIBUTORS CO.

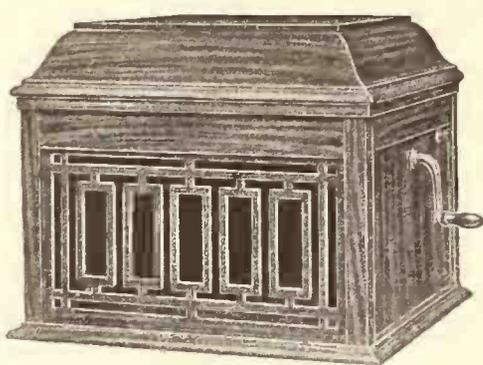
1025 ARCH STREET

PHILADELPHIA, PA.





Arietta Model II



Arietta—Model I



Arietta Model III

Immediate Delivery!

NO HEAVY INVESTMENT in machines to protect yourself—no loss of sales during the busy season because of shortages. You can order as many ARIETTAS as you need now and get IMMEDIATE DELIVERY on future orders, as you need them. In other words—

The Machines You Want, When You Want Them!

And ARIETTA Prices Are RIGHT!

ARIETTA HAS EVERYTHING your most exacting customer can ask for—sweetness of tone, beauty of design, quality of materials and workmanship—and the prices are right!

That's the reason ARIETTA is putting new life in dormant phonograph departments—it represents the kind of value people are demanding nowadays—and it nets you a satisfying profit.

At least, investigate the ARIETTA proposition. Fill in and mail the coupon and get our exclusive agency offer by return mail. Do it NOW!



Arietta Model IV

Emerson Records

We are wholesale distributors. Write for list of latest releases. Quick service!

Rountree Corporation

Manufacturers
Richmond, Va.

ROUNTREE CORP., Richmond, Va.

Gentlemen: Kindly send me details about the ARIETTA PHONOGRAPH and your agency proposition, without obligating me.

Name

Address

Post Office

W-1-21

THE CHOOSING OF SALESMEN

Some Excellent Suggestions on That Subject Are Offered by Hugh Chalmers

Hugh Chalmers, one of the most-noted business men in America—so because of his master ability both as salesman and sales manager—considers the following points most valuable in hiring salesmen:

Has the salesman letters of recommendation? If so, he probably is a man who needs them. Is the salesman one who can be fired as easily as he can be hired? That is, is he a brother, cousin, uncle, father or son of a present employe or officer of the firm? Can he give a surety company bond? If not, chances are something is wrong with the man. Can he give his last employer as well as previous employers as reference? Has he made a study of the science of salesmanship? Did he work as a boy, or was he brought up in idleness until of age? Did he learn to overcome obstacles in youth or tackle the problems of the world as a full-grown man? Are his habits good? By that is not meant is he 100 per cent good, but is he a decent sort of fellow? Does he over-indulge in things he should not? Would he impress you favorably if he were trying to sell you something instead of applying for a job? Has he saved money? If not, why not? Can he get to the point quickly or does he take a circuitous route? Can he answer objections quickly? Try him out. Ask him to give three reasons why he thinks he can sell your goods and test his ability to think quickly and give logical answers. Is he quick-tempered? A quick-tempered man weakens himself in the eyes of others when he loses his temper. Is his voice pleasing or rasping? Has he respect for the opinions of others? Do his voice and his manner impress you as carrying conviction when he makes a point? Has he enthusiasm in his nature? Does he respect the opinions of others? Is he positive in his statements? Can he listen as well as talk? Does he know when to stop talking? Is he

easily discouraged when told he can't have the job?

The reasons why these questions are asked are obvious. A firm is known by its representatives and should carefully select men who reflect nothing but credit on the house which they are representing.

THE COLUMBIA IN CENTRAL EUROPE

Interesting Account of a Grafonola That Has Seen Service in Y. M. C. A. Work

W. P. Viles, Y. M. C. A. secretary, at Leitmeritz, Czecho-Slovakia, who during the war



Bohemian Children Listening to the Grafonola

won a Croix de Guerre, sent the picture herewith reproduced to the Columbia Graphophone Co. The scene shows Bohemian children surrounding a Columbia Grafonola in the Y. M. C. A. at the Leitmeritz garrison. In writing about it Mr. Viles said: "I have carried this machine through the Siberian campaign during 1918-1919 and here this year without a failure to play at every winding. This is a fact which is worthy of mention."

MEETING OF TALKING MACHINE MEN

Local Association of Retailers Fixes Date for Annual Entertainment and Discusses Numerous Matters of Trade Interest

At the monthly meeting of the Talking Machine Men, Inc., held at the Hotel Pennsylvania recently, it was announced that April 10 was the date selected for the annual dinner and entertainment of the Association, the probabilities being that the affair will be held at the Hotel Pennsylvania, as has been the case during the past two years.

The Sunday closing question also came up for discussion during the meeting and the matter was placed in the hands of a grievance committee for definite action.

The question of record exchanges among members was also considered and E. G. Brown, secretary of the Association, and Irwin Kurtz were appointed a committee to visit Philadelphia and make a study of the very successful system of record exchange that has been put in practice by the Philadelphia Association. Information as to the methods of the exchange will be placed

before the Association.

NEW BOSTON INCORPORATION

The Independent Talking Machine Co. of New England, with main offices in Boston, has incorporated with a capital of \$100,000. The incorporators are Philip E. Sage and Samuel Albert, of Cambridge, and Ella C. McLoughlin, of Brookline.

A DEBUT IN AMERICA

But well known all over the world

ODEON and FONOTIPIA

RECORDS

make their first bow to the American Trade

AMERICAN and COMPLETE INTERNATIONAL REPERTOIRES RECORDED IN THE COUNTRIES OF ORIGIN

ONLY THE VERY BEST SELECTED FROM OUR VAST REPERTOIRES

ENGLISH—FRENCH—ITALIAN—SPANISH—GERMAN—
DUTCH—SCANDINAVIAN—RUSSIAN—POLISH—BOHEMIAN—
SERBIAN—HUNGARIAN—TURKISH—ARABIC—CHINESE—
GRECIAN—HEBREW—YIDDISH—SLOVENISH—
ROUMANIAN—SYRIAN

THE ARTISTIC RECORDINGS COMPRISE SELECTIONS BY THE MOST FAMOUS ARTISTS

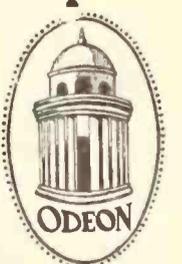
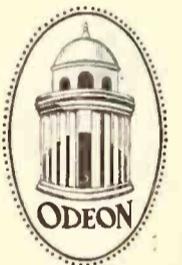
SINGLE SPRING MOTORS

Distributors Will Appreciate Our Proposition

POPULAR PRICED TABLE PHONOGRAPHS

American Odeon Corporation

100 WEST 21ST STREET
NEW YORK



Granby Phonographs Are Selling Today In Spite of the So-Called Depression

FIFTEEN to twenty sales daily in towns of from 10,000 to 60,000 population prove Granby's contention that business is what you make it.

And so strong is our faith in this contention that we are going to prove it to every dealer who is not so steeped in pessimism that he is blind to opportunity.

**WE WILL SELL HIS CONSIGNMENT OF GRANBY
PHONOGRAPHS AND FINANCE THE DEAL FOR HIM**

What is the use of grumbling and growling over business conditions? Wake up and make business conditions what you want them to be.

Write or wire us today for details.

GRANBY PHONOGRAPH CORPORATION
N O R F O L K - V I R G I N I A
.. Factory · Newport News..

The two big song hits of the *Ziegfeld Follies of 1920* are "I've Got the Blues for My Kentucky Home" and "Marimba." Van and Schenck make a doubly popular record by singing one of these songs on each side. Order big. A-3336

Columbia Graphophone Co.
NEW YORK



REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

Adjustments That Make Sales

After the rush of holiday buying is over a great help to future sales will be found in having your salesman call on a number of those customers to whom you have sold machines within the past few years, with the idea of looking over their machines to see if they are in correct playing condition. There are a great many little minor adjustments that can be made which would not only be appreciated by the machine owner, but would also help greatly in selling more records.

Probably the greatest fault found with the average machine is in the speed adjustment. The machine is almost always found to run either too fast or too slow. The record, recorded at seventy-eight revolutions per minute, must be reproduced at that speed to insure proper time for dancing, or proper pitch for the voice or instrument. On all machines, no matter of what make, will be found some method of changing the speed of the motor. Look to this point first and make the adjustment, counting the speed of the turntable by placing a small piece of white paper between a record and the turntable felt, start the motor running, and then counting seventy-eight revolutions of the paper to the minute.

Once the speed is adjusted correctly it is an easy matter to play over a record to see if the sound box is in proper adjustment. If it should squeak or make a buzzing sound take a small jeweler's screwdriver and try tightening up the needle arm adjustment screws, and then see if the wax placed at the junction of the needle arm and mica diaphragm is not cracked or off entirely. If it is simply cracked hold the flame of a match near enough to it to melt the wax so that it will run together evenly, or if off entirely put on some new wax.

The motor board can be taken out of the machine so that the motor can be oiled at the proper places and vaseline put on the governor and turntable spindle spirals. If the condition of the motor is such that it must be sent to your repair shop the matter, of course, can be taken up at once with the owner. After a thorough inspection and adjustment the customer is assured that the machine is again in first-class condition and this can be depended upon to awaken new interest in its owner to the point of purchasing some of the latest records (have latest catalogs handy) merely as an appreciation of the foresight of the dealer who has taken enough interest in him to see that he was getting the best results possible from the machine.

The wise manager knows the channels of distribution as a pilot knows the rocks and the harbors

NOVEL IDEA IN EDISON ADVERTISING

In the Edison national advertising for February, advance proofs of which have just been sent to Edison dealers, the public is invited to join with Thomas A. Edison in an experiment, the purpose of which is to ascertain and classify the effects of music on the minds and moods of mankind.

Its readers will be invited to analyze their own mental reactions to music either in their homes or at an Edison dealer's store, the only necessary appointments being an Edison phonograph, a number of Edison Re-Creations and a specially prepared chart upon which the various mood changes may be recorded.

William J. Burns, head of the Wm. J. Burns International Detective Agency, the first man to fill out the "Mood Change Chart," will be shown in the advertising analyzing his own mental reactions, as well as a photographic reproduction of the chart filled out by him and showing the results of his analysis.

NEW VICTOR SALES HELPS

Several Very Valuable Aids for the Retail Victor Dealer Just Off the Press

The Victor Talking Machine Co. has just issued a splendid budget of sales helps which emphasize its desire to help the dealer to achieve greater results in a business way. This literature includes the regular January supplement as well as supplements for the same month in the following languages: Bohemian, Greek, Hebrew (Yiddish), Hungarian, Italian, Lithuanian, Mexican, Norwegian, Polish, Portuguese, Roumanian, Russian and Swedish, as well as proofs of ready-made advertisements.

ADVERTISING RESPONSIBILITY

What you advertise you "say to the world"—responsibility is correspondingly great and the consequences are in proportion.—From a bulletin of the Dallas Music Industries' Association.

"LIBROLA"

A Library Table PHONOGRAPH

Dealers can complete their line with this high-class instrument which appeals to the best clientele.

Progressive dealers everywhere are developing a prestige building, profitable business with the "Librola." Write for prices and open territory.

Immediate Deliveries



No. 250T. Patent applied for. Price \$125 Net
48" long, 28" wide, 31" high. Finished all around
Oak, Mahogany or Walnut
All flat surfaces veneered, all others solid Mahogany or Walnut

We are ready to make immediate deliveries. Send in your orders today.

SEABURG MANUFACTURING COMPANY
JAMESTOWN, NEW YORK

\$13,624,121 IN TAXES FROM TRADE

Government Report Shows Great Income From Music Industry as a Result of Excise Taxes—500 Per Cent Gain Over Preceding Year

WASHINGTON, D. C., January 5.—According to the annual report of the Commissioner of Internal Revenue for the year ending June 30, which has just been issued, the music industries paid in excise taxes on pianos, player-pianos, talking machines, records, music rolls, etc., a total of \$13,624,121.46 on the basis of five per cent of the manufacturer's selling price. The tax represents payment on a total business during the year of \$272,482,429.20.

The figures in the latest report represent an increase of about 500 per cent over the revenue realized from the industry during the preceding year, when the total was only \$2,283,245.99, the tax being at the rate of only three per cent and then only on specified products.

It is believed that the figures given in the report should offer an additional and convincing

argument in favor of the maintenance of the excise tax rate at the present standard instead of doubling it, as suggested by the Secretary of the Treasury. It is pointed out that increasing the tax to ten per cent would serve to cut down business and would not double the revenue as hoped, while on the other hand the music industry in proportion to its volume of business has done more than its share in financing the country, especially when it is considered that in addition to the excise taxes there must also be paid the usual excess profit taxes and other levies.

PIRAMIDA PHONO. CO. ORGANIZED

The Piramida Phonograph Co., Brooklyn, N. Y., has been incorporated with a capital of \$20,000. The incorporators are G. B. Glover, N. Galpern and H. L. Williamson, 619 Eastern Parkway.

Generosity is best shown in a candid estimation of other men's virtues and good qualities.

LOPEZ SIGNS WITH COLUMBIA CO.

Famous Vaudeville Jazz Orchestra to Make Records for the Columbia Co. Exclusively

Vincent Lopez, the well-known pianist, and his jazz orchestra, known as "Lopez and His Harmony Kings," recently signed a two-year con-



Vincent Lopez

tract to record exclusively for the Columbia Graphophone Co. His musicians played seventy weeks on the Keith circuit with Pat Rooney in his "Rings of Smoke" and are said to be the highest-paid band in vaudeville. During that time they played eight weeks at the Palace Theatre, New York. They will shortly open in Pat Rooney's new show, "Oh, Pat!"

A BOOK FOR ADVERTISERS

Crain's Market Data Book and Directory of Class, Trade and Technical Papers, is just about ready for delivery. It lists all of the business publications of the United States and Canada, giving circulation, rates, size of type page, closing dates, in addition to a market analysis of each trade, profession and industry. It is published by G. D. Crain, Jr., 417 South Dearborn street, Chicago.

FEDERAL ELECTRIC SIGN



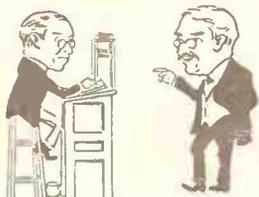
The Sign they Never Forget"

—Cuts the Cost of Getting New Customers

Every possible new customer who goes to a competitor represents so much profit loss—profit on the first sale as well as on all future sales.

If your place of business is lost in darkness, customers will continue to trade with your competitors.

Brighten up your store front—erect a Federal Electric Sign. It carries your message 24 hours a day and attracts business from a distance in each direction including cross streets. It cuts the cost of getting new customers. Made of porcelain enameled steel, it cannot rot, rust or fade. Never needs refinishing. Costs only a few cents for electricity—no other expense. Tear off and mail coupon for full information, price and free sketch of Porcelain Enameled Sign for your business—no obligation.



"Credit the Sign for that Last Sale, Joe"

Tear off and Mail Coupon Now

FEDERAL ELECTRIC COMPANY

Representing Federal Sign System (Electric), 8700 South State Street, Chicago, Ill.

Please send me full information, price and free sketch of a Porcelain-enameled Steel Sign for my business. Explain your 9-months-to-pay Plan.

Name City State
Street and No. Business
Store Frontage No. of Floors T.M.W. I

Why Break Records? Just File Them!

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

The Marvelous MAGNOLA



Watching the Music Come Out

This is only one feature of many that will command your interest and attention. Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices Southern Wholesale Branch
711 MILWAUKEE AVENUE 1630 CANDLER BLDG.
CHICAGO ATLANTA, GA.

"Working" The Victor Talking Sign

We are tied up with them!

CHICAGO
Talking Machine Co.
112 N. Michigan Av.

Victor Wholes



Overtime!"

Machine Factory

ficant-isnt it?

Are You tied up with us?

s Exclusively

NEW YORK
Talking Machine Co.
119 West 40th St.



THE Binger Co.
N.Y.

BEAUTIFUL PATHE FLOAT IN PARADE

Elaborate Phonograph Display Carries Off the Honors in Stirring California Pageant

ANAHEIM, CAL., January 3.—The anniversary of Armistice Day in this city was celebrated with an elaborate pageant and parade and among the varied and beautiful features none attracted more favorable attention than the float of Roland B. Ingram, the progressive Pathé dealer of Anaheim.

As will be seen by the photograph here with given, the float was an extensive affair, being thirty-eight feet in length, and it was the largest one in a parade two miles in length. The float was drawn by a runabout car artistically decorated with streamers and bunting, and at the helm was perched a magnificent Red Rooster, representing the famous Pathé trade-mark, two charming little girls, surrounded by Old Glory, standing in the rear.

But the float proper was really the piece de resistance of the parade. On the expansive platform was arranged one of the magnificent twenty-four-sheet posters done in colors, with an ensemble group of the celebrated Pathé artists and stars of the opera, concert and theatre stage. A handsome period model stood in the rear center and the sides and arches of the float were festooned with garlands, flags, flowers, pictures and other decorations, the whole artistic conception being very well carried out.



Pathé Float That Won the Honors

ATLANTA JOBBER IN NEW QUARTERS

Wholesale Offices of Edison Phonographs, Inc., Now in New Two-story Building

Phonographs, Inc., Edison jobber in Atlanta, Ga., has transferred its wholesale offices from 182 Peachtree street, at which address its retail establishment is located, to 41 Cone street, where

is located its newly constructed two-story warehouse. According to E. F. Parr, assistant to the president, the change is expected to bring members of the executive staff in closer relation with the wholesale business of the organization. Mr. Parr also declared that during the year 1921 he expected to make a good record for sales.

The man who has sold goods is the man who can tell whether the advertising copy is able to do the same.

TO HANDLE VOCALION EXCLUSIVELY

Aeolian Co. Announces That Sale of Columbia Machines and Records Will Be Discontinued

The manager of the wholesale department of the Aeolian Co. announced this week that that company had decided to discontinue the handling of Columbia Grafonolos and records, not only in its New York warerooms, but also in its metropolitan and wholesale branches. The reason given for the change was that "the great popularity of the Aeolian-Vocalion and Vocalion records made it difficult to sell instruments or records not manufactured by the company itself."

SUGGESTION ON DEMONSTRATING

One of the best demonstrations is somewhat along these lines, says The Puritan. Take a good instrumental record reproducing the various instruments. Tell the prospect to listen for some particularly interesting part of the record, telling him in advance that when the record is completed you will explain just how the instrument achieves such perfect reproduction. After the record is played begin the sales talk on the reproducer, the tone chamber, the tone arm, the sound box, the motor, etc. Then, if necessary, play a vocal record to demonstrate vocal reproductions and one or two ensemble or solo recordings. With this plan, demonstrations will last half as long and produce specific results with a more certain and speedier close with lessened overhead expense.

NEW BROOKLYN INCORPORATION

The Messig Orchestrion Corp., Brooklyn, N. Y., has been incorporated to manufacture musical instruments. The capital of the new company is \$25,000 and the incorporators are L. J. Harris, J. O. Fowler and G. Messig, 506 Gravesend avenue.

GARFORD "BABY" PHONOGRAPHS

A Popular Line of Toy Phonographs

Nothing More-Nothing Less

The "BABY" Model RETAILS AT \$6

MODEL X RETAILS AT \$12



CLOSED

A Splendid Dealer Proposition Is Available

GENERAL PHONOGRAPH MFG. CO., Elyria, Ohio

CARDINAL RECORDS

RELEASE No. 1

January 1, 1921

POPULAR SONG HITS		POPULAR DANCE HITS	
Cat. No.		Cat. No.	
2001	"Palesteena"—Comedy Song, Sung by Fred Whitehouse "She Gives Them All the Ha! Ha!"—Comedy Song, Sung by Fred Whitehouse, Assisted by Lew Brown	2007	"Japanese Sandman"—Fox-trot, Played by Raderman's Dance Orchestra "Whispering"—Fox-trot, Played by Raderman's Dance Orchestra
2002	"Broadway Rose"—Tenor Solo, Sung by Charles Hart "I've Got the Blues for My Old Kentucky Home" —Ballad Sung by Helen Bell Rush	2008	"Grieving for You"—Fox-trot, Played by Ben Selvin's Dance Orchestra "Feather Your Nest"—Fox-trot, Played by Ben Selvin's Dance Orchestra
2003	"My Home Town Is a One-Horse Town"— Comedy Quartet Sung by the Harmonizers "Don't Take Away Those Blues"—Tenor Solo, Sung by Ernest Hare	2009	"Caresses"—Fox-trot, Played by Greene's Novelty Orchestra "Hop, Skip and Jump"—Fox-trot, Played by Greene's Novelty Orchestra
2004	"Down the Trail to Home, Sweet Home"—Duet, Sung by Hart and Shaw "I'd Love to Fall Asleep and Wake Up in My Mammy's Arms"—Tenor Solo, Sung by Charles Hart	STANDARD NUMBERS	
2005	"Margie"—Harmony Trio, Sung by the Crescent Trio "Old Pal, Why Don't You Answer Me"— Baritone Solo..... Sung by Elliot Shaw	2010	"Souvenir"—Violin Solo.. Played by Vera Barstow "Berceuse"—Violin Solo.... Played by Vera Barstow
2006	SACRED NUMBER "Onward, Christian Soldiers"—Sacred Hymn, Sung by Gotham Quartet "Nearer, My God, to Thee"—Sacred Hymn, Sung by Gotham Quartet	2011	"Sunny South"—Medley, Played by Cardinal Concert Band "Blue Danube"—Waltz, Played by Cardinal Concert Band
		2012	"Aloha Oe"—Instrumental Duet, Played by Ferera and Franchini "Honolulu Waltz"—Instrumental Duet, Played by Ferera and Franchini

FIRST RELEASE A HUGE SUCCESS

Are You One of the Lucky Dealers?

IF not—WHY not?

CARDINAL

RECORDS

PHONOGRAPHS

Are Smooth
 Well Recorded
 Popular Standards
 Latest Hits
 Best Artists

Best Finish
 Krasberg Motor
 Automatic Stop
 Automatic Cover Support
 Tone Expansion Tongues

Jobbers and Dealers—Write for details of exclusive franchise

CARDINAL PHONOGRAPH CO.

Sales Office: 106 East 19th Street, New York

Factories: Newark, O.—Zanesville, O.—Pt. Pleasant, N. J.

Why the Subject of Profit Protection Is of Keen Interest to the Talking Machine Dealer

E. G. Brown, of Bayonne, N. J., secretary of the Talking Machine Men, Inc., recently received from Thomas M. Pletcher, president of the Q R S Co., Chicago, an interesting letter emphasizing the wisdom of price maintenance in fairness to the dealer and the public. The letter read in part:

"When a man mentions the two words, 'price maintenance,' the majority of his listeners begin to think about something else. They have heard the two words so often that the phrase has almost lost its meaning. So I have long since stopped using it, but I never will stop talking upon the subject of profit protection.

"A dealer can justly say, 'What business can it be of any outsider if I choose to cut my prices and sacrifice my profits, the money comes out of my own pocket; if there is any suffering to be done I am the one who pays the piper.' True enough, but you've only told half of the story and the weakest half at that.

"Every merchant is a part of the economic business structure of the country. To exist and contribute his part to the welfare of the retail structure his business must progress and prosper. Most certainly the bankrupt and the barely existing, never really prosperous merchants are not doing anything to help either themselves or the trade in which they are engaged. So, the first step to being a really sound merchant is profit protection—price maintenance—whatever you choose to call it. The asking of excessive profits is a menace, but it is so rare that we need hardly even discuss it.

"In every branch of retail trade there is an accepted margin of gross profit necessary for the payment of overhead and earning of a net at the end of the year. In some lines, such as groceries, it is small; in others, such as music lines, it is by comparison larger, but in each and every trade the accepted margin is the result of years of evolution—finding of cost of doing business, credit risks, investments, locations, rents, etc., necessary to the carrying on of any business, whether it be in the music trade or any other line.

"And the fairness of these margins is conclusively proven by the fact that capital invested in relation to sales comes within a few

per cent of yielding the same earnings in various retail lines no matter how widely divergent their character, all of which leads right to the subject of price maintenance, or profit protection, by selling at the established retail figure, the figure which pays your overhead and really nets an earning after the sale is made.

"A good many retailers ask why the manufacturers should be interested in the resale price of the article. They say as long as the manufacturer gets his wholesale figure and his bills are paid what does he care about the resale price? Our attitude on this subject is that our interest in retail prices is based upon our absolute knowledge that our prosperity is so closely interwoven with that of our dealers that the two are inseparable.

"We set a resale price on our goods that is fair—fair to the consumer—yielding a fair and satisfactory margin to the man who sells them—a safe margin. The retailer who cuts below the resale price we suggest is first of all doing himself an injury—he is doing business on a margin which is unsafe. He does his competitor an injury if that competitor is weak enough to meet his too low price—and he does the industry an injustice by disturbing the economic safety factor of proper profit margin. This holds true of every retail line in the world, from foodstuffs to farm machinery, and everything in between.

"The man who cuts prices usually consoles himself with the thought that while he may not make any money on the reduced articles his profits on other lines will make it up. This has been proven a fallacy, for in order to bring up his average general profits he would be obliged to charge more than a fair price for the other articles.

"The weak salesman invariably resorts to price cutting as a medium of securing business. And yet price cutting as a business bringer is an absolute failure. I make that statement unqualifiedly. Why? Well, how do you personally judge the value of things you buy of which you possess no technical knowledge? Such as wearing apparel, etc.? By the price, of course. And that's the way the customer judges merchandise you sell. He is not an expert, his only recourse is judgment by price,

and consequently he regards the higher-priced goods as better than those marked at a considerably lower figure.

"You may say that if two merchants side by side are selling the same trade-mark articles, one at full price, the other at a cut price, this statement will not maintain. But it does. When a consumer sees two articles in two windows bearing the same trade-mark, at two different prices, his reaction is that the cut-price goods must be seconds or inferior in quality; in other words, there must be a hidden reason for the cut.

"And he is always safe in dealing with the full-price merchant, because that man's price maintenance policy enables him to stand back of his goods and gladly render the kind of service that your cut-price merchant cannot afford to give.

"Price cutting used to be a terrible evil in the ready-mixed paint business; retailers everywhere cut their profits into nothing, using paint presumably as a leader, depending on price attractions to attract other trade to their stores. An acquaintance of mine who is interested in the industry made an exhaustive investigation of the entire situation, and his records showed that in towns where there were three merchants cutting and one merchant protecting his profits by price maintenance the full-price dealer was doing more business than any of his competitors. This situation existed not in one town, but practically every city investigated.

"I am so radical on this subject that I do not hesitate to state frankly that I hope the time will come when Congress will see its way clear to pass a law compelling a manufacturer to set a fair retail price on his merchandise, printed right on the goods, and enforce adherence thereto on the part of everyone concerned.

"The ultimate purchaser is absolutely protected by a price suggested by the manufacturer. Why? Simply because the manufacturer knows he must fix a fair price to insure his sales in competitive markets. He realizes that he must have volume. If his price is too high it will restrict his sales; therefore, the buying public is as fully protected as the retailer who sells the goods."



DITSON SERVICE

Has back of it years of successful experience and an understanding of dealer problems that will make the road smoother during the coming months.

VICTOR EXCLUSIVELY

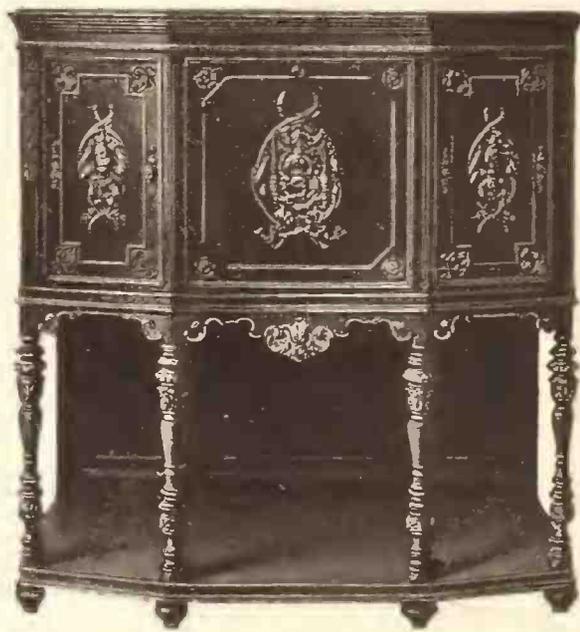
Chas. H. Ditson & Co.
NEW YORK

Oliver Ditson Co.
BOSTON

The continued growing demand for the Sonora proves that the public wants the **BEST—and the best at the same price is always easy selling**

IT isn't MAGIC that creates the demand for Sonoras: it's MERIT! Buyers look at the Sonora and see its superb appearance. They listen to the Sonora and hear its magnificent tone. They examine the Sonora and observe its important exclusive features. Then they buy the Sonora because critical comparison shows that Sonora is unequalled.

THE Sonora line is extraordinarily complete, including 24 marvelous period models and 7 charming upright styles. Sonora's quality is internationally famous.



You want to handle the phonograph the public wants. The price of Sonoras ranges from \$75 to \$1800 and each Sonora at its price represents matchless value.

Sonora—English Renaissance-Edgemoor

The path to big sales and to large cash sales is through the wonderful

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL



WITH Sonora's new factories completed and working to capacity we may be able to add your name to the list of successful Sonora dealers providing you make early application. *The best at the same price sells the quickest.*

Sonora has numerous patents of its own and is licensed and operates under BASIC PATENTS of the phonograph industry, which insures you against troublesome patent litigation. To MAKE, USE or SELL an infringing patent constitutes a violation of the patent law.

American Hardware & Equipment Co.,

Charlotte, N. C.
North Carolina and South Carolina.

Gibson-Snow Co.,

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

W. B. Glynn Distributing Co.,

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

Griffith Piano Co.,

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

Hessig-Ellis Drug Co.,

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

Kiefer-Stewart Co.,

Indianapolis, Ind.
Entire State of Indiana.

Lee-Coit-Andresen Hardware Co.,

Omaha, Nebr.
State of Nebraska.

The Magnavox Co.,

616 Mission Street, San Francisco, Cal.

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

C. L. Marshall Co., Inc.,

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

Minneapolis Drug Co.,

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

I. Montagnes & Co.,

Ryrie Bldg., Toronto, Canada.
Canada.

Moore-Bird & Co.,

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

M S & E,

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

Robinson-Pettet Co., Inc.,

522 West Main St., Louisville, Ky.
State of Kentucky.

Schroeder Piano Co.

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

C. D. Smith Drug Co.,

St. Joseph, Mo.
Missouri; Northern and Eastern part of Kansas and five counties of N. E. Oklahoma.

Sonora Distributing Co. of Texas,

Dallas, Texas.
Western part of Texas.

Sonora Phonograph Co., Inc.

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

Southern Drug Co.,

Houston, Texas.
Southeastern part of Texas.

Southern Sonora Co.,

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

Southwestern Drug Co.,

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

Strevell - Paterson Hardware Co.,

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

C. J. Van Houten & Zoon,

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

Yahr & Lange Drug Co.,

Milwaukee, Wis.
Wisconsin, Upper Michigan.



The Highest Class Talking Machine in the World

**EDISON DISC JOBBERS
TO CONVEIN IN MONTREAL**

Association to Hold Annual Convention in That City on February 10th and 11th

Preliminary announcement has been made to the effect that the annual convention of the Edison Disc Jobbers' Association will be held in Montreal on February 10 and 11. It is understood that the Edison Laboratories will be represented as usual.

This will be the first time in the history of the Edison jobbers' organization that their annual convention will be held outside of New York City, all former conventions having been held at the once famous Knickerbocker Hotel, which was closed permanently several months ago. Just where the next convention will be held in Montreal has not yet been disclosed.

SERVICE ON TRIAL IN JANUARY

Dealers Must Live Up to Expectations of Their Customers During the New Year

"The service given by every dealer will be up for trial before a brand-new jury during January," says the Victor Talking Machine Co. in its monthly letter to the trade. "All of the new customers you served during the holiday season will take it as a matter of course that you will be able to supply the new monthly records. Try to acquaint every one of your new customers with the first-of-the-month idea and the direct relation between the new supplement and the Victor catalog.

"It will pay you to make the most of the sales helps by co-ordinating your advertising activities. Advertising is just as important to your success in January as in December; more so, in fact, as the results will be governed largely by your persistency in keeping your name before the people of your community."

MOHR NOW WITH COLUMBIA

Carl H. Mohr, formerly advertising manager of the Standard Electric and Elevator Co., is now associated with the Columbia Graphophone Co., at Baltimore, Md.

OFFER PERIOD MODEL SERVICE

Dealers May Use Special Rooms of Collings & Co. to Demonstrate Period Designs to Prospects—Expects Plan to Aid Sales

Collings & Co., the well-known Victor distributors of Newark, N. J., have just forwarded to the trade in their territory a letter covering their "Period Model Service." Dealers are cordially invited to inspect the new "Period Model Room," where the various types of period models are shown in appropriate surroundings.

This move was made by the organization to free dealers from the handicap of not having such an exhibition room. Dealers having prospects for period models who have not decided on the particular design are invited to use the Collings & Co. quarters for both demonstration and sales purposes. Appointments for this purpose are made in advance and the particular settings are arranged to suit the occasion.

Collings & Co. believe that this arrangement will greatly increase the dealer's sales in period models, or at least will facilitate them. The shipments of the instruments following the purchase can be made direct from the warerooms of Collings & Co., but billed, of course, by the dealer in his usual manner.

OPENS STORE IN ALLENTOWN

J. H. Johnson to Handle Remington Phonograph in That Territory

ALLENTOWN, PA., January 4.—J. H. Johnson, one of the foremost violinists in this vicinity, has opened an up-to-date music store at 518 North Seventh street and carries a complete line of musical instruments and all accessories. He is the exclusive agent in this district for the Remington phonograph. Mr. Johnson is well known as an instructor of the violin, having studied extensively with the foremost teachers in New York and Philadelphia. In addition to his duties connected with his new enterprise he will continue with his professional work as before.

Washington Irving has said that a sharp tongue is the only tool that grows keener with constant use.

**MICA
DIAPHRAGMS**

Absolutely Guaranteed Perfect
We get the best India Mica directly.
We supply the largest Phonograph Manufacturers.
Ask for our quotations and samples before placing your order.

American Mica Works
47 West St. New York

NEW BRIDGEPORT BRUNSWICK STORE

General Music House Finds Enlargement Imperative and Makes Improvements

BRIDGEPORT, CONN., January 3.—What was once a drug store on the corner of Broad street and Fairfield avenue is now the home of the Brunswick phonograph for this city. This is the second improvement that Mr. Gilman, the proprietor, has made on his store in the last two years.

Mr. Gilman was first located on Main street and his small quarters soon became cramped and he was compelled to seek a larger store. He then located at 235 Fairfield avenue about four years ago and had ample space in a room 25 by 100 feet. The following year it was necessary to occupy the upper floor, but business increasing forced him to consider a larger quarters and addition in his force. When the drug store was vacated he cut through into the store on the corner and turned it into a beautiful musical parlor.

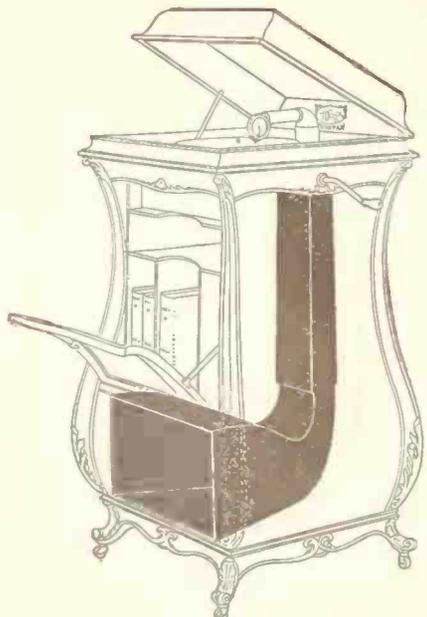
The music store now occupying 229-235 Fairfield avenue is devoted entirely to musical merchandise. One can buy anything from an accordion to a \$1,500 phonograph. They are exclusive agents for the Brunswick phonograph and records. Mr. Gilman started his career as a violin and mandolin teacher, also handling accessories.

The Southern Illinois Music Co., are also Edison dealers in Christopher, Ill., where they report business far ahead of that of last year.

Puritan

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

Special—**4 for \$1.00**
Player Rolls



Melodee and Universal Player Rolls. Late popular dance numbers, songs, waltzes, etc.—also standard favorites and Hymns while they last—\$25.00 per 100. Order now—we will make you a good selection.

NEEDLES

BRILLIANTONE WALL KANE TONOFONE VIOLAPHONE VALLORBES VELVETONE
Record Brushes—Repeater-stops—Record Albums

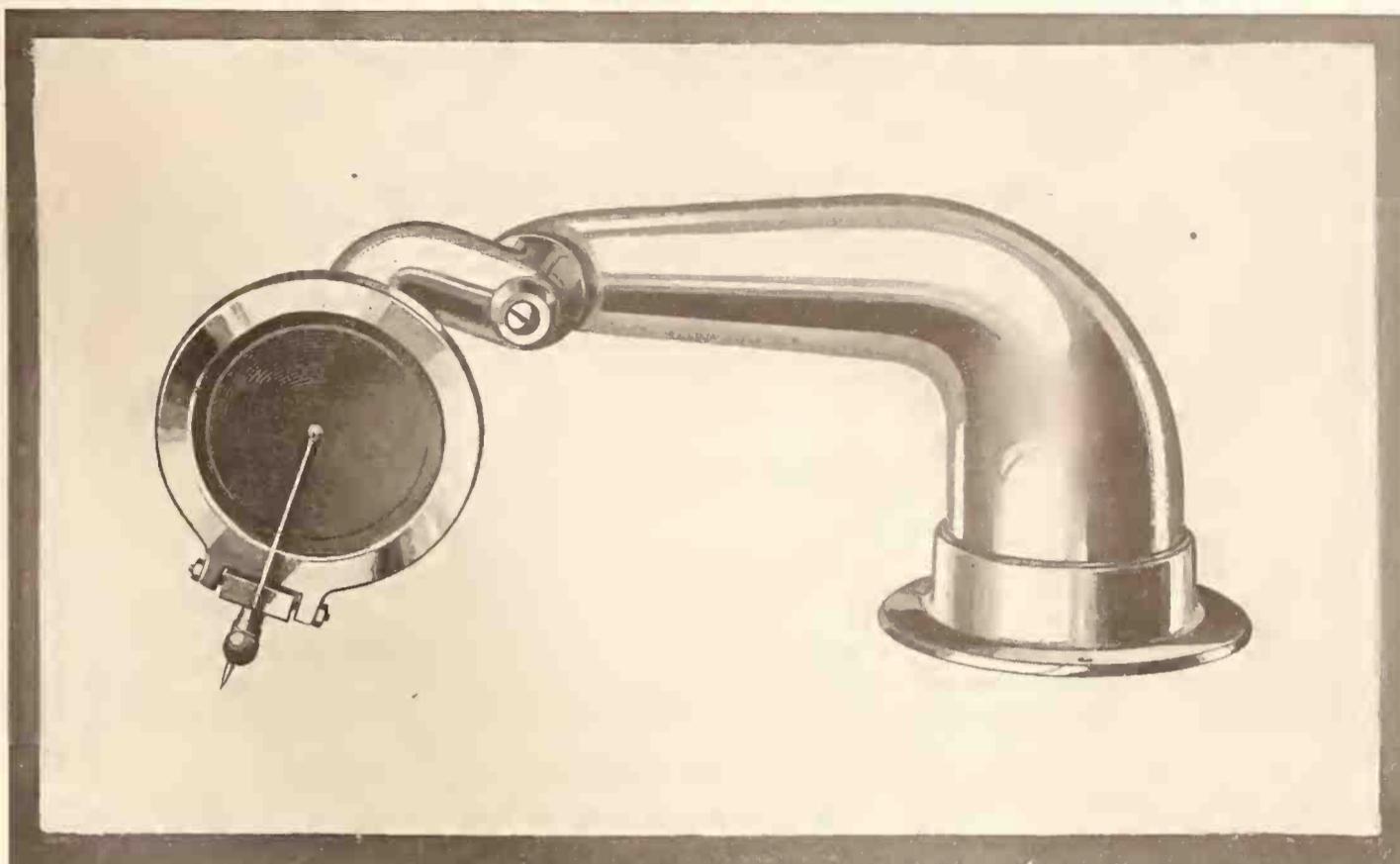
Reed Efficiency Furniture Demonstrating Rooms Counters Racks
Our Specialty—Write for catalog

UNIVERSAL DISPLAY FIXTURES FOR YOUR EVERY NEED—50% OFF LIST

THE REED COMPANY INC.

5748-50 Ellsworth Avenue :::: Pittsburgh, Pa.

Eight beautiful models, ready for immediate shipment.
Each unit manufactured in Puritan's own factory and every part is guaranteed.
The Puritan Phonograph (the phonograph which literally speaks for itself). There is 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 has never been produced by ordinary phonograph. (Write us for catalog and dealership.)



Blood Tone Arm and Reproducer 8½ inch length

Renowned the country over for its simplicity of design and operation, its mellow, natural and life-like reproduction, it has been generally accepted as standard equipment for high-grade phonographs.

EDISON

Universal Attachments

VICTOR

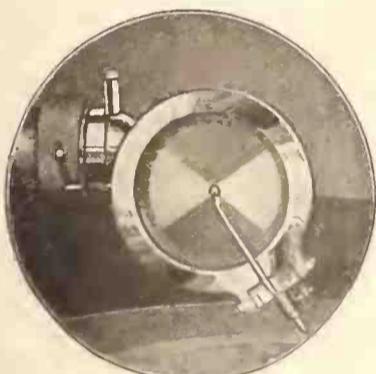


Fig. A

Every owner of an Edison phonograph is a prospect for this attachment. Plays Victor records with that superior, mellow quality of tone so characteristic of the "Blood."

Victor Position

Fig. A shows Blood Reproducer in position for playing Victor and other lateral cut records.



Fig. B

Hill and dale records are reproduced correctly by the "Blood" method. A demonstration will convince you of its superior playing qualities.

Edison Position

Fig. B shows Blood Reproducer in position for playing Edison and other hill and dale records.

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Today
for
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Victrola owners can now enjoy the wonderful creations of SERGEI RACHMANINOFF, the celebrated Russian pianist, so artistically reproduced in Edison records.

Edison Position

Fig. C shows Blood Reproducer in position for playing Edison and other hill and dale records.

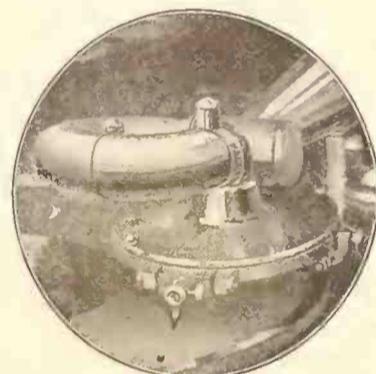


Fig. C

Equipped with the "Blood" mute and Nomika diaphragm, every note and every word is reproduced in all its original clearness and beauty.

Victor Position

Fig. D shows Blood Reproducer in position for playing Victor and other lateral cut records.

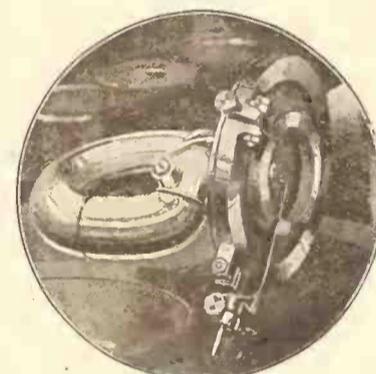


Fig. D

START THE NEW YEAR RIGHT

Every piece of apparatus that leaves our factory is covered by the "BLOOD" guarantee—SATISFACTION OR MONEY REFUNDED. Let's get acquainted now.

Jewel Phonoparts Company

670 W. Washington Blvd.

Chicago

The New
BLOOD
AUTOMATIC STOP
is now ready



Immediate Deliveries on
Tone Arms, Uni-
versal Attachments,
Automatic Stops



Kerekjarto Week
From January 29 to February 6
will repay you in dollars and cents. Kerekjarto is the great new Hungarian violinist, who counts his European followers by the hundreds of thousands. He has just made his first Columbia Records. Watch for them. Columbia 79456 and 49900.

Columbia Graphophone Co.
NEW YORK

ANSONIA DEALER GIVES CONCERT

A. H. Yudkin Presents Edison Artists in Tone-test Recital—Announces Opening of New Store in Charge of Miss Anna Kanaly

ANSONIA, CONN., January 4.—For the past several years A. H. Yudkin, local distributor for the Edison, has been treating the public once each season to a musical entertainment of a high order. Recently Gould armory was filled to more than its seating capacity when the Alderman presented Miss Betsy Lane Shepherd, soprano, and Miss Madeline MacGuigan, violinist, assisted by Igor Sokoloff, 'cellist; Rienzi Thomas, pianist, and the Edison diamond disc phonograph. More than 700 residents of the associated communities listened to a splendid program.

The several numbers were rendered delightfully and the audience was more than satisfied with its evening's entertainment. Each number was applauded and the program was of a generous length.

The Re-creation of Miss Shepherd's voice was one of the hits of the evening. Rendering "Comin' Through the Rye," she ceased singing when the lights were turned out and the Edison phonograph on the stage with her took up the song in her own voice and carried it through, while the audience once again was shown the possibilities of the Edison.

It was announced that Mr. Yudkin would open his new Edison salesroom at Elizabeth and Third

streets in the building purchased by him a few months ago. The entrance will be on Third street. The exterior appearance of the block has been changed by the installation of three large plate-glass windows on the Third street side, and the interior has been thoroughly renovated and made into a salesroom, which will be managed by Miss Anna Kanaly, who has been in Mr. Yudkin's employ in the Main street store.

TAKE ON THE BUXKIN LINE

The Cabinet & Accessories Co. has added the well-known Buxkin line of moving covers to the list of talking machine accessories distributed by this institution. Otto Goldsmith, president of the company, reports a good demand for these covers and that they are giving entire satisfaction wherever sold. The World is in receipt of an attractive but yet entirely useful greeting presented by the Cabinet & Accessories Co. during the Christmas season. It consists of a leather folder containing legal document sized envelopes for Liberty Bonds, life, fire, health and accident insurance policies, contracts, deeds, notes, mortgages and wills.

CLEMENS RESIGNS FROM CHENEY

J. R. Clemens has resigned as advertising manager of the Cheney Talking Machine Co., of Chicago, to join the advertising department of the Federal Electric Co., of the same city. Mr. Clemens' successor has not yet been named.

ADVERTISING STIMULATES DEMAND

An Interesting Disquisition on the Subject of "Who Pays for the Advertising?" Which Is of Timely Interest These Days, When Publicity Is One of the Greatest Essentials

In a recent issue of "The Puritan," which is issued by the United Phonographs Corp., in the interests of the Puritan phonograph, there appears the following timely comment on that oft-repeated question, "Who Pays for the Advertising?":

"The more you turn this question over in your mind, the more difficult seems the answer. Very often a man will change his opinion about it half a dozen times in a week—if he thinks that much about it.

"If you ask the man who pays the advertising bill, he will tell you 'I do.' But, does he?"

"If he didn't advertise his product, the public demand for it would be less, for advertising certainly stimulates demand. Smaller demand would mean fewer and smaller dealer's orders; therefore there would be less sales and less profit. Smaller orders from dealers would also mean restricted production, and this would of course increase manufacturing costs per article, because a manufacturer can produce a thousand identical articles relatively cheaper than he could produce one. In other words, the manufacturer makes more money with advertising than without it. So how can he be said to pay for the advertising?"

"Lots of people say in an offhand way, 'Oh, the consumer pays for the advertising. But, inasmuch as advertising enabled the manufacturer to produce in quantities big enough to lower manufacturing costs, the consumer is actually benefited by lower prices. It is perfectly clear then that the consumer does not pay for the manufacturer's advertising.

"We have closed two sides of the triangle; let's see about the third. Does the retailer pay for the advertising? Evidently not, because advertising increases his turnover, and therefore his profits.

"Then, who does pay for the advertising. We cannot tell, unless it is the competitor who pays for the other man's advertising in the business he loses by not advertising at all.

"The foregoing ought to act as a stimulant to those dealers who have not been accustomed to steady and consistent advertising.

"You will need cuts. We have them for the asking. Also, display features of various kinds to back up the work you do in the newspapers.

"There can be no steady, consistent growth of a business without steady, persistent advertising. The size of the advertisement is of less importance than the frequency with which it appears. Nor is it size so much as eye-catching features, like a good illustration and good typography, that causes the public to think of your store. No matter what size store you keep, there should be someone in it whose job it is to take care of the advertising, and get results for the money spent."

Phonograph Dealers—

People who cannot afford to buy Phonographs are buying Violins, Guitars, Banjos, Ukuleles, etc.

Why Wait

and let this business go by your shop?

Extend your line to include

DURRO VIOLINS, BOWS, STRINGS, Etc.

LESTER & SALANTI ACCORDEONS

ABBOTT BAND INSTRUMENTS

DUSS BAND HARMONICAS

S. S. STEWART BANJOS, GUITARS, UKULELES

OUR POPULAR LINES OF ACCESSORIES

They will not add to your overhead expense.

They are quick sellers and yield liberal profits.

They make fine displays and draw repeating customers.

Write today for complete catalog and assortments for Phonograph Dealers



DURRO
 Choice of Artists
 Throughout the World

BUEGELEISEN & JACOBSON

5-7-9 UNION SQUARE

NEW YORK



DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

**MOTORS
TONE ARMS
REPRODUCERS**

CASTINGS { **TURNTABLES
MOTOR FRAMES
TONE ARMS
HORNS and THROATS**

**Stylus Bars
Screw Machine Parts
Talking Machine Hardware**

Direct Quantity Importations On

{ **JEWEL and STEEL (Bulk or Packed)
PHONOGRAPH NEEDLES
GENUINE RUBY BENGAL MICA**

*EASTERN REPRESENTATIVE
CHERRINGTON MFG. CO.
IRONCLAD MOTORS*

D. R. DOCTOROW

*Vanderbilt Ave. Bldg.
51 East 42nd St., New York
Tel. Vanderbilt 5462*

OPENS NEW YORK SALES QUARTERS

Cardinal Phonograph Co. Invites Dealers to Visit New Office at 106 E. Nineteenth Street—Cardinal Record Releases for January—New Castle Model Popular—The Trade Outlook

The Cardinal Phonograph Co. has placed the first Cardinal record release, consisting of twelve discs, in the hands of the dealers during December. The second release of ten records is ready for delivery January 15. Records will be released twice a month hereafter. The large number of sample orders received from the dealers throughout the country indicates that there is plenty of room for a new record of good quality.

The new sales headquarters, at 106 East Nineteenth street, New York, were thrown open on Monday, December 27, and all business with the Cardinal Phonograph Co. will be transacted at that address. An invitation is extended dealers to make that address their headquarters while in New York City and have their mail addressed to them there. This office is in charge of Robert Clifford and is equipped to give service to the dealers. A large stock of phonographs and records will be carried, assuring prompt delivery.

Wm. S. Lucas, who has been covering the Middle West territory, will be in New York to assist Mr. Clifford in interesting metropolitan dealers. Albert Freedman, who is well known through his connection with the Emerson Phonograph Co., will also be a city representative.

The new Castle model No. 35, which was placed on the market in December, met with instant response from the dealers, and it is expected that it will prove a big seller.

The Cardinal Phonograph Co. has again increased its output of phonographs to keep up with the demand.

The number of advance orders received for records from dealers who have promised to put in a full line of phonographs with the records is a prediction of a substantial increase in business for the future.

The prospects for the year just opened look very favorable and the company is planning an advertising campaign that will greatly assist the dealer in the disposing of Cardinal products.

SETTING THE READER RIGHT

Through an error, the instrument pictured on the first page of the insert of the Sonora Phonograph Co., Inc.'s advertisement in the December World was entitled The English Renaissance, de Luxe—Edgemoor. This should have been Italian Renaissance, de Luxe—Milano, the correct legend being given on page 3 of the insert above mentioned.

THE VALUE OF ATMOSPHERE

If it can be said that your store has "atmosphere" then it is a sign that what you are doing is being appreciated. Atmosphere is of paramount importance in a music store and the public response to the right atmosphere is quick.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

AN ORIGINAL LETTERHEAD

Ogden Sectional Cabinet Co. Uses Four-page Letterhead for Correspondence

LYNCHBURG, VA., January 2.—The Ogden Sectional Cabinet Co., Inc., of this city, is making use of a four-page letterhead for its correspondence. The first page is blank for correspondence use. The inside spread carries a detailed descrip-

tion of both the Ogden system for the dealer and the You-Nit cabinets for table type machines. On the last page is a comprehensive order blank for the convenience of the dealer in sending in his requirements.

SHELL-O-PHONE CO. IN BANKRUPTCY

E. Buell was recently appointed receiver for the Shell-O-Phone Talking Machine Co., Chicago, by Judge Carpenter, of the U. S. District Court. A petition in bankruptcy was filed on December 15, the day before the appointment of the receiver, by the Oakville Co., Oakville, Conn.; Modern Method Platers Co., Milwaukee, Wis., and the Wisconsin Die Casting Co., also of that city. The liabilities listed totaled \$6,132.56. No assets were given.

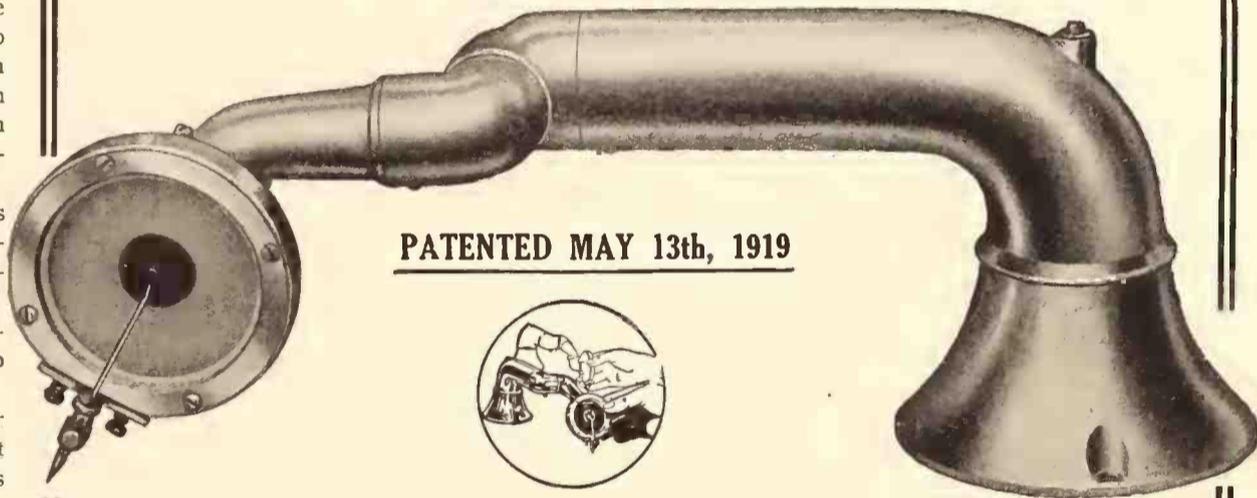
OPENS STORE IN BRIDGEPORT

The E. K. Music Shop has recently opened a new store in Bridgeport, Conn., at 927 East Main street. Talking machines, records, accessories and sheet music are carried.

**INDIVIDUALITY IN YOUR PRODUCT
WILL MEAN MORE SALES FOR YOU!**

Competition in talking machines is growing more strenuous each day. It is not a question of price any longer but of quality—higher quality and better tone. Maintain the claims of quality and tone reproduction in your product—make it be individual.

**Equip Your Phonographs With the New
EMPIRE UNIVERSAL TONE ARM and REPRODUCER**



PATENTED MAY 13th, 1919

We are prepared to submit to reliable manufacturers samples of our tone arms and reproducers in order to enable them to determine the merit of our product. Our prices are low and the quality of our product is second to none. Write or wire us for samples and quotations and give us an outline of your 1921 requirements.

We Also Manufacture Attachments for Edison Phonographs



No. 1
Plays
only lateral
cut records.
Retail
at \$5.00

No. 2
Plays all
records.
Retail
at \$7.50

THE EMPIRE PHONO PARTS CO.

1362 EAST 3rd STREET

CLEVELAND, OHIO

Branch Office: 33 Auditorium Bldg., Chicago, Ill.

MAGNAVOX Music and Voice Telemegafones

The Magnavox Telemegafone is one of the most important inventions of the Magnavox Company. It reproduces music and voice by the electro-dynamic principle of the Magnavox Telemegafone.

MAGNAVOX RECEPTION BE HELD AT 4

MUSIC AND VOICE TELEMEGAFONE

Magnavox to 'Bawl Out' Bond Slackers

English Heir Will Address Vast Audience Through Magnavox; Mayor's Dinner and Ball Events of Tonight.

the fulfillment of three great Prophecies

"MAGNAVOX" PLAYS AT THE COLONIAL

RECEIVED PRINCE

The Prince's interest in the instrument is shown by the fact that he has ordered one for his own use.

Will Urge Buying of Victory Loan

"We represent small sounds as great and deep, likewise great sounds extenuate and sharp. . . . We have certain helps, which set to the ear do further the hearing greatly. We also have divers strange and artificial echoes reflecting the voice many times, and as it were tossing it; and some that give back the voice louder than it came, some shriller, and some deeper."
—SIR FRANCIS BACON in *The New Atlantis*, published 300 years ago.

SOUND CAN BE MAGNIFIED TO ANY DISTANCE

WILSON IN CAGE TALKS TO CROWD

President From Glass-Enclosed Platform Addresses 50,000 Persons.

MAGNAVOX CARRIES VOICE

It is the Magnavox Telemegafone. It will amplify music or voice to any desired volume. President Wilson, the Prince of Wales, Vice-President Marshall, and many other public speakers have used it successfully.

Edward Bellamy published, in 1888, a famous novel entitled "Looking Backward." In this novel he described a remarkable contrivance by means of which the world of the period A. D. 2000 would hear music, the human voice, or other sound magnified to any desired volume.

MAGNAVOX appeared 83 years before Bellamy's prediction and 283 years before H.G.Wells's prophesy.

"Graham's attention was immediately arrested by a violent, loud hoot, followed by a vast leathery voice: 'The master is sleeping.' 'He is in excellent health'....Graham stopped at the first sentence.... This was the General Intelligence Machine.... For a space it seemed to be gathering breath...He paused. He addressed himself to the unseen multitudes (by means of it)."

CABLE



MAGNAVOX

VOICE IS CARRIED 5 BLOCKS

—H. G. WELLS, in *When the Sleeper Wakes*, Published in 1899 and prophesying the world of A. D. 2200.

Magnavox Music and Voice Telemegafone

MAGNAVOX DEMONSTRATION ENTERTAINS HOTEL GUESTS

Chicago will witness the latest secret in air communication—the operation of the "Magnavox" Telemegafone.

Chicago will witness the latest secret in air communication—the operation of the "Magnavox" Telemegafone.

"MAGNAVOX" "TELEMEGAFONE" AS AN ENTERTAINER AND AS A UTILITY

THE MAGNAVOX COMPANY, Oakland, California

POT LEADED OR PAINTED WHITE

Some Worth-while Comments on Business Methods From the "Voice of the Victor"

There has been much said and written in the talking machine and other trades regarding the tendency of certain merchants to resort to unsound, if not questionable, business methods in an effort to stimulate sales. In commenting on this situation there appeared recently in "The Voice of the Victor" the following editorial captioned "Pot Leaded or Painted White" which is worthy of careful consideration. The editorial reads:

"Does anybody deliberately choose to do business on a wrong basis?"

"The obvious negative answer then prompts the question, why is it that wrong tendencies in competitive sales work often originate and gain considerable impetus before the error is realized and correction made difficult?"

"The usual answer—Competition—is not sound in logic but deceives even those who utter it.

"Competition is a fine thing—that is, it can be! It can be a fine, invigorating influence that leaves the hands clean and the eyes clear—or it can be a mean, furtive nickel-snatching nightmare.

"The kind of competition you have in your town or in your neighborhood will be the kind that you, yourself, help to bring about. You can compete for sales or compete for repossessions. The competition will be as keen in the one case as in the other—the difference will be in the profits.

"Some years ago eight enthusiastic young men built eight sailboats, all exactly alike, so that they might indulge in what is known as "one design" yacht racing. It's the best kind of sport because the results are up to the relative skill of the individual. They were fine, seaworthy, little boats, all painted white, and there was no need of handicaps because they were all on the same footing.

"Then one man—a bit greedier than the rest—gave his boat a coat of pot lead and won the next race easily.

"Pot lead, being a slick and slippery article, reduces what sailor men know as the "hull friction." The boat slides through the water a little better than when paint is used. And so, since there was no rule against pot leading, there was nothing for it but to pot lead all the boats because the other seven men naturally weren't willing to give one man so obvious an advantage. So, by the time the next race was sailed all the boats were again on an equal footing—with this difference:

"Pot lead makes a boat faster, but it also makes her dirtier. Every time you touch it you get smeared with black.

"After a few races the eight enthusiastic young men were most extraordinarily sick of their bargain. True enough, they were all on the same footing, but they were dirty, whereas in the first place they also had been all on the same footing—and clean.

"The pot lead was taken off—but it took much more time and effort to get back to their decent and clean competitive basis than it had to befoul the fine, clean, little craft they had started out with—and the point is that, painted or pot leaded, clean or dirty, they had been on the same competitive basis in each case.

"What's the use?"

"You think you'll get a little more business (save the mark!) if you advertise a dollar down and a dollar a month. All right! How long is it before John Jones across the way advertises a dollar down and fifty cents a month?"

"Then it's your move, isn't it?"

"And the 'Business' you get by this method—is it really any good to you? Do you think bookkeepers and collectors work for nothing? Or that banks lend money for the fun of the thing?"

"Competition? Competition is the life of trade, so they say, but there's one sure thing, and

that is that if your competition is for the purpose of making money you'd better compete for business that's really worth something."

A MESSAGE TO INSPIRE CONFIDENCE

Edison Phonograph, Ltd., San Francisco, Offers Dealers Some Convincing Figures Regarding the Country's Prosperity, Its Development and Its Future Possibilities

SAN FRANCISCO, CAL., December 28.—Addison N. Clark, manager of the sales promotion department of Edison Phonographs, Ltd., is of the opinion that if retail merchants in musical lines will lift their eyes beyond the immediate commercial horizon at this time of price deflation in most lines of merchandise they will see much to encourage them. Following out this idea Edison Phonographs, Ltd., sent out to their dealers all along the Pacific Coast a Christmas greeting of an unusual sort. Not only was there offered a message of optimism, but there was presented for the consideration of the dealer a table of carefully compiled figures showing the manner in which the nation had progressed during the past twenty years in social, financial, industrial and agricultural lines, how the cotton production and consumption had grown and how transportation had developed.

The figures show that the United States had produced and was producing the bulk of the world's supply of many products and more than a fair percentage of other essentials. The figures were of the sort to inspire confidence and were supported by the slogan: "Then slip your Edison car into high, step on the gas and make 1921 the greatest business year in your career."

SPECIALIZES ON THE BRUNSWICK

The Phonograph Shop has been opened in Canon City, Col., by W. E. Gillaspay and C. E. Callison. The Shop is featuring Brunswick phonographs and records exclusively. A large stock has been secured.

\$250,000 REAL ESTATE DEAL

A. H. Curry, President of Texas-Oklahoma Phonograph Co., Handles Important Transaction in Dallas, Tex.—To Erect Building

DALLAS, TEX., December 30.—For a consideration of \$250,000 A. H. Curry, president of the Texas-Oklahoma Phonograph Co., local Edison jobber, sold to-day to Henry I. Bromberg and associates property, 50x200 feet, on the north side of Elm street, between Akard and Ervay streets.

As a part of the consideration Mr. Curry purchases from Mr. Bromberg 121x152 feet at the northwest corner of Lamar street and McKinney avenue and 100x50 feet at the southwest corner of Jackson and Market streets. These properties were taken at a price said to be about \$105,000.

The sale of this Elm street property furnishes an illuminating instance of the rising values of Dallas real estate. Six months ago for that property Mr. Curry paid \$175,000. His intention then was to house the Texas-Oklahoma Phonograph Co. at that location. Further consideration of that proposition, however, made such a move seem inadvisable. The property was then leased for ten years for a consideration of \$240,000.

On one of the properties acquired through the disposal of the Elm street location a four-story building will be erected and occupied by the Texas-Oklahoma Phonograph Co. In every respect this location is ideal for a jobbing establishment.

TO FEATURE VICTOR LINE

On December 20 the G. M. McKelvey Co., talking machine dealers of Cleveland, O., discontinued other lines of instruments and records and arranged to feature the Victor line exclusively, under the title McKelvey's Victrola Department. The present manager, R. O. Danforth, will remain in charge.

We Are Prepared

to consider

Additional Contracts for 1921

Fifteen years' experience in the manufacture of highest grade

Talking Machine Cabinets

Large modern factory, thoroughly equipped with latest up-to-date machinery especially designed for this work.

Highest Financial and Business Standing

We have a most wonderful proposition for export business

Write today for particulars

The Wabash Cabinet Company

Wabash, Ind., U. S. A.

TEN COMMANDMENTS OF SALESMANSHIP

Some Vital Factors to Success Very Tersely but Comprehensively Covered in the Ten Commandments of Salesmanship Compiled by Paul E. Weiss, of Knight-Campbell Co.

Many points which salesmen are vitally interested in for their own good are contained in concise form in the following ten commandments of salesmanship which have been compiled by Paul E. Weiss, of the Knight-Campbell Music Co. of Denver:

1. Be Agreeable. Other things being equal, I go to the store where the salesforce try to please me. I buy of the man who acts as though he likes me. Exert yourself to make a pleasing impression on me, please. I appreciate it. Hence, dress well. Untidy clothes mean you don't care what I think of your appearance. But don't dress too well. That gives you an air of showing off. Dress just right. If you don't know how, find out. Cultivate a pleasing voice. Learn to converse entertainingly. Cut out all mannerisms. Give me the impression of a gentleman; honest, square, anxious to please and at all times good-natured.

2. Know Your Goods. Don't let there be any question I can ask you relative to the manufacture, history, distribution, or uses of what you have to sell that you cannot answer. If you are selling talking machines, know all about all the kinds, and all the points about them. Put in your spare time making yourself an encyclopedia of information about your goods.

3. Don't Argue. Go with me in your talk, not against me. Lead, don't oppose. Don't show we where I am wrong. Dodge a square issue, and show me wherein you are right. Suggest. Don't antagonize. Argument, as a rule, results in irritation, not conviction.

4. Make Things Plain. Don't use any words I don't understand. You can explain the most complicated matter to a washerwoman if you know your subject perfectly and practice using simple language. Don't air your technical knowledge and try to impress me. I want to be flattered, not awed.

5. Tell the Truth. Don't lie, or exaggerate, or mislead, or conceal. Let me feel that you are sincere, and mean every word you say, and that every statement you make is of par value. If you represent goods that need lying about, directly or indirectly, quit. There are plenty

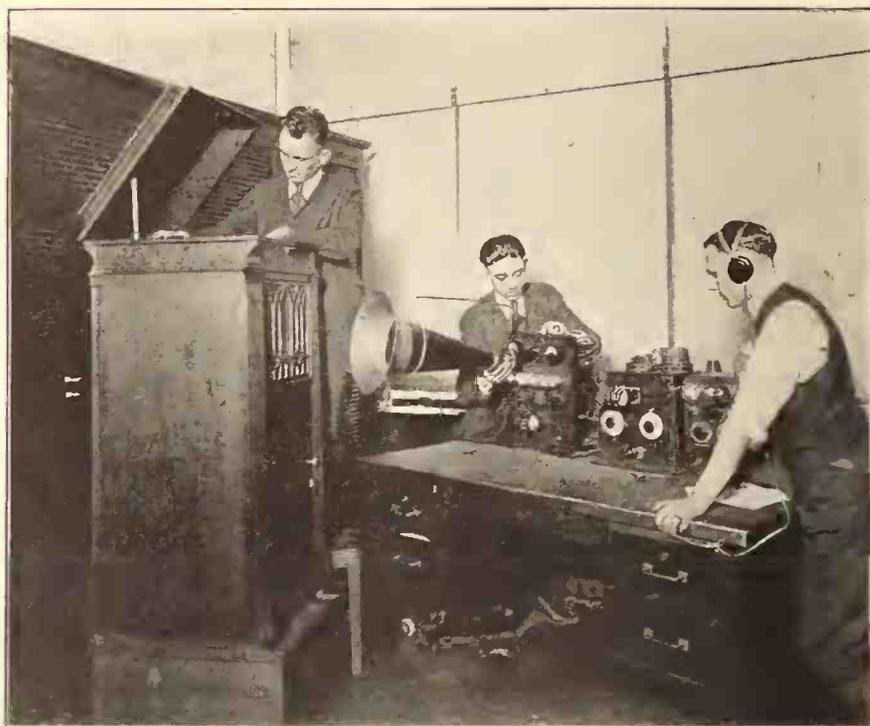
EDISON CONCERTS BY RADIOPHONE FOR DETROIT HOMES

DETROIT, MICH., January 5.—Radio concerts and dances, with selections furnished by the Edison phonograph, have become quite the vogue in the homes of a number of well-to-do residents and members of the Detroit Radio Association in this city. Nightly, in the offices of the Association, located in the heart of the city, some form of entertainment takes place, providing diversion simultaneously in a number of homes, of which some actually are located between four and five miles away.

The apparatus is similar to that of the wireless telephone, the music being sent broadcast by simply starting the transmitter and focusing the sound waves from the phonograph on the microphone, an electrical instrument for making audible even the most feeble sounds. The various sounds are then simply carried up to the antennae and from there through space to the receiving stations, each of which is equipped with an amplifier in order to make the sounds audible throughout the room.

Miss Mabel Norton Ayres, noted concert soprano, who has been associated with the Edison Shop, Chicago, for some time, recently gave the first of a series of weekly concerts over the radiophone, also singing several numbers in duet with Edison Re-Creations of Marie Rap-

old and Anna Case. The concert was unusually successful, both voices, despite their long journey through the air, remaining clear and distinct. Charles Mitchell Mixer, also of the Chicago



Sending Apparatus Used for Wireless Concerts

Edison Shop, contributed several numbers on the violin, playing in unison with Re-Creations of the same selections on the Edison phonograph, and was applauded by a number of different audiences in different parts of the city, all at the same time.

Radio dances also have taken a permanent place among the popular pastimes of Detroit's younger set and have become a regular thing in the homes of those fortunate enough to have had the necessary receiving apparatus installed.

of articles that are straight and all right. Sell them.

6. Be Dependable. Even in small things create the impression that whatever you promise is as much to be depended upon as your signed note. If you make an appointment at 3 p. m. Tuesday, be there at 2:45. If you promise me a bench or scarf or roll of music, see that I get it. I don't want to be put to the trouble of asking for it.

7. Remember Names and Faces. If you have not the natural gift for this, acquire it. Get a little book and set down every day the names of those you have met, with their characteristics. Practice this until you become expert. No man likes to be forgotten or to have you ask his name.

8. Don't Be Egotistical. Eliminate the pronoun "I" as much as possible from your vocabulary. Talk about me, not yourself; I'm the one you want to win.

9. Think Success. Success begins in the mind. Why think fifty cents when it is just as easy to think fifty dollars? Tell success stories, not incidents of failure or hard luck. Radiate prosperity. Feel prosperous. It's catching. Keep your chin up.

10. Be Human. The reason that you are hired to sell goods is that you are a human being. Otherwise your employer would have sent a catalog. So be a human being, likable, engaging, full of human electricity. For I patronize, as a rule, the salesman I like.

MAY PETERSON ON LONG TOUR

May Peterson, the prominent soprano and Vocalion artist, will leave about the middle of January on a three-months' concert tour extending to the Pacific Coast, during which Miss Peterson will take occasion to call upon Vocalion distributors and dealers in the various cities visited.

A USEFUL HOLIDAY GIFT

M. Steinert & Sons Co., Victor distributors, Boston, Mass., have sent to their many friends in the trade a most attractive Christmas reminder in the shape of a metallic thermometer, which is dial-shaped and in brass, and will prove an attractive ornament for the desk top as well. The famous Victor trade-mark occupies a fitting place on the dial.

THERE ARE CHEAPER NEEDLES THAN



Plays all
Records

Saves all
Records

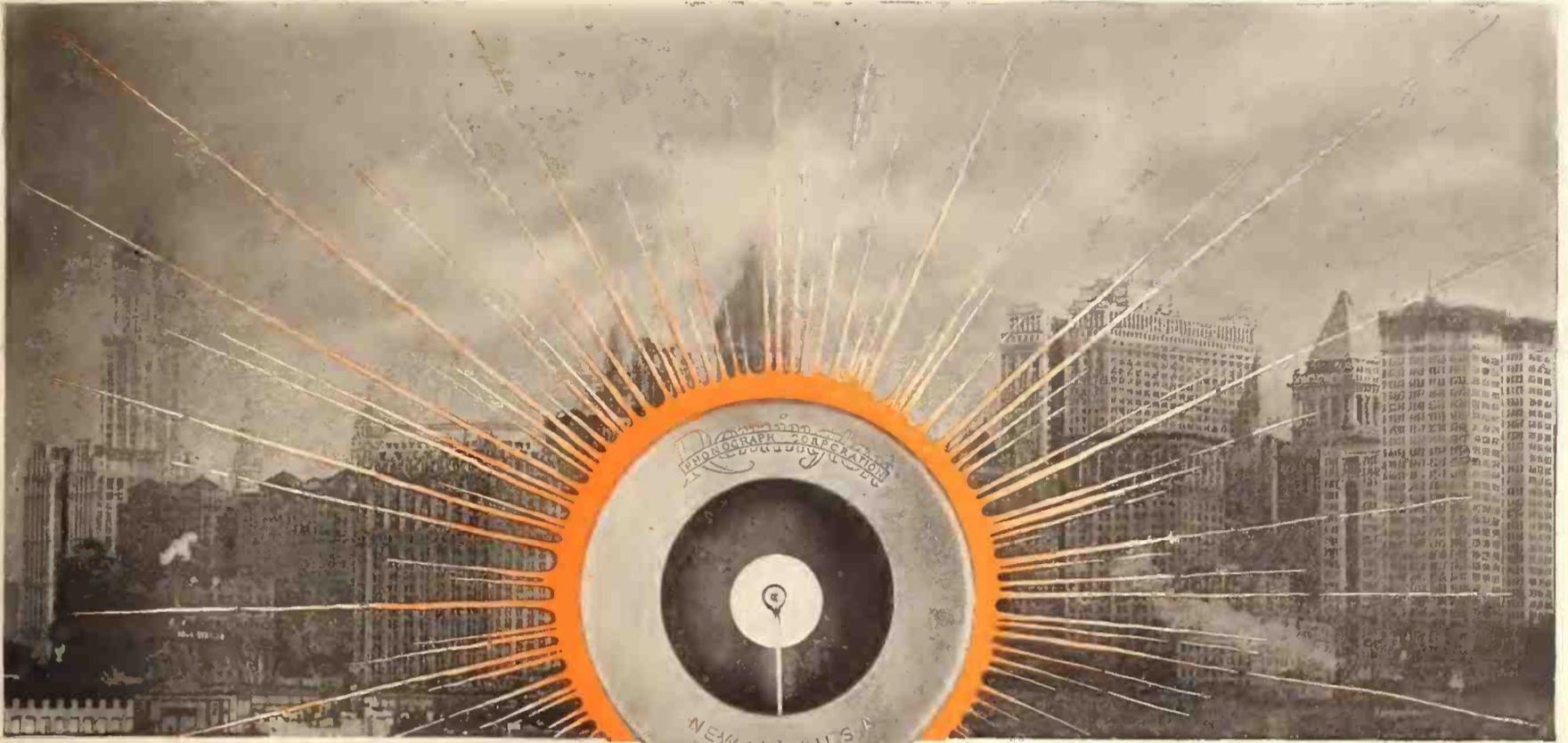
BUT NONE THAT ARE LESS EXPENSIVE

4 needles on card like above 25c

Made in LOUD, MEDIUM and SOFT Tones

SEND FOR SAMPLES, DISCOUNTS AND SALES HELPS

Mellowtone Needle Co., Inc. Sole Manufacturers Ansonia, Conn.



The Dawn of a New Business Era

The ways of yesterday are passed. Making and selling Phonographs means from now a business wherein only the strong can succeed.

We started to make Phonographs when the market was already getting round shouldered trying to carry the burden of overproduction. We hardly need tell you

the load of "too many phonographs" has already doubled up some manufacturers and dealers. Yet in face of this very condition we went ahead and made the

Remington Phonograph

GOOD AS THE NAME

because we have, and know by every test, something more than simply a phonograph, as the term is generally applied. We have the highest developed, farthest advanced, sound-reproducing instrument ever offered to the trade and public. The Remington Reproducer, the heart of the Remington Phonograph, is built on two accepted scientific principles: 3 point contact and elastical mounting.

By use of these two principles we obtain the free vibrating diaphragm, thereby reproducing the most delicate tones of voice or instrument as well as the fullest tones of the trained operatic artist, without the least hint that the tones are other than those produced by the artist himself. And what is true of the voice is true of all instruments, including the piano.

Suppose you put our claims to the test, by making us prove to your sense of hearing that the Remington Phonograph is purer in tone-reproducing qualities than your preconceived ideas permitted you to believe.

We are particularly interested in hearing from dealers who are steeling themselves for the strenuous competition that exists in normal times.



Philo E. Remington
President

Everett H. Holmes
Sales Manager

James S. Holmes
Vice-President

1662-64-66 Broadway, New York, U. S. A.

Artistic Media for Concentrating the Public Mind on High Class Record Sales



Liberty

Appreciating the fact that first impressions count, talking machine dealers in all sections of this great country have vied with each other in the artistic equipment of their wareroom interiors with remarkably artistic results. But before the casual passer-by "obeys that impulse" to enter the ware-

room of the talking machine retailer his attention must be gained and his interest aroused. But, of course, the generation of this interest and attention should be aroused in a dignified yet forceful manner. While the startling stunt may gain attention, it is doubtful whether it will gain it in a favorable or permanent manner. One of the best definitions of good advertising is "that which is said or done to create

through the costumed life-like figures of famous characters from the operas which have been produced by the Penn Phonograph Co., Victor dis-

window display. With the introduction of the grand opera characters by the Penn Phonograph Co., the talking machine dealer is enabled to



Don Jose



Gilda



Canio



Tosca



Duke of Mantua

tributors of Philadelphia, with the endorsement of the Victor Co. The subject of window figures has been given the most careful attention by progressive merchants in all lines. The old-

dress his windows in a manner comparable with the displays of the biggest department stores and at a cost far less.

The talking machine dealer who has the Victor franchise is enabled to offer the public the recordings of the most famous stars of the Metropolitan Grand Opera Co. and these figures enable him to capitalize the distinction which he enjoys by featuring in his window a life-like characterization of the various parts sung on the Red Seal records. These figures allow the dealer a wide latitude in the dressing of his window. For instance, with a set of the twelve different models an excellent ensemble of the leading characters in the realm of grand opera may be displayed. Or, through the featuring of one distinct model in the center of the window, selling activities may be centered upon the sale of one particular Red Seal record.



Amneris



Rhadames



Marguerite



Mephistopheles



Carmen



Scarpia

a favorable impression." The dealer is dependent upon his windows to create interest in the minds of the many who pass his warerooms and to create that interest favorably.

A material aid in the dressing of windows has been made available to the Victor retailer

time familiar headless figures are fast disappearing in the department stores of the country and in their place is appearing the entirely life-like figures for display purposes. In the large department stores located in the various leading cities, vast sums are spent for these figures in

The entire set consists of six male figures and six female figures and the grand opera parts portrayed by these figures are as follows: Canio, Carmen, Don Jose, Marguerite, Mephistopheles, Tosca, Scarpia, Amneris, Rhadames, Gilda and Duke of Mantua. These figures are sculptured with the most exceeding care and the facial expressions are strikingly life-like. They are delicately tinted in flesh color. In the costuming of these figures no detail has been forgotten. The various costumes have been designed by a prominent Philadelphia operatic costumer and the work has been executed in his studio in the Quaker City.

An idea of the exact portrayal of the parts these figures represent may be found in the fact that the costumes have been made in rich silks, satins, velvets, lace and similar fine material and that real human hair is used for the wigs.

It is said that these figures constitute one of the greatest methods for the featuring of Red Seal records that have ever been offered to the Victor dealer and their popularity may be gauged by the continuously growing list of Victor dealers ordering these figures from their distributors. Their use is not alone limited to the window, but they are equally attractive for interior display. The set consists of twelve models, but through the purchase of only two female and one male model the entire twelve characters are available, if displayed one at a time, as the costumes are interchangeable as are the heads and arms.

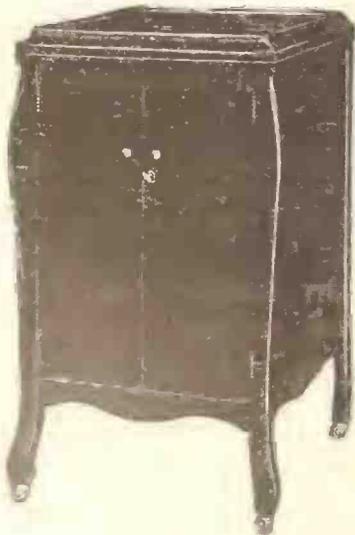
The Cabinet & Accessories Co., Inc.

145 East 34th Street, New York City

OTTO GOLDSMITH, President

Bubble Books

Record Albums, Record Envelopes, Stock Envelopes, Supplement Envelopes, Motrolas, Attachments, Phonograph Lights, Oils and Polishes, Motors and Tone Arms.



Cirolas

Converto Cabinets, Music Roll Cabinets, Sectional Cabinets, Needles, Record Cleaners, Moving Covers, Name Plates, Stewart Phonographs, Badger Cabinets for Victrolas.

The C & A Special

This cabinet for the Victrola IX, with molding, hinged so machine can easily slide in, casters, lock and key, shelves interior, nickel plated trimmings, in all finishes, top, 18 1/4" x 21 7/8", height, 33" and 34".

WRITE FOR CATALOGUE

The ALL FROM ONE SOURCE HOUSE Will Supply You With Everything For Your Fall Trade.

TELLS VALUE OF TALKING MACHINE

Reasons Why Music Should Be in Every Home Outlined in Daily Paper—Talking Machine Music "Perfect," Declares Writer, Who Adds His Testimony to Much on Record

Enjoyment is not all there is in the possession of a good talking machine, although the enjoyment feature will pay the possessor very well, indeed, for the investment, the Charleston, W. Va., Mail informs its readers. The educational features of the talking machine is one of its principal recommendations. Get a good talking machine and a lot of good records and you can do more to teach your children to sing, play and love good music than you can by any other means. The music that comes from the talking machine is perfect music. Whether it is grand opera or "jazz" it is the best that can be produced. Go into a home where there is a talking machine and learn how the children of this home appreciate music. Even the four-and-five-year-old kiddies learn to sing classical selections with marvelous accuracy of words and precision of tone.

Boys and girls who are studying music are wonderfully helped in their work by hearing the perfect selections that it is possible to hear on the machine, and such boys and girls who are not disadvantaged by this assistance are at a distinct disadvantage. For instance, a boy who is a violin student should hear a selection by one of the masters repeatedly every day. This same applies to the student of piano and voice.

As a means of inducing the kind of sociability the parents want their children to enjoy and discouraging the other kind the music machine is well worth while. Let the children dance at home and confine their dancing to the proper dances and they will not be wanting to go to the public "jazz" palaces. Rather they will want to stay at home and dance or visit their neighbors' homes, where they can dance to the music of the reproducing machines and the more this sort of thing is encouraged the more nights the young folks will spend at home or in neighboring

friend's home. Young folks will dance. This is an age of dancing. The thing to do is to induce young people to dance properly amid proper surroundings. If there is dance music at home the young folks will dance at home. If there isn't any music in the home they will seek out the public places where there is music, and some of these places may not be just the sort of places you would like to have your children frequent.

Doctors will tell you there isn't anything better in connection with a meal than music. To have music with your meals at home is a very simple matter when the home is equipped with a talking machine.

There are many more uses besides these that you can put your talking machine to, but these that are mentioned plus the enjoyment that a family gets out of the machine should make them indispensable.

HEINEMAN CELEBRATES BIRTHDAY

President of General Phonograph Corp. Show-ered With Good Wishes on Anniversary

Monday, December 20, was the birthday of Otto Heineman, president of the General Phonograph Corp., New York City. The employes and many friends of Mr. Heineman in the trade took advantage of the opportunity to congratulate him on having passed another year of his very successful career.

All day long messages and people flowed into his private offices to extend their congratulations. There were many gifts, which included a wonderful floral tribute from the employes of the General Phonograph Corp. It was a day during which the bars of official capacity were completely dropped and a spirit of social comradeship prevailed.

HISTORICAL AND TECHNICAL

The first real talking machine, in which no improvement has ever been made, was made out of a rib.—Howard (Kansas) Courant.

NEW YORK'S SECOND MUSIC WEEK

Otto H. Kahn Heads Committee That Will Look After Details of Second Annual Music Celebration in Metropolis, May 1-7, Inclusive

Announcement was made this week by the National Bureau for the Advancement of Music that Otto H. Kahn, of Kuhn, Loeb & Co., has accepted the honorary chairmanship of the committee which will conduct New York's second annual Music Week, May 1-7, 1921.

At a meeting last week in the offices of the Bureau, Berthold Neuer, of William Knabe & Co., was chosen as chairman of the committee, and C. M. Tremaine, director of the National Bureau for the Advancement of Music, was elected secretary.

At this meeting it was unanimously voted to set the next Music Week for the first week in May as being better from a weather point of view for both outdoor and indoor observances than an earlier or a later date.

In response to an invitation sent to him to act as honorary chairman, Mr. Kahn wrote: "I am pleased to accept the position of honorary chairman of the committee for New York's Music Week of 1921. I wish you every success in this auspicious and public-spirited movement."

Mr. Kahn took a keen interest in the work of the 1920 Music Week Committee, of which he was honorary chairman. That he is no less interested in the work of the 1921 committee is indicated by the fact that he has suggested several persons as members who, he believes, would add to the strength of the committee, thus aiding in its success.

The personnel of the 1921 Music Week Committee will be announced later. Careful consideration is being given to the selection of every member to insure the best results from the committee as a whole.

Don't wind your machine like a hurdy-gurdy. Treat it with the respect it deserves. One good turn deserves another, even if it is a talking machine.



Oplex Electric Signs Will Build Your Sales

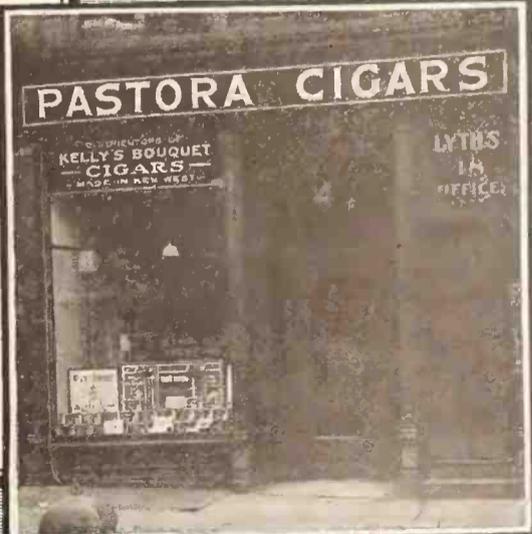
THE striking advantage of Flexlume Oplex Electric Signs is that they are day signs as well as night signs—raised snow-white glass letters on a dark background. The lamps are enclosed and so arranged that all the light is thrown through the openings which form the letters. At night each character stands out of the darkness a solid letter of light.

Other advantages are lowest upkeep cost, greatest reading distance, most artistic designs and the fact that any trade-mark can be reproduced in Oplex characters.

Let us send you a sketch showing an Oplex Sign to meet the particular needs of your store.

Flexlume Sign Company
1436-38 Niagara St. Buffalo, N. Y.





H.K. Lorentzen

Manufacturer of
Exclusive Cabinet Hardware and Accessories
 60 Grand Street
 New York City

TO DEFEND MUSIC INDUSTRY AGAINST UNFAIR TAXATION

Definite Plans Being Made by the Music Industries Chamber of Commerce to Have the Interests of the Trade Protected So Far as Revision of the Present Federal Taxes Is Concerned

At a meeting of the Advisory Committee to the Legal Bureau of the Music Industries Chamber of Commerce recently definite plans were decided upon for presenting the case of the music industry at Washington with respect to proposed tax revision.

Arrangements have been made for proper representation at Washington pending the recovery of the Chamber's counsel, Mr. Pound, who, it is hoped, will return to his work within two or three weeks. Mr. Smith, the general manager, will also be in Washington every week or ten days at least, and every effort will be made to have representative members of the industry there to appear before Congressional committees at the proper time. The committee also made plans to obtain the necessary data and statistics to show that a continuance of the 5 per cent excise tax, in face of the expected business conditions and the necessary installment nature of the industry, will inevitably result in curtailed business and consequent loss of revenue to the Government. In this connection it is interesting to note that Canada has had to abolish similar excise taxes to prevent stoppage of industry. The Canadian situation will be used freely in arguments of the industry before Congress.

The Chamber has issued the following statement concerning the tax situation at Washington:

The Ways and Means Committee is now holding hearings on the tax question. These hearings will not be continued after the holidays, and from that time until the end of the session the entire attention of the committee will be given over to the tariff. These first hearings are evidently very preliminary in their nature.

At present the committee is interested not in the effect of taxation on individual industries or details of tax plans, but rather in general policies or plans of raising the necessary revenue.

The general idea at Washington seems to be to spend this session in passing the various appropriation bills to determine the minimum amount absolutely required to be raised by taxation so that the next session can be devoted to the method of raising the necessary sum.

The report of the Secretary of the Treasury concerning the amount of money to be raised and methods for raising it was apparently not well received by the committee. However, the ideas of the committee members have evidently become more favorable to the report in general now that the real financial situation of the Government and the difficulty of raising the necessary revenue becomes apparent. The report of the Secretary of the Treasury was compiled practically entirely, it is understood, by Professor T. S. Adams, the tax expert of the Treasury Department. It is, therefore, important to note that Chairman Fordney said that when the Ways and Means Committee finally frames its bill Professor Adams will be asked to co-operate constantly in its preparation.

No great discussion or special thought has yet been given to the general sales tax plan. This plan seems to be almost universally favored in Washington, but nearly everyone appears to fear that when it is discussed as an actual plan of taxation there may be so many arguments against it that it will not stand a show of becoming law. It is too early to find such opinion on the sales tax.

There is every indication that Congress expects a very difficult task in raising the necessary taxes, and for this reason is going to be very insistent for facts to support any argument showing why any industry should not be taxed especially by any method proposed. It is, therefore, advisable for the Chamber to gather all necessary facts and figures about the industry in order that our arguments against discriminatory taxation may be based on such facts and

figures. Furthermore, inasmuch as tax legislation will not become important work of the Ways and Means Committee until the next session, the Chamber has the next few weeks to prepare its data and arguments and still have time to take these up with individual members of the committee prior to the next session.

EDISON PORTFOLIO IN POCKET SIZE

Volume Containing Edison Sales Propositions Reproduced in Miniature for Dealers' Use

Widespread interest throughout the entire Edison trade has resulted from the announcement, just made by the Edison Laboratories,



The Miniature Edison Portfolio

that a new miniature portfolio, reproduced photographically from the now famous portfolio issued in the early part of last year, has just been published and is ready for distribution.

Advertising experts and leading merchants throughout the country have hailed the fourteen points of the Edison sales propositions, contained in the portfolio, as "the greatest step in salesmanship taken in recent years."

RECEIVERS FOR A. T. EMERSON, INC.

Appointment by Judge Knox Closely Follows Same Action in Case of Emerson Phonograph Co., Inc.—Assets \$400,000, Liabilities \$300,000

Closely following the appointment of receivers for the Emerson Phonograph Co., Inc., it was announced that Judge Knox has appointed Maurice P. Davidson and Walter J. Ennison receivers for A. T. Emerson, Inc., in a suit brought by Sheip & Vandegrift, Inc., a creditor, for \$5,000 and upward. A. T. Emerson, Inc., has been in business since March 16, 1920. The assets are said to be close to \$400,000 and the liabilities approximately \$300,000. The financial difficulties of the Emerson Phonograph Co., Inc., it is said, brought about the failure of the defendant company, which it owes more than \$150,000, according to the statement made.

HAVE YOU EVER BEEN THERE?

"Don't you enjoy listening to your new phonograph?"

"I would but for one thing."

"What's that?"

"My wife and the lady next door, who always comes in every time we start it up, carry on such a loud conversation while it is playing that I have never heard a record on it yet above that din."—Florida Times-Union.

IF

PRICE

were the only consideration, we'd be entitled to your business anyway; but we also have

QUALITY and what is of SERVICE

equal importance



No. 1265 Cup

This applies not only to Needle Cups, but to Lid Supports, Lid Hinges, Automatic Stops, and practically everything your cabinets will need.

WEBER-KNAPP CO.

Jamestown, N. Y.

Okeh Records

FEBRUARY RELEASE

4148 { I'M WAITING FOR SHIPS THAT NEVER
10-in. COME IN (Baritone with Orch.) . . . Elliott Shaw
\$1.00 { I'M ON MY WAY (Vocal Quartet with Orch.)
Shannon Four

4215 { OLD PAL, WHY DON'T YOU ANSWER ME?
10-in. (Tenor with Orch.) Sam Ash
\$1.00 { I'M IN HEAVEN WHEN I'M IN MY MOTHER'S
ARMS (Tenor with Orch.) Lewis James

4221 { WHAT CHA GONNA DO WHEN THERE
10-in. AIN'T NO JAZZ (Singing Comedienne with
\$1.00 Rega Orch.) Aileen Stanley
LOOK WHAT YOU'VE DONE WITH YOUR
DOG-GONE DANGEROUS EYES (Singing
Comedienne with Rega Orch.) . . . Aileen Stanley

4222 { ALL SHE'D SAY WAS "UMH HUM" (Tenor
10-in. Duet with Orch.) Billy Jones-Ed. Smalle
\$1.00 { PALESTEENA (Tenor with Orch.) Billy Jones

4223 { BEAUTIFUL ANNABELL LEE (Tenor-Baritone
10-in. Duet with Orch.) Hart-Shaw
\$1.00 { THERE'S A VACANT CHAIR AT HOME,
SWEET HOME (Tenor-Baritone Duet with
Orch.) James-Shaw

4224 { I WANT TO KNOW WHERE TOSTI WENT
10-in. (When He said "Good-Bye") (From "Broad-
\$1.00 way Brevities of 1920") (Baritone with
Orch.) Ernest Hare
MY HOME TOWN IS A ONE-HORSE TOWN
(Tenor Duet with Orch.) . . . Billy Jones-Ed. Smalle

4225 { ON HILO BAY (Hawaiian Guitar Duet)
10-in. Ferera-Franchini
\$1.00 { ON THE BEACH AT WAIKIKI (Hawaiian
Guitar Duet) Ferera-Franchini

4210 { DARLING (Intro. "Come to the Moon") (Med-
10-in. ley Fox-trot) . . . Harry Raderman's Jazz Orchestra
\$1.00 { JUST SNAP YOUR FINGERS AT CARE (From
"Greenwich Village Follies of 1920") (Fox-
trot) Lanin's Roseland Orchestra

4211 { MARGIE (Fox-trot) Rega Dance Orchestra
10-in. CORAL SEA (Fox-trot)
\$1.00 Rudy Wiedoeft's Palace Trio

4212 { GRIEVING FOR YOU (Fox-trot)
10-in. Lanin's Roseland Orchestra
\$1.00 { SWEET CUBAN LOVE (Fox-trot)
Harry Raderman's Jazz Orchestra

4213 { I'M A LONESOME LITTLE RAIN DROP (From
10-in. "Greenwich Village Follies of 1920") (Fox-
\$1.00 trot) Joseph Samuels' Jazz Band
I'LL BUY THE BLARNEY CASTLE (One-step)
Green Brothers' Novelty Band

4214 { I WANT TO GO TO THE LAND WHERE THE
10-in. SWEET DADDIES GROW (Intro. "All the
\$1.00 Boys Love Mary") (One-step)
Rudy Wiedoeft's Palace Trio
PEACOCK WALK (Fox-trot)
Harry Raderman's Jazz Orchestra

4216 { WHY DID YOU LEAVE ME? (Fox-trot)
10-in. Joseph Knecht's Waldorf Astoria Dance Orch.
\$1.00 TOREADORA (Fox-trot)
Harry Raderman's Jazz Orchestra

4217 { IF A WISH COULD MAKE IT SO (Intro.
10-in. "We've Got Something") (From Musical Play,
\$1.00 "Tickle Me") (Fox-trot)
Joseph Knecht's Waldorf Astoria Dance Orch.
THE WEDDING BLUES (From Musical
Comedy, "Pitter Patter") (Fox-trot)
Lanin's Roseland Orchestra

4218 { HOP, SKIP AND JUMP (Fox-trot) (With Inci-
10-in. dental Saxophone by Nathan Glantz)
\$1.00 Rega Dance Orchestra
FOR EVERY BOY WHO'S ON THE LEVEL
(Intro. "Good-Bye, When I Say Good-Bye to
You") (One-step)
Harry Raderman's Jazz Orchestra

4219 { IN MY SWEET LITTLE ALICE BLUE GOWN
10-in. (Intro. Chorus of "To Be Worthy") (Waltz)
\$1.00 (From Musical Comedy, "Irene")
Joseph Knecht's Waldorf Astoria Dance Orch.
PRETTY MISS VIRGINIA (Waltz)
The All American Five

4220 { ZOWIE (Fox-trot) Joseph Samuels' Jazz Band
10-in. AMORITA (Fox-trot)
\$1.00 Green Brothers' Novelty Band
SLEEPY HOLLOW (Where I First Met You)
(Waltz) Okeh Marimba Band

4227 { THE HULA BLUES (Fox-trot)
10-in. Okeh Marimba Band
\$1.00 COLONEL BOGEY MARCH Conway's Band
BATTLESHIP CONNECTICUT MARCH
Conway's Band

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

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

Factories: Newark, N. J. Elyria, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.

Branch Offices: Chicago, Ill Toronto, Can. London, Eng



SEES IMPROVEMENT IN THE CREDIT SITUATION IN 1921

Jas. S. Alexander, President of the National Bank of Commerce, Says Progressive Improvements Now Operative Should Result in Better Money Conditions During the New Year

Better money conditions in 1921 should result from the progressive improvements now operative in certain adverse factors of the country's bank credit situation, according to a statement made by James S. Alexander, president of the National Bank of Commerce. He expresses the opinion that banking may expect to serve the needs of legitimate business with a lesser degree of credit strain than during the past year. The chief cause of betterment, he says, was a reduction in the volume of war paper and frozen and speculative commercial credits in bank resources, impairing their liquidity.

"Business men are justified in feeling confident that the money situation in the United States in 1921 will be a very different matter from what it has been during 1920," Mr. Alexander's statement says. "Certain specific factors are clearly recognizable as the chief adverse forces affecting bank credit during the past year, and there is every reason for believing they will not be so powerfully operative in the year to come."

To illustrate improvement of unfavorable factors in the situation, Mr. Alexander cites figures of 800 banking institutions, reporting weekly to the Federal Reserve Board, with resources estimated at about 40 per cent of the resources of all banks. From January to mid-October, he points out, these banks showed a decrease of \$500,000,000 in the amount of United States securities owned by them and of \$380,000,000 in loans secured by Government securities, which for all banks would indicate a reduction in war paper holdings of about two billion dollars. There also was a drop of \$200,000,000 in loans secured by stocks and bonds, this item representing in considerable part speculative operations. At the same time loans chiefly for manufacturing, commercial and agricultural purposes showed an increase of \$1,510,000,000.

"These figures indicate that while there has been marked contraction in the non-liquid and speculative elements of bank credits, there has been a continued expansion in the accommodation extended to meet business needs," the statement says. "This explains why, although to mid-October contraction was not operative in the total volume of credit, better conditions were in sight in the banking situation. It was because there had been this marked improvement in the quality of credit.

"A contraction in commercial credits set in during October. In this month the reduction of the non-liquid elements also maintained a rapid pace. Thus two elements of betterment were operative, improved liquidity and contraction of the total.

"If the foregoing facts and deductions are of value, it is not because of the light they throw on past events, but because of the promise they hold for the future. They carry the conviction that credit conditions should be more satisfactory during 1921 than they have been during 1920. These figures justify business men in expecting our credit resources to function more efficiently in the future than they have in the immediate past to facilitate their business operations, because the four great causes of impaired credit in 1920 should not exert the same influence in the year that lies ahead.

"We may assume that war paper, in passing from the hands of the banks, will rest permanently in the hands of the ultimate investor, where it belongs, and that it will not again seriously impair the liquidity of commercial bank resources. We may also hope that we shall not in 1921 see a national transportation breakdown which added a large portion to the impairment of credit. Again, we may expect that there will not be the same violent price changes and that, therefore, commercial credit will not be employed for purposes of commodity speculation to the same extent. Finally,

we may expect that prices and the production of goods will be co-ordinated more closely to normal public demands and the emergency should not arise to carry such large unliquidated stocks over a period of stagnation.

"With these factors absent or reduced in degree it should be possible for business men to find ample means for financing their operations and to make their calculations with the definite assurance that the cost of credit will not be prohibitive, while the supply may be relied upon to meet all legitimate demands.

"The situation is yet far from normal. The continued lack of public buying has made it impossible for many commodities and for many lines of merchandise to become reasonably liquidated, and the process cannot be completed until buying once more becomes active and production is again demanded. But the banks have stood by business, and business may feel confident that it is within the power and the inclination of the banks to continue to co-operate."

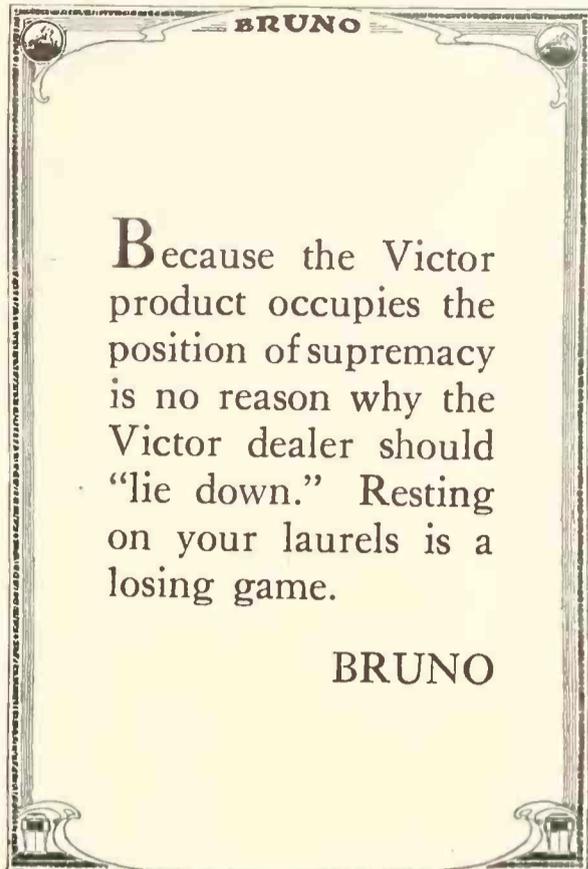
"TALKER" POPULAR FOR DANCING

Teachers of Dancing Find Talking Machine More Satisfactory Than Orchestra

There is an increasing demand for talking machines among teachers of dancing throughout the country and it is now universally conceded that the talking machine provides better music for dancing than any orchestra. Moreover, the cost of operation is much smaller, while the musical repertoire is always the latest and best, thanks to the up-to-dateness of the record manufacturers.

REMINGTON NEW YEAR'S GREETING

A very cheery and optimistic greeting has recently been received by The World and the rapidly increasing clientele of the Remington Phonograph Corp., of New York City. Following the wish to its friends for "A Merry Christmas and a Happy New Year," the Remington says: "The officers of this corporation are very firmly convinced that the year 1921 will be evidenced by peace, plenty and prosperity and express the hope that you may enjoy fully the good things in store for us all."



Because the Victor product occupies the position of supremacy is no reason why the Victor dealer should "lie down." Resting on your laurels is a losing game.

BRUNO

VICTOR READY REFERENCE LABELS

New Issue Offers Several Improved Features of Interest to Dealers Handling Records

Shortly after the first of the year the Victor Co. expects to ship the revised issue of ready reference labels which can be used with all styles of stock envelopes and stock cards. They have, however, several new features. One of the most important benefits claimed for the ready reference label service is the complete cross index which it offers for all records in the domestic section of the catalog. In the new issue the cross index has been brought up to date and includes all records now listed. Another feature is a brief sales talk which is provided for each record.

A special list accompanies the Red Seal section of the catalog, suggesting records which may be of interest to a purchaser who has shown preference for a certain kind of selection. The new labels also show when the selection was first announced and gives the telegraphic code word to identify each record, thus providing an excellent means for educating the sales person.

Quicken Dealer Turnover

Purchasing Agents co-operate with their own Sales Departments by supplying accessories and fittings of distinctive designing. Dealers in turn find ready sales for Phonographs and Furniture so equipped.

PHONOGRAPH ACCESSORIES

For Immediate Delivery—Needle Cups and Double Spring Motors, capable of playing three 12-inch records. Also—Lid Supports, Automatic Stops, Tone Rods, Knobs, Escutcheons, Sockets, etc.

FURNITURE TRIMMINGS

A complete offering in all the Period and Commercial Furniture Lines.

REFRIGERATOR HARDWARE

All sized Locks and Hinges

Samples and complete information on request

Grand Rapids Brass Company
Grand Rapids, Michigan New York: 7 E. 42nd. St.

Edison Message No. 8

The fall of merchandise prices to the normal price level represented by Edison Phonographs brings chaos to many businesses.

Prices of most merchandise were inflated during and after the war, but the prices of Edison Phonographs, since 1914, advanced only 15%, including War Tax, thereby stabilizing the Edison Phonograph business.

“Edison Stood the Gaff”

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

Every dealer knows the popularity of Lucy Gates' Columbia Records. The "Doll Song" from the *Tales of Hoffmann* and "A Geisha's Life" are both popular selections. Order a lot of this record for steady sales. A-3326



Columbia Graphophone Co.
NEW YORK

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Ten Months Ending October, 1920, Total \$6,377,974

WASHINGTON, D. C., January 4.—In the summary of exports and imports of the United States for the month of October, 1920 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented.

The dutiable imports of talking machines and parts during October, 1920, amounted in value to \$77,614, as compared with \$60,489 worth which were imported during the same month of 1919. The ten months' total ending October, 1920, showed importations valued at \$751,587, as compared with \$445,922 worth of talking machines and parts during the same period of 1919.

Talking machines to the number of 9,839, valued at \$481,471, were exported in October, 1920, as compared with 7,113 talking machines, valued at \$262,954, sent abroad in the same period of 1919. The ten months' total showed that we exported 69,784 talking machines, valued at \$3,297,305, as against 52,336 talking machines, valued at \$1,817,399, in 1919, and 54,675 talking machines, valued at \$1,627,243, in 1918.

The total exports of records and supplies for October, 1920, were valued at \$243,973, as compared with \$292,054 in October, 1919. For the ten months ending October, 1920, records and accessories were exported valued at \$3,080,669; in 1919, \$2,822,653, and in 1918, \$1,842,752.

UNUSUAL COMMENT ON TONE-TEST

An interesting commentary on a recent Edison Tone-Test recital, given in South Boston, Va., in which Miss Grace Hofheimer, the popular pianist, took part, was received by the Edison Laboratories in a letter from the Edison dealer at that place and read as follows:

"The janitor of the high school was present the night of the Tone-Test recital, but it so happened that no one explained to him the purpose of the concert, or what was to take place. The next morning, when we went to remove the instrument from the auditorium, he came up with the remark that Miss Hofheimer was a wonderful woman: 'She must have electricity in her fingers,' he said.

"'Why,' we asked.
"'Because,' he replied, 'she would raise her hands off them keys and the piano kept playing.'

"Now wasn't that a delicate compliment?"

TO CONCENTRATE ON WHOLESALE

The Artophone Corp., of St. Louis, has announced that after January 1 it will confine itself to wholesale business exclusively. It, therefore, retires from the retail talking machine and record field in the Sainly City.

TIPS FROM THE SUCCESS MARKET

Worth-while Advice Given by Writer in Steger Employes' Magazine

Under the heading, "Tips From the Success Market," Harry I. Shumway has a very interesting article in a recent issue of the Steger Employes' Magazine, published regularly by the Steger & Sons Piano Mfg. Co., manufacturers of the Steger phonograph. The article gives some very illuminating sidelights on business in general and defines some common terms as follows:

"*Perspiration, Unlimited.* Here is a gilt-edge stock that will pay you dividends from a hundred to a million per cent. There isn't the least chance of a loss. Stockholders in this company report gains beyond their widest hopes. Rumors that this company has merged with the *Coat & Vestoff Company* are not denied. There are melons being cut every day. So many, in fact, that space forbids mentioning them.

"*Stick-to-it Industrial Corporation.* A good stock of permanent value. Satisfactory dividends are regularly paid. There have been adverse reports, at times, concerning this stock, and an expert was employed to investigate. It turned out that those who had not realized dividends were investors also in *Pig-headed Associates*. The two look something alike at first sight but are really entirely different.

"*Smile and Boost Company, Inc.* One fine stock, says the expert, and one that will be in greater

demand than ever. Always has paid good dividends and always will. There is no limit to what it can earn. If you have never taken a flier in this worth-while stock, better get aboard. You'll enjoy possessing it aside from its intrinsic possibilities.

"*Take It Easy Mine.* Not recommended. So far this company has never paid a dividend and nothing on the horizon indicates that it ever will."

FAMOUS VICTOR ARTIST TO WED

Mme. Amelita Galli-Curci, grand opera star and famous Victor artist, will be married to Homer Samuels, her accompanist, in St. Paul or Minneapolis, on January 16. Mme. Galli-Curci, in announcing her approaching marriage, said she was very happy. Although the famous prima donna has applied for American citizenship and will complete her naturalization papers before her marriage, yet inasmuch as Mr. Samuels is an American her marriage to him makes her one.

BUILDING UP A GOOD BUSINESS

John H. Bieling, for many years a member of the American and Haydn quartets, and who, as announced in *The World* some months ago, has opened a new Victor store at Hempstead, is building up a very nice business in that section of Long Island, and is active in the musical life of the community.

YAZOO RIVER RED GUM

Specials for prompt shipment:

- 2 cars 1 1/4" 1st and 2nd Plain Red Gum.
- 1 car 1 1/2" 1st and 2nd Plain Red Gum.
- 5 cars 2" 1st and 2nd Plain Red Gum.
- 8 cars 2" 1st and 2nd Qrtd. Red Gum.
- 8 cars 2 1/2" Common and Btr. Qrtd. Red Gum.
- 4 cars 3" Common and Btr. Qrtd. Red Gum.
- 8 cars 1 1/4" No. 1 Common Plain Red Gum.
- 10 cars 2" No. 1 Common Plain Red Gum.
- 2 cars 2" No. 1 Common Qrtd. Red Gum.
- 10 cars 2" No. 1 Common Qrtd. Red Gum.
- 3 cars 3" No. 1 Common and Btr. Plain Red Gum.
- 5 cars 1 1/4" 1st and 2nd Sap Gum.
- 5 cars 1 1/2" 1st and 2nd Sap Gum.
- 10 cars 2" 1st and 2nd Sap Gum.
- 2 cars 3" 1st and 2nd Sap Gum.
- 5 cars 1 1/4" No. 1 Common Sap Gum.
- 5 cars 1 1/2" No. 1 Common Sap Gum.
- 10 cars 2" No. 1 Common Sap Gum.
- 2 cars 3" No. 1 Common Sap Gum.
- 5 cars 1 1/2" No. 1 Common and Btr. Qrtd. White Oak.
- 5 cars 3" No. 1 Common and Btr. Qrtd. White Oak.
- 5 cars 4" No. 1 Common and Btr. Qrtd. White Oak.
- 10 cars 1" No. 1 Common and Btr. Qrtd. Red Oak.
- 6 cars 1 1/2" No. 1 Common and Btr. Qrtd. Red Oak.

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.

THOMAS & PROETZ LUMBER CO.
3400 Hall St., St. Louis, Mo.

A Lyric Agency Is a Money-Maker

To those dealers appreciating a quality record---prompt deliveries---first releases and a favorable sales arrangement, we can offer a money-making opportunity.

LYRIC RECORDS are backed by a national and local advertising campaign, thus creating a demand in territory where dealers can "cash in" on the demands.

Ours is a permanent and constantly growing organization and dealers here have an opportunity of obtaining an agency with a steadily increasing value.

Co-operate and Grow

A Lyric Jobber Is Ready to Serve You



Send at once for latest bulletin and offer to dealers

LYRAPHONE CO. OF AMERICA 117 Mechanic St.,
NEWARK, N. J.

AN ENVIABLE SALES RECORD

Granby Dealers in Norfolk Sell \$67,000 Worth of Machines in Three Weeks' Time

NORFOLK, VA., January 2.—An illustration of what can be done by any merchant who will get up and hustle is given by E. C. Howard, director of sales of the Granby Phonograph Corp., of this city. Mr. Howard gives us as a specific instance the experience of Philip Levy & Co., Granby dealers of Norfolk, from December 1 to December 24 of 1920. In that period Levy & Co. sold 421 Granby phonographs, totaling \$67,000. The population of Norfolk is only about 135,000. These sales were built up with no other help than intensive selling, backed up by constant newspaper advertising. The largest spread of the newspaper campaign did not exceed one-half page and the usual size of copy was one-eighth page. This large volume of sales was also made with the competition of possibly twelve or more other dealers carrying other lines. Mr. Howard states, and this instance proves, that a certain part of the inaction in the talking machine trade is psychological rather than actual. Mr. Howard said, in closing the report of this incident: "Of course, we all know conditions are below normal and the dealers in Norfolk who depend so largely on tobacco and cotton are in no better shape than anyone else, but, given the proper attention, there is plenty of business for at least one live concern in every town if he will only go get it."

Those in the trade who have met E. C. Howard realize that he is a man who practices what he preaches, as may be seen from the steady and healthy growth of Granby sales under his direction.

DEALER CREATES HUMAN INTEREST

McKelvey Co. Uses Special Stories to Push Sales of Special Records

The McKelvey Co., Victor dealer of Youngstown, O., makes a practice of creating a human interest background to a particular record of which it wishes to boom the sale. The following illustrates the idea in detail as it was used by this company to make a background for sentimental records:

"Sentiment! What a word it is! The destiny of a nation, the course of a human life, the action of all mankind are swayed by it.

"Many laugh at sentiment and pretend they have none. Believe them not! Somewhere in the secret chambers of thought is a remembrance of old loves, the tender touch of a vanished hand; buried deep in an ancient trunk or bureau is a packet of letters, a diary inscribed in youthful days, or perhaps a faded shawl that once covered the frail shoulders of a beloved mother.

"The best-loved songs of all time have been songs of sentiment. Other songs may come, have their day, and disappear. But the song that voices a true sentiment, spoken from a full heart, remains.

"Such a song arises only too seldom from the world's turmoil, but when its rare melody at last is heard it stirs the hearts of millions. Such a song is a power for good, a creator of joy unmeasured, a flawless diamond gleaming among earth's dusty pebbles."

HOLDS PARTY FOR THE CHILDREN

Jackson Columbia Dealer Entertains 2,500 Boys and Girls in Novel Fairyland Fete—Good Example of Community Work by Retail Dealer

Stern's Music Shop, of Jackson, Mich., recently held a very effective children's party during the local fair week. While the fair was in progress the manager of the Grafonola department of this house arranged a "Fairyland," which was attended by about 2,500 children. Circulars and tickets were distributed throughout the city and country roundabout, advertising was inserted in the newspapers and school teachers were visited, all with a view to getting the children of Jackson into the store.

For their reception, the entire store floor was cleared of practically all furniture and made into one large playground; trees were brought in from the woods and set up; beautiful singing birds in small cages were placed among the branches; hundreds of Japanese lanterns were hung around the store, each illuminated with a small electric bulb; the display windows were filled with toys and the glass panes were covered with cut-outs of lions, bears and other animals, and the demonstration booths were fitted up to correspond. A number of students were dressed up as fairies and they danced and sang from the balcony above the demonstration booths to the tune of a Grafonola. Souvenirs were given to each child as he left.

It was a wonderful example of how a large number of children can be successfully entertained by a retail merchant and, of course, experience has shown that it pays to win the good will of the children in your community.

The manager of this store has the following to say about the appeal to youth: "Children like the things that they can understand and that suit them. A beautiful shop, with great, brilliantly lighted windows and massive furnishings, awes a young child into silence and shyness, even though he may be impressed with its beauty; but the moment he sees a little chair and a small table, on which is a child's book, his shyness vanishes and he feels comfortable and at home. He becomes interested at once in everything in that corner, for he feels that he has found a place in which things for children are displayed. The spell is cast and henceforth this spot becomes his 'stamping ground'."

USES STRIKING COLUMBIA DISPLAYS

Minneapolis House Has Policy of Arranging Novel Displays in Demonstration Booths

The Grafonola department of the Hurley-Moren-Frank Co., Minneapolis, has made quite a success of its policy of fixing up the record demonstration booths with striking displays. One booth recently was decorated with flags and other patriotic insignia to feature the "American Legion March." Another was fitted up with a Japanese model, a fan, Japanese lanterns and several pieces of Japanese bric-a-brac, to feature "The Japanese Sandman."

ADVERTISES IN JEWISH PRESS

The Revere Phonograph Co., of Revere, Mass., has found it profitable to advertise Jewish selections in the Jewish newspapers. It has built up quite an additional record clientele in this way.

Why YOU need them

They're well advertised.

They're in demand.

They bring you a good profit and more cash on each sale.

There is nothing "just as good."



Semi-Permanent Phonograph

NEEDLES

give complete satisfaction. They play many times, do away with the inconvenience of frequent needle changing and increase the records' life.

These needles bring regular customers to your store. Send your order in today.

25c per package of 5 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.



**Superior Workmanship
Superior Finish
Superior Service**



Trade
"SUPERCASE"
Mark
DIE CASTINGS

THE SUPERIOR DIE CASTING CO.

411 FRANKFORT AVE.

CLEVELAND, OHIO

THE SUCCESSFUL PROMOTION OF RECORD SALES BY MAIL

Three Letters That Have Been Used With Excellent Results by Victor Dealers in Ohio—The Advantage of Making a Direct Appeal to the Prospective Customer

The Eclipse Musical Co., Victor wholesaler of Cleveland, O., recently selected three letters, reproduced below, as being especially good examples of what some of its dealers were doing in the way of mail sales promotion. They are worthy of study, because they contain a very large measure of human interest and selling appeal:

November 13, 1920.

Miss Dorothy Moore, Columbus, O.

Dear Miss Moore:—Knowing of your interest in vocalization or a well-trained voice, and fully appreciating the difficulty encountered in the training, it affords us much pleasure to offer the Oscar Saenger course for your consideration.

We sing a great deal by imitation; then, of course, the artist's own interpretation means much. We believe you could follow no better leaders in colorature work than Galli Curci, Garrison, or Tetrizzini. They all sing "Charmant Oiseau" from "Perle de Bresil," each perhaps differently, yet from each you can get a splendid thought that you may apply to your own work.

All the necessary technique and exercise for the development of perfect vocalization are provided and explained in the Oscar Saenger Record Course, just as they are in Mr. Saenger's own school. Mr. Saenger is, and has been, the teacher of such artists as Althouse, Garrison, Jacoby, Rap-pold, Baker, Scotti and Hempel.

We know it to be a wonderful advantage to be able to possess these lessons.

In our music room we have all of the Victor Artists' records, and would be glad to have you come and hear them any time at your convenience.

We desire to give you such service as will enable you to enjoy and appreciate this much-prized course. Very truly yours,

THE MOREHOUSE-MARTENS Co.

November 13, 1920.

Miss Margaret Mary Anderson, Columbus, O.

Dear Little Miss Anderson:—Do you like bedtime stories? And if so, have you ever heard this story of the big dog and the kitty cats? Well, even if you have, I shall tell it to you again.

"Once upon a time there was a big grey mother cat who had a little grey kitten. The mother cat lay on the warm,

sunny porch, and said 'meow,' meaning "come here," and the little grey kitten cuddled close to her mother's warm, soft fur, and said 'Purrurr.'"

"Suddenly, around the corner of the porch came a big—black—dog, who said, 'Bow wow,' and ooh-h-h! what happened to that dog?" . . . and the balance of this story is the very interesting part.

Due to the fact we have many little girls to write (you see we are very busy), we cannot send you stories complete, or very often; but if your mamma would come to our store and buy you a record of the many stories, you would enjoy every one because they are told on the record just as I began to tell it here.

If your mamma wishes, she can bring you to our Music Rooms any time to hear the lovely songs and stories for little boys and girls.

We hope to see you real soon, and have you hear these little stories of "Tom Thumb," and "Chicken Little," and many others. Your very good friend,

THE MOREHOUSE-MARTENS Co.

GALLI-CURCI SAID:

"The Victrola has been my greatest teacher"

With this statement in mind, we wish to tell you of the real value the Victrola and Victor Red Seal Records can be to the Music Teacher and Student.

By listening to the records of the Red Seal Artists you can benefit by their masterful rendition of many of the world's famous compositions.

You can study Opera with Caruso, Melba, Farrar, or Scotti; Oratorio with Evan Williams, Louise Homer, Witherspoon; Concert Songs with McCormack, Alma Gluck, de Gogorza, Galli Curci or Mabel Garrison; you can study Violin with Heifetz, Kreisler, Elman, Maud Powell or Zim-halist; Violoncello with Hans Kindler; Piano with Paderewski, Cortot or Rachmaninoff.

You can repeat their records as often as desired and by playing over the part you are particularly interested in become thoroughly familiar with the artists' vocalization and interpretation.

We extend an invitation to the Music Teachers, Musicians and Students of Pittsburgh to come to our Victrola Department and make use of our large library of Victor Records. We will gladly play any of them for you at any time. Yours very truly,

THE ROSENBAUM Co.,
Victrola Department.

FAULTLESS

PIVOT BEARING

CASTERS

Casters that roll easily across the floor—and smoothly. No clatter—no unsteadiness.

Simple construction—no complicated parts to get out of order; nothing to retard easy movement. Strong—plenty of metal in required places to resist strains.

Silent—neat appearing—a real necessity to YOUR talking machine, these FAULTLESS CASTERS.



Full Size—C-65

Made with leather, fibre, felt, steel and lignum vitae wheels. A word from you puts all our caster experience at your service and brings you a copy of Faultless Catalog "G".

**FAULTLESS
CASTER COMPANY**

EVANSVILLE, INDIANA

"Move the FAULTLESS Way"

Eastern Sales Office:

Geo. Mittleman, 200 Fifth Avenue, N. Y.

MACY-VICTOR DAMAGE SUIT OPENS

As The World goes to press, word is received that the suit of R. H. Macy & Co. against the Victor Talking Machine Co., Camden, N. J., and various Victor wholesalers as co-defendants, asking triple damages for alleged violations of the Sherman Law, has been set down for trial on January 11 in the United States District Court for the Southern District of New York.

AMERICAN ODEON CORP. SETTLED

The American Odeon Corp. is now well settled in its new home at 100 West Twenty-first street, New York. This concern reports an active business and a very bright outlook for the future. On account of being located in the heart of the wholesale district it receives a good many calls from the trade.

"What a splendid physique that fellow has!"

"Yes, but think of the exercise he gets. He's a traveling salesman and has to undress every night in a Pullman berth."

Stewart
Talking Machine Company

JOBBERS
for the
Victor
Talking
Machine
Company



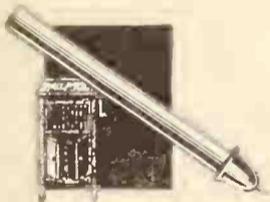
Indianapolis

Now-12 Tonofone Needles for 25c!



DEALERS—Here Is a Bigger Profit for You!

Tonofone
The Phonograph Needle
With the Flexible Point



Send Coupon for
Sample Needles FREE

Dealers and others who have not tested Tonofone Flexible Point Needles recently, are invited to send coupon below for FREE samples to test at our expense. Prove for yourself that Tonofone Needles are musically, mechanically and scientifically correct.

R. C. WADE COMPANY
110 S. Wabash Avenue, Chicago, Ill.

Gentlemen:—Please send FREE Samples of Tonofone Needles for us to test at your expense.

Name.....

City.....

State..... Street.....

Here is the most attractive price and profit proposition you were ever offered on Tonofone or any other phonograph needle.

To introduce our new, bigger value, bigger profit package, which gives your customers 12 Tonofone needles for 25c, we are offering you a price of \$14.00 a carton of 100 packages—or \$7.50 a half carton of 50 packages.

The \$14.00 carton retails for \$25.00 giving you a profit of \$11.00 a carton, or 11c a package. This is 44% on your selling price and 79% on your investment. You will recognize this as a very exceptional profit.

Why not fill out the coupon below and order direct from this advertisement? You will need a big stock of Tonofone Needles at this after-holiday season, when phonographs are most largely used. It is the best time to introduce this new 25c package, which gives your customers so much more for their money, and you a bigger profit.

The Tonofone Flexible Point is one of the greatest inventions in phonograph needle history. Scientific new methods have now brought it to a very high degree of perfection. Each needle plays 20 to 50 records—any disc record on any phonograph — one needle for all tones.

The Tonofone flexible point is of correct and uniform size — not tapered. Being flexible it brings out clearer tones and gives more accurate reproduction. Being softer than any record, it minimizes surface noises and prolongs the life of records. Now sold by over 3000 leading talking machine dealers everywhere.

Please order direct from this advertisement, using coupon below. The needles will be shipped on our positive guarantee. Terms: Cash with order, less 2% or 30 days net on approved references or established credit rating.

R. C. WADE CO.
110 So. Wabash Avenue Chicago, Illinois

Tonofone

The Phonograph Needle With the Flexible Point

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

Gentlemen: Please enter our order for Tonofone Needles as follows, which may be shipped through one of your wholesale distributors.

.....Cartons, 100 packages, at \$14.00.....

.....Half Carton, 50 packages, at \$7.50.....

Firm Name.....

City.....

State..... Street.....

Above is purchased subject to your positive guarantee

Window Dressing One of the Fundamental Arts of Retail Merchandising

By C. J. Potter
Before Advertising Clubs' Convention

When our ancestors back in the early ages hung their goods up on pegs and placed their rude pottery on shelves in front of their caves they acted in response to the same idea which prompts the modern merchant to spend many thousands of dollars a year in placing his goods in windows that are attractively decorated and cunningly designed to draw the attention of the public. Display advertising was the first advertising, far antedating written advertising. When the tailor in the early sixteenth century took a suit of clothes and hung them up in his shop window he found that passersby stopped to look at his wares. That is our first record of window display.

The progress which has been made in the art of window display during the past quarter of a century is truly remarkable, but shows what can be done when science and brain power are concentrated on one thing. To-day window dressing is an art and is considered one of the most potent factors in retail merchandising. Over 15,000 men are following this profession, many of them devoting their entire time to planning the displays which are to be seen in store windows in every city in the country.

The talking machine industry is one that is vitally concerned with the window display. Both manufacturers and dealers have learned the wisdom of utilizing windows for the display of their merchandise. Manufacturers have prepared special material which the dealer may use in his store windows to advertise the manufacturer's product. This material has been planned with care and is designed to accomplish one thing, to increase the dealer's sales. It has

been estimated that from 30 to 50 per cent of sales are made from window displays. Some dealers have valued their windows at \$200,000 a year!

Window displays come in for much attention on the part of every live talking machine dealer who has a wealth of material offered him in

*Some Merchants Say
Thirty to Fifty Per-
cent of Their Sales
Can Be Attributed
To Window Displays*

order that he may make the best of his opportunities. Manufacturers have taken occasion to complain at various times over the apparent lack of interest on the part of their dealers in the material sent out to them. In this connection it is interesting to note the opinion of C. J. Potter in an address before the convention of the Associated Advertising Clubs at Indianapolis in June. Mr. Potter said:

"In the past year I have read a great many articles written by advertising men, sales managers and others on dealer helps. Some of them

insisted that the dealer was a no account, lazy boor, who didn't appreciate the wonderful things he was being furnished to help him get rich. Some good suggestions were offered by these writers, but I fear that the men who plan the big campaigns are not well informed on the subject of window display. They probably realize to some extent the potent selling force of a window, but they forget that window advertising is a highly specialized profession and instead of calling in a practical display man they put an advertising writer or an artist on the job to design the displays for a campaign. The result—not used by the dealer. Why? Not practical.

"Take the case of many of the large stores. You would be surprised at the amount of cut-outs, dummy cartoons and lithographed cards which are sent to these stores and are in turn sent to the waste paper baler. And, gentlemen, do not blame the merchant, for the stuff was not in keeping with the rest of the store. It was designed by a man who knew nothing of the character of display material which was being used by these big establishments, therefore a waste of effort and money.

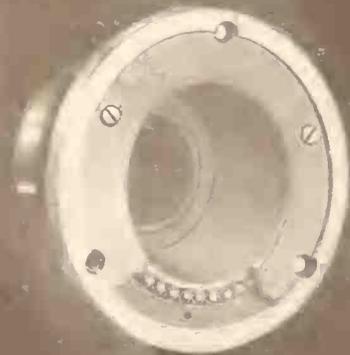
"There is no excuse for any man who is handling an advertising campaign not to give his client a complete service. I firmly believe that no advertising campaign which has for its purpose the selling of merchandise through retail stores is complete without window display helps and show cards, so that the force of the campaign can be crystallized in the merchant's window.

"In creating window display helps for manu-

The HOWE



Tone — RICH
CLEAR • MELLOW
it does not Blast



BALL BEARING
No obstruction
in the base

C.W. Howe & Company
21 East Van Buren St. Chicago, Ill.

PAUL WHITEMAN'S Big Fox Trot Hit
"I NEVER KNEW"
(I COULD LOVE ANYBODY LIKE I'M LOVING YOU)
 Published by LEO. FEIST Inc., FEIST BLDG New York

YOU CAN'T GO WRONG WITH ANY FEIST SONG

facturers who wish to co-operate with the larger stores, who, after all, are the real merchandisers of this country, it is well to remember that these stores are big institutions and are well organized and departmentized and, in many instances, spend more money for advertising than do a lot of the national advertisers.

"You can readily see how very important it is to have the display men design the displays for manufacturers and if more display men were called into the advertising conference there would be thousands of dollars saved each year.

"The display man knows how to make the displays an integral part of the advertising, because he will put the same selling arguments about the article that are embodied in the copy. The display will have the same appeal because he understands how to combine color, art and design so that they will express the same thought as featured in the national publications and local newspapers.

"A questionnaire sent out by Mr. Potter previous to the convention addressed to a number of display men, asking them the amount of display material received each year from manufacturers, how much of it was available and suitable for their purposes, what kind of material they found practical and what kind the most impractical?

"In analyzing these questionnaires when they were returned," said Mr. Potter, "it was evident that the manufacturer has little knowledge of the needs of the larger stores in the way of display material, for quite a large percentage of material that is sent out is not acceptable, as a great many of the show cards are too large. Some of the cutouts, especially those that are lithographed, are in the wrong colors.

"The material which seems to be the most acceptable are cutouts of photographic enlargements and small counter signs, the latter with the easel backs. Mechanical and moving displays of the manufacturer's product were voted 'no good at all,' as they detracted from the merchandise.

"It is, therefore, obvious that cutouts illustrating the use of the merchandise if made properly are the most acceptable and the type liked best are photographic enlargements or reproductions of hand paintings."

So far the discussion has had to do principally with the larger stores. Many of the talking machine stores in this country fall under a second class, which is made up of smaller stores where a regular display man, as such, is not retained all the time. It is this type of dealer that the manufacturer can most help by furnishing practical display material and display ideas. Such material must be very different in size and form from that furnished to the larger stores, because of the different requirements.

It has been suggested that the manufacturer, before preparing a set of display material, secure the services of an experienced display man and send him to visit the various stores to decide just what material would be of most value to all concerned. Once the decision has been

made then the different display sets are to be constructed carefully and sent out to the dealer. Careful instructions should accompany each display. The idea behind the instruction is not to try to make a display man out of the dealer, but to show him how he can use his display in a way to get the desired results.

When the displays are sent out they should be so timed as to tie up with the magazine and newspaper advertising of the manufacturer. Jobbers should have supplies of these displays in ample time so that they might distribute them to the dealers on time. With the display material on hand in all parts of the country it is easy for the dealer to get his set and have it set up in his window when the national advertisements appear. In the talking machine field this has been done to a large extent under recently improved methods and it is to this that the industry owes a measure of its success. But the rules laid down cannot cover all circumstances, as Mr. Potter pointed out in his conclusion as follows:

"Every manufacturer has his own problems, because the thing that will register for one manufacturer will not register for another. Therefore, it is absolutely necessary to design window trims for each specific line, but before designing be sure and find out from the retailer if they are the things that he wants and if you will do this you will find that the retail merchant will work with the manufacturer hand in hand to create greater sales for his product."

EDISON PLAYS PRINTED

Playlets Originally Presented During Caravan Tours Now Ready in Printed Form

The Edison Laboratories have just had printed a modest pamphlet containing the five plays shown at the 1920 Edison Caravan Convention, in New York, Chicago and San Francisco, which is in response to repeated demands from the trade. A copy is being sent every Edison dealer.

Although the 1920 Edison Caravan Convention is regarded by many as something past and gone, interest in it still seems extraordinarily alive, and especially keen have been the attention and curiosity aroused by the five one-act business plays, written by William Maxwell for the convention sessions.

One of the greatest tributes paid to William Maxwell, and to the products of his pen, up to the present time, is contained in an article written by Arthur McClure for a recent issue of Printers' Ink, called "Bringing the Stage Into the Sales Convention." After dwelling at length upon the plays themselves, Mr. McClure says:

"As a playwright, the vice-president of the Edison Co. is in a class by himself. He wrote five plays so that not more than three actors would be needed in each one, and so that the same three performers, two men and one woman, could handle the fifteen parts. Managers of stock companies, take notice! This is efficiency."

VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.

Boulevard
VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

A. WIMPFHEIMER & BRO., Inc.
 450-460 Fourth Avenue, New York

ESTABLISHED 1845

Clearartone

PHONOGRAPH

SPEAKS FOR ITSELF

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 $1\frac{23}{32}$ " to $2\frac{9}{16}$ ". Also occasionally some second quality.

SUNDRY DEPARTMENT

MOTORS

No. 01—Single-spring, 10-inch turntable, plays 1 10-inch record, \$2.75.

Swiss F. V. B. — Double-spring, \$6.85.

No. 2—Double-spring, 10-inch turntable, plays 3 10-inch records, \$5.50; with 12-inch turntable, \$5.75.

No. 9—Double-spring, 12-inch turntable, plays 3 10-inch records; cast-iron frame, \$7.85.

No. 11—Double-spring, 12-inch turntable, plays 7 10-inch records; cast-iron frame, bevel gear wind, \$9.75.

STONE ARMS AND REPRODUCERS

Play All Records

No. 1—\$1.95 per set.
No. 4—\$4.50 per set.

No. 6—\$4.25 per set.
No. 7—\$3.75 per set.
No. 9—\$2.95 per set.

MAIN SPRINGS

No. 00— $\frac{3}{8}$ in., 9 ft., 29c.
No. 01— $\frac{7}{8}$ in., 7 ft., 29c.
No. 02— $\frac{3}{4}$ in., 7 ft., 29c.
No. 1— $\frac{3}{4}$ in., 9 ft., 39c.
No. 1A— $\frac{3}{4}$ in., 10 ft., 49c.
No. 2— $1\frac{1}{8}$ in., 10 ft., 39c.
No. 3— $\frac{7}{8}$ in., 11 ft., 43c.
No. 4—1 in., 10 ft., 43c.
No. 5—1 in., 11 ft., heavy, 49c.
No. 6— $1\frac{1}{4}$ in., 11 ft., 69c.
No. 7—1 in., 15 ft., 59c.

We also carry other size main springs to fit Victor, Columbia and all other motors.

RECORDS—10-inch Columbia double disc records, 36c each; 12-inch, 65c each.

Special prices on springs in quantity.

GOVERNOR SPRINGS—To fit 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, or any screw machine parts for motor; reproducer 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.



No. 135—Price \$135

SAPPHIRE, DIAMOND AND STEEL NEEDLES

STEEL NEEDLES

10,000 Lots.....39c 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 Lots90
Thousand Lots75



Model 175—Price \$175



Model 105—Price \$105

The CLEARARTONE has become very popular because of its quality, splendid value and the advertising sales campaign that now stands back of it. DEALERS! Watch us grow—write for our agency and grow with us. Keep our 84-page catalog of phonographs and all accessories handy—Sent free on request.

LUCKY 13 PHONOGRAPH COMPANY

503 East 19th Street

310-312-314 Avenue A

New York, N. Y.

TROY MUSIC HOUSE HAS BIG YEAR

Increase of 150 Per Cent Over Last Year Reported—Special Window Display Used in Troy, Albany and Schenectady Stores

TROY, N. Y., January 3.—Cluett & Sons, the enterprising piano merchants of this city, have closed a very big year in their talking machine department, which has been under the capable



management of Amos E. Russell. The increase over last year's sales is estimated over 150 per cent. This is certainly a showing of which all concerned can feel proud. This company arranged a very attractive Christmas and New Year window, which was used in the Cluett stores in this city as well as Albany and Schenectady. The illustration herewith gives but a very meager idea of its attractiveness.

RIDGEWAY'S NEW COLUMBIA STORE

Ross Drug Co. Establishes Attractive Music Section, Featuring Columbia Line

RIDGEWAY, PA., January 4.—The Ross Drug Co.'s musical department is a very attractive addition to the big storerooms. A large section of the rear alongside the prescription department has been partitioned off, and with the big window makes a very comfortable, light, roomy room for the display of their line of Columbia Grafonolas, records and musical merchandise. The acoustic properties, too, are particularly appropriate. The Columbia Grafonola is here shown in the various styles and designs and different woods.

The Ross Drug Co. has arranged for weekly shipments as fast as they are released, and customers may order special records in these shipments. The general public is invited to visit the department.

BIG SONORA HOLIDAY ADVERTISING

Sonora dealers located in metropolitan New York reported considerable results in sales through the advertising which was inserted around the holidays by the Sonora Co. in the New York Times, Journal, World, Sun and Globe. In these ads the new standard period models were featured.

A note from Edith Helena, who is singing in vaudeville down South, states that she saw a young negro in front of her hotel in Tampa, Fla., and asked him how he spent his time.

"Oh, Ah jest sets an' thinks," he replied, "an' when Ah ain't thinkin' Ah jest sets."

PLAN NEW NATIONAL ASSOCIATION

Music Trades Association of Southern California Moves to Form National Organization of Talking Machine and Phonograph Dealers

LOS ANGELES, CAL., December 31.—J. W. Boothe, general manager of the music department of Barker Bros., introduced a resolution at the last general meeting of the Music Trades Association of Southern California which had for its object the formation of a National Talking Machine and Phonograph Dealers' Association, and the secretary was accordingly instructed to write a letter to the various associations with this purpose in mind.

The following letter has been sent over the signature of A. G. Farquharson, the secretary:

"A resolution was adopted at our last meeting which has for its aim the foundation of a National Association of Retail Talking Machine and Phonograph Dealers, and the secretary was accordingly instructed to write to all of the retail talking machine, phonograph and music trades associations throughout the United States and ask them for their support and co-operation towards the formation of such an association—the object being the advancement, betterment and protection of the industry.

"It was suggested that delegates from the various associations should attend the Chicago Convention of Piano Merchants, which is to be held during the Spring of 1921.

"Enclosed you will find a copy of our constitution and by-laws, together with a list of some of the resolutions adopted during the past few months. These are for your information. Copies of some of your motions and resolutions would be highly appreciated by us."

ACTIVITY WITH BROOKS MFG. CO.

SAGINAW, MICH., January 3.—Despite the slowing up of trade in many industries the Brooks Mfg. Co., widely known through its creation of the Brooks Automatic repeating phonograph, is enjoying a very excellent volume of business and looks forward in a most optimistic way to increasing business during 1921. Dealers who have handled this product are very enthusiastic about its selling and musical qualities, as it contains a number of exclusive features which enables it to make a wide appeal.

Have you noticed that the most successful dealer the recent holiday season was the dealer who worked the hardest for trade?

IN THE
HANDY
CAN



NYOIL

FOR YOUR
PHONOGRAPH

**Made in Our
Watch Oil
DEPARTMENT**

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

The Best Oil For Any Talking Machine

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

Colorless, Odorless and Stainless.

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

NYOIL is put up in 1-oz., 3¼-oz. and 8-oz. Bottles and in Quart and Gallon Cans.

For Sale by all Talking Machine Supplies Dealers
WILLIAM F. NYE, New Bedford, Mass., U.S.A.

FALK OPENS NEW VICTOR STORE

Wisconsin Dealer Has Exclusive Victor Agency for Live Business Center

STOUGHTON, Wis., January 4.—O. N. Falk & Son have converted the rear suite of offices on the second floor of the Rexall store into demonstration rooms for Victrolas, for which they are the exclusive agents in this city. These rooms are now stocked with a large line of Victrolas in the different woods and in a wide variety of sizes and styles. In the near future it is the intention of O. N. Falk & Son to erect an inside staircase to this demonstration suite, and in time it is expected that the firm's steadily growing business in Victrolas and Victor records will be transferred to the second floor.

E. J. PRUIN BRANCHES OUT

E. J. Pruin, of Zeeland, Mich., has built up a very successful talking machine business in addition to handling pianos and other musical instruments. Branches have been opened recently in Holland and Grand Rapids, with the Edison as the leading instrument.



Putnam-Page Company
VICTOR DISTRIBUTORS

Central Illinois and its environs are rich in Victor opportunities, and to the dealer who has vision and merchandising courage we offer an exceptional service.

That service is based on the dealer's proximity to our distributing headquarters and his desire to make his business representative of the product we distribute.

PUTNAM-PAGE COMPANY
PEORIA, ILLINOIS

ACME-DIE

- CASTINGS -

ALUMINUM-ZINC-TIN & LEAD ALL PYS

Acme Die-Casting Corp.

Boston Rochester Brooklyn, N.Y. Detroit Chicago



EXTRA!
Bert Williams has discovered that "Eve Cost Adam Just One Bone"! Hear it and you'll laugh so hard that the coupling will come true—"You'll Never Need a Doctor No More." But you'll need extra clerks to handle the rush of customers when you put this record on sale. A-3339

**Columbia Graphophone Co.
 NEW YORK**

SONORA MEN TO GO ON TOUR

L. C. Lincoln Will Cover Pennsylvania and J. W. Desbecker New York

L. C. Lincoln, advertising manager of Sonora Phonograph Co., plans to make a trip through parts of Pennsylvania in the early part of January. He will visit Sonora dealers in this territory and discuss with them the problems of advertising and retail merchandising for 1921.

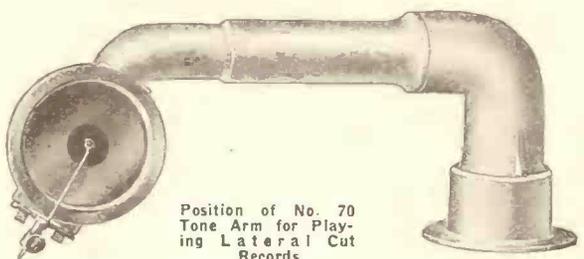
J. W. Desbecker, of the Sonora advertising department, will also make a trip through New York State, and his purpose will be identical with that of Mr. Lincoln.

OPEN NEW BRUNSWICK SHOP

HOLLYWOOD, CAL., January 3.—Reed & Dady have opened their new exclusive Brunswick shop, 6611 Hollywood boulevard, one of the finest shops on the Pacific Coast.

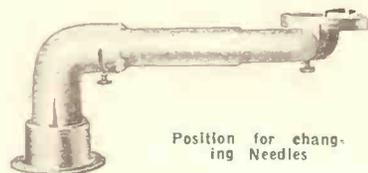
All models of cabinet and period designs are on display in the new Brunswick shop, which has three record rooms in addition to the beautiful display space.

**ANNOUNCING
 ASSOCIATED No. 70
 UNIVERSAL TONE ARM**



Position of No. 70 Tone Arm for Playing Lateral Cut Records

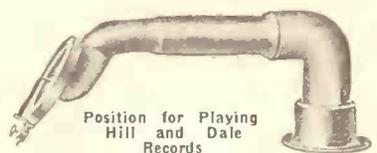
Quality Construction
Unusually Good Tone **No Blasting**
 For use in Phonographs retailing up to \$100.



Position for Changing Needles

Uses round or triangular needles

The price is right for low-priced machines and the quality is there for high-quality instruments.



Position for Playing Hill and Dale Records

Price for sample—\$2.00.
 Quantity price on application.

Associated Phonograph Supply Co.
 Dept. 70 Cincinnati, Ohio

FIFTY LINES OF ACTIVITY

Music Industries Chamber of Commerce Is Working Along Half a Hundred Lines Connected With the Music Industry

There has just been issued by the Music Industries Chamber of Commerce an imposing list of fifty lines of activity in which the various divisions of the Chamber are at present earnestly engaged. With most of these activities the majority of the trade members are already quite familiar, for they have come in direct contact with them in one way or another, but the list calls to attention considerable special work with which the trade is not quite so familiar at the present time.

Particular interest attaches to the work of the National Bureau for the Advancement of Music, twenty-three of the principal activities of this important department of the Chamber being listed, including the weekly service for the music pages throughout the country, community chorus work, the campaign for the appointment of music commissions, the advertising campaigns, the co-operative work with other organizations, preparation of special literature, etc., etc.

The work of the Legal Bureau is outlined in a briefer list, with special emphasis laid upon the activities of that Bureau and representatives in Washington, in connection with many important legislative matters that are constantly coming up and which are calculated to affect music trade interests.

Interesting information is offered regarding the activities of the Export Bureau, which is now in active operation and is accomplishing results. The work of the Better Business Bureau, and of the Trade Service Bureau now in process of development, also receives attention and there are listed half a score of unclassified activities of the Chamber that are in themselves of distinct importance and are calculated to keep the trade together and to develop propaganda that will prove helpful in interesting members of other trades, Government officials and the public generally in music and the things that go to make music. Of these unclassified activities perhaps the most interesting from a trade point of view is the interest exhibited by the Chamber and its various Bureaus in the organization of various State and local associations and in the development of those bodies.

INSPECT RECORD EXCHANGE SYSTEM

New York Men Go to Philadelphia to Observe Workings of New Exchange System

E. G. Brown, secretary of the Talking Machine Men, Inc., the organization composed of leading talking machine dealers of New York, New Jersey and Connecticut, and Irwin Kurtz, of that Association, made a trip early this month to Philadelphia to observe the workings of the record exchange system recently inaugurated by the Philadelphia Talking Machine Men's Association.

REMINGTON FACTORY FOR TRENTON

Site Along Pennsylvania Railroad Tracks Purchased by New York Company for New Plant

TRENTON, N. J., January 3.—Local real estate circles in this city report the recent sale of a large tract of land comprising about fifteen acres advantageously situated along the line of the Pennsylvania railroad and close by the Trenton Fair Grounds. The purchaser of this large tract is the Remington Phonograph Co., of New York City, and it is expected that plans will shortly be filed for the erection of a large and modern factory for the manufacture of Remington phonographs. The selection of Trenton for the new Remington factory is said to be due principally to the advantages which the site offers in the way of transportation facilities and labor conditions. A frontage of 575 feet along the Pennsylvania railroad will provide excellent shipping facilities to distant points. The production of Remington phonographs is now accomplished in two factories, one in Brooklyn and one in Jersey City and the executive offices of the company are located at 1662 Broadway, New York City.

A VERY HELPFUL HOUSE ORGAN

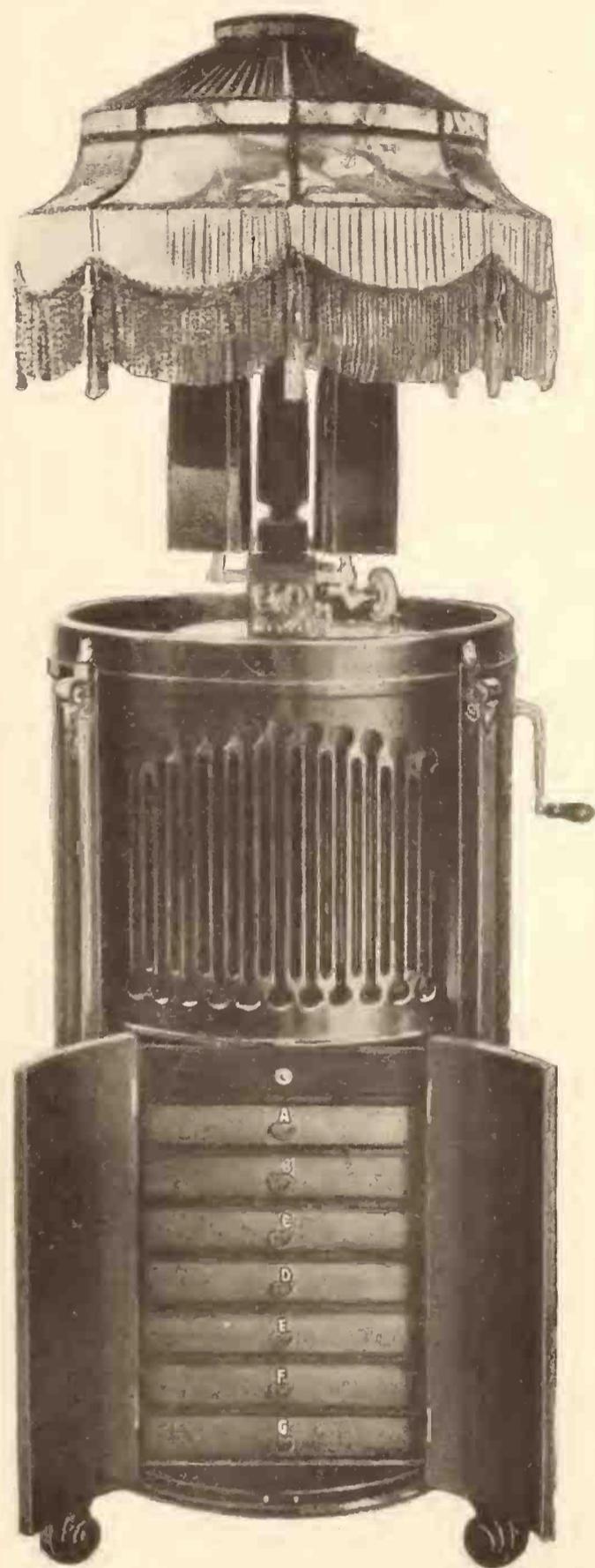
The Puritan Full of Material That Is of Practical Value to Any Retailer

One of the brightest of the various house organs that come to the desk of the editor of The World is The Puritan, a snappy little monthly publication devoted to the interests of the Puritan phonograph and issued by the United Phonographs Corp., Sheboygan, Wis. The editor of The Puritan has the faculty for collecting merchandising and advertising ideas of genuine value to the dealer and presenting them in a manner that is understandable and practical. The Puritan dealer who gives the proper attention to this publication cannot help but gather from it ideas that, if properly applied, will mean more business.

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



*A Circular Instrument
Luxurious In Finish
Lamp Detachable*

Eye and Ear Appeal

*Combined They
Make Easy the
Selling of the*

Modernola

THE tone of this different instrument measures up to the musically educated. Modernola tone is accurate---rich----full----even.

Then it has an added appeal---its unique and indescribably beautiful appearance. An individualized instrument of circular design, surmounted by silken lamp, it is a real creator of atmosphere in any home setting.

The Modernola enhances music values. It cheers. It sentimentalizes.

Increased production permits an extension of territory. Jobbers and dealers are invited to write for information.

THE MODERNOLA COMPANY

JOHNSTOWN, PA.

Eastern Distributors:

Eastern Phonograph Corporation, 100 West 21st Street, New York

BRUNSWICK IN WILKES-BARRE, PA.

Large Department Store, for Years Opposed to Talking Machines, Takes Brunswick Agency

WILKES-BARRE, PA., January 5.—"Mac Williams," one of the largest department stores in the East, has secured the agency for the Brunswick. Although this company has always declined to handle talking machines it was only after careful thought and thorough inspection of the various makes on the market that it decided on the Brunswick.

The Brunswick department, which is fully equipped with sales and record demonstrating booths, all of which are mahogany, is one of the finest in this section. An experienced man is in charge.

They are thorough believers in advertising and immediately commenced running full-page ads announcing the addition of the Brunswick, which ads are bringing more than satisfactory results.

MAX SMITH A REMINGTON DEALER

Brooklyn Man Expects Great Things of New Agency in Brooklyn

Among recent dealers who have taken on the Remington line of phonographs is Max Smith, of 798 Franklin avenue, Brooklyn, N. Y. Mr. Smith is enthusiastic over the Remington proposition and plans to give it energetic representation in his locality. This new Remington dealer was appointed by John Streiff, distributor of Remington phonographs in Brooklyn and the entire length of Long Island. Mr. Streiff expects shortly to announce several new appointments of local agencies to be established. Mr. Streiff also conducts retail warerooms for the Remington line at Flatbush avenue, Brooklyn. He reports that the Remington line is popular in the "city of churches and borough of homes" and that sales have been very satisfactory.

ORMES IN TEMPORARY QUARTERS

Victor Distributor, Undaunted by Fire Loss, Finds New Location and Resumes Business—Now Serves Dealers From 103 E. 125th Street

The ability to promptly recover from misfortune and to push ahead as though nothing had happened is a true test of the stamina of either man or organization. This test was proved in the recent fire at Ormes, Inc.

On the day that last month's issue of The World went to press fire destroyed the ware-rooms of Ormes, Inc., Victor distributors, at 26 East 125th street, New York City. Scarcely had the flames died out when Clarence L. Price, head of the Ormes organization, set about securing new quarters to carry on the business. The fire occurred on Friday evening and by Monday morning the organization had found new quarters two blocks distant, at 103 East 125th street, on the northeast corner of Park avenue. The new quarters are located on the fourth floor of the large business structure at that address and have every facility for the successful carrying on of Ormes service to the Victor retailer. An excellent emergency stock of Victor merchandise was secured and with hardly the loss of a business day the business of Ormes, Inc., progressed as usual—even to the same telephone number, Harlem 7302, which number has so often proved a lifeline to the Ormes-Victor retailer in the past. Mr. Price was able to secure an immediate transfer of his former telephone line to his new location.

NEW BROOKLYN CORPORATION

The Sterling Art Co., Inc., Brooklyn, New York, has received a charter from the Secretary of State, to deal in talking machines, musical instruments, etc. The capital, \$25,000. Directors are Archibald M. Llano, 91 East Eighteenth street; William A. Price and Ruth Price, 189 East Eighteenth street, Brooklyn.

VIRGINIA REA APPEARS IN OMAHA

Brunswick Artist Entertains Lions' Club With Pleasing Recital of Songs

OMAHA, NEB., January 4.—The Brunswick-Balke-Collender Co., through the district phonograph manager, R. S. Pribyl, recently had the pleasure of presenting Miss Virginia Rea to the Lions' Club, a business men's organization of this city.

Miss Rea sang a very beautiful Spanish song, which was received by this club with a great ovation. Her repertoire was magnificent and was highly complimented and encored by everyone present, and the Brunswick concern was congratulated on being fortunate in having so charming an artist sing exclusively for it. Her complimentary song was greatly appreciated and it was the unanimous desire of everyone present that Miss Rea appear again in concert in Omaha in the very near future.

FISHING AND BUSINESS ARE ALIKE

The angler will tell you his sport is the greatest man has discovered beneath the sun, and if you are an angler you will agree with him.

In the first place it gets you up early (as any worth-while business should), then it requires a fine patience (which most business does) and a skill in feeling the nibble and making the landing which will do justice to the keenest minded salesman "angling" for a prospect.

Unless you have some of the fisherman in your makeup you have missed some very essential attributes of the perfect salesman.

Cultivate patience in talking to your dealers and exercise wisdom and judgment in "landing" them.

And, by the way, do not forget that "getting up early," when the worms are fresh and there is a long day before you to reach the best "holes" which are always farther up stream than the ordinary fellow goes!—Columbia Peptimist.

THE NEW MODEL E
GARFORD PHONOGRAPH

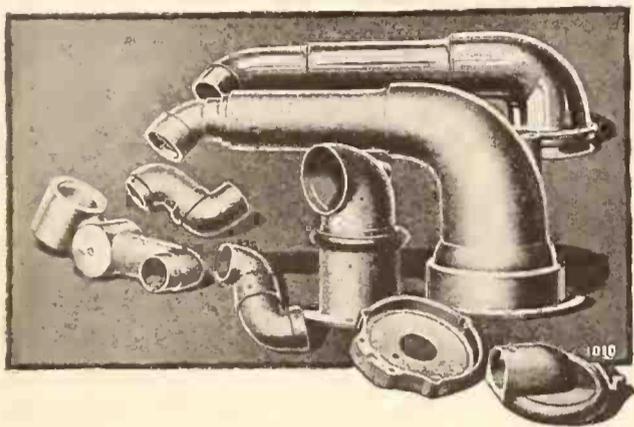
The Greatest Value on the Market
IMMEDIATE DELIVERIES IN ANY QUANTITY



New Model "E" Garford Phonograph
Plays All Makes of Records Superior Tone Quality
Write for Proposition

The General Phonograph Mfg. Co.
ELYRIA, OHIO

Doehler Die-Castings



Doehler Die-Casts in White Metal and produces Finished Brass Castings by its patented "DO-DI" Process.

Truly typify the best product of the die-casting art.

For Doehler talent, both engineering and manufacturing, developed the die-casting art to its present high standard.

And builded three large modern manufacturing plants at Brooklyn, Toledo and Chicago in order to better and more quickly serve the exacting requirements of its customers—America's most discriminating manufacturers.

*DOEHLER is truly
Die-Casting Headquarters*

THE WORLD'S LARGEST MANUFACTURERS OF DIE CASTINGS
DOEHLER DIE-CASTING CO.
MAIN OFFICE AND EASTERN PLANT: BROOKLYN, N.Y. CENTRAL PLANT: TOLEDO, OHIO. WESTERN PLANT: CHICAGO, ILL.
SALES OFFICES IN ALL PRINCIPAL CITIES

COLUMBIA DISPLAY AT COUNTY FAIR

Pittsburgh Dealer Furnishes Columbia Banners to Exhibitors and Makes a Big Hit

Carl Botefuhr, Columbia dealer in Pittsburg, Kan., recently secured some worth-while publicity for his line at the Pittsburg County Fair



Using Columbia Banners to Advantage by furnishing Columbia banners to various exhibitors. These banners were placed around the booths in the manner indicated by the accompanying picture. They served not only to call attention to the Columbia trade-mark, but also as a sunshade. Many of the exhibitors said they were going to use these improvised sunshades as part of their future equipment in moving from county to county, following the various county fairs.

MAN WHO WORKS WILL WIN IN 1921

Sales Campaign to Get Music Into the Homes of Employes With Aid of Employers

A. L. Maresh, head of the Maresh Piano Co., Cleveland, O., made a very important suggestion some time since, when he pointed out to the heads of a number of manufacturing institutions that instead of distributing cash bonuses at the end of the year they could give talking machines instead. In this connection a large number of No. XI Victrolas were distributed to good purpose.

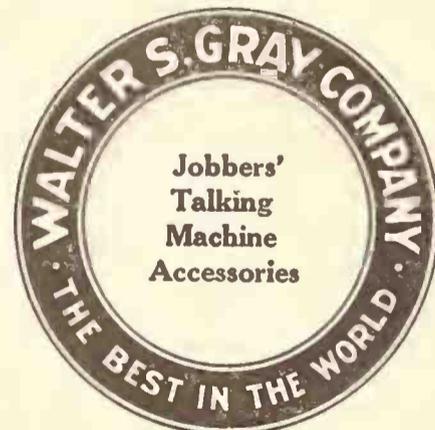
The point is that this suggestion might be followed up with advantage not only around the holiday, but throughout every month of the year. Employers generally realize the great value of music not only in the factory, but also in the home, and there would be no opposition to dealers getting in touch with employes of large plants whereby every worker may be enabled to get music in his home at a reasonable expenditure of cash. These are times when every possible means of stimulating trade must be considered and the dealers should see to it that the workshop, as well as every school and home, should contain a talking machine and a library of records.

It is not difficult to prepare a sales campaign

along this line and it is the man who is going to originate new sales plans and who is prepared to execute them that is going to make the best business record during the new year which has just opened up. In 1921 it is the man who works who will win.

NEW COLUMBIA BLACKBOARD SIGN

The Columbia Graphophone Co. has prepared a bulletin board, which is in reality a blackboard sign, on which any particular record can be featured. The selections can be changed as often as desired. These can be ordered by Columbia dealers through their branch distributors.



SAPPHIRES IMPORTED

BALLS	POINTS
20 c. each	20 c. each
16 c. in dozen lots	18 c. in dozen lots
13 c. in hundred lots	15 c. in hundred lots
12 c. in thousand lots	13½ c. in thousand lots

942 MARKET STREET
SAN FRANCISCO, CAL.



PHONOGRAPH CASES Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Records

Let us figure on your requirements

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

LORAIN HOUSE NOW VICTOR DEALER

Reidy-Reichlin-Scanlan Co. Celebrates Event
With Elaborate Ceremonies

The Reidy-Reichlin-Scanlan Co., of Lorain, O., started handling the Victor line recently, at which time they held a very pretentious and successful opening. A large newspaper campaign preceded the opening and a special parade was held, which included trucks loaded with Victrolas and Victor records, and one truck containing the Lorain City Band.

A feature of the opening consisted of songs by talented artists. The Fisher Cross Jazz Orchestra of Cleveland provided dance music throughout most of the day. A special Ferris wheel window was prepared for the delight of the children. During the afternoon the Women's Civic Association of Lorain visited the store in a body. A number of out-of-town people were present, including representatives of the Eclipse Musical Co. and Victor Talking Machine Co.

TELLS OF TONOFONE POPULARITY

E. H. Wade Calls Upon the Trade in New York
—Tonofone Needle Output Increases

A recent visitor to the city was Edward H. Wade, manager of sales of the R. C. Wade Co., makers of the Tonofone talking machine needle, 110 South Wabash avenue, Chicago. Mr. Wade had an interesting story to tell of the expansion of this business and the growth of interest in the Tonofone needle, thanks to its special merits of satisfying the particular needs of those most critical in the matter of tone reproduction in connection with the talking machine.

The Tonofone is now being placed with leading dealers from the Pacific to the Atlantic, and from Canada to the Gulf, and it is expected that the New Year just opened will show the greatest output of Tonofone needles in the history of this company.

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.

NEW HOME FOR PEERLESS ALBUM CO.

Large Quarters Leased at 636 Broadway, New York—Additional Equipment to Be Installed and Shipping Facilities Improved

The Peerless Album Co., formerly of 49 Bleecker street, New York, has leased new premises at 636-638 Broadway, where several hundred feet of additional floor space will be available for the installation of new equipment to provide for increased production. The extra space will also permit of improved shipping facilities.

The new location, between Howard and Grand streets, is easily accessible to practically all the principal lines of transportation, which should appeal particularly to visiting buyers, who will find the new quarters very convenient.

Phil Ravis, president of the company, has been carrying on negotiations for some time past with a view to securing new quarters. The Peerless Album Co. has one of the most efficient record album plants in the country and in future the albums will be manufactured in their entirety in the new quarters, which will be occupied about February 1. Some time ago the company announced a new album offering some new, exclusive, patented features, manufactured in sets. The trade has received this new prod-

uct with favor and it promises to become the leader of the company's line.

HANDSOME UNICO VICTORY CLOCK

Novel Holiday Greeting Sent Out by Unit Construction Co., of Philadelphia

A very unique holiday souvenir has been sent by Rayburn Clark Smith, president of the Unit Construction Co., to his friends in the trade. The gift is a Unico Victory clock, which is a Unico aeroplane propeller, in the center of which the clock has been neatly set.

The Unit Construction Co. during the war made many aeroplane propellers, including the ones used on the first aeroplane to make the transatlantic flight. The Unico Victory clocks are made from the type of propeller used to generate current for the radio equipment on some of Uncle Sam's battleplanes. It is a very unique souvenir of the world war, as well as of the holidays.

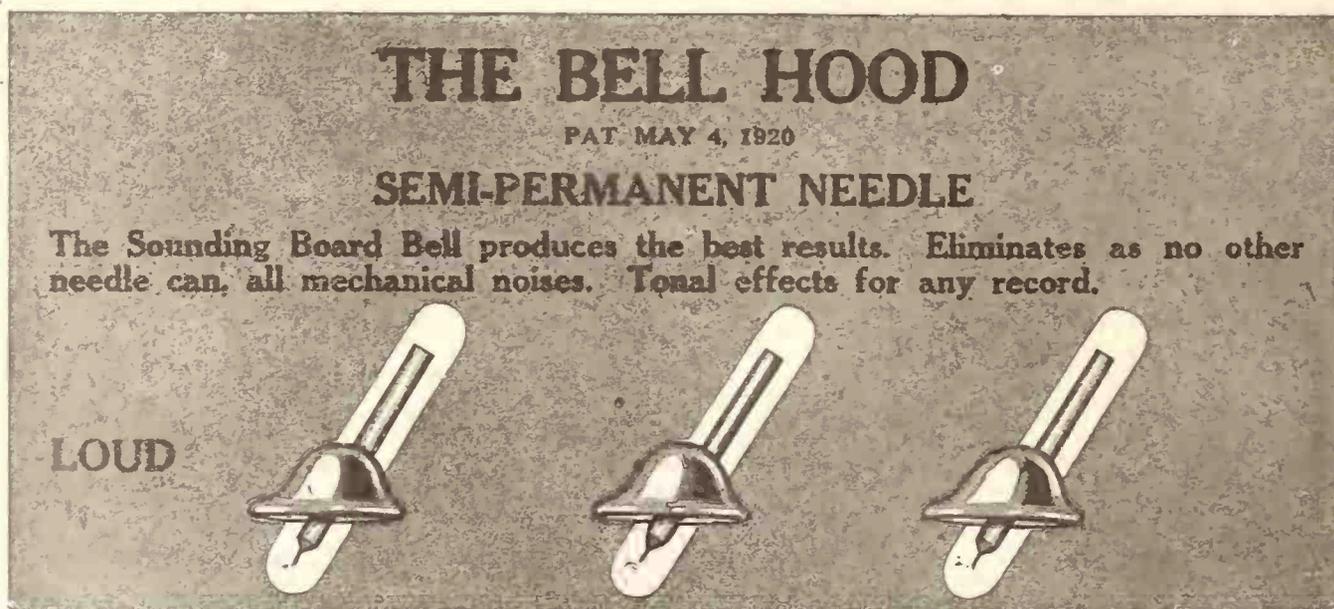
QUITE A RECORD TO HAVE

"My brother Georgie swallowed a dime, and we sent for the minister."

"Why the minister?"

"Oh, he can get money out of anybody, dad says."

BELL HOOD *Semi-Permanent Needle*



Made by the Bell Hood Needle Co., New Haven, Conn., U. S. A.

IMPROVES YOUR PHONOGRAPH 100 PER CENT "The Bell Does It"

Purifies the tone, reduces the scratching and mechanical sounds to a minimum.

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.

3901 Sheridan Road
Chicago, Ill.

PETERMAN SALES CO.
Oneonta, Alabama

A. M. BRINKLE
33 So. 16th St., Philadelphia, Pa.

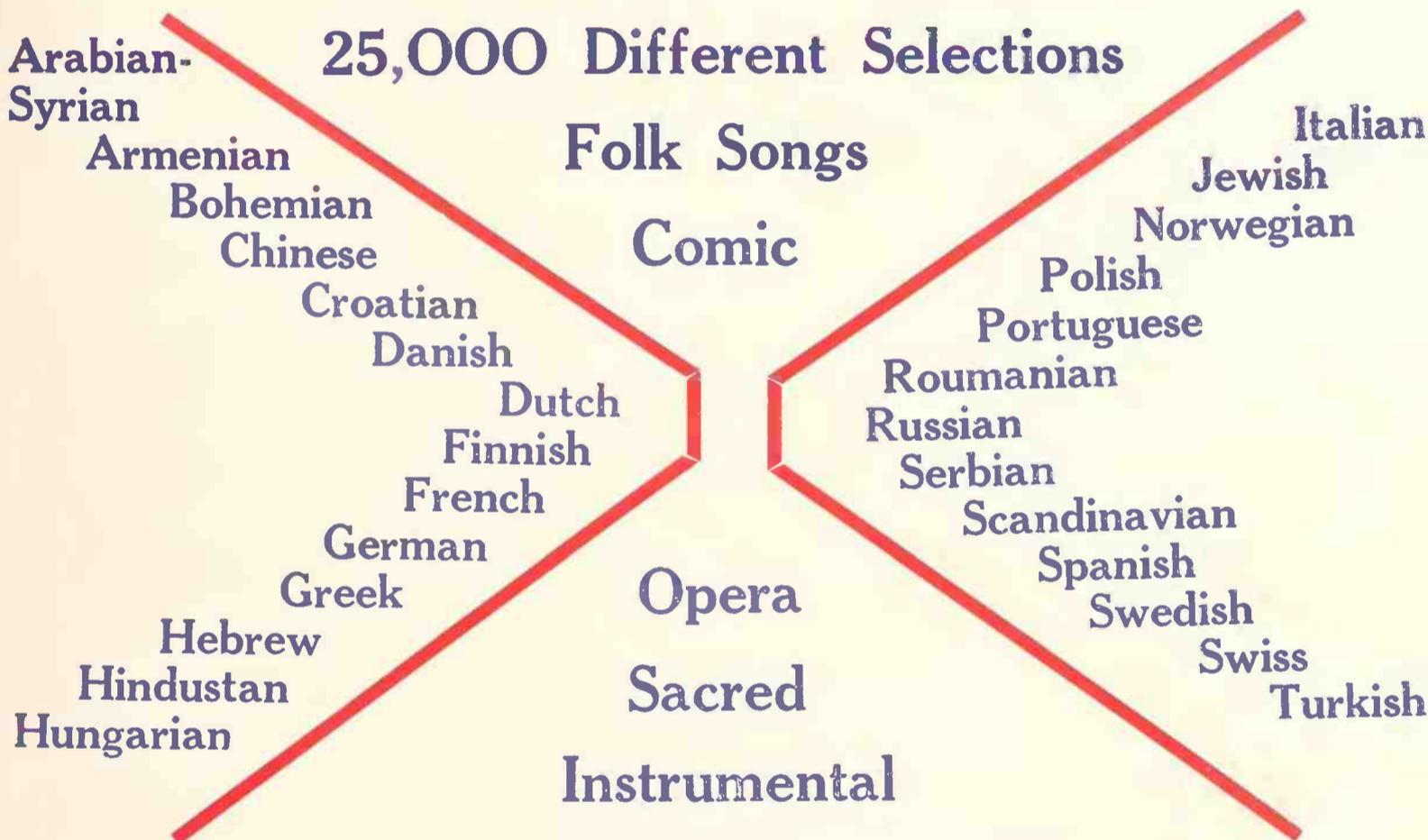
807 The Arcade, Cleveland

89 10th St., South
Minneapolis

Distributors for all states west of
Mississippi River and Wisconsin

OKeh

will import for you records from the repertoires of
BEKA and FAVORITE and others



ALL RECORDS ARE RECORDED IN NATIVE COUNTRIES

A large number of foreign matrices in

German, Hungarian, Italian, Jewish and Polish
have arrived, and a substantial list of records in these languages with
the *OKeh* label will be released shortly.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

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

Factories: Newark, N. J. Elyria, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.

Branch Offices: Chicago, Ill. Toronto, Can. London, Eng.



CABLE ADDRESS REG'D
"FILASSE-PHILA."

THE MARK OF

LONG DISTANCE 'PHONE
BARING 535

ANY { Size
Quantity
Quality

SERVICE AND
Phonographically Speaking



SATISFACTION
They Talk For Themselves

Quotation
Delivery
Product } RIGHT

IMICO INDIA RUBY MICA DIAPHRAGMS

INTERNATIONAL MICA COMPANY PHILADELPHIA, PA.
U. S. A.

INTERNATIONAL MICA CO., 106-110 W. Lake St., Chicago, Illinois

FACTORY AND SALES DEPT.,
37TH AND BRANDYWINE STS.,
WEST PHILA., PA.

FEDERAL PHONO SUPPLY CO.
3009 JENKINS ARCADE
PITTSBURGH, PA.

LAKESIDE SUPPLY CO.
416 SOUTH DEARBORN ST.
CHICAGO, ILLINOIS

MOORE & WHITESIDE
MONTREAL, CANADA

WALTER S. GRAY
SAN FRANCISCO, CAL.

STEINOLA COMPANY
Kansas City, Mo.

"IMICO" and "SERVICE" are SYNONYMOUS

OKLAHOMA DEALER'S VERY STRIKING WINDOW DISPLAY



Ferguson Bros., retail merchants of Muskogee, Okla., recently featured Columbia Gramophones and Columbia records through an attractive window display. A paneling was built in the back of the window, which was finished in a rich, creamy white. Display cards which featured records by particular artists were tastefully arranged. The picture shows the effect produced.

The success here achieved points the way whereby other dealers can utilize their show windows to good purpose.

NEW UDELL BLUE BOOK

Handsome Volume Devoted to Descriptions and Illustrations of Udell Cabinets Just Issued

The new Udell Blue Book, just off the press, is a very beautiful example of artistic printing and editing. It is a wonderfully made up catalog of the line of music roll and talking machine record cabinets manufactured by the Udell Works of Indianapolis.

The cover, printed in a bronze blue ink on Blue Castilian Cover, shows a marked resemblance to the finer varieties of Spanish leather and is one of the newest and best examples of the binder's art. The body text is printed with blue tint border on each page. The illustrations are printed in dull black ink on Dejonge's White Art Mat. The effect is soft, and the cuts have a photographic appearance.

The introduction is devoted to a statement of Udell policy, the principal feature of which is that "Udell Dependable Cabinets are built around the proposition that they must 'measure up' with the piano, the player-piano or the talking machine that they are used with." This subject is admirably handled.

In the new Udell Blue Book there are over forty-seven photographic illustrations of music roll cabinets and over twenty-six of talking machine record cabinets, with a number of full-page sketches showing Udell cabinets in home environments.

EVERSHARP PENCILS AS XMAS GIFTS

Officials of the C. C. Mellor Co., Victor wholesaler of Pittsburgh, gave their friends in the trade a very handsome holiday souvenir in the form of a gold Eversharp pencil, engraved with the name of the person to whom it was given. Accompanying this gift was a very handsome engraved Christmas card featuring a period Victrola.

DEMAND FOR TURNTABLE VELVETS

Official of Importing House Believes Talking Machine Industry Must Stick to Quality

Harold Wimpfheimer, one of the heads of A. Wimpfheimer & Bro., 450 Fourth avenue, New York City, manufacturers and importers of velvets, velveteens and plushes particularly adapted for the equipment of turntables of talking machines, recently stated that despite the unsettled business condition the demands for the season of 1921 for his firm's product, "Boulevard Velvets," have shown an increase over the early orders of 1920.

In accounting for this situation he says, "There is no doubt that the talking machine industry is going through a period of reconstruction. It seems to be the unanimous opinion in the trade that the future of the industry lies mainly in the manufacture of quality machines that can meet the competition of the coming months. It becomes necessary therefore for manufacturers to equip their machines with features that will add quality to their instruments."

A. Wimpfheimer & Bro. carry several selections of velvets, velveteens and plushes which they find particularly good material for turntables. "Boulevard Velvets" received the Grand Prize and Gold Medal at the St. Louis Exposition.

If that fabled golden fleece existed to-day it would be worth its weight in wool.

COLUMBIA CONVENTION POSTPONED

Branch Managers Will Defer Meeting Until New Offices Are Ready

The 1921 Convention of Columbia Branch Managers, which was scheduled for the early part of January, has been postponed. At the time the January date was set the lease which puts the Columbia executive offices in the Gotham National Bank Building, Columbus Circle, New York City, had not been closed. In view of this lease having been closed, it was decided to defer the convention until the new executive quarters are ready to receive the branch managers. An inspection of the new executive home will be a feature of the 1921 convention.

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

SOLD BY
HURTEAU, WILLIAMS & CO.
MONTREAL — OTTAWA

Kunkel Piano Co.
BALTIMORE

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.
149 Church Street New York City

— FROM —
THE PHONOGRAPH CO.
1240 HURON ROAD (near Iron Bridge)
CLEVELAND

SOLD BY
WALTER D. MOSES & CO.
Oldest Music House in VA and N.C.
103 E BROAD STREET
RICHMOND, VA.

SOLD BY
J. E. STRATFORD
AUGUSTA, GA.

PATHE DISTRIBUTORS

ARMSTRONG FURNITURE CO.
59 N. Main St., MEMPHIS, TENN.

BRISTOL & BARBER
3 East 14th St., NEW YORK

BUFFALO WHOLESALE HARDWARE CO., 317 Washington St., BUFFALO, N. Y.

BURNHAM, STOEPER & CO.
19 E. Larned St., DETROIT, MICH.

CHURCHILL DRUG CO.,
BURLINGTON, IA.

CHURCHILL DRUG CO.
CEDAR RAPIDS, IA.

CHURCHILL DRUG CO.
PEORIA, ILL.

COMMONWEALTH PHONOGRAPH CO.
19-21 Lyman St., SPRINGFIELD, MASS.

EASTERN PHONOGRAPH CO.
100 West 21st St., NEW YORK

THE FISCHER COMPANY
943 Chestnut Ave., CLEVELAND, O.

THE FISCHER COMPANY
44-46 Vine St., CINCINNATI, O.

FULLER-MORRISON CO.
540 W. Randolph St., CHICAGO, ILL.

JOHN A. FUTCH CO.
35 Auburn Ave., ATLANTA, GA.

GRAY & DUDLEY CO.
NASHVILLE, TENN.

HALLET & DAVIS PIANO CO.
146 Boylston St., BOSTON, MASS.

HARBOUR-LONGMIRE PHONOGRAPH CO. 1001 Elm St., DALLAS, TEXAS

HARBOUR-LONGMIRE PHONOGRAPH CO.
311 W. Main St.,
OKLAHOMA CITY, OKLA.

INTERSTATE PHONOGRAPH CO.
1026 Chestnut St., PHILADELPHIA, PA.

INTERSTATE PHONOGRAPH CO.
1018 Wabash Ave., CHICAGO, ILL.

W. W. KIMBALL CO.
Jackson & Wabash Aves., CHICAGO, ILL.

F. P. MAY HARDWARE CO.
469 C St., WASHINGTON, D. C.

MOONEY, MUELLER & WARD CO.
101 S. Meridian St., INDIANAPOLIS, IND.

MORLEY MURPHY HARDWARE CO.
GREEN BAY, WIS.

PATHE CITY SALES
10 Grand Ave., BROOKLYN, N. Y.

PITTSBURGH TALKING MACHINE CO.
963 Liberty Ave., PITTSBURGH, PA.

RICE-STIX DRY GOODS CO.
ST. LOUIS, MO.

RICE-STIX DRY GOODS CO.
NEW ORLEANS, LA.

ROCHESTER PHONOGRAPH CO., Inc.
44 Clinton Ave., North, ROCHESTER, N. Y.

SALT LAKE HARDWARE CO.
SALT LAKE CITY, UTAH

M. SELLER & CO.
Fifth and Pine Sts., PORTLAND, ORE.

M. SELLER & CO.
SPOKANE, WASHINGTON

G. SOMMERS & CO.
Park Square, ST. PAUL, MINN.

WM. VOLKER & CO.
DENVER, COLORADO

WM. VOLKER & CO.
HOUSTON, TEXAS

WM. VOLKER & CO.
Main, 2d and 3d Sts., KANSAS CITY, MO.

WEAVER PIANO COMPANY
YORK, PA.

WESTERN PHONOGRAPH CO.
820 S. Broadway, LOS ANGELES, CAL.

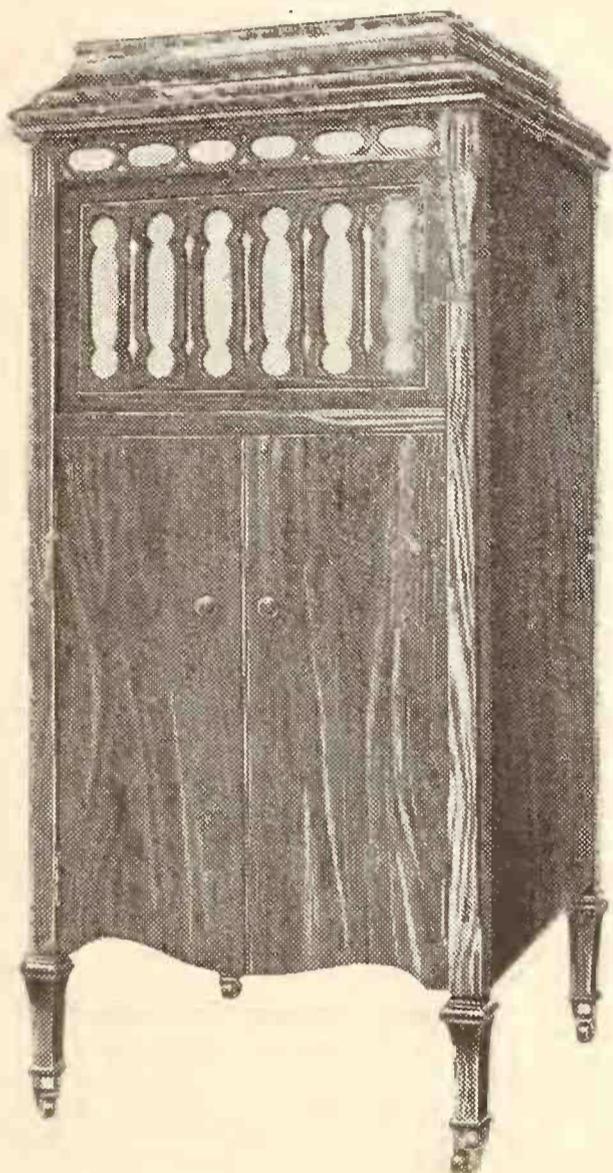
WESTERN PHONOGRAPH CO.
985 Market St., SAN FRANCISCO, CAL.

WRIGHT & WILHELMY CO.
Tenth and Jackson Sts., OMAHA, NEB.

PATHE FRÈRES PHONOGRAPH CO.
10-56 GRAND AVENUE
BROOKLYN, N. Y.



THE PHONOGRAPH YOU NEVER WIND



ELECTRIC SUPREME

Costs no more
than the ordinary

PHONOGRAPH

For use with alternating current

IS NOISELESS
HAS NO GEARING
ONLY ONE MOVING PART

PLAYS ALL RECORDS
ALWAYS READY TO PLAY
ALWAYS PLAYS AT CORRECT SPEED
NO NEEDLES TO CHANGE—NO WINDING

*If you are NOT a Pathé Dealer better telegraph
at once to nearest distributor*

PATHÉ FRÈRES PHONOGRAPH CO.
10-56 GRAND AVENUE BROOKLYN, N. Y.



Marion Harris vamps 'em all in "I'm a Jazz Vampire." That explains her advice in the coupling: "Never Let No One Man Worry Your Mind." You'll sell all you order. A-3328

**Columbia Graphophone Co.
NEW YORK**

REVIEW OF GENERAL TRADE CONDITIONS IN NORTHWEST

Dealers Handling the Better Types of Machines Close a Very Excellent Year—Competition Is Somewhat Keen Among Concerns Handling Lower-priced Machines—News of the Month

ST. PAUL and MINNEAPOLIS, MINN., January 3.—Unquestionably the Northwestern talking machine folks could be much worse off than they are. The results of their planning and striving during the closing months of 1920 have not come up to their expectations, but the net outcome does not look so badly after all. Some of the retail dealers now realize that they were too optimistic last Spring and ordered more heavily than the recent developments warranted. These are now overstocked, and with the competition of the large flock of mushroom concerns, which are slashing prices regardless of the consequences, they may have some difficulty in unloading stock along legitimate lines. Wherever possible, dealers in this position have attempted to cancel orders and even decline shipments and this turn has greatly embarrassed the jobbers and distributing agencies.

"We had a rather brisk talking machine trade throughout the Northwest just before Christmas, due to the stimulation of the holiday spirit, but now that the effect of the stimulant has vanished we can only await developments," said Sewell A. Andrews, of the Minneapolis Drug Co., distributor of the Sonora phonographs. "The retail dealers are now taking their losses in their turn and the experience is not pleasing them at all. How long the process of readjustment is to continue we are unable to say, but undoubtedly every one wants the operation completed speedily so that the country again may be restored to normal business health."

W. J. Dyer & Bro. had a wonderful talking machine trade in December, according to George A. Mairs. He concedes that the present situation is somewhat mixed, but protests against the pessimistic talk going on, not only in the newspapers and other publications, but man between man. "There is too much talk and too

little hustle," he asserted with his usual vigor.

All the employes of W. J. Dyer & Bro., about one hundred in number, were the guests of the house at a nice dinner party at the St. Paul Athletic Club Tuesday, January 4, 1921. W. J. Dean, founder and head for fifty years, presided with courtesy and genial dignity.

Information from the headquarters of the Edison phonographs in the Northwest is to the effect that there are no regrets. Some of the local dealers, particularly in certain rural sections, have not done as well as they had expected, but many other dealers turned in repeat orders. It is not likely that suspension of operations in the East will affect the Northwestern

VALUABLE BOOK ON EXPORTING

Jas. H. Collins in "Straight Business in South America" Gives Some Practical Information on Exact Business Conditions There

A new volume which should prove of distinct value to those engaged in the export field and those interested in the development of export markets is "Straight Business in South America," written by James H. Collins, the well-known special investigator on business subjects for the Saturday Evening Post, the Philadelphia Public Ledger, and other publications. Mr. Collins presents clearly and forcefully the various situations that the exporter must meet, and must expect to meet in handling South American business, and it is therefore a most timely and useful volume.

One of the essentials to success, declares Mr. Collins, is for the exporter to possess business imagination; to believe in the possibilities of foreign business, and to be prepared to go into the field on a permanent basis, instead of re-

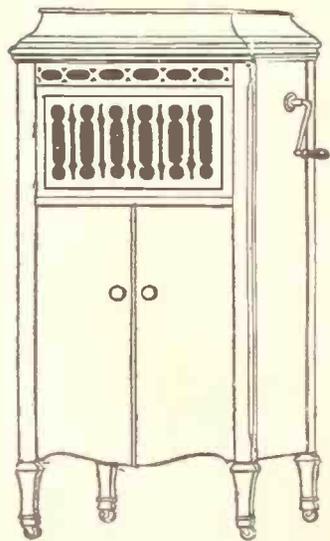
situation in any particular for a short time, at any rate.

"We took our inventory on January 1 and found 234 Victor records and a half-dozen Victrola sixes," said Eugene F. O'Neill, of the Beckwith-O'Neill Co. "We should have at least 500,000 records and a houseful of Victrolas in order to supply our trade friends. But we had twelve complete turnovers in 1920, and while we have made desperate efforts to accumulate a real jobber's stock we have failed. The Victor Co. has been sending us much more than ever before, but we are still away behind in orders."

"We have put on additional salesmen to inaugurate the year 1921, and that tells just where we stand in relation to the future," said John E. Gerlick, representing the Stone Piano Co. in Twin City territory. "The Vocalions have been firmly established in the Northwest and we view the future with absolute confidence."

garding it as a passing venture. He tells of the sort of countries that go to make up South America; the general character of their peoples as it affects the business man; the question of banking and shipping; the making of investments; the problems of distributing, retailing and advertising, and something of the business customs and forms that must be observed if the American is to gain the confidence and the real respect of the South American business man.

Mr. Collins states that continental business methods must be followed and gives reasons. He outlines the elements of European competition, the advisability of buying, as well as selling, and offers an abundant fund of other general information that is of the sort that can be easily assimilated. His book is one that should prove of distinct value to the exporter and the members of his staff, regardless of the length of time the exporter has been engaged in South American business. The book is published by D. Appleton & Co., New York, and is listed at \$2.50.



SOUTHERN DISTRIBUTORS

Pathé PHONOGRAPHS
and RECORDS



GRAY & DUDLEY CO.

Write Today for Agency Proposition

NASHVILLE

TENNESSEE

VICTOR READY REFERENCE LABELS

New Issue Offers Several Improved Features of Interest to Dealers Handling Records

Shortly after the first of the year the Victor Co. expected to ship the revised issue of ready reference labels which can be used with all styles of stock envelopes and stock cards. They have, however, several new features. One of the most important benefits claimed for the ready reference label service is the complete cross index which it offers for all records in the domestic section of the catalog. In the new issue the cross index has been brought up to date and includes all records now listed.

A special list accompanies the Red Seal section of the catalog, suggesting records which may be of interest to a purchaser who has shown preference for a certain kind of selection. The new labels also show when the selection was first announced and give the telegraphic code word to identify each record, thus providing an excellent means for educating the sales person.

NEW LANCASTER BRUNSWICK SHOP

A. E. Pitt Has Handsome Establishment With Large Display Windows and Signs

A Brunswick shop has been opened in Lancaster, Pa., by A. Emerson Pitt, a former Brunswick dealer of Oxford, Pa. This shop has a frontage of 42 feet, 32 of which is bulk windows, making the finest display in that vicinity. He has also placed in front of the shop large electric signs bearing the Brunswick trade-mark.

Although the Brunswick has not been formerly represented in Lancaster, Mr. Pitt, who is thoroughly familiar with the product, is very enthusiastic and is having particular success in the sales of high-priced models.

He has just completed rebuilding the body of a Dodge car, in the rear of which is a facsimile of a large Brunswick phonograph, which will be used in delivering to customers.

NEW JERSEY SONORA WHOLESALER

Griffith Piano Co. Given Territory of Whole of New Jersey

The Griffith Piano Co., Newark, N. J., which has hitherto acted as a Sonora wholesaler for part of New Jersey, will cover the entire State as a Sonora distributor, effective January 1, 1921. This company has made a big success with the Sonora line to date, and looks forward to a bigger year for 1921.

GOODS MUST BE PROPERLY MARKED

Indian Regulations Regarding the Marking of Imported Goods Should Be Conformed to Strictly in Order to Avoid Delay

Lack of care in marking merchandise shipped to India by American manufacturers frequently causes the importers of the goods to suffer loss and needless delay, writes Consul L. G. Barre Dawson, who is stationed at Madras. According to Mr. Dawson this would be avoided if the goods were marked in this country to conform to the requirements of the Indian merchandise marks law.

The principal requirements of this law are that all goods imported into India shall have marked on them or their containers the name of the country of origin in letters fully as large as any of those contained in the trade-mark or description of the goods.

During the last year, Mr. Dawson reports, a number of shipments of American merchandise have either been passed with a warning by the Indian customs authorities or on the payment of suitable penalties. Where possible, the goods were passed after qualification of false trade descriptions.

The Arnold Music Co., Jacksonville, Fla., had a very artistic display of Victor machines at the recent Florida State Fair. Manager Arnold entertained some big crowds.

THE COLUMBIA CALENDAR

Artistic Holiday Souvenir Issued by Columbia Graphophone Co.

The Columbia Graphophone Co. issued an exceedingly attractive holiday souvenir this year, in the form of a 1921 calendar. A reproduction of an oil painting of an elderly couple sitting before the fire near a Grafonola is the main feature of the cover. Under this appears the music score of the first line of "Be it ever so humble, there is no place like home." The music extends just far enough to cover this one world-famous line. There is a page for each month of the year, and on each month red and green backgrounds indicate the dates of the month on which new Columbia records are released, and in each month the release of foreign records is distinguished from the other releases.

There is also a reproduction in colors of a beautiful painting for each month, which pictures Columbia artists in action, ranging from wonderful operatic scenes to jazz settings. These calendars are being sent out by Columbia dealers in a special envelope as a holiday present to their present and prospective customers.

AND THE CHECK CAME BACK

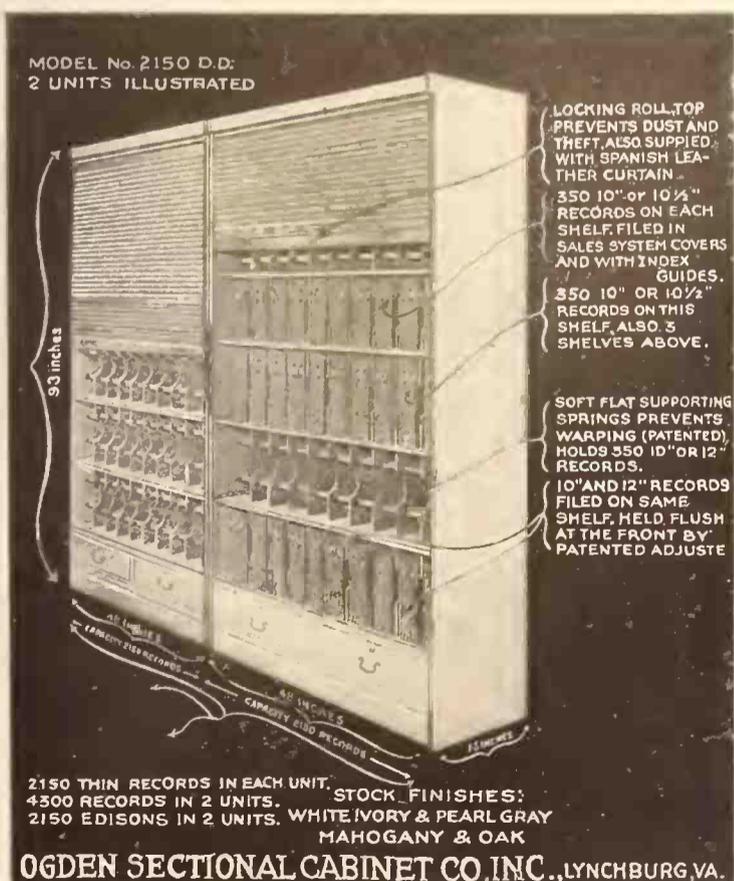
An Obliging Music Dealer Loses Twenty-one Dollars by Good Nature

PERU, IND., January 4.—Pleasant Bell, manager of the Bell Music House, is anxious to learn the whereabouts of a Herman Miller, who at one time gave promise of being one of Bell's best customers. Miller bought a talking machine and paid a deposit of \$10, saying he would return later in the day after he had received his pay check and would pay \$40 more to make up the required first instalment. He did return with a check for \$71.20, but said the banks were closed and he had not been able to cash the check. Bell, therefore, cashed the check and gave Miller \$31.20. The check came back, but Miller didn't.

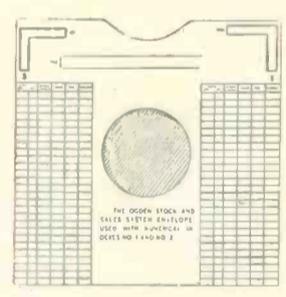
File Your Records so you can find them and it's easy to sell them.

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

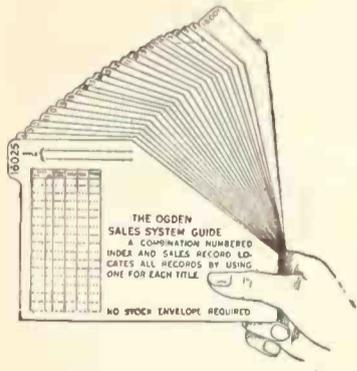
OGDEN'S PATENTED RECORD FILING CABINETS AND VISIBLE TAB INDEXES ARE GUARANTEED



Immediate Shipments
on all models in standard finishes. Light and Golden Oak, Red and Brown Mahogany, Enamels, White, Old Ivory and French Grey.

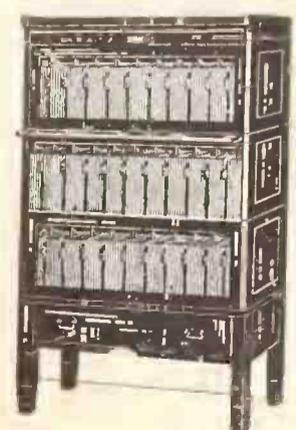


SALES SYSTEM ENVELOPES keep track of what you sell and what you need—an automatic inventory, showing profitable and slow sellers. Arranged for upright or flat filing and will fit any system.



Visible Tab Paperoid Index
The Tab extends in front of the record with numbers always visible. Used the same as a stock envelope, one for each title, leaving all records in their envelopes. Is used to re-order by and keeps "Sold-out" numbers continually before you. Shows quick and slow sellers. The best and simplest "Sales and Ordering" index ever devised and rapidly replacing the stock cover because of its many advantages. Fits any filing system, shelving or racks. Printed both sides for right or left hand flat or upright filing.

Sectional Models Fit Any Size Stock and Help You Grow.



THE OGDEN SALES SYSTEM IS EQUIVALENT TO AN EXTRA CLERK AND INCREASES SALES

Mr. Jobber— Line Up With a "Live" Line

"Some choice territory still available"

Prima-Donna

"The Instrument Inspired"

--The
Entering
Wedge

To
Phonograph
Sales



"Bungalow"



"Astoria"



"Stratford"



"Majestic"



"Blackstone"



"Parlor Grand"

Write for Our Unusual Money-making Proposition

Let us show you how Prima-Donnas, as compared to other high-grade phonographs, are sold at a price that offers the biggest money-making proposition on the market. How we co-operate with the jobber by supplying him with selling helps such as jobbers' letters and broadsides to interest the dealer, beautiful five-color catalogs, dealers' four-color store folders, six-color store hangers, newspaper ad electros, moving picture slides, etc.

We sell exclusively through our jobbers, all inquiries from dealers, due to our extensive advertising, are referred to our jobber in that territory.

Unexcelled Tone and Craftsmanship

Prima-Donna Phonographs, due to their especially designed and scientifically constructed all wood amplifier, develop a wonderful richness and clearness of tone that is unsurpassed. They will play any and all records correctly, with a fidelity to the recorded music that instantly appeals to the music lover and connoisseur.

You must admit the designs of the Prima-Donna are beautiful. As for construction and finish we ask the opportunity to prove Prima-Donna superiority. All cabinets are solidly constructed, the panels, which are 5-ply, either genuine mahogany or quartered oak, are inserted in a continuous frame that makes the cabinet absolutely wear-proof.

PRICES FROM \$85 to \$225—LIBERAL DISCOUNTS

Unreservedly GUARANTEED for One Year

MR. RETAILER We Have a Jobber in Your Territory
Who Can Supply You Overnight With
These Big Phonograph Values :: ::

GENERAL SALES CORPORATION

1520 BUFFUM STREET

MILWAUKEE, WIS.

OWNING AND OPERATING
GENERAL MFG. CORP. RECORDEON PHONOGRAPH CO.
MFRS. OF PHONOGRAPHS
HEANEY-SCHWAB BILLIARD MFG. CO., Makers of Fine Billiard and Pool Tables Since 1882

Featuring the **MUSICAL** POSSIBILITIES of the **TALKING MACHINE**

[Editor's Note:—This is the third of a new series of articles by William Braid White, devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

THE WONDER OF SCHOOL WORK

The retail man, in whatever capacity he works, who takes the time to read these articles, will have realized ere this that my object has all along been to awaken thought and to stimulate the wise action which arises only from wise thinking. The talking machine business is not a fly-by-night business. It has long ago achieved that respectable condition which is signified by large capital investment and elaborate statistical showings. It no longer occupies a small or poor position. It therefore requires to be considered by all who are engaged in it from the viewpoint of its true position.

That is why the educational side of the talking machine is so supremely important. If sound reproduction machines are really important to the world, if they actually fill a needed place in that world, if they have a legitimate position amongst the many implements of musical art, then obviously it is of the utmost importance to the talking machine industry that talking machines should have an appropriate place amongst the implements—the machinery of the country's educational system.

Music or Machinery?

Of course, if the talking machine is not a legitimate instrument for the reproduction of music, that is a different matter. No merchant, however, and rightly, would agree to so outrageous a statement, if it were made: yet many merchants act as if it were true and as if the last thing which ought to be connected with the talking machine business is the idea of music. Actually, of course, it is the idea of music which, above all other ideas, ought to be cultivated in the exploitation of talking machines. That is why the educational position of the talking machine is of such transcendent importance to the talking machine industry. For if one thing is more certain than another it is that the musical and cultural value of the talking machine has yet to be completely established. The connoisseurs know it, and the trade, in a sort of way, knows it; but the mass of the

buying public does not yet know it. That, once more, is why the educational position of the talking machine is so essential to the prosperity of the trade.

How many merchants are studying this question closely? Not, one imagines, very many. The matter of placing the talking machine in the schools of every community is not a matter to be settled offhand. It has taken the best brains and effort of some of the wisest individuals in the industry, during several years, to place the talking machine in even some of the schools. And when once it has been placed the problem of retaining it in its place is found to be still more engrossing. It may be well to glance at a few of the points to which the school authorities naturally look when they are considering the use of the talking machine as an aid in primary and secondary education.

How the Schools Look at It

The subject is, of course, enormously wide and deep, for in truth there is scarcely an aspect of educational method which would not be more definitely focused by the use of music in some form. A very few of the possibilities and some of the broader elements in the large subject-matter can alone be touched on here.

What is the principal use of music from the educational standpoint? Undoubtedly its principal use is as a harmonizer of thought, a unifier of effort, a stimulus to mental processes of every sort. The elementary fact, known to everyone, that music helps the efforts of armies in the field, nerves men to more intense output of energy and cheers those whose work would otherwise be intolerably monotonous, has its reflection in the entire scope of educational effort. When children learn, as a pleasant and natural activity, to sing together, to dance together and to listen to a certain amount of good music every day, those children cannot help being brighter, less fatigued, more cheerful and happier generally than any equal number of children who have not this advantage. This fact is by now well known to educational authorities, and it is therefore usually not very difficult to get these officials to see the great advantages which the talking machine possesses, as accompanist, as soloist and as orchestra.

How It Is Done

At this point, however, there enters another

matter, also of essential importance. It is absolutely essential that the music shall be carefully and skilfully selected. Here comes in the special educational departments of some of the great talking machine companies, which annually spend large sums in research, in making special records of educational music of all sorts, going into details not even thought of by the ordinary dealer. To read carefully the literature put out for the benefit of their dealers by these companies is an education in itself along these lines. We find that special courses of instruction in folk songs, in folk dances, in the history of music, in American music, in the instruments of the orchestra, in part-singing, in literally dozens of branches and subjects, are put at the disposal of the school children and their teachers. Not only this, but there are special school machines and even special courses of instruction for rural music supervisors and county superintendents who may wish to instruct rural school teachers in the use of the talking machine for educational purposes in remote country school-houses.

The variety and richness of the courses offered, the wonderful care taken to put the true meaning and scope of the talking machine as an element in education, and, in short, the extraordinary efficiency of the entire work, can hardly fail to astonish and fascinate the least interested merchant or salesman, or to give that person a more exalted and juster idea of what the talking machine really is and how wonderful a thing it has come to be.

The Merchant's Position

Of course, the merchant who is considering the various points which have been set forth here will not fail to note that the selling of talking machines to schools is only a very small part of the introduction and maintenance of the talking machine as a necessary engine of education. He will at once see that it is one thing to sell a machine and quite another thing to keep it in use. He will see, in short, that his principal work will very likely be to induce among the educational authorities of his community a beginning interest, which afterwards is to be worked up and made into something really useful by the extraordinarily efficient departments of the great manufacturers which are

(Continued on page 74)



HERE IT IS

The

**FLETCHER UNIVERSAL
TONE ARM and REPRODUCER**

Gives Proper Playing Weights for all Records. No Adjustment Screws or Springs.

SAMPLES \$8.00

Specify 8½" or 9½" arm

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

THE GEORGE McLAGAN FURNITURE CO., STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

THE WONDER OF SCHOOL WORK

(Continued from page 73)

organized and kept in motion for that one purpose. For this is not a matter to be treated with contempt. It is not a matter to be monkeyed with.

Biggest Weapon of the Merchant

On the other hand, the use of the talking machine in the schools is the biggest weapon the merchant has to wield, if only he will realize this fact. It should be his delight to help along this good cause in every conceivable way, regarding all his work as so much effective and result-bringing advertising. If he is wise and will co-operate wholeheartedly with those who are experts in school work, he will see that he is doing the best thing he can possibly do to make his own business bigger and better, and to place himself in a sure position as a center of musical influence and the resort of the music-buying public of his community.

Here, perhaps, the merchant will find his best and most practical relation to the educational aspects of the talking machine. In any case, whatever be the part he actively takes, he ought to find the utmost pleasure and interest in studying the truly wonderful possibilities of the talking machine in the schools. The educational work now actually prepared and being done far surpasses the knowledge of most of the men in the trade. It ought to be better known. If it were the talking machine would be more respected, better liked and treated with an enthusiasm which it deserves, but does not always get.

A PITTSBURGH INCORPORATION

The Salvee Reproducer Co., Pittsburgh, Pa., has been incorporated to do business in talking machines. The capital of the new company is \$50,000 and the incorporators are F. Centrobi, Grafton; L. Salvi and A. Segreto, Ingram.

BRUNSWICK ARTIST SINGS ON COAST

Theo. Karle Appears in Los Angeles and Is Entertained at Brunswick Music Shop

LOS ANGELES, CAL., January 3.—The Los Angeles branch of the Brunswick-Balke-Collender Co. reports that Theo. Karle appeared in concert recently before a very large and receptive audience. The recital was a splendid success and is indicative of the kind of performance that Mr. Karle is always capable of. After the recital Mr. Karle, Mr. Klein and Mr. Voorhies, of the Brunswick Co., were entertained at luncheon in the Brunswick Music Shop by Mr. and Mrs. Moore. Many interesting facts pertaining to the recording of records were made clear by Mr. Karle, who spoke very enthusiastically over his association with Brunswick records.

TRAVELING EXPENSES DEDUCTIBLE

May Be Exempted From Income Tax by Ruling of Internal Revenue Department

WASHINGTON, D. C., January 4.—Internal Revenue Commissioner Williams announced lately a new ruling by which commercial travelers and business men traveling for business purposes are allowed to deduct from income tax returns reasonable and necessary traveling expenses, including railroad fares, meals and lodging, in an amount not in excess of ordinary similar expenditures at home.

If an individual receives a salary without compensation for traveling expenses his traveling expenses in excess of similar expenditure at home are deductible. If he receives a salary and traveling expenses, such as a per diem, any excess is held to be additional income. Payment for a sample room is held to be a business expense. All traveling expenses in detail are required to be taken into account in making returns.

SHOULD OBSERVE INVOICE RULES

American Chamber of Commerce in Brazil Calls Attention to Penalties Suffered by Importers for Carelessness of American Shippers

The Music Industries Chamber of Commerce has received from the American Chamber of Commerce at Sao Paulo, Brazil, a communication calling attention to the difficulties experienced by the failure of American shippers to comply fully with the regulations regarding Brazilian consular invoices. The Sao Paulo Chamber calls attention to the fines which result from the use of abbreviations and the necessity of giving the complete information called for each separate column of the Brazilian invoice form, and says:

"Consignors of merchandise are failing to write out the country of origin of the goods and the country where the goods were purchased in full in each of the columns provided for the purpose on the consular invoice and are abbreviating along the top of each column the name of the country of origin, 'United States of America' or 'Estados Unidos da America,' to 'U. S. A.' or 'E. U. da A.,' placing these initials across the two columns in question.

"This abbreviation is necessary for convenience sake, but the consignees in Brazilian ports, on dispatching their goods, are fined because of such abbreviations.

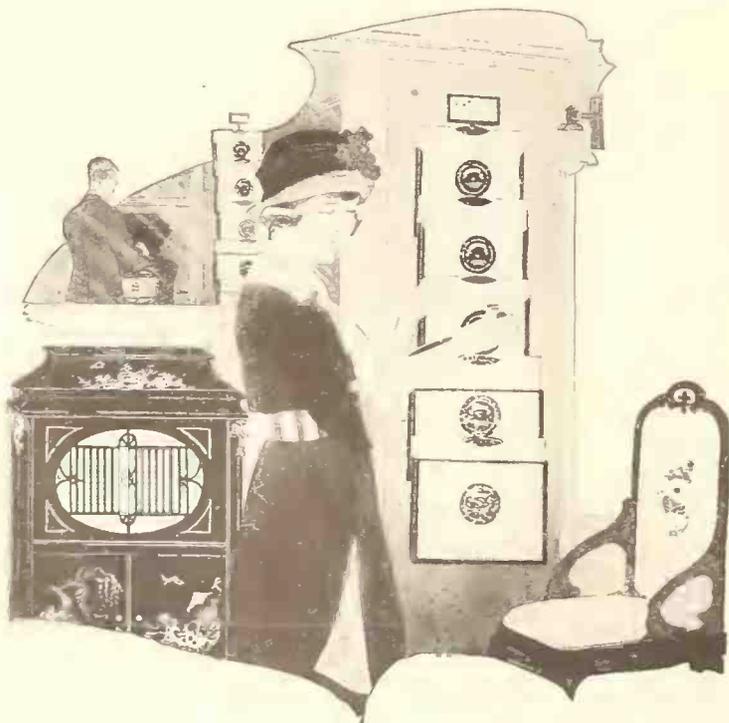
"We might also call your attention to the fact that the custom house officials discharging the goods receive 50 per cent of the fines levied on consignees taking their wares from the custom house, which fact encourages fines for the slightest deviation from the Brazilian consular invoice regulations."

A very successful Edison tone-test, with Glen Ellison as the featured artist, was given recently in Chagrin Falls, O., under the auspices of Brewster & Stroud. The affair attracted an enormous crowd.



Equip your store NOW for

Bigger Record Sales in 1921



SELF-SERVICE MULTIPLEX No. 501
Described in NEW CATALOG

Every fixture in the MULTIPLEX line is a Sales Help, built to fill a need and a place in your business.

ST. LOUIS
MULTIPLEX
Record-Selling
FIXTURES

will increase your record sales in 1921. Write for New Catalog describing all MULTIPLEX Fixtures, including the Self-service MULTIPLEX shown at left.

Multiplex Display Fixture Co.

General Offices: 919 Tenth Street, St. Louis



MR. MAXWELL LOOKS FOR EARLY REVIVAL OF BUSINESS

Interesting Discussion of Conditions in Reference to Closing Down of Edison Phonograph Departments—Great Demand for Re-Creations—Why 1921 Will Be a Good Year

A number of newspapers in the East announced immediately after Christmas that the phonograph works of Thos. A. Edison, Inc., in Orange, N. J., had closed down indefinitely. When asked for a confirmation of the general reports William Maxwell, vice-president of Thomas A. Edison, Inc., took occasion to confirm the fact that the phonograph plant had been closed as completely as possible and gave some interesting reasons for that action. He said:

"I regret that I cannot confirm the report that our phonograph works are wholly closed down. However, we have closed down as completely as possible. It is perhaps rather unusual for a manufacturer to regret that he cannot entirely discontinue manufacturing operations, but our case is somewhat exceptional. In fact, I doubt if there is any other manufacturer, in any line, who has precisely the same problem that we have. At a time when prices are being reduced in numerous lines of merchandise we are at our wits' end to avoid increasing the prices of our phonographs, and should Congress decide to increase the excise tax on phonographs I doubt if we can avoid advancing our prices.

"The slump in general business came as no surprise to us. In fact, we had been preparing for it ever since the Summer of 1919. That is the reason why we made only nominal advances in our prices. As a consequence of these merely nominal advances we have been operating on a narrow margin of profit, which made it exceedingly desirable to maintain an even production through every month of the year. Thanks to the co-operation of our dealers and jobbers, we have been able to do this very successfully. However, some time ago it became apparent that a temporary curtailment of our phonograph manufacturing operations would probably be necessary. In preference to hobbling along on one leg we decided to use both legs until we had accumulated a moderate-sized and well-balanced inventory, and then shut down for a short time. We have been working in co-operation with our cabinet manufacturers and a temporary shut-down will enable some of them to make needed rearrangements and readjustments.

"Unfortunately our inventory of phonographs is not quite so large on some models as we had anticipated, but we trust there will be no prolonged shortage of these models.

"We are at present in communication with our jobbers, for the purpose of ascertaining their probable requirements during 1921, and the manufacture of phonographs will be resumed just as soon as the jobbers are able to give us their commitments for 1921.

"While it is theoretically true that the fixed expense which accumulates during a shut-down is an element of cost and that accordingly a curtailed manufacturing operation is open to no greater objection than a complete shut-down, it has been my experience that it is better to charge off the fixed expense that accrues during a shut-down and make a fresh start when you are in a position to establish the proper kind of a manufacturing operation.

"It should, of course, be understood that we have not curtailed our manufacture of Re-Creations. On the contrary, we are increasing it as rapidly as possible. It will, no doubt, be of interest to the trade to learn that we are installing a special department in the manufacturing laboratories for the speedy production of timely selections. We expect this department to be in operation about February 15. Some of the apparatus has already been installed and the installation will proceed as rapidly as possible.

"The reports from our dealers on Christmas business, particularly in the cities and larger towns, are materially better than we had anticipated and as we look for a rather rapid revival of general business our principal apprehension at the present time is that our jobbers may not be able to make adequate anticipations of their requirements.

"It is natural for business men who have gone through previous periods of business depression to base their opinions on past experience and therefore many look for a gradual, rather than a rapid, recovery. In this situation past experience is not an altogether infallible guide, as we have a new kind of financial system, which, in view of the rather acute deflation of credit that has occurred, may contribute considerable resilience to the recovery of business. There is at present every indication that there will soon be a shortage of many kinds of merchandise and there may very soon be quite a scramble among buyers and a different attitude on the part of the buying public. In certain lines of industry it seems to me that the situation has been handled just about as badly as possible and all branches of industry must, in some measure, pay the penalty. On the other hand, we shall all be benefited when the deadlock ends.

"A year ago I was considerably worried about the future, but I have no apprehensions at present, as it seems to me very plain that 1921 is going to be a good year for every legitimate enterprise."

MUSICAL INSTRUMENTS FOR SCHOOL

Supervisor of Evansville, Ind., Says Public Funds Should Be Used for Their Purchase

EVANSVILLE, IND., January 4.—Miss Ada Bicking, supervisor of music in the public schools, advocates the investment of public funds in musical instruments for the schools. She says that in view of a recent investment of \$25,000 in machinery in the Central High School it would be no more than fair to set aside money to equip the music department.

The 1920 Christmas season has proved good for New York City Sonora dealers. On Friday, December 17, one Sonora dealer reported as the largest day in the history of his business. The sales on this date included two Sonora Period models of over \$1,500 each.



Fletcher Alltones Needle

Patent Pending

A new semi-permanent needle that actually plays ALL TONES—LOUD, MEDIUM AND SOFT—and the gradations between, perfectly. Made of special steel that does not injure the record as do harder substances.

To give long life to the record and to get the best possible results while playing, recommend FLETCHER ALLTONES NEEDLES to your customers.—They will appreciate it.

Stocking this one needle meets every demand at a saving in space and capital.

Retail price per card of four needles 25c
Boxes of 100 cards, to dealers \$15
Valuable selling helps free

Jobbers—Write for Territory and Proposition

FLETCHER ALLTONES NEEDLE CO., INC.

205 Travis Street San Antonio, Texas

New York Jobber

ANDREW H. DODIN, Inc.
 28 Sixth Avenue New York

ADVERTISING HELPS SAN FRANCISCO HOLIDAY TRADE

Fact That Business Was Close to Normal Credited to Good Publicity—Popular-priced Period Styles Suggested—Eight Per Cent Interest on Instalments—Trade Happenings

SAN FRANCISCO, CAL., January 4.—The music dealers of San Francisco, as well as many merchants in other lines, gave newspaper advertising a vital test during the holidays this year. Fearing a Christmas slump by reason of the very poor showing made the first week of December, the dealers began rushing to the newspapers with extra ad copy. The papers were almost swamped with display ads of all classes. The people responded and the last two weeks before Christmas the business toned up to a point somewhere near normal. Rainy weather undoubtedly prevented a vast amount of buying, and the general spirit of retrenchment of course had its effect. On the whole, as far as can be ascertained at this time, the holiday business in San Francisco was good, though not up to expectations. To compare this holiday season with that of a year ago would be unfair, as last year was one of extraordinary opportunities. There is every reason to believe that the post-holiday business this season will be most encouraging.

Attractive Window Displays

The Christmas decorations of the music stores this season show a great advance in good taste in that there are but few prominent show window displays of the regulation gaudy character. Flowers are used in greater profusion than ever before in connection with the red berries and greenery. Simplicity of arrangement and richness of tone have been striven for by the leading dealers.

Wants Cheaper Period Models

The period styles in talking machines have attracted the most flattering attention in San Francisco and many have been sold, but unless these models are materially reduced in price they will never be a really vital factor in the trade, so one well-known dealer in San Francisco is bold enough to predict. Says this man, who does not wish his name used: "People rave over the periods, but when we tell them the price they wilt immediately. I believe good period models could be manufactured very much cheaper than those we now have and I can see no valid reason for not trying. I would say that a design somewhat simpler than those now mostly to be seen, and smaller, would prove a winner if it could be retailed at a moderate price. A period design which is not too pronounced, one that would harmonize a little more consistently with the other furnishings of the house, would no doubt be a winner if the price is right. Most of the old models are not artistic and they do not appeal to people of the best taste. The influence of the period styles is good and I hope it will speedily be reflected in the popular-priced machines."

To Charge Eight Per Cent Interest

At the last meeting of the Talking Machine

Dealers' Association of San Francisco Bay Counties the members agreed to adopt the policy of charging eight per cent interest on all deferred payments. Even the department stores have agreed to the plan. The meeting was addressed by Manner Chipman, the well-known sales expert, and about sixty-five members attended.

Edgar I. Jessen, formerly with the Aeolian office in San Francisco, is making preparations to engage in business on his own hook.

Managers Change Jobs

Mr. Storms, who has been manager of the O. S. Grove store in Oakland, is now the manager of the City of Paris talking machine department in San Francisco, and Harry Murphy, formerly in this position, has accepted the post of manager for the Grove company. A fair exchange of jobs is no robbery.

Plenty of Victor Stock

Billy Morton, manager of the retail talking machine department of Sherman, Clay & Co., San Francisco, found no reason to complain about holiday business. Plenty of Victor stock was on hand to take care of the Christmas demand, and he says the sale of Victor merchandise was very satisfactory indeed. The record business was especially heavy.

Otto May, factory representative of the Victor Co., has just been on a tour of southern California. He expects to make his headquarters in San Francisco.

Brings in Optimistic Report

R. E. Kane, of the Sherman, Clay & Co. traveling force, is in San Francisco for the holidays. He has interviewed the trade in northern California pretty thoroughly in the last few weeks and he says business conditions, as reflected by the demand for Victor goods, are nothing to worry about. He found none of the dealers complaining of financial embarrassment. He says the exclusive shops are all reporting good business.

Becomes Manager in San Mateo

Ernst Bachelor, formerly of the wholesale department of Sherman, Clay & Co., has accepted the position of manager of the Levy Bros. exclusive Victor store of San Mateo. Mr. Levy is a Class A sales promoter and his friends in San Francisco feel assured that he will prove a live business getter down the Peninsula.

Used Extra Salesmen

Manager Corcoran, of the Wiley B. Allen talking machine department in San Francisco, took on a few extra salesmen to help out during the holidays. He finds the marketing situation improving, but says that there is plenty of room for more efficient salesmanship and that "easy" sales are not as common as formerly.

E. P. Tucker, manager of the Los Angeles store of the Wiley B. Allen Co., paid a flying visit to

Well Rated Dealers
Can Discount Their

PHONOGRAPH INSTALLMENT CONTRACTS

WITH US

Thereby Turning Their Accounts
INTO WORKING CAPITAL



459-465 Montgomery St.
San Francisco, Cal.

headquarters in San Francisco just before Christmas.

Delays on New Columbia Home

Owing to delays in completing the new building, the Columbia Graphophone Co. San Francisco branch will not be settled in the new quarters on Bryant and Rincon streets until early in January. Mr. Wilcox will attend the sales managers' convention of the Columbia Co. in New York in January.

Collins and Harlan in Tone Tests

Byron G. Harlan and Arthur Collins, the well-known tenor-baritone comedy duo vocalists whose Edison re-creations have won so much popularity of late, will make a tour of the Pacific Coast the coming Spring, during which the trade will have the opportunity of hearing a splendid series of tone-test recitals. The singers will be accompanied on the trip by William Reed, the versatile flutist and saxophonist.

James L. Loder, Pacific Coast sales manager of the Sonora Co., has placed Chas. H. Carder in charge of the business in the Northwest. Mr. Carder's headquarters are at Room 219, McDermott Building, Seattle. He is a strong man who has been in the phonograph business for years.

F. J. Allgeo, formerly of the Sonora retail sales force, has been transferred to the wholesale traveling force and will cover territory from Bakersfield to the Oregon line.

SONORA SIGN IN RED BOOK PICTURE

A full-page illustration, accompanying a story by Mrs. Wilson Woodrow in the November Red Book, shows a night scene on upper Times Square, New York City. In this picture the Sonora electric sign, which has played so prominent a part in making Broadway a great White Way, is clearly visible, and is the only actual advertising apparent in the picture.

The Master Talking Machine Co., Inc., of Cattaraugus, have certified to a voluntary dissolution at Albany, N. Y.

FOUNDED 1835



Distributors

ARMSTRONG'S

There are numerous reasons why Pathé Dealers are satisfied.
Write today for full information.

ARMSTRONG FURNITURE CO.
59 and 61 North Main Street
Memphis, Tenn.



STEGER

The finest reproducing phonograph in the world



Model 506 \$295.00



Model 505 \$220.00



Model 502 \$145.00



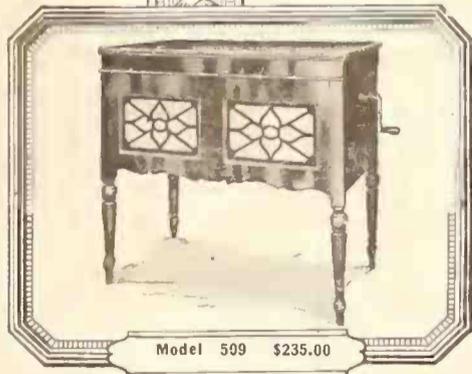
Model 504 \$200.00



Model 503 \$165.00



Model 501 \$115.00



Model 509 \$235.00



Model 500 \$95.00



Model 510 \$290.00

CLEAR, resonant, life-like is the voice of the artist or instrument, as reproduced with fidelity by the truly artistic Steger. To listen to this wonderful phonograph is to enjoy all the thrill and pleasure of hearing the living voice. The beautiful Steger brings to the home all of the world's best music and plays it with a vivacity and realism that no other phonograph can surpass.

Its many exclusive features, the patented adjustable Steger tone-arm, the scientifically-designed sound amplifying chamber of even-grained spruce and the get-at-able record file are eloquent reasons for the Steger's recognition as the finest of reproducing phonographs.

The Steger Phonograph is as beautiful in finish and design as it is charming in its tone-reproducing qualities. There is a variety of artistic styles at a wide range of attractive prices.

Progressive phonograph merchants have found that Steger representation brings prestige and profits.

A complete plan of dealer merchandising co-operation adds immeasurably to the value of the Steger agency.

Desirable territory open. Write for the Steger proposition today.

PHONOGRAPH DIVISION
STEGER & SONS PIANO MFG. COMPANY

Steger Building, Chicago, Ill.

THE NEW FOX TROT HIT
by the writers
of "BUBBLES"
"LONESOME"
ETC.

Feather Your Nest

Featured by Vaudevilles
most prominent Headliners

Published by
LEO FEIST Inc.
FEIST BLD'G NEW YORK

You can't go wrong
with any Feist Song



ST. LOUIS TALKING MACHINE MEN CLOSE A GOOD YEAR

While Business Was Uneven, Vigorous Rejuvenation in Closing Weeks of Year Helped to Hold Up the Year's Average—Demand Most Marked for High-Priced Machines—Events of Month

ST. LOUIS, Mo., January 4.—Take it all the way through and 1920 was pretty good to the St. Louis talking machine men. It is true that business slumped in the Fall, when the buyers' strike got around to the talking machines, but there was a vigorous rejuvenation in the last two weeks before Christmas, saving the holiday trade and helping to hold up the year's average. The demand throughout the year was for the higher-priced machines, dealers reporting that the price level was considerably higher than last year. The same was true of the Christmas business. On volume of business the year appears to have been better than 1919. Dealers, of course, had the advantage of sufficient stocks, which they did not have in 1919. The Christmas business in most cases did not compare so favorably with that of the previous Christmas. The record sales were consistently good throughout the year, being little affected by the Fall slump in machine sales. The Christmas sales of records were heavy and as usual there was a brisk sale right after Christmas. Dealers, both wholesale and retail, say candidly that they expect business to be slow for the next two or three months, because of the general feeling of uncertainty, but after that they expect it to gradually improve, and, as the year advances, increasingly approximate the normal.

The talking machine bias of the public was so obvious as Christmas drew near that most of the piano dealers who also handle talking machines concentrated their advertising and selling energies on the talking machines. Advertising was not nearly so heavy of either as it was the year before, but the talking machines got most of it. The simple fact was that it was easy to sell talking machines and

hard to sell pianos, so the stores followed the line of least resistance.

The Columbia Graphophone Co.'s St. Louis branch made a good showing last year, according to Manager E. M. Morgan. Mr. Morgan was at the helm only part of the year and had to expend considerable of his energy on reorganization work, but made a good showing in spite of that and with his new organization in working shape he expects to do a great deal better the coming year.

F. C. Schuyler, in charge of the Foreign Record Department of the Columbia Co., is here for two or three weeks, working the territory out of St. Louis in the interest of the German records, which are again being put out by the Columbia people.

S. R. Lemberg, of the Columbia Co., after making a trade survey in St. Louis, has returned to New York.

R. O. Pierce, of the Columbia sales organization, spent the holidays in Chicago. L. D. Bauer, whose headquarters are in Little Rock, Ark., spent the holidays with St. Louis relatives.

Miss Julia Phelan, who had been connected for five years with the Silverstone Music Co. wholesale department, was recently struck by an automobile as she was leaving a street car near her home and killed.

The Macky Furniture Co., which handles the Columbia line, is selling its entire stock preliminary to going out of business.

The 1920 wholesale business of the Silverstone Music Co. was 65 per cent greater than the 1919 business, according to Myron Goldberg, vice-president and general manager of the company. And the retail business also showed a decided increase, he says. The Chip-

pendale \$295 model was the best seller, and there were quite a number of sales of period models at \$500 and up. The Silverstone experienced the late Fall slump, along with all the others, but the Christmas business came strong.

The retail store of the Silverstone Music Co. has been rechristened the Edison Shop. Mark Silverstone, president of the company, offered a prize of \$100 to the retail salesman who made the greatest percentage of cash sales in December, and \$50 to the salesman making the second best record. The first prize was won by William Miller, who collected 33 per cent cash on his sales. Ralph Connor was second with 28 per cent cash. Miller's total sales were \$8,500 and Connor's were \$5,800. The cash collected by all the Edison Shop salesmen averaged 25 per cent.

J. E. Maunder, manager of the Stix, Baer & Fuller talking machine department, says the Christmas business of his department was comfortably ahead of the previous Christmas business, with the sales mostly \$150 and up, averaging \$175. He had plenty of Styles 10 and 11 in Victrolas for the Christmas trade, but was short of Styles 14, 16 and 17. He had a good stock of all styles of Sonoras, which were ordered ten months in advance. He says the sales of records after Christmas were not as good as usual.

Manager J. F. Ditzell, of the Famous & Barr Co. music salon, has been reaping the reward of a Brunswick advertising campaign, which began November 1. The two quarter pages a week which he has been running in the newspapers have been so strongly approved by the Brunswick people that they have been sending copies out to the trade. The result of the advertising has been that the talking machine sales pulled away ahead of the previous year. The sales of Victrolas ran greatly ahead of last year.

An effort is to be made by the Music Mer-

PHONOGRAPH RECORD LABELS



That will meet the requirements of the manufacturer of Records. Our experience along this line assures you of the best of results, quality as well as artistic in design. We make record labels for some of the largest record manufacturers.

If we are not making any of the following Specialties for you we would be pleased to quote you as our experience enables us to give you the desired results.

KEYSTONE PRINTED-SPECIALTIES COMPANY

321-327 Pear Street
SCRANTON, PA.

Our Specialties—
Phonograph Record Labels
Gummed Stickers of large quantities
Trading Stamps, etc.

chants' Association of St. Louis to get together on talking machine terms. At the last meeting a committee was appointed, composed of Mark Silverstone, Silverstone Music Co.; W. R. Jackson, Brunswick-Balke-Collender Co.; W. P. Chrisler, Aeolian Co., and E. C. Rauth, Koerber-Brenner Music Co., to fix up and submit to the next meeting a uniform schedule.

Victor dealers in St. Louis have not lacked for material for advertising during December, for an unusually large number of Victor artists have appeared during this period. Florence Hinkle gave the first of a series of after-dinner concerts planned for members of the Missouri Athletic Association, and Merle Alcock the second on December 5. The latter gave a very pleasing concert at the Odeon on December 17. Emilio DeGogorza proved one of the most popular artists appearing with the St. Louis Symphony when he sang with that body on December 10 and 11. The Kieselhorst Piano Co. took the occasion of Efrem Zimbalist's visit with the St. Louis Symphony to use a full page of the program to inform the audience of his Victor records. The Flonzaley Quartet had a very appreciative audience on December 14 when they gave their usual finished performance for the fifth consecutive season in St. Louis.

There are appearing in the windows of the Victor dealers of St. Louis attractive cards announcing the appearance in the city of Victor artists. Photographs of the artists are used, together with the announcement of time and place. These are being placed by the Koerber-Brenner Co.

One of the finest Victor departments in St. Louis is being completed by the Wurlitzer Co. The use of walnut throughout gives it a particularly dignified appearance.

That the Victrola concerts given by the Spengel Furniture Co. of Highland, Ill., are becoming more popular each time was evidenced by the capacity crowd present at the concert given in December. The firm gave out its 1921 calendars of beautiful design as souvenirs at this concert.

The T. E. Clark Music Co. of Cape Girardeau, Mo., is working in the rural and village schools of that vicinity to stimulate interest in the Music Memory Contest instituted by the State Teachers' College of that place. Letters and personal visits are showing results. Many schools are accepting the Dunlap plan of securing Victrolas and records where the school

boards have not found it possible to add these to the school equipment.

The Koerber-Brenner Co. displayed for December in its service show window the Binger Christmas display put out by the Reinicke-Ellis Co.

HOLIDAY GREETINGS RECEIVED

The World Acknowledges the Many Expressions of Good Will and New Year Greetings Sent by Prominent Members of the Trade

The World takes pleasure in acknowledging at this time the receipt of the many holiday and New Year greetings from its friends in the trade. Among those from whom cards were received are: Victor Talking Machine Co.; Knickerbocker Talking Machine Co.; C. Bruno & Son, Inc., New York; C. C. Harvey Co., Boston; Arthur A. Trostler, Kansas City; Stewart Talking Machine Co., Indianapolis; Blackman Talking Machine Co., New York; Buegeleisen & Jacobson, New York; Jones Motrola, Inc.; Walter S. Gray Co.; International Mica Co., Philadelphia; George Seiffert, Eastern Phonograph Corp., New York; Serenado Mfg. Co., Cedar Rapids, Ia.; Southern Sonora Co., Atlanta, Ga.; Cardinal Phonograph Co.; Empire Phono Parts Co., Chicago.

W. D. & C. N. Andrews, Buffalo; Brooks Mfg. Co., Saginaw; A. J. Crafts Piano Co., Richmond, Va.; Wellington Smith; the Biddle Agency, Philadelphia; Remington Phonograph Corp., New York; E. G. Brown, Bayonne, N. J.; New England Talking Machine Co., Boston; Modernola Co., Johnstown, Pa.; Marcel Wheat; Mr. and Mrs. Billy Murray; Louis E. Rosenfield, Emerson Phonograph Co.; Joseph Menchen, Vacuum Record Lifter Co., New York; Mr. and Mrs. Arthur Geissler, New York Talking Machine Co.; Mr. and Mrs. C. N. Andrews, Buffalo; Mickel Bros., Des Moines; Francis X. Boucher, E. F. Droop & Sons Co., Washington, D. C.; Cabinet & Accessories Co., Inc., New York; J. J. Davin, Reinicke-Ellis Co., New York; Eclipse Musical Co., Cleveland; Leonard D. Crone, Binger Co., New York; C. C. Mellor Co., Pittsburgh, Pa.; M. Steinert & Sons, Boston; Ross P. Curtice Co., Omaha, Neb., and others referred to elsewhere.

40% OF FARMERS POSSESS TALKERS

Player-Piano Owners Average 13.16 Per Cent and Piano Owners 44 Per Cent, According to Facts Gathered by Farm Paper

Howard's Dairyman, a leading authority on dairy farming, made an investigation to secure statistics from its subscribers. The percentages they have tabulated are as follows, and came in reply to the question:—

Do you think that musical instruments could be advertised and sold successfully to farm people through farm papers?

Of the total number of replies received, 82 per cent said "Yes."

Distribution of musical instruments—of those replying to the questionnaire—indicates that musical instrument owners are divided as follows:

- 3.20% Cornet.
- 5.08% Saxophone.
- 39.97% Talking machine.
- 20.30% Violin.
- 6.39% Horns.
- 6.20% Other brass instruments.
- 44.00% Piano.
- 13.16% Player-piano.

The question was also asked—Are you planning to buy any of these?—and 28.74 per cent said "Yes."

The instruments in which the readers are most interested are: 37.84 per cent piano, 35.14 per cent talking machine, 9.91 per cent player.

The Thompson Piano Co., 90 Elm street, New Haven, Conn., during December sold seven Aeolian-Vocalion art models as well as a good output of regular styles.


BEE CROFT

Delivery Envelopes
Art Series
New Designs
NEW LIST OF RECORDS

Every 60 Days

Very Good Victor Records

We Will Be Pleased to
Play Any of Them for You

1451-10	Small Talk	Phonograph	2	25
1451-11	Humorous	Phonograph	2	25
1451-12	Humorous	Phonograph	2	25
1451-13	Humorous	Phonograph	2	25
1451-14	Humorous	Phonograph	2	25
1451-15	Humorous	Phonograph	2	25
1451-16	Humorous	Phonograph	2	25
1451-17	Humorous	Phonograph	2	25
1451-18	Humorous	Phonograph	2	25
1451-19	Humorous	Phonograph	2	25
1451-20	Humorous	Phonograph	2	25
1451-21	Humorous	Phonograph	2	25
1451-22	Humorous	Phonograph	2	25
1451-23	Humorous	Phonograph	2	25
1451-24	Humorous	Phonograph	2	25
1451-25	Humorous	Phonograph	2	25
1451-26	Humorous	Phonograph	2	25
1451-27	Humorous	Phonograph	2	25
1451-28	Humorous	Phonograph	2	25
1451-29	Humorous	Phonograph	2	25
1451-30	Humorous	Phonograph	2	25

Very attractive proposition
 to Jobbers
Write for trial shipment
CLEMENT BEECROFT
 5546 North 5th Street
PHILADELPHIA

GODOWSKY VISITS GOTHENBURG

Dealer in Town of 1800 Secures Noted Artist
for Concert Appearance

The Omaha branch of the Brunswick-Balke-Collender Co. writes: "We are very proud to state that we have a little town in our territory called Gothenburg, that ranks right along with the larger cities. Our dealers there, Erb Bros., presented Leopold Godowsky in concert on December 28, and in the papers gave Godowsky's itinerary as follows: Chicago, Des Moines, Omaha, Gothenburg, Denver, San Francisco and Los Angeles. This surely puts Gothenburg right up with the headliners."

The town of Gothenburg has a population of only 1800. This should be mighty convincing evidence that one Brunswick dealer is alive to his possibilities and realizes one of the best means of capitalizing on his Brunswick records by having the artist appear in person before his customers and prospective customers.

What More Can You Ask

All the features that go to make a talking machine *Profitably Salable* you will find as regular equipment of *Magnola*: "Built by Tone Specialists."


 Watching the Music Come Out

Complete description of all these features is to be found in our *handsome illustrated catalog*, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

MAGNOLA TALKING MACHINE COMPANY
 OTTO SCHULZ, President
 General Office: 711 MILWAUKEE AVENUE, CHICAGO
 Southern Wholesale Branch: 1830 CANDLER BLDG., ATLANTA, GA.

CHARM



Photograph of N. Y. Sonora Phonograph Co. showroom reproduced by courtesy

THE Talking Machine Cabinet that sets firmly upon the floor, that is not, so to speak, upon stilts, is more sightly and a handsomer piece of furniture—therefore more desirable to your customers.

This is the reason why so many Talking Machine manufacturers are today equipping their models with **Domes of Silence**.

They realize that these slides permit of the Cabinet setting closer to the floor, thus giving an added charm to its appearance as well as saving strain upon the legs and saving floors and rugs.

HENRY W. PEABODY & COMPANY

Domes of Silence Division

17 STATE STREET

NEW YORK

SPECIFY DOMES of SILENCE

RESUMPTION OF INDUSTRIAL ACTIVITY IN BUFFALO

Reopening of Local Plants Expected to Mean Substantial Spring Business for Talking Machine Dealers—Columbia Co. Seeking New Location—Next Meeting of Local Association

BUFFALO, N. Y., January 5.—Although almost every other business was complaining of a slackness in the Christmas trade, it was a different story with the talking machine men here. All of them reported a brisk holiday season, with all the business that they could handle. With the signs all pointing to a general betterment of conditions the outlook is still more rosy. A great many of the establishments that have been laying off their employes are planning resumption of work after the first of the year.

The general depression did not hit Buffalo as hard a blow as it did some of the other cities where there is not so great a diversity of manufacture. In this city, where there is a very large variety of industries, many of the men who were laid off in certain of the plants found work in the others. A number of big new industries plan to open here, employing thousands of men. Among them is the new Dunlop tire plant, the first unit of which is now practically finished. At this unit alone 5,000 persons are to be employed.

The Buffalo branch of the Columbia Graphophone Co., although its present quarters here are large, has outgrown them and is now seeking a location where it can get more space to handle the increasing volume of its business. If a new location can be found the company plans to make a rearrangement some time after the first of the year, according to G. W. Peace, the assistant branch manager. The present offices occupy the second and third floors of the building at 737 Main street.

W. T. Duffy has been transferred from the Dealer Service department to the merchandise department of the Columbia Co. here.

Mrs. Fred Mann, wife of the Boston manager of the Columbia Co., was a recent caller at the offices of the Buffalo branch.

G. W. Peace, assistant branch manager of the Columbia Co., who has been severely ill with pneumonia, is now able to be back on the job once more.

W. Lawton the branch manager of the company, is making a trip through some of the towns in his district.

Robert Hollinshead, formerly head of the Buffalo district of the Brunswick Co., has become associated with the Q R S Music Roll Co. here. Charles Markham, who has been with the company for some time, will take charge of the Brunswick Buffalo district.

A handsome store which will handle Brunswick phonographs and records exclusively has been opened in the Main-Utica section by Wehrle & Beach, who also have a store at Williamsville. It will be known as the Music Shoppe.

Another agency which has just been established by the Brunswick branch is at the Music Shoppe at Olean. This store, which is located at 113 North Union street, is operated by Houghton & Rungie.

The next meeting of the Buffalo Talking Machine Dealers' Association will be held January 12, when matters of general interest will be discussed. C. E. Siegesmund, president of the association, will be chairman of the meeting.

The music trades group of the Buffalo Chamber of Commerce will hold a meeting January 25. General discussion will take up the meeting.

C. N. Andrews, Victor dealer in this city, was a recent visitor at the Victor Co.'s plant at Camden.

George W. Pound, secretary of the Music Industries Chamber of Commerce, is ill at the Lenox here. Physicians say it will be two or three weeks before he will be able to take up his work once more.

Some fine period models of Victrolas, which were on display in the windows of the Wurlitzer store, narrowly escaped injury when a gale which hit the city just before Christmas broke two of the windows. Fortunately, how-

ever, none of the machines was hit by the shattered glass.

There is an especially big demand for records now, according to dealers. "Whispering" is having an especially big run, and the dealers predict that it will exceed that of "Dardanella."

HELPING PARAMOUNT RECORD SALES

The Paramount Co. Issuing Attractive Display Features for Dealers' Use

PORT WASHINGTON, WIS., January 3.—The Paramount Co., manufacturer of the Paramount phonographs and records reports that during the month of December the company moved more records from the factory than during any previous month in its history. The Paramount Co. has been paying particular attention to its Dealer Service department and has supplied to the retail trade many attractive displays that have aided in sales building.

The latest of these sales helps was a snappy poster for window display, printed in black and yellow on white and featuring the fox-trot "Margie." A jazz band in full action is shown at the top of the poster.

CALENDAR FROM "PEARSALL KID"

A companion gift to the memorandum pad and holder issued by the Silas E. Pearsall Co., Victor wholesaler, New York, last year was given this Christmas to its many friends in the trade in the shape of a perpetual desk calendar in lacquered brass. The calendar is perpetual and is finished in the same handsome style as the token of last year.

Great expectations and small preparations usually go hand in hand.

J. A. FRYE WITH KNIGHT-CAMPBELL

Former Member of Victor Co. Traveling Department Becomes Sales Manager of Victor Wholesale Organization of the Knight-Campbell Music Co., in Denver, Colo.

DENVER, COLO., January 3.—The Knight-Campbell Music Co. has just announced the appointment of J. A. Frye, formerly connected for a long time with the traveling department of the Victor Talking Machine Co., as sales manager of



J. A. Frye

the company's Victor wholesale organization. The new move is considered a most important one, as Mr. Frye is well known in the trade and has a fund of experience in the Victor business that should prove of material value to the Victor dealers with whom he comes in contact through his new connection.

The Knight-Campbell Music Co. wholesales Victor goods in Colorado, New Mexico, Wyoming, western Kansas and Nebraska, and has built up an organization and a distributing plant that are up to the minute in every particular. The company maintains an elaborate dealers' service which carries up-to-date and modern business methods to the very doorstep of the dealer, as it were.

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps.

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 Wareroom

Distributors

- BRISTOL & BARBER, INC.
111 E. 14th St., New York City
- YARR & 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.
Butler Bldg., Detroit, Mich.
- THE REED CO.
237 Fifth Avenue, Pittsburgh, Pa.
- C. J. VAN HOUTON & ZOOM
140 S. Dearborn St., Chicago, Ill.
- SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas
- KNIGHT-CAMPBELL MUSIC CO.
1608 Wynkoop St., Denver, Colo.
- CHAS. H. YATES
311 Laughlin Bldg., Los Angeles, Cal.
- W. D. & C. N. ANDREWS
Buffalo, N. Y.
- SACHS & CO.
425 So. Wabash Ave., Chicago
- SHERMAN, CLAY & CO.
741 Mission St., San Francisco, Cal.
- JOHN A. FUTCH CO.
35 Auburn Ave., Atlanta, Georgia
1500 South Boulevard, Charlotte, N. C.
630 Washington St., Jacksonville, Fla.
- ORTON BROTHERS MUSIC HOUSE
Butte, Mont.
- GRAY & DUDLEY CO., Nashville, Tenn.
- ASSOCIATED FURNITURE MFRS.
St. Louis, Mo.
- W. J. DYER & BRO., St. Paul, Minn.
- AMERICAN PHONOGRAPH CO.
Burlington, Vt.
- JOSEPH BARNETT & CO., Cedar Rapids, Ia.

USE BRAINS, SAYS T. A. EDISON

People Fail to Develop Thinking Powers Because They Fail to Use Them, He Declares—Explains Popularity of Phonograph

"It is because they do not use their thinking powers that so many people have never developed a creditable mentality," according to Thomas A. Edison, in an interview appearing in the January American Magazine, entitled, "Why Do So Many Men Never Amount to Anything?"

"The brain that isn't used rusts," he says, "and the brain that is used responds. The brain is exactly like any other part of the body; it can be strengthened by proper exercise, by proper use. Put your arm in a sling and keep it there for a considerable length of time, and, when you take it out, you find that you can't use it. In the same way, the brain that isn't used suffers atrophy."

When asked which of his inventions he liked best, Mr. Edison replied: "I like the phonograph best. Doubtless that is because I love music. And then it has brought so much joy into millions of homes all over the country, and, indeed, all over the world. Music is so helpful to the human mind that it is naturally a source of satisfaction to me that I have helped in some way to make the very finest music available to millions who could not afford to pay the price and take the time necessary to hear the greatest artists sing and play."

"Many inventions are suitable for the people at large because of their carelessness. Before a thing can be marketed to the masses, it must be made practically fool-proof. Its operation must be made extremely simple. That is the one reason, I think, why the phonograph has been so universally adopted. Even a child can operate it."

"Another reason," he added, "is that people are far more willing to pay for being amused than for anything else."

\$100,000,000 CORPORATION TO FINANCE EXPORT TRADE

New Organization Formed Under the Provisions of the Edge Law at Meeting Held in Chicago Last Month—Expected to Be Ready to Operate Early in New Year

CHICAGO, ILL., January 3.—With the object of financing long-term foreign loans to build up the export trade of the United States the Foreign Trade Financing Corp. was launched here last month and a committee of thirty was named to perfect the organization immediately. John McHugh, vice-president of the Mechanics and Metals National Bank of New York, was named to head the committee and has consented to serve as permanent chairman of the board of directors.

Following addresses by leading American bankers, industrial and agricultural heads a committee on plan and scope presented its conclusions to the conference, which was called by the American Bankers' Association. The committee named a permanent organization committee of thirty prominent business men, recommended organization of a corporation capitalized at \$100,000,000, with a potential capacity of \$1,000,000,000, and asked for an immediate \$100,000 subscription to underwrite the corporation's organization activities.

The report of the committee was unanimously adopted, and following adjournment of the conference the permanent committee went into session for its preliminary work. It is planned to perfect organization and have the corporation in operation by January 1, 1921.

The plea for an underwriting subscription was answered immediately and the total amount of \$100,000 raised within ten minutes.

The conference unanimously adopted a report of the committee on plan and scope. The corporation directors are to be chosen as representative of commerce, finance, agriculture and industry, with due regard to geographical representation.

The committee named to supervise the formation of the corporation includes John Mc-

Hugh, Herbert Hoover, Paul Warburg, Charles H. Sabin, Fred I. Kent, A. T. Bedford, George E. Smith, Louis E. Pierson, John S. Drum, James B. Forgan, Thomas E. Wilson, Arthur Reynolds, Alexander Legg, Joseph de Frees, F. O. Watts, J. R. Howard, J. B. Culberson, Levi L. Rue, Philip Stockton, Oscar Wells, Julius H. Earnes, Herbert Myrick, John S. Lawrence, E. M. Herr, Roy D. Chapin, John J. Raskob, Charles A. Hinsch, Peter W. Goebel, Thomas B. McAdams and John Sherwin.

"This meeting marks the opening of a new day," said William C. Redfield, former Secretary of Commerce, after the conference. "I hope that the time will come when every industry will look back on this occasion as the time when things began."

Willis H. Booth, of the Guaranty Trust Co. of New York, characterized the decision as "the thing most necessary for the re-establishment of confidence both in Europe and the United States, to keep business going sanely and labor properly employed."

"It is a unique financial corporation," he went on, "inasmuch as it is the largest banking business ever organized and has been started in the open without financial profit to its originators and broadly participated in by leaders in banking, industry and agriculture alike. It should have the immediate effect of restoring better feeling in this country by showing the way for release of congested surpluses, both of farm products and manufactured goods."

HANDLING THE VICTROLA

H. Fraiberg & Sons, 5605 Fleet avenue, Cleveland, O., recently opened a new talking machine department in which the Victrola is being featured.

The Brooks Automatic Repeating Phonograph

is justly termed The Wonder Instrument. It has all the good

DEALERS

There are some communities where the BROOKS is not represented effectively as yet. Write us at once regarding your territory. We are planning a sales campaign of wide scope this year and large distributors and dealers will find the acquisition of the BROOKS line a big factor for business volume during 1921.



Model
145

THE REPEATING DEVICE

The Brooks Automatic Repeating and Stop Device is an exclusive Brooks feature. It gives this phonograph a broader scope than any other make and requires no attention beyond setting the needle and turning a little knob. It is to the phonograph what the self starter was to the automobile.



Model
165

qualities of other high grade makes, but is completely put in a class by itself by virtue of the inbuilt Repeating Device, which enables the operator to play any make of record, any desired number of times.

Shown are three Brooks models of different sizes, all beautifully carved and finished. Each style is identically equipped with the repeating and stop device.



Model
250

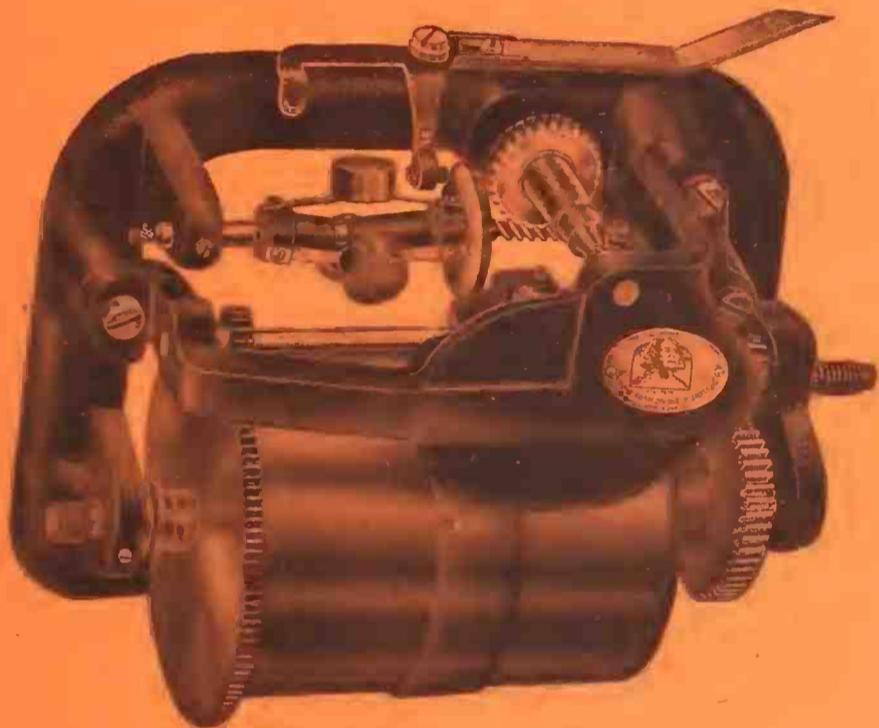
Brooks
The
Wonder
Instruments

**Automatic Repeating
Phonographs**

BROOKS MANUFACTURING COMPANY, SAGINAW, MICH.

The SPHINX MOTOR

Promotes Confidence and Sales



THERE is no part of the phonograph more vital to its successful operation and assured reputation than the motor. When the motor possesses the demonstrated merits of the Sphinx, it becomes a valuable sales feature that inspires confidence, stimulates buying and makes for rapid turnover.

The Sphinx Motor is the one motor designed in accordance with accepted engineering principles. Its practical selling advantages are definitely recognized by the trade.

To make the Sphinx Motor the basic sales feature of your 1921 sales campaign is to insure ready acceptance on the part of the ultimate user.

*The Standard by which all
Phonograph Motors are
judged and valued*



Reg. U. S. Pat. Off.

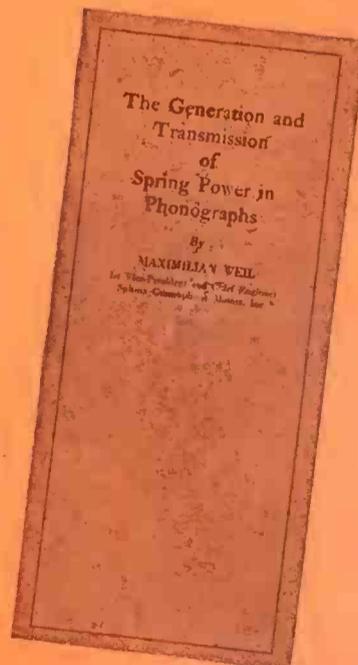
**SPHINX
GRAMOPHONE MOTORS, Inc.**

512 FIFTH AVENUE
NEW YORK

Just off the press--
Send for your copy today

THIS interestingly written, instructive pamphlet, prepared by our engineering department, will enlighten you on the most important facts about the generation and transmission of spring power in phonograph motors.

Extra copies will be cheerfully sent to you for distribution among the members of your selling organization.



ARTISTS' FIGURES DRAW TRADE

Showing of Miniature Figures Representing Noted Victor Artists Attracts Attention and Business to Retail Store in Philadelphia

PHILADELPHIA, PA., January 3.—One of Philadelphia's largest and most successful Victor dealers is B. B. Todd, whose warerooms are located at 1623 Chestnut street, on the great shopping thoroughfare. Mr. Todd is a strong believer in the advertising advantages of his windows on this busy street and gives much personal attention to their attractive dressing. He recently



Todd's Artistic Grand Opera Window

purchased a complete set of the operatic figures made by the Penn Phonograph Co., Victor distributors, also of this city, which have been used for window display purposes to excellent advantage.

In writing to the Penn Phonograph Co. of the success he attained through the use of those figures he stated in part: "We did not think for a moment that they would turn out to be such a big attraction. Having recently opened this store we found that it required something to attract the attention of the passers-by and this just seemed to fill the bill. In fact, people would stop their automobiles and get out to look at the figures. We also received quite a number of telephone calls from people who

passed by in the street cars congratulating us on the beautiful window display. I was a little discouraged some time ago at the amount of record business we had been getting, but as soon as we placed these opera figures in the window our cash record business almost doubled. So you can see that this was just the window attraction we required in order to make the passers-by realize that there was a new Victor store in this vicinity. We believe that the purchase of these figures is an investment worth while for the Victor retailer."

T. W. Barnhill, president of the Penn Phonograph Co., stated that other dealers had found these figures particularly attractive for the interior of their demonstration booths as well and that these figures on display during the demonstration of records had had a favorable result in the increased sale of Red Seal records.

SALES HELPS FOR SONORA DEALERS

Wealth of Excellent Publicity Issued by the Sonora Phonograph Co. for the Month

The dealer sales helps released by the Sonora Phonograph Co., Inc., as an aid to sales for Sonora dealers, include this month some new movie slides, some new display cards to use in the windows and street cars, 24 sheet posters for use outdoors, wooden road signs, special crystal glass sign, human figure cut-outs, several screens including one featuring the Adam period model, cover of the new Sonora song and copies of the song itself with dealer's name imprinted thereon, needle display card, a fourteen reason poster, needle display case, a binder for The Sonora Bell, the house organ; a glass Sonora bell, a glass trade-mark sign, a special decalcomania suitable to be mounted on either glass or wood or an automobile body, brass sign proclaiming the Sonora as "the highest class talking machine in the world," an art glass sign for use in demonstration booths, two electric light signs and other signs of various types.

PHILIP WERLEIN, LTD., IN NEW HOME

Prominent Victor Wholesaler Occupies New Building at 517-521 Bienville Street

NEW ORLEANS, LA., January 4.—Philip Werlein, Ltd., of this city, progressive Victor wholesaler, has recently moved into a new building at 517-519-521 Bienville street. The general plan of the building has been so arranged as to take care of every detail of the large wholesale Victor business which this company carries on. It is planned to have a very attractive reception room for visiting dealers, testing booths for demonstrating Victrolas and records, and especially modern and fine will be the service room designed to take care of every form of dealers' help that this company and the Victor Co. have available for the use of dealers all through the South. This new move of the Werlein Co. admirably exemplifies the wonderful growth of its Victor business and the desire to expand its organization to be able to take care of its dealers efficiently. Nineteen-twenty-one promises to be one of the largest years the Werlein Co. have so far enjoyed, and this fine new building is suitably equipped to take care of their ever-increasing business.

A. L. JEWETT WITH STARR CO.

Former Piano Man Now Engaged in Selling Starr Phonographs and Gennett Records

BOSTON, MASS., January 4.—A. L. Jewett, well known to the music trade in New England and in other sections of the country through his connection with the piano manufacturing business and at one time as president of the National Piano Co., is now associated with the Starr Piano Co., Richmond, Ind., traveling in the interests of Starr phonographs and Gennett records. Mr. Jewett's wide acquaintanceship among music dealers is standing him in good stead.



"A Manophone in Every Home"

What Tonal Quality Means

The strongest factor in the sale of a phonograph is Tonal Quality—resonance—vibration—volume!

This means that the instrument must be perfectly proportioned, evenly balanced and properly equipped with a noiseless, smooth-running motor. These essentials are requisite to the successful reproduction of music.

The Manophone

Master workmen fashion and finish every Manophone—men who have grown gray in the service of musical instrument manufacture. These men feel a sense of personal pride in the production of correctly made instruments.

That is why the Manophone possesses a distinctiveness which can only be described as Quality.

Manophone Dealers Wanted Everywhere

is the ideal instrument for the home. It actually reproduces,—not merely plays with disquieting rattles and scratches. Plays all disc records clearly and accurately with incomparable tonal quality and volume.

Every Manophone Dealer knows the advantages of these features. They play an important part in the development of phonograph sales.

If you are looking for greater profit possibilities in 1921 write at once for our Manophone Dealer's Business Building Plan.



The Manophone Corporation

Adrian

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Michigan

1920 BUSINESS SHOWS UP WELL FOR CLEVELAND TRADE

Many Retailers Surprised to Find the High Average—New Establishment Planned—To Reward Good Salesmanship—Talking Machines for Bonuses—Some Business-building Practices

CLEVELAND, O., January 5.—Predictions of a bigger year for the talking machine business in this section, based upon the fact that 1920 has exceeded even the remarkable achievements of 1919, are offered by leaders in the industry here following a careful survey of conditions among retailers and jobbers alike.

It was the belief of some retailers that they did not do the good business in 1920 that they expected until their figures were gone over, according to Ed B. Lyons, sales manager of the Eclipse Musical Co., Victor jobbers. It has been proved, however, that the reverse is true, and that although there were many inquiries for machines from consumers during 1919 that could not be met for lack of machines, at least of certain models, during 1920 there was a better opportunity to close real business because there was more merchandise to do the business with.

Planning New Establishments

It is admitted that, to equal or exceed the 1920 showing, harder work and real salesmanship will be necessary during the coming year. But that this does not dismay the live handler of talking machine merchandise is apparent from the fact that there are numerous individuals and groups seeking to open new establishments in the immediate Cleveland district.

Equally good results have been proved with other interests besides the Victor, including the Pathé, represented by the Fischer Co.; the Edison Phonograph Co.; the Columbia, for which J. L. Du Breuil is manager here, and others. Another healthy condition is the announcement by many firms that their staffs will be retained intact and that salaries will not be reduced.

To Reward Best Salesmanship

Among the interesting movements planned for the new year will be the campaign to ascertain the best Victor merchandise seller in the Cleveland and northern Ohio territory by the Cleveland Talking Machine Co. The incentive will be a trip, with all expenses paid, to New York, Philadelphia and the Victor factory at Camden, where a course will be taken in Red Seal salesmanship by the leaders in the race. The awards will go, one to the best seller in Cleveland, the other to the best in the outside territory. The work of the individuals during January will be taken as the basis for the campaign, which will run through February. It is expected that every retail establishment will have representatives in the campaign and that at least 500 young women will seek the high honor.

Children's Record Hanger a Hit

Meanwhile the hanger for children's records, issued by the Cleveland Talking Machine Co., is bringing the results expected of it. Considerable human interest, emanating from the small folk who come to dealers' stores, is developed. In one establishment a small child insisted that

a certain violin record simply had to be bought, though his elders wanted only dance records. Another recognized an air he had been learning at school and, like a well-known advertisement, wasn't happy till he got it. The result is, dealers assert, that many children's records that have been in stock for months are moving, as well as the newer and more popular pieces for the little people.

For Music Memory Contest

Industrial establishments, motion picture houses, and civic and women's organizations in Lorain will co-operate in a music memory contest to be conducted in that city under direction of Music Supervisor Wright.

Demonstrate Before Teachers

Series of lectures and demonstrations of Victor merchandise and its uses in school work were held by Miss Grazella Puliver, educational director the Cleveland Talking Machine Co., and Mrs. Beaver, of the P. B. Whitsit Co., during the conclave of the Ohio State Teachers' Association at Columbus.

Columbia Branch Managers' Meeting

Prior to leaving for New York to attend the convention of district managers of the Columbia Graphophone Co. J. L. Du Breuil, manager of the Cleveland district, held a branch managers' meeting at Hotel Winton here, attended by representatives from all parts of the territory. Plans for the new year were tentatively adopted and will be acted upon following developments at the national gathering of Columbia in New York City.

Open New Department in Newark, O.

Among new establishments to start the new year will be that of the John J. Carroll Co., Newark, O., one of the highest-class department stores in this section of the country. An entire floor will be used for the presentation and sale of Victor machines and records. A dozen or more booths will be used for demonstration purposes. An informal opening was held, at which 5,000 persons were present. Jack Evans, well known in the talking machine industry in the central part of the State, and noted for progressive achievement, will be in charge of the new department. A formal opening early in the Spring is planned, at which several unique features will be introduced to the trade.

A New Store in Dover, O.

Another new establishment is planned by W. A. Winkler, at Dover, O., in which novel arrangement of booths and presentation of records will be offered. While the department was in process of completion Mr. Winkler did not wait for business to come in, but went after it with the astonishing result that seven machines were sold in one day.

What will be practically an entirely new store for Victor merchandise is planned by the H. B. Kurtz Co., Conneaut, O. This firm had a fire

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilseley's Lubricant makes the Motor make good
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.
Put up in 1, 5, 10, 25 and 50-pound cans for dealers.

This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

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

some time back, but is now prepared to present Victor goods in a modern, high-class establishment. Several attractive features in the interest of patrons are planned by the management.

A New De Forest Store

William De Forest, of the M. V. De Forest establishments, has become manager of the recently acquired Niles, O., store of that firm and is completing arrangements to put this new account on a par with the already famous De Forest stores at Sharon and Greenville, Pa., and Warren, O.

A Handy Souvenir

The Cleveland Talking Machine Co. is distributing as a New Year's present, in fact an all-year-round, useful gift, a bound volume of supplements for the entire year of 1920. These supplements, being in handy form, are expected to be a considerable aid to dealers in stimulating record sales.

Talking Machines for Bonuses

January is the month of bonuses for employees in industrial plants in the Cleveland district. The policy of previous years will be carried out by numerous concerns in the territory. But instead of giving the winners of bonuses mere money they will give workers talking machines. At least this is the plan now being worked out by A. L. Maresh, of the Maresh Piano Co., and eagerly accepted by plant owners and managers, according to Mr. Maresh. It is Mr. Maresh's plan to sell talking machines of the better sort of Victor models to the factory heads and have them distribute them among employees. It is expected that at least one hundred machines can be sold in this manner. The plan will not only save money for those distributing bonuses, Mr. Maresh has learned, but will serve to exercise greater contentment in the home that music is recognized as making.

Hans Kindler Meets Local Dealers

Following its program for bringing the artist and those who sell the artist's records closer together, the Cleveland Talking Machine Co. was host to Hans Kindler, noted cellist, in the Cleveland Co.'s reception room. The meeting, like all of these gatherings, was well attended by representatives from local retail establishments.

Ted Lewis and Band Entertain

That the presence of artists before the people who know them only from records is a tremendous boost for machine and record sales is the firm conviction of G. E. Lennox, man-

(Continued on page 86)

Victor Dealers of the Rocky Mountain Region

Put Your Selling Problem Up To Us

Our expert staff of Victor merchandising specialists are at your command at all times—each offering you a real service in helping you to solve your retail problems.



Our five floors devoted exclusively to Victor goods, and to the needs of Victor dealers, are admirably equipped to offer a genuine service.

We Back the Dealer Who Backs the Victor

Knight-Campbell Music Co., 1608 Wynkoop Street, Denver, Colo.



And now — the SHOW DOWN

There is one thing that all talking machine people seem to have agreed upon, in the past couple of years.

It has been common talk that four—or, possibly, five—companies would receive the great bulk of the Phonograph business of the future.

Since 1914 the Phonograph business has been “exploited”, just as almost every other American industry.

Aladdin-like incidents are familiar to every one of us.

But Time, the Tomb-builder and Stabilizer, is fast restoring order.

And, after all is said and done, we always find that most everybody knows enough to “get in out of the rain”.

The Aeolian Company has always been the first musical instrument house of the world. It has never been anything else. It has had no side lines.

The scientifically constructed VOCALION and its realistic Red Records are in an assured position. The prestige of genuine merit and conservative merchandising makes them amply capable to receive the greater portion of the patronage of the critical.

THE AEOLIAN COMPANY
Aeolian Hall, New York

Chicago San Francisco St. Louis Cincinnati Boston London Paris
529 So. Wabash Ave. 455 Mission Street 1004 Olive St. 25 W. Fourth St. 190 Boylston St. 135 New Bond St. 32 Ave. De L'Opera

GOOD CLEVELAND TRADE IN 1920
(Continued from page 84)

ager of the Columbia Grafonola department of Brown Bros., following a concert at which Ted Lewis and his Jazz Band played before 1,000 persons that packed the lower floor of the Brown store. The event was arranged by J. L. Du Breuil, district manager of the Columbia, and H. S. Schultz, sales manager, and H. C. Cooley, assistant manager in this territory. Ted autographed records and these went like the proverbial hot cakes.

Santa Claus Brings Business

One of the biggest successes locally emanating from the holiday activities is attributed to the Randolph House of Good Music in having Santa Claus and his assistant, in person, advertising the house and delivering talking machines during the Christmas season. The innovation has been so good as a business getter that C. H. Randolph, head of the house and originator of the idea, is already figuring on using it on different occasions through the year. Santa Claus and his assistants were recruited from the work rooms of the house and garbed in true Santa Claus style. Between times of delivering merchandise to purchasers they were out on the street with the company's truck, equipped with a sound magnifying device attached to a talking machine, distributing literature and having a good time with the people generally. The move was supplemented by liberal advertising in daily newspapers, with pictures showing the Santas in action.

Novel Demonstrating Plan

The latest method of putting music into the home, even if people do not live there as yet, has been adopted by the Henry Leopold Furniture Co. Making arrangement with the Lovett Co., real estate dealer, the Leopolds have equipped completely a six-room house in the West End of Cleveland, installing therein a Victrola. The idea was originated by Henry Leopold, advertising manager. The completely furnished house, for sale without or with the furniture, was advertised and the first day 500 persons called to inspect the property, according to Lovett officials. Increased sales traced directly to the furniture display have followed, according to Gilbert Leopold, and it is expected that marked improvement in talking machine

SOSS
INVISIBLE HINGES

Soss Invisible Hinges
are essential to preserve the beauty of design, particularly when it is desired to disguise the talking machine cabinet. In many of the better cabinets of today Soss Hinges are used. They are mechanically accurate and can be installed quickly and easily.

Write for Catalogue T.

SOSS MANUFACTURING COMPANY
Grand Avenue and Bergen Street, Brooklyn, N. Y.

sales will follow as the plan becomes better known to home hunters. It is the purpose of the Leopold Co. to install talking machines and complete furnishings in a score of local homes.

The Kennedy-Green Co., Okeh record jobber in northern Ohio, announces the appointment of Tom O'Connor, well-known Cleveland business man, who will cover territory outside of Cleveland.

Unico President Entertains

Reyburn Clark Smith, president, and A. C. (Gus) Mayer, genial district manager, of the Unit Construction Co., were recent visitors in the Cleveland district, surveying the activities of different firms in the industry as a basis for the 1921 campaign of their company. While here Mr. Smith was host at a dinner to mark the departure to Los Angeles of Milton Ganger, formerly with Cleveland talking machine firms and more recently of the Smith Music Co., Ashland, O. Members of the party included C. K. Bennett, general manager; Ed B. Lyons, sales manager; Earle Poling, traveling representative, and Mrs. I. M. Howard, record department manager, the Eclipse Musical Co.

"Columbia Week" Successful

Continuance of the campaign inaugurated largely for the benefit of dealers for the holiday period is contemplated by Cleveland district officials of the Columbia Graphophone Co. The plan, in effect several weeks, has been productive of extraordinary business for all dealers who have taken part. Several different phases have been combined by Columbia leaders here to make a harmonious whole for the event. Window decorations, signs, circular advertising of newspaper-page size, newspaper advertising and other material have been prepared at headquarters here and sent to retailers. The event is known as "Columbia Week." Arrangements have been made with grocery stores and other retail places where many people gather daily, to install machines and sets of records and have the machines play constantly. A neat sign states the machine is from a certain dealer.

Young women, supplied with quantities of records, call at the homes of the people, asking to play these records on the machine owned by the householder. They sell no records, but advise of the event being held at the dealer's store. Machine owners go to the store and buy new records. In homes where there are no machines a note is made, a machine is sent out on trial for a period and usually is purchased within a few days after the initial trial. The campaign has been conducted under personal direc-

tion of J. L. Du Breuil, district manager; H. C. Cooley, assistant manager, and H. C. Schultz, sales manager.

Muehlhauser Co. Plans

An enlarged talking machine department, with several unique features for patrons, is included in the plans of the Muehlhauser Bros. Piano Co., which moves to its new location at Euclid avenue and East Twenty-first street February 1. The new location will provide a total space of 8,000 square feet, twice as much as this progressive house started with three years ago, when it entered the music field here. Although the Muehlhauser firm is new as a firm, it is old in its personnel, as the members—Adolph Muehlhauser, president; Otto C., vice-president and general manager, and Fred, treasurer, have spent a lifetime in the trade.

ATTENDING FURNITURE EXPOSITION

H. C. Naill, of the Geo. A. Long Cabinet Co., has left for Grand Rapids, Mich., where he is attending the Furniture Exposition being held in that city from the first to the twenty-second of January. Mr. Naill is going in the interests of the Geo. A. Long Cabinet Co. to promote the Long line of specialties which are being exhibited.

MAIN-SPRINGS

For any Phonograph Motor
Best Tempered Steel

1 in. x 10 ft. for Columbia.....	Each	\$0.50
1 in. x 13 ft. for Victor.....	Each	0.50
1 1/4 in. x 18 ft. for Victor.....	Each	0.75
1 in. x 12 ft. for Heineman.....	Each	0.60
7/8 in. x 10 ft. for Col. Pathé-Heineman	Each	0.50
1 1/8 in. x 16 ft. for Heineman.....	Each	1.20
1 x 16 ft. for Saal or Silvertone....	Each	0.90
1 in. x 10 ft. for Saal or Silvertone..	Each	0.60
1 in. x 16 ft. for Sonora or Brunswick	Each	0.90
3/4 in. x 10 ft. for all small type machines	Each	0.45
1 1/2 in. full size for Edison Disc.....	Each	2.10

SAPPHIRES—Genuine

Pathé very best loud tone genuine, each 15c; 100 lots, \$11.50.
Edison very best loud tone, 15c each or \$12.00 in 100 lots.

MOTORS

Special price on Krasberg motors.
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.

Eastern Sales & Export Office
WILLIAMSPORT, PA., U. S. A.

Eastern Sales Agents for

Universal Stamping & Mfg. Co.
Master Motors

H. G. Saal Co.
Famous Saal Motors

Sterling Devices Co.
Guaranteed Tone Arms

Villinger Mfg. Co.
Phonograph Hardware

Electric Motors
100 Per Cent. Efficient

Eastern Sales & Export Office
Williamsport, Pa., U. S. A.



The Fibre Needle Builds Enthusiasm

It makes constant purchasers of talking machine records.

It creates increasing appreciation of the more standard types of music and directly affects the sale of operatic records.

It places the talking machine upon a higher plane as a home entertainer

And therefore

Helps you to sell more and better machines.

Push the Fibre Needle

B & H FIBRE MFG. CO.

33-35 W. Kinzie Street, Chicago, Ill.

INTENSIVE SALES PROMOTION IN MILWAUKEE

This Policy to Be Pursued Throughout Trade This Spring—Enormous Holiday Record Business—Leading Jobbers and Dealers Optimistic Regarding Outlook—News of Month

MILWAUKEE, Wis., January 10.—In the realization of the fact that the "acid test" for the talking machine business has come, the trade in Milwaukee is engaged in the most intensive sales promotion campaign that has ever been put forth. Holiday business received an injection of this sort during the latter part of November and throughout December, with the result that what ordinarily might have been a rather restricted volume of business assumed proportions that were very satisfactory.

Most of the retail stores entered the new year with a larger carry-over of stock than a year ago. The inventories, however, are not regarded as excessive, for in most instances they are no larger than customary at this time. Nevertheless the amount of merchandise on hand is sufficient to awaken all to the need of applying the most substantial salesmanship principles that have ever been required if business between now and the Easter holiday season is to be sustained at the desired point.

Holiday business in records unquestionably was the largest in history, and the shelves of all dealers were so bare on January 1 that it might truly be said that record stocks were "shot to pieces." Dealers are gradually accumulating new stocks. The demand since the holidays has kept up wonderfully well and the local trade looks for a continuance of good record business for a long time to come.

One thing which dealers feared might result from the unusual conditions prevailing in business generally, namely, that some stores might undertake extreme measures to move stocks, came about only to a small extent. However, some apprehension still is expressed that some efforts will be made to stimulate business by offering instruments at greatly reduced prices. It is figured that as the new year moves on, trade will not be exceptionally brisk for a few weeks, while some members of the trade will deem it necessary to convert merchandise into cash and try to accomplish this by playing the popular melody of the day, "cut prices," the favorite device of merchants in many other lines for the last five or six months.

In the main, however, the local trade does not believe in that kind of merchandising. This is especially true of dealers who belong to the Milwaukee Association of Music Industries and through such membership do not countenance unethical business methods. It is felt that while post-holiday business, as usual, will not be especially active, it will not be necessary to break down the standards of the music business to liquidate stocks, regardless of the pressure.

The Better Business Bureau of the Milwaukee

Personal Service

G. F. RUEZ
Pres. and Treas.

H. A. GOLDSMITH
Secretary

S. W. GOLDSMITH
*Vice-Pres. and
General Mgr.*

The members of our company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Get acquainted with the Badger brand of personal service.

Badger Talking Machine Company

Exclusive Victor Distributor

135 SECOND STREET

MILWAUKEE, WIS.

Association of Commerce, with the co-operation of the Music Industries Chamber of Commerce Bureau, nipped in the bud a number of attempts made by several Milwaukee dealers to "put over" some campaigns that smacked of bad ethics. Oscar H. Morris, director of the Milwaukee Bureau, is keeping an eagle eye on the advertising of all business men to prevent a turmoil of bad publicity, for which present conditions are likely to open the way.

Talking machine dealers are very much encouraged by the fact that numerous large industries in this city, which have been running at greatly reduced capacity, or been entirely idle for several weeks or longer, are now resuming normal operations, re-employing thousands of men whose earning power has been sharply reduced. It is a fact, however, that idleness was probably less in Milwaukee than in other large cities, due to the fact that the industry of this city is the most diversified of any big community, as a consequence of which men released from certain plants were readily absorbed by others.

According to Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber, 135 Second street, 1921 is bound to be a big year because an early return of industrial and commercial activity is bound to create another era of prosperity. The public is too well sold on music, he says, to stop buying musical instruments. The market is far from being saturated. At the same time business in records is certain to be heavy because of the enormous number of instruments now in homes and factories which require constant new purchases.

Thomas I. Kidd, manager of the Brunswick-Balke-Collender Co., 275-279 West Water street, is one of the real optimists in regard to the future of the talking machine industry. Sales of the Brunswick in 1920 in Mr. Kidd's territory were far and away the largest in the history of the house, and his dealers are continuing to place very satisfactory orders, both for instruments and records.

"We have not the least complaint to make about Sonora business," said Fred E. Yahr, president of the Yahr & Lange Drug Co., 207-215 East Water street, distributor of the Sonora in Wisconsin and Upper Michigan, "Naturally, trade is not so active now as it was in the last two to three months, which is to be expected

after the holidays are over, but business is picking up nicely and we feel that we are going to have the best year we have ever known."

Charles J. Orth, distributor of the Puritan in Wisconsin and northern Michigan, expresses satisfaction over conditions and is mapping out campaigns for the rest of the Winter and the coming Spring which are laid on much broader lines than ever before. Easter coming considerably earlier this year than usual, Mr. Orth believes, will be a material factor in stimulating music business of all kinds, and especially the talking machine and record line.

The Phonograph Co. of Milwaukee, 49 to 51 Oneida street, Edison distributor, has recently increased its capital stock from \$100,000 to \$150,000 to accommodate the expansion of its business and provide for further enlargement.

Miss Helen Gunnis, for several years at the head of the talking machine department of the C. W. Fischer Furniture Co., 211-215 Second street, Milwaukee, has joined the staff of the Edmund Gram Music House, 414-416 Milwaukee street, which features the Aeolian-Vocalion and the Cheney. Miss Gunnis had wide experience in retailing the Cheney during the time the franchise was held by the Fischer Company. She is widely known in the trade, and has done considerable recording for the Aeolian-Vocalion and Columbia records.

Raimund Wurlitzer, son of Howard Wurlitzer, president of the Rudolph Wurlitzer Co., Cincinnati, was married December 30 to Miss Pauline Theckla Pabst, daughter of Frederick Pabst, of Milwaukee. Mrs. Wurlitzer's grandfather was the founder of the great Pabst brewery.

Page & Zimmermann, Ladysmith, Wis., retail jewelers and Pathé dealers, have separated the two lines and installed a complete music store in the Page building. The new store is one of the handsomest in northern Wisconsin and has been especially well stocked with instruments and records.

The H. C. Bendler Co., Sheboygan, Wis., Brunswick dealer, has opened a branch store at Sheboygan Falls, a thriving community about seven miles west of Sheboygan. The store is temporarily quartered in the Frank A. Stroub pharmacy.

Clemens Rejnders, a leading furniture dealer of Kewaskum, Wis., has opened a talking machine department which features the Edison.

THE TOLEDO TALKING MACHINE CO.

TOLEDO, OHIO

WHOLESALE



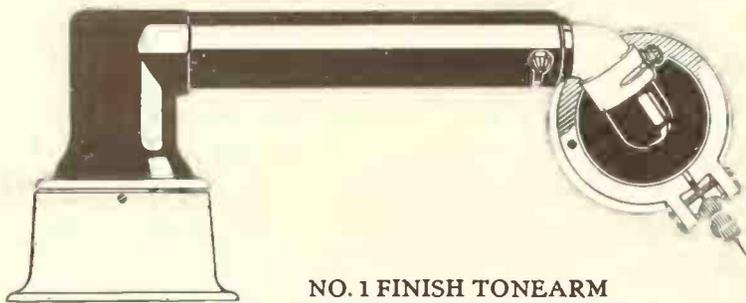
EXCLUSIVELY

THE SCOTFORD TONEARM AND SUPERIOR REPRODUCER

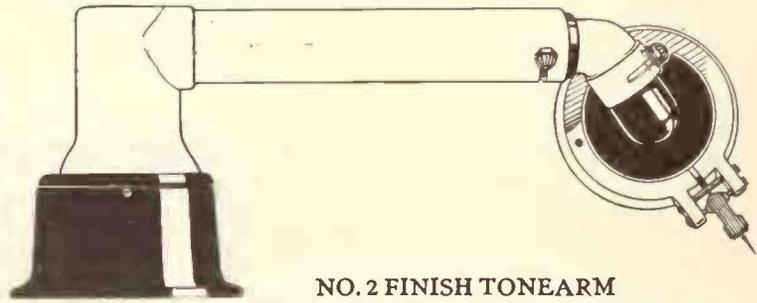
Manufactured under the Patents of Louis K. Scotford

Some New Finishes and Reduced Prices for 1921

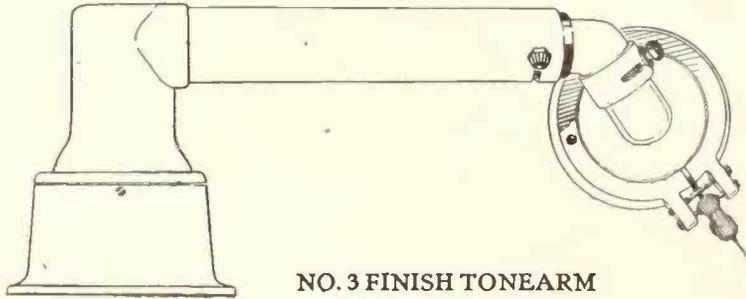
Before making your Tonearm and Reprodncer contract for 1921, it will be to your interest to try out the Scotford inventions. Samples of the several combinations illustrated below will be submitted on approval to responsible rated firms. New concerns not rated may try out any or all of the models on depositing the list prices, and we agree to refund the full amount on return of the samples—or will adjust the price at quantity rate if a quantity is later ordered



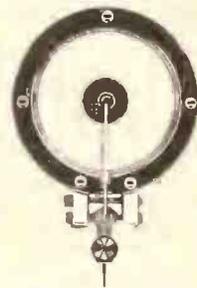
NO. 1 FINISH TONEARM
Plated Base, Black Main Elbow and Tube, Plated Connection with No. 1 or No. 2 Finish Reprodncer



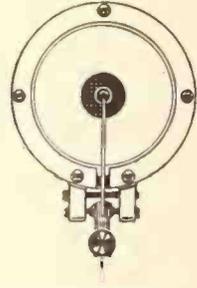
NO. 2 FINISH TONEARM
Black Base, Plated Main Elbow and Tube, Plated Connection with No. 1 or No. 2 Finish Reprodncer



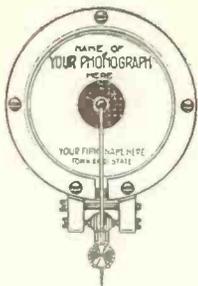
NO. 3 FINISH TONEARM
with No. 3 Finish Reprodncer
All Parts Plated



NO. 1 FINISH REPRODNCER
Black Face Ring and Back
Plated Frame

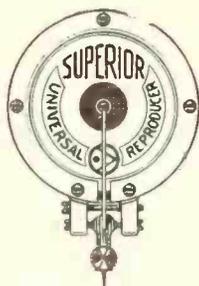


NO. 2 FINISH REPRODNCER
Plated Face Ring and Frame
Black Back
NO. 3 FINISH
All Parts Plated

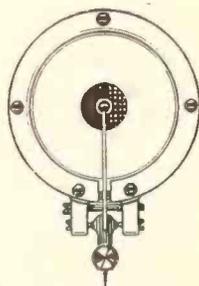


MICA DIAPHRAGM
Your Nameplate

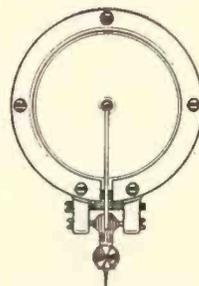
No extra charge for Reprodncer with individual nameplate when the necessary Decalcomania Transfers are furnished by customer. Such Transfers require four to eight weeks to manufacture



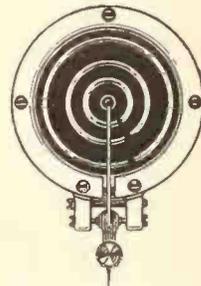
MICA DIAPHRAGM
"Superior" Nameplate



MICA DIAPHRAGM
Plain Gilt Plate



MICO MPO DIAPHRAGM
Plain Gilt Plate
"Superior" Nameplate
or Your Nameplate



BLACK DIAPHRAGM
Plain Black
Gilded
or Your Nameplate

List Prices, including Parcel Postage

	PLATINOID or NICKEL PLATE	POLISHED ROMAN GOLD PLATE
No. 1 FINISH Tonearm and Reprodncer	\$7.00—Reprodncer only \$4.00	\$ 9.00—Reprodncer only \$5.00
No. 2 FINISH Tonearm and Reprodncer	\$7.75—Reprodncer only \$4.50	\$10.00—Reprodncer only \$5.50
No. 3 FINISH Tonearm and Reprodncer	\$8.50—Reprodncer only \$5.00	\$11.00—Reprodncer only \$6.00

Prices stated are for the Reprodncer with First Quality Clear India Mica Diaphragm. For MicoMpo or Black Diaphragm deduct 50 cents

PLATINOID is a new electro-plate finish which looks like Silver but costs no more than Nickel. Unlike Silver or Nickel, it is non-tarnishable

Quantity Prices are Much Lower than List Prices above

BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets - CHICAGO

On the Columbia Novelty Record this month the Royal Serbian Tambouritza Orchestra plays two waltzes—"Spring Flowers" and "Quiet Night." How those novelty records do sell! E-4624.

**Columbia Graphophone Co.
NEW YORK**



INDIANAPOLIS CONTINUES TO BE A BUSY TRADE CENTER

W. J. Baker in Charge of Brunswick Business—Hopkins Purchases Edison Shop—Kipp Entertains Forces—Stewart Data on Deferred Payments and Interest—New Columbia Manager

INDIANAPOLIS, IND., January 5.—W. J. Baker, of Chicago, for the last three years traveling auditor of the Brunswick-Balke-Collender Co., has been placed in charge of the Indianapolis branch of that company to succeed Manager Frank Buttweiler, who has been placed in charge of the Cleveland branch. Mr. Baker has been with the company eleven years, serving in various capacities at Grand Rapids, Mich.; Toledo, Detroit and Chicago.

Associated with Mr. Baker in the Indianapolis branch is A. G. Burr, sales manager. Mr. Burr is widely known in Indiana and Illinois and has been with the Indianapolis branch since last June. He speaks most enthusiastically of the year's business in Brunswick machines, which, he says, has been much larger than the business of the previous year. The number of Brunswick dealers in Indiana, he says, has doubled within the last few months and the prospects are that the number will be again doubled in the next year. He is planning now a larger and more elaborate demonstration room and will soon enlarge the record stockroom which was constructed a few months ago with the expectation of its being ample in size for several months yet to come.

C. A. Grossart, manager of the Brunswick Shop, says that he did a remarkably good holiday business, particularly in records. He says he turned over his record stock many times during the month of December and was hard pressed to serve all the buyers.

Among the Victor dealers of the State who exhibited much activity in an advertising way during the holiday season was O. L. Foster, of Lafayette, whose quarter-page newspaper advertisement afforded an example of excellent copy containing a personal appeal that was exceptionally good. Following a general argument on the supremacy of the Victrola this dealer inserted in typewriter type, signed with a

fac-simile of his own signature, the following message:

"For more than ten years I have sold Victrolas in Lafayette. During this time I have been offered the agency for each of the other makes of instruments. If there were any instrument that could qualify in the same class as the Victrola I would have welcomed it long ago, as I have never yet been able to secure enough Victrolas to supply the ever-increasing demand."

George E. Stewart and E. T. Huller, as a vigilance committee representing the Stewart Talking Machine Co., corrected some misleading advertising used by an Indianapolis furniture store and an Indianapolis drug store. The committee, with the support of a representative of the Indianapolis Better Business Bureau, induced the furniture dealer to surrender the Victrola sign with which he had been advertising two phonographs of another make and induced the druggist to change a window sign to read "Phonograph needles" instead of "Victor needles."

Purchases Edison Shop

The Hopkins Music Co., headed by W. O. Hopkins, has purchased the Edison Shop from the Kipp Phonograph Co. Mr. Hopkins will continue to be the manager of the store.

Mr. Hopkins says the record sales during the holiday season were far ahead of the sales in previous years. The capacity of his record department, he says, was taxed to the limit in caring for the trade. The average price of machines sold during the last weeks of the year was higher than last year, according to Mr. Hopkins.

William S. Cooke, manager of the Indianapolis Talking Machine Co., says that on the day before Christmas he did the largest record business in the history of the store. One of the features of Mr. Cooke's holiday offerings was a

"nursery" machine which he personally evolved by the artistic application of a paint brush to the \$75 type of Victrola. What Mr. Cooke did was to make the machine white with blue trimming and fanciful pictures of Mother Goose characters well known and well beloved of children.

Kipp Phonograph Co. Entertains

On December 27 the Kipp Phonograph Co. entertained the men of its sales and shipping force at the annual stag party that is a regular event of the company's holiday celebration. A feature of the party was the initiation of new members. The ceremony was conducted under the direction of Walter E. Kipp, president, acting as "High Priest of Ceremonies," and H. G. Anderson, general sales manager, acting as "High Guard and Guide." A banquet was served in the packing room with all the style of which one of the well-known caterers of the city was capable.

A dinner and entertainment for the benefit of the women members of the force was given on December 29. This comprised a banquet and dance at the Athenaeum, following a theatre party at the Murat Theatre to witness "The Charm School." The men of the sales force, with their wives, were guests at this affair, as were the women of the sales and office force.

Miss Minnie Springer, manager of the Victrola department of the Taylor Carpet Co., says that her Christmas business was by far the best in the history of the store. She says she is inclined to credit this largely to the fact that during December the department was advertised on twenty-one large billboards in Indianapolis. These billboards had been used by the seven Victrola dealers of the city for one year ending November 30, after which time the Taylor Carpet Co. contracted for them for an indefinite period.

Dealers Favor Interest Charges

The Stewart Talking Machine Co. has been conducting a field investigation on the question of charging interest on deferred payments. The investigation was conducted by letter and personal calls among the representative dealers in its territory and it showed that ninety-two out of 102 dealers favor the establishment of an interest rate. The questions asked of the dealers were as follows:

Would you like to see all Victor dealers charge interest on deferred payment contracts?

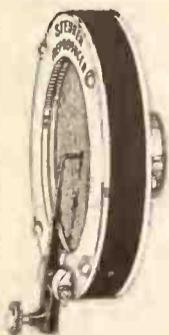
Do you charge interest on sales of this nature? What rate? How long have you used this system?

If you are using this system at the present time please explain in brief your ideas concerning it and what effect it has on your sales.

If you are not in favor of charging interest on deferred payment contracts state briefly your main objections.

Ninety-two dealers answered "yes" to the first question. Seven dealers answered "no." Three dealers expressed indifference on the question, two of them saying they sold for cash only.

Of the ninety-two who favored adopting the
(Continued on page 92)



You have probably tried many reproducers hoping to find one which will overcome and eliminate thin, metallic, sharp tones. The STEURER REPRODUCER will satisfy you that we have succeeded in producing roundness of tone, volume, detail and a quality of tone entirely free from nasal or metallic characteristics.

We guarantee satisfaction.
Samples to the trade, \$7.00 each.
Fully covered by patents.

Steurer Reproducer Company, Inc.

158 West 21st Street

New York City

INDIANAPOLIS A BUSY TRADE POINT
(Continued from page 91)

plan of charging interest, fifty-five favored the interest rate of 6 per cent, seven favored 7 per cent, five favored 8 per cent, one favored 10 per cent and three said they did charge interest of some sort, but did not say how much. Twenty-one dealers were uncertain as to what the amount of interest should be.

Of the seven dealers opposing an interest charge one gave as his reason that interest is hard to compute and so causes trouble in book-keeping. He said, also, that such a charge would be contrary to the policy of his house, whether in the sale of Victrolas or other merchandising. Another opponent of interest charging declared that in department stores the Victrola leaseholders make better payments than do those on open account.

F. L. Scott, Jr., New Columbia Manager

F. L. Scott, Jr., for the last year manager of the dictaphone department of the Dallas, Tex., branch of the Columbia Graphophone Co., has been made manager of the Indianapolis branch of the company, to succeed B. L. Brown, who resigned to enter the real estate business in Indianapolis. Mr. Scott has been with the Columbia Co. since 1908, except for a period of three years, when he was an officer in the regular army. He located at Dallas after his discharge from the army. Prior to his army service he was connected with the St. Louis branch.

Mr. Scott reports the business in his territory during the holidays was nearly equal to the business of the corresponding period last year. Some of the dealers, he says, did a better business. He attributes the success of the season largely to an intensive house-to-house sales campaign carried on during December in sixteen Indiana towns and five Kentucky towns.

J. M. Bayliss, of the New York executive office of the Columbia Co., has been in Indianapolis to make final plans for the interior layout of the new standardized Columbia branch to be located in the six-story concrete building erected for the Capital Paper Co., at 225-229 West South

Stewart
Talking Machine Company

JOBBER
for the
Victor
Talking
Machine
Company

Victor
His Master's Voice
RECORDS PAY OFF

Indianapolis

street. It is planned to make the new branch one of the most modern phonograph distributing plants in the United States.

New Home for Capital Paper Co.

The Capital Paper Co., distributor of the Kimball phonographs, will move into its new building about January 15. C. F. Kahn, manager, says the phonograph business, which they have carried three months, will be made a full department, with E. H. Jarrard as manager. Mr. Jarrard was formerly manager of the Amberola department of the Kipp Phonograph Co. The new building will provide a display room with 700 square feet of floor space. The company has Indiana and part of Illinois for distribution of the Kimball machine and also of the Grey Gull records. It supplies fifty-two dealers in Indiana.

Among the new dealers in Indiana to become

agents for the Pathé phonograph during the last month are J. M. Harney & Son, of Union City, and James W. Dauthitt, of Bedford. C. O. Mueller, manager of the Pathé department of the Mooney-Mueller-Ward Co., reports the holiday business in his territory to have been very satisfactory.

Reports from the distributors and dealers generally in the Indianapolis territory indicate practically a normal business in the leading makes of phonographs, while the popular makes of records sold ahead of the holiday season last year. It is conceded that while buyers held back from buying costly products they bought freely of the less costly, a fact made apparent by reports of unprecedented parcel-post business, both outgoing and incoming, through the Indianapolis post office. Although the holiday business was chiefly in small goods and merchandise, yet phonographs sold showed a higher average price than last year.

SLUMP IN DEMAND FOR SHELLAC

Reports From Calcutta Are to Effect That Stocks Are Piling Up and Prices Falling

According to reports from Calcutta, India, there is being experienced a steady decline in the demand for shellac, with the result that heavy stocks are being accumulated by the dealers in that section with a resultant drop in prices. In calling attention to the situation the Journal of Commerce, New York, declares that the slowing down in demand for phonograph records is responsible for the situation in the shellac market, and gives the talking machine industry credit for consuming 85 per cent of the total output of shellac.

Inasmuch as any slump in talking machine business has affected machine sales particularly, and the record output in most cases has been little, if any, in excess of demand, it seems as though the newspaper was wrongly informed regarding the facts of the situation. However, the news that shellac is coming down in price is in itself encouraging.

Wholesale 1921 Exclusively

THE continuous demand for the Victrola is proving that "all is not gold that glitters." So concentrate your efforts where the results will be greatest.

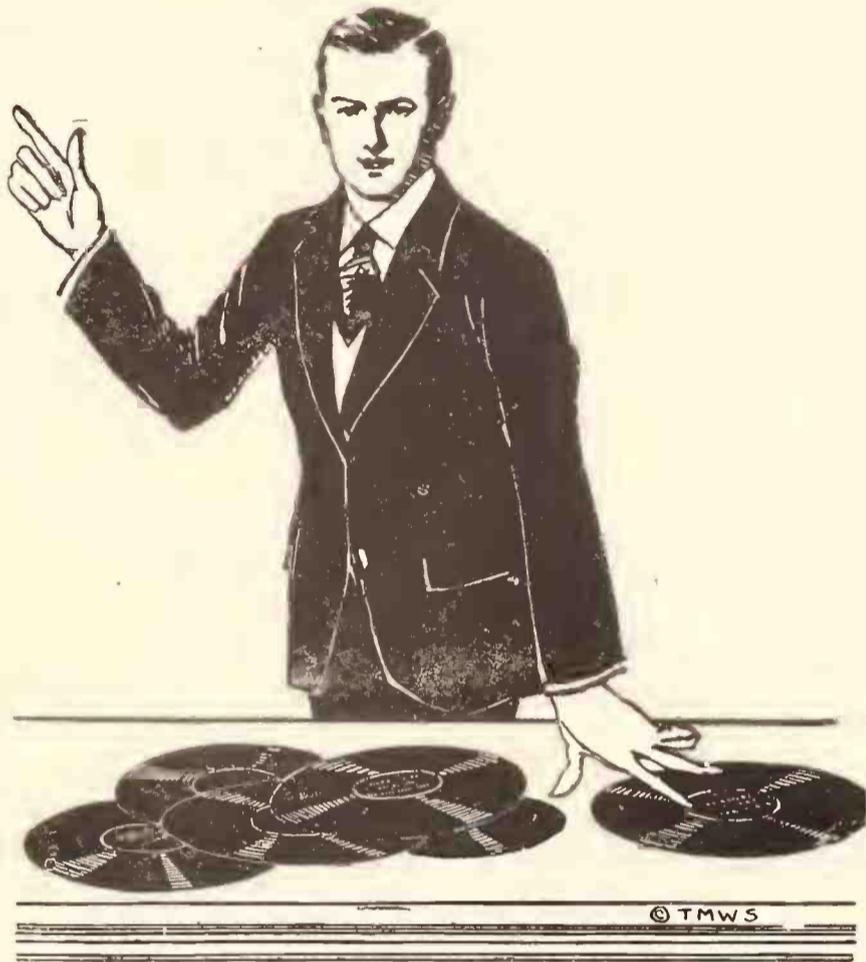
Pearsall Service is an aid to better business.

10 EAST 39th ST. NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

TRUST IN EXPERIENCE



ABSOLUTE control of every situation comes from knowledge of the **FACTS**—not from guesswork or theory.

WHEN YOU SIGN UP for the **TALKING MACHINE WORLD SERVICE** exclusively in your city you secure the best that money can buy in the way of service from highly trained retail music experts.

THE COST? NOTHING—when you notice the results obtained for the money invested.

WE WILL GLADLY forward complete information regarding the **TALKING MACHINE WORLD SERVICE** upon receipt of the attached coupon.

Talking Machine World Service,
373 Fourth Avenue, New York City.

If other dealers in big cities as well as small towns are getting results and making a big profit on the Talking Machine World Service, I'd like to know all about it. Without obligation, send me sample copies of ads, form letters, ideas, etc. Tell me what it will cost per month for exclusive use in my territory.

The population of my city is.....
I handle these machines.....
My firm name is.....
By
My address

K.-1-15-21.

Mail the above coupon today.

TALKING MACHINE WORLD SERVICE
373 FOURTH AVENUE
NEW YORK CITY

LARGE TOTAL SALES RECORD FOR YEAR IN LOS ANGELES

Review of Business Conditions—Victor Period Designs Grow in Favor—Brunswick Activity—Garbett Delivers Interesting Lectures to Victor Dealers Under Auspices of Sherman, Clay & Co.

LOS ANGELES, CAL., January 4.—Considering that the business for the month of December, 1919, was phenomenal, that for the last month of 1920 was extremely satisfactory, for the volume of the sales exceeded that of the former by a large margin in the aggregate. Many firms showed a large increase over the corresponding month of the previous year, while others claimed that they at least equaled last year's figures for the month, but none admitted a falling off. Total sales for the year 1920 far exceed those for 1919. There is a general feeling of optimism for 1921.

Sells First Period Model for Cash

H. H. Fish, of the Southern California Music Co., enjoys the distinction of selling the first of the Victor Victrolas of period design. These models, which have been looked forward to for a really long time, reached Los Angeles just

in time for holiday business and have been much admired for their superb workmanship and excellent tone. Mr. Fish sold a Louis XVI Electric for \$1,265 cash.

War Hero in Santa Barbara

After a splendid war record in France, William de Vitalis returned to New York suffering from the effects of poison gas. He was advised by physicians to take up his residence on the Pacific Coast, and located in Santa Barbara, where he was given charge of the Vocalion department of Bolton & Jones. Mr. de Vitalis was formerly at Aeolian Hall, New York.

Blue Bird Manager Returns

After an extended six-weeks' trip in the East, M. F. Fybush, general manager of the Blue Bird Talking Machine Co., has returned to Los Angeles. In discussing the readjustment period which had been reached in the phonograph busi-

ness, as in other lines, Mr. Fybush expressed the opinion that the public would demand 100 per cent merit in the goods that they purchased and that the manufacturer who concentrated along these lines was bound to survive and win out.

Barker Bros. Have Busy Days

During at least two weeks previous to Christmas Day the thirty-two record demonstration booths and salesrooms in the phonograph department of Barker Bros. were taxed to their limit, and there were times when customers were obliged to await their turn to listen to records in comfort. General Manager Booth reports that the sales for December far exceeded those for the corresponding period of last year.

New Vice-president at Richardson's

Wid Gunning, editor of "Wid's Daily," the publication which is known far and wide as the "Dun and Bradstreet" of Filmdom, has secured an interest in Richardson's, Inc., and was recently elected as one of the vice-presidents of the company. Mr. Gunning was well known formerly in talking machine circles and was at one time a member of the traveling sales force of the Victor Talking Machine Co.

Opens Special Repair Shop

A much-needed repair shop has been opened by F. L. Cook in the Bumiller Building. Mr. Cook is well known among the trade as a very competent expert repairman and "trouble shooter," and his shop will be much appreciated by dealers whose own repair departments are extra busy or who are without such help.

Pathé Rooster Holds Sway

The phonograph department of Goodan-Jenkins Furniture Co. is devoted exclusively to the sale of Pathé phonographs and records. W. C. MacDonald, manager of the department, is a very enthusiastic devotee of Pathé products and believes that the public is realizing more and more the points of excellence of the Actuelle and of Pathé records.

Wiley B. Allen Co. Specializes

Manager Tucker and his able department manager, Mr. Jackson, seem determined to leave no stone unturned towards making their record department second to none. Accordingly the services of Mrs. Greenwood have been engaged as a combination efficiency, educational and originality expert. Mrs. Greenwood comes well equipped through the experience which she gained on the educational staff of the Victor Talking Machine Co., and this, combined with a charming personality and a wonderful and untiring capacity for hard work, cannot fail to produce results.

Barnes Boosts Brunswicks

Some very excellent publicity is being given the Brunswick phonograph and records by the Barnes Music Co. George H. Barnes, president of the concern, has a strong grudge against himself; instead of being head of a very successful music house he should be devoting all his time to advertising. It is too bad but cannot be helped, although doubtless there are many who would trade jobs, and anyhow, George lets off steam by writing the copy for the Barnes Music Co., and it is very good and, what is most important of all, it produces results.

Sherman, Clay & Co.'s Dealer Service

A series of lectures have been recently given to Victor dealers by A. F. Garbett, special representative for Sherman, Clay & Co., Victor distributors. Mr. Garbett was formerly with the Victor Talking Machine Co. and edited both the Victor monthly supplement and the Voice of the Victor. His knowledge of music is very extensive and he seems to have mastered the art of record salesmanship. His lectures filled his hearers with renewed enthusiasm and gave entirely new and original ideas both from a psychological point of view and a musical sense. Reports have already been made of direct results obtained by his pupils at these few lectures.

Harry Clubb, who was very well known in Los Angeles in former days and was for years in charge of the talking machine department of the Wiley B. Allen Co., was a visitor here for a few days recently. He was heartily welcomed.

TALKING MACHINE WORLD

YOU HAVE AGAIN DEMONSTRATED YOUR WONDERFUL
"PULLING" POWER BY SELLING "YOU-NIT" CABINETS ALL
OVER THE U. S. A. AND CUBA IN 60 DAYS.

OGDEN

AT LAST A

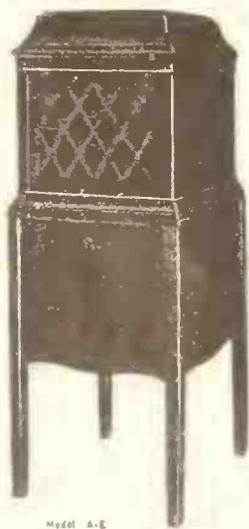
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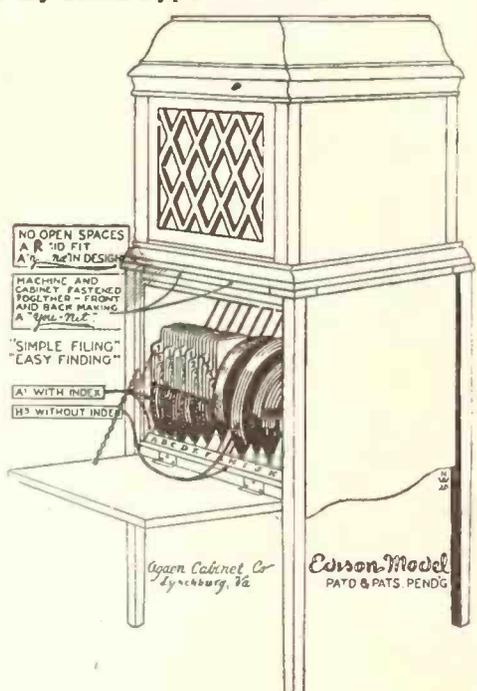
CABINET

Machines)

Which becomes a "Unit" with the Machine. Fits so the open space or Dust Trap is closed. All You-Nit cabinets are in harmony with the construction of the machine they are made for.



Model A-E
Fitted to Edison Chariot
Files 55 Edison Records
Price \$18.50
Rouge and Natural Finish



Ogden Cabinet Co.
Lynchburg, Va.

Edison Model
PATD & PATS. PENDG



Model B-E
Fitted to Edison Chariot
Files 112 Edison Records
Rouge and Natural Finish
Price \$24.00

**BETTER CABINETS, LOWER PRICE,
MORE PROFIT**

A Model for Every Table Type.
Edison Disc and Amberolas. Victrola VIII & IXA,
Grafonola C & D, Pathé 3 & 6.

Write for list of jobbers carrying this stock and
prices of all models.

Model A-E Cabinet
Note: Fitting design for fastening to Edison
disc value. Big record capacity.

Model B-E Cabinet
Note how it is made to fit and fasten to-
gether.
A You-Nit or fitting cabinet made for all
makes of machines.

Prepare now to supply the increasing demand for lower priced outfits.
We can ship you now.

OGDEN CABINET CO.

Lynchburg, Va.

ANOTHER SONORA ACHIEVEMENT

Announcing the introduction of the
ETUDE MODEL \$100—list



Dimensions:
42 $\frac{3}{4}$ " high
17 $\frac{1}{2}$ " wide
17 $\frac{1}{2}$ " deep

SONORA feels absolutely confident that this is the greatest phonograph value offered today and this is in line with Sonora's long established policy of giving the greatest value consistent with highest quality at all times.

The Etude model embodies all the features of construction that have made the Sonora famous and in every way is representative of the Sonora product.

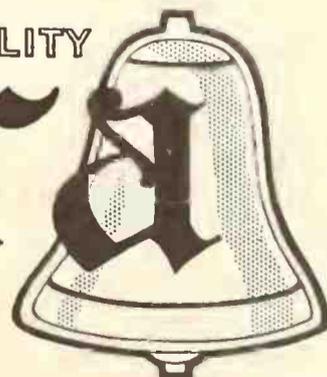
While this model is already in production and deliveries are being made from the factory now, the demand for it will immediately be so great that it is suggested that orders be placed early.

SONORA PHONOGRAPH COMPANY, INC.

George E. Brightson, *President*
NEW YORK CITY 279 BROADWAY

Canadian Distributors: I. Montagnes & Co., Toronto

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



THE HIGHEST CLASS TALKING MACHINE IN THE WORLD



Unico Department, Burley & Beisinger, Buffalo, N. Y.

Give a Thought to Sales-Efficiency

Now that the holiday rush is over, sit down a minute and let us analyze the sales-efficiency situation at your store.

It is true, isn't it, that people purchase articles from one store in preference to buying the same things at another. There is always a reason.

People will buy where they get the most service for their money over and above the fixed price of the article purchased. This service takes many forms, but always narrows down to sales-efficiency. Are your customers getting the utmost in sales-efficiency from you?

Unico Equipment will enable you to render sales-efficiency in the highest degree.

Unico Decorative Treatment will attract the customer—Unico Demonstrating Rooms will offer your customer proper environment—Unico Racks and Counters will add to the general attractiveness, they will put your stock in order and enable you to produce efficient service to your customer.

We want you to write, telling us your requirements. Of course, this will not incur any obligations on your part.

Our ability to make immediate shipments followed by immediate installation service makes Unico Equipment doubly desirable to you.

Unico Construction is patented.

Unico Designs are patented.

UNIT CONSTRUCTION COMPANY

NEW YORK
299 Madison Ave.
Corner 41st St.

Rayburn Clark Smith, President
58th Street and Grays Avenue
PHILADELPHIA

CHICAGO
Willoughby
Building

DETROIT DEALERS WELL PLEASED WITH TRADE SHOWING

December Closed a Year Uneven but of Good Volume as a Whole—To Fight for Larger Trade in 1921—Jewett Activity Abounds—Talking Machine Records in Great Demand—Other News

DETROIT, MICH., January 4.—Another year has gone and once again dealers are busy taking inventory and figuring up their reports for the year. While we haven't had any dealers give us actual figures, we do know this—December business with most dealers was off about 10 per cent as compared with the same month in 1919, while the year, as a whole, was better. On the other hand, we know of dealers who did a bigger business this year than last. But even a slight decline in the gross business for the month is taken as an increase because dealers say that unemployment in Detroit during December this year was the greatest in ten years and naturally it could hardly be expected that sales would be normal. However, they did not fall down 50 per cent, as was expected. Dealers are all smiling these days and are very much pleased over the December showing, as well as of the entire year just passed.

Now another year has come and dealers are already planning for a good business. Maybe it will not be as good as 1920, but nevertheless dealers are going to strive hard for business, realizing that with conditions gradually back to normal it also means keener competition and a harder fight for new business. They will not wait until the national advertising of the big concerns brings people to their stores—instead, they will go out after new business.

New fields form an important subject with dealers and they should carefully analyze this matter. It is surprising, the number of places where talking machines can be used to good advantage. We already have them in restaurants, confectionery stores, schools, churches, shoe-shining places and factories, but only in a partial list of these places. Why not in more of them? It means that dealers will and must employ outside salesmen to go after this new class of business. It's a subject and a matter that dealers

pay too little attention to, owing to the fact that most of their sales come so easy—from people who come into the stores and are already sold because of the national advertising.

One of the big talking machine record hits right now is "Margie." The writer was in a certain store where the hit was advertised. No less than a dozen people asked for the record, but the store was entirely out. Did these people wait? Positively not. They went around the corner and kept going until they found some store that had it for sale. This is another point that needs attention. Dealers should judge the hits and order accordingly; and jobbers should also prepare for big orders, as well as reorders, and be prepared to supply dealers almost at a moment's notice. If the druggist is out of some article he phones the wholesaler, and the same day he is taken care of. Why not such prompt service in the talking machine industry?

J. L. Grinnell, president of Grinnell Bros., has left for Sea Breeze, Fla., where he has a winter home. C. A. Grinnell, vice-president of the company, leaves for the same place the last week in January. Both will remain there the entire winter.

Grinnell Bros. will hold their annual convention of branch managers the last week in the month. Talking machine topics will comprise a good share of the program.

Up in Grand Rapids quite a number of prominent officials of phonograph companies are attending the semi-annual furniture exposition, which is a good field for new business. Dealers from all parts of the world gather there in January, and it is an opportune time to secure new representatives. Most of the companies have permanent display rooms there and their entire line is on exhibition.

A. A. Fair, sales manager for the Jewett Phonograph Co., 1730 Penobscot Building, De-

troit, and factory at Allegan, Mich., announces that the demand has already started for the Jewett phonograph and orders are coming in daily as well as applications from dealers and jobbers for franchises. Jobbers have already been appointed in Iowa, California and London, England, and new ones will be added just as fast as the company can get around to it. "We are determined to make the Jewett one of the most popular phonographs," said Mr. Fair. "We will specialize in period designs at popular prices, although we also will make a line of uprights. But we are not going to bother with the real cheaply priced product, neither do we want the thousand-dollar model which dealers sell only once in a while. The public demands good merchandise at popular prices and that's what we are going after." Mr. Fair got his start in the music business with Grinnell Bros., where he was general utility man. Then one day he was made a flattering offer from Sam Lind, former manager of the Columbia wholesale branch, which he accepted. Mr. Fair for some time traveled the State calling on the dealers; then he went with the Aeolian-Vocalion Co. whose line he sold for more than a year. A few weeks ago he accepted the sales management of the Jewett Phonograph Co.

The new owners of the shops formerly conducted here under the style of the Wallace Brown Co. are gradually doing away with this name and calling them "Brunswick Shops." Although the holidays are over the Brunswick Shops have not let up on their advertising, and it is their plan to keep at it constantly during the coming year.

PAUL BAERWALD RETURNS

Paul Baerwald, Eastern sales manager of General Phonograph Corp. recently returned from Asheville, N. C., where he spent two weeks' vacation with his wife and daughter. When seen by The World this week he was feeling fit in every way and optimistic regarding the business future.

Jewett Phonograph Agencies Are Now Being Assigned

Those who avail themselves of the opportunity of securing a Jewett agency franchise at this time will, in so doing, assure themselves an enviable future in the field of phonograph agencies.

The Jewett line marks an innovation in phonograph merchandising, in that it includes a complete line of console models representing the finest type of cabinetry yet designed to sell at popular prices.

We invite correspondence from reliable distributors and dealers.

Jewett Phonograph Company
1730 Penobscot Building
Detroit, Mich.

The new Jewett Phonograph is the latest manufacturing achievement of the Jewett Brothers, builders of the well-known Paige automobile—"The Most Beautiful Car in America."



"Queen Anne" Console Model

Length—40 inches
Height—36 inches
Depth—24 inches
List Price—\$225

JEWETT PHONOGRAPH COMPANY,
1730 Penobscot Bldg., Detroit, Mich.

Please send me details regarding your agency proposition in this locality.

Name

Address

MCCARTHY AND TIERNEY'S NEW ONE
"WHY DON'T YOU"
THE BIG MELODY HIT FROM "AFGAR"
SUNG BY ALICE DELYSIA
PUBLISHED BY LEO FEIST Inc.
FEIST BLDG. NEW YORK

"You can't go wrong with any Feist Song"



HIGHLY IMPORTANT TO TALK PRICES, NOT TERMS, TO-DAY

C. S. Hammond, Manager of the Music Salons of Fred. Loeser & Co., Brooklyn, Gives Sound Advice Based on Successful Experience in the Music Trade Field

"You have asked for a story on phonograph salesmanship. If I felt that I could add anything to the already complete literature on this subject I would gladly do so.

"As I see it, however, there are certain more important matters which we, as phonograph merchants and salesmen, must observe at this time. By doing this we will have a part in the building of a solid structure which will be better able to withstand the storms of business depression or financial stringency than if we were altogether interested in selling as many phonographs as the market could possibly absorb, regardless of the manner in which they were sold.

"Let us assume that during the present year all merchants recognize the wisdom of handling and selling only certain well-known and established makes of instruments, thus insuring their business future against the come-backs of dissatisfied customers. We are safe in making that assumption because the day of the nondescript phonograph is past. With that fact as a starting point in our reasoning it must be evident to any thinking merchant that these instruments should be merchandised in a high-class, dignified manner.

"Already we are beginning to see entirely too much of the 'one dollar down and one dollar per week' variety of phonograph advertising. I would like to have someone tell me just what advantage any one phonograph merchant thinks he has when perhaps a dozen other of his weak-spined brethren are indulging in this same kind of advertising, as far as the securing of immediate sales is concerned. It doesn't take a smart merchant or a literary genius to write an ad which chiefly features low prices and low terms.

"This fact, of course, might be the reason why the newspapers are carrying so much of this kind of advertising at present.

"Aside from the fact that the selling and advertising of phonographs on this basis is bad business from an economic standpoint, is it not also true that such advertising has a tendency to cause the public at large to have less respect for our business?

"We should have more human interest advertising, featuring the joy and educational advantages that a phonograph will bring into the home, and the salesmen who maintain the point of contact with the customer should sell these instruments on that basis. They should be able

to talk about the quality of the instrument. They should have a reasonable fund of musical information and be able to interest the customer more in the musical possibilities of the instru-



C. S. Hammond

ment than in the low terms on which it could be purchased.

"All phonograph merchants should feel sincerely thankful to the Sonora Co. for the influence it has exerted in discouraging 'easy-terms' advertising.

"Manufacturers, merchants and salesmen should study their business problems this coming year as they have never done before. There is good business to be had by those who will go after it in a high-grade, constructive manner."
 —Sonora Bell.

VICTOR NUMERICAL RECORD LIST

The Victor Talking Machine Co. has just issued to the trade the 1921 Numerical List of Victor Records, a truly imposing volume, including all records announced prior to the January, 1921, supplement. The list takes its usual form with space left for the pasting in of the new numerical supplements as issued during the current year. Intelligent use of the volume will do much to simplify the handling of the record problem for the dealer.

The Colver Brothers Music Co., Holyoke, Col., has opened a branch store at Haxtun, Col., under the management of L. F. Allan.

Phonograph and Record Manufacturers

Ahead of you is a year of supreme "selling". The dealer will need every selling assistance you can give him.

But he will appreciate and use only that material which does actually help him sell machines and records.

Einson Litho Inc. have for years designed and lithographed Window Displays, Interior and Counter Displays for the largest concerns in the talking machine industry.

Put your 1921 dealer display problem up to experienced specialists.

EINSON LITHO INCORPORATED

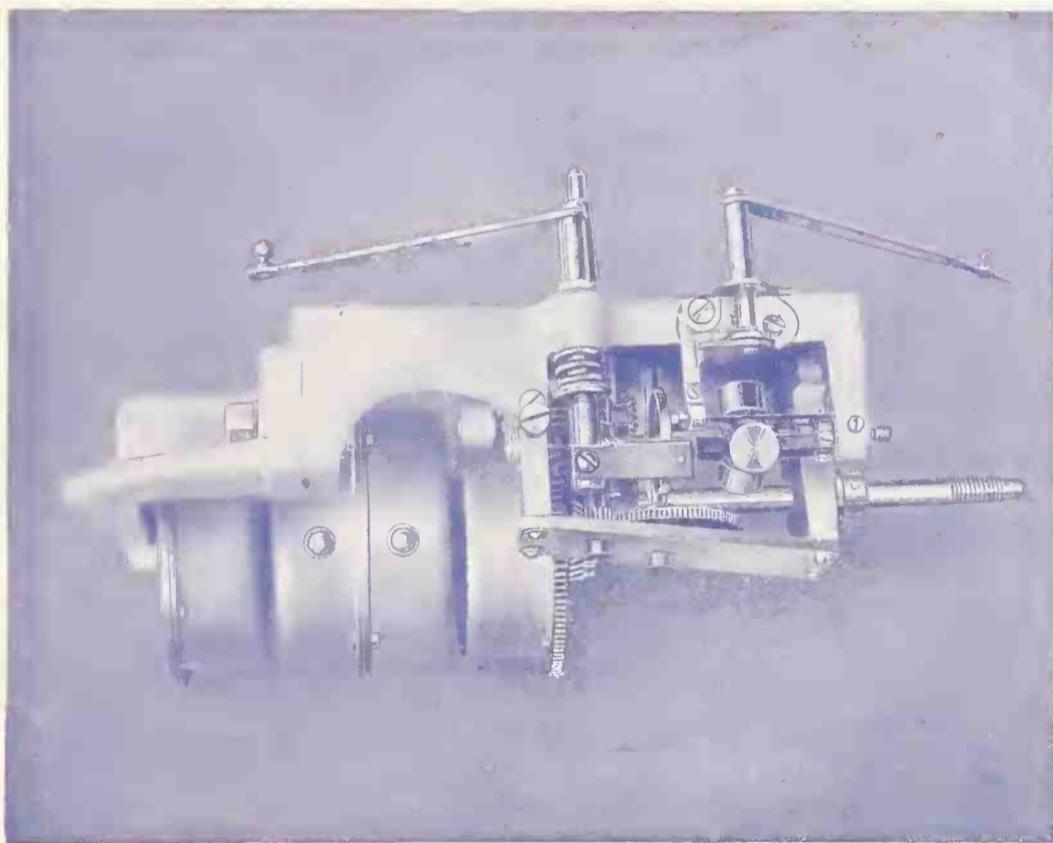
Executive Offices
and Art Studios
71 W. 23rd St., N. Y.

Factory & Plant
327 East 29th St.
New York, N. Y.

1921

The Year of Quality Phonographs

Use Our 1921 Meisselbach
Motor of Quality



19-A

You Will Have Only Satisfied Customers

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

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

Factories: Newark, N. J. Elyria, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.

Branch Offices: Chicago, Ill. Toronto, Can. London, Eng.



The Trade in **BOSTON** and **NEW ENGLAND**
 JOHN H. WILSON, Manager
 324 WASHINGTON ST., BOSTON, MASS.

Boston, Mass., January 5.—The old year did not end exactly in a blaze of glory, for the holiday business was not what dealers or jobbers would have liked, but the most interesting thing is that the conditions have not left any bad scars on the face of local business and there is the greatest hopefulness that the new year, as it develops, week by week, will steadily gather impetus toward a more normal condition. The local credit men hold that good times are near and by way of bolstering up their position the credit defense committee of the Boston Credit Men's Association has sent out a communication which reads as follows:

"Good times are just ahead. We believe a heavy domestic buying demand will come just as soon as the new reduced level of prices becomes stabilized.

"To hasten the coming of good times business men should, at this inventory season, reprice their stocks on hand at replacement value, eliminating all damaged lines, even if such action results in reduction of capital assets.

"Face the situation courageously and by so doing get ready for the immense buying demand that has been held back by war prices.

"The Boston Credit Men's Association, a co-operative organization of over 1,000 credit grantors, with membership drawn from manufacturers, wholesale houses and banks, will be glad to confer with any merchant who is temporarily affected by the deflation, with a view to helping him out of his difficulties, so that his business may be saved and continued.

"There is no cause for any business man to be discouraged. Conditions confronting us at this time are no different from those that have in the past been met and successfully overcome.

"By avoidance of drastic or hasty action, by proper respect for the rights of others, by closer co-operation and with full and complete confidence in each other, all will work out satisfactorily.

"Present conditions may be made the groundwork for greater prosperity by determination to build business upon saner, safer and stronger foundations. Let us all get together."

Geo. W. Hopkins to Speak

George W. Hopkins, general sales manager

**Best Wishes
for
Nineteen Twenty One**

And may the service we give you
in this New Year be helpful
toward making it prosperous and

VICTOR-IOUS

**Steinert
Service
Serves**



**Use
Tungs-tone
Styli**

M. STEINERT & SONS CO.
 VICTOR WHOLESALERS
 35 Arch Street :: :: :: :: :: Boston

for the Columbia, is scheduled to be a speaker at the Boston City Club on Thursday, January 13, when he will take for his topic "Business To-day; What Are You Going to Do About It?"

Kenneth E. Reed an Optimist

Kenneth E. Reed, wholesale manager of the M. Steinert & Sons Co., is one of the especially hopeful spirits in the trade and he is looking for a resumption of healthy business soon after the new year. He claims that as this section was one of the first to feel the effects of poor business it will be the first to get over it; in other words, the first to come under the spell of a renewal of business activity. He says, further, that the Steinert house, despite general

conditions, had a good year, that there has been a splendid spirit of co-operation among all those with whom the Steinert concern does business and that there is every reason to look for rapidly improved conditions, provided everyone does his part.

Sentenced on Theft Charge

In the municipal court Judge Duff sentenced Herbert L. Royer, of the Royer Talking Machine Co., and Charles Lowell to six months in the House of Correction at Deer Island, following a trial in which the conspiracy was bared to steal talking machines, which resulted in the victimizing of several stores as well as dealers. Both Royer and Lowell appealed and were held in \$2,000 for the superior court. Edward J. McDonough, who gave the court much valuable evidence, had his case placed on probation.

According to one of the stories told, McDonough had been a much-wanted person around the Boston stores, assuming a new name, so it is alleged, for each store he entered, and he confessed to former District Attorney Webber, who appeared in behalf of the victimized talking machine dealers, that he had bought machines ranging in price from \$75 to \$275 from dealers on the leased plan, paying an initial payment of from \$5 to \$10. As "W. J. Quinlan" or "Finnerty" or some other name he would sign leases and have the machines sent to different addresses. He would wait at each address until the machine was delivered and then have it removed to the talking machine store in Lowell, from where it would be reshipped to Royer at the latter's place of business.

One of the officers attached to City Hall avenue police station was able to locate nine machines which had been stolen and had them returned to their owners. It is hoped in the local trade that the present disposition of this case will put a stop to a situation that had become highly annoying to dealers in Greater Boston.

Suffers Damage From Smoke

The quarters of the New England Talking Machine Co. in Beach street were somewhat damaged by smoke during a fire a few nights ago, which broke out on the third floor of the

(Continued on page 101)

1921

A year full of
great opportunities
for the
Victor Retailer

✦

**Eastern Talking Machine
Co.**

85 Essex Street
Boston, Mass.

**EASTERN
SERVICE**

**"NEW ENGLAND SERVICE
FOR NEW ENGLAND DEALERS"**



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.

W. H. BAGSHAW
COMPANY
LOWELL, MASS.

building in the part occupied by a tobacco concern. The fire started at a time when the neighboring theatres were letting out and there was great excitement as the apparatus filled the streets.

Talking Machine Men in Association

The newly-elected advisory committee of the New England Music Trade Association is made up of two divisions, the talking machine and the piano. Those composing the former include R. V. Davis, of the F. C. Henderson Co.; Harry Spencer, of Spencer's Music Shop, but better identified as with the Brunswick; Kenneth E. Reed, of M. Steinert & Sons Co. (Victor); Arthur C. Erisman, of the Grafonola Co. of New England (Columbia); R. O. Ainslie, of the Hallet & Davis Co., handling the Pathé; L. H. Ripley, of the Pardee-Ellenberger Co., handling the Edison; Walter Gillis, of 359 Boylston street, handling the Victor; W. E. Titus, head of the talking machine department of the Jordan Marsh Co., and Fred Gardner, of Lawrence. On the executive board is E. M. Wheatley, of the Vocalion Co., and Harry Spencer is also on the membership committee.

Some Attractive Holiday Souvenirs

Several useful and artistic gifts were given out at the holiday season to their friends by local concerns. The Eastern Talking Machine Co., for instance, gave away a beautiful gold-plated Eversharp pencil, which will long be a pleasant reminder of the group of hustling business men who compose this active organization. In addition, a handsomely engraved Christmas and New Year's greeting went out, this, of course, in far larger numbers.

The M. Steinert & Sons Co. remembered their friends with a brass desk thermometer, which is a fit companion to the desk pads sent out a year ago. With each thermometer went a card of kindly greeting. The Hallet & Davis Co. was represented by a bronze paper cutter of the most serviceable description. In the handle is embossed the seal of the house, which serves

HORTON-GALLO-CREAMER CO

NEW HAVEN  CONNECTICUT

VICTOR SERVICE SPECIALISTS

THE New Year is before us. We can largely make it what we will. Let us help you make it a banner year.

for permanent identification. From the C. C. Harvey Co. came an artistically engraved card carrying the compliments of the season.

Vocalion in Theatre Lobby

In the lobby of the Colonial Theatre, one of Boston's leading playhouses, during the first of the month Manager Wheatley, of the local Vocalion headquarters, had placed a Vocalion on display and its special purpose was to play

the records of John Charles Thomas, who is starting at this theatre in "Apple Blossoms." Mr. Thomas is a Vocalion artist and his records, according to Manager Wheatley, have been in great demand in this territory, the sale receiving added impetus as a result of the novel method of demonstration in the theatre lobby. At the same time a large photograph of Mr. Thomas and members of the company in "Apple Blossoms," taken on the stage of the Colonial, was featured in the windows of the Vocalion store in Boylston street.

Mr. Wheatley reports an excellent Christmas trade and the new year found him looking forward to a large broadening of the Vocalion business in this territory. He has recently opened up a number of new accounts in various cities in New England.

President Frederick Silliman, of the Pardee-Ellenberger Co., Edison distributor, reports that this company is starting the new year with a lighter stock than was the case a year ago, following a satisfactory Christmas business. He says that the recent closing of the talking machine department of the Edison works will not, so far as he can foresee, have any effect in the local territory.

Successful Columbia Drive

Manager Fred E. Mann, of the Columbia, says that the two months' drive was most successful and arrangements are being made to keep it up for a while longer. The drive developed a great many excellent prospects which will be closed up as soon as business conditions again become normal. He says that in his territory the year's business taken as a whole was good.

Steinert Christmas Parties

While two separate Christmas parties were
(Continued on page 102)



CRESSEY & ALLEN

CO-OPERATION

Wherever co-operation can be extended toward helping the New England Victor dealer to greater success the firm of Cressey & Allen is at all times ready to lend the experience of their veteran organization.

PORTLAND MAINE



MUSIC CABINETS
See Display Ad in This Issue

Peerless Record Album
See Display Ad in This Issue

SPECIAL

I am prepared to ship all orders on either line promptly.
Send your orders for both these lines to
L. W. HOUGH, 20 Sudbury St., Boston, Mass.
New England Representative

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 101)

under way at the Boylston street establishment of the M. Steinert & Sons Co. on the Thursday before the great holiday there was still another at the Arch street Victor headquarters of the Steinert house and this was some party, as might be expected if Kenneth Reed had anything to do with it. Assisting Mr. Reed in the arrangements was Miss Alice Downing, head of the accounting department, and there was almost everything to make the evening a pleasant one. A big, illuminated tree was set up on the third floor, from which there were numerous joke gifts taken, and there was a "gift dance" which proved awfully good fun. For other entertainment there was "Shady," the faithful elevator man, who, with a dusky partner, gave some skits which they often do under the name of "The Kandy Kids." There were fully forty to enjoy the evening, which ended with dancing and refreshments.

Columbia Associates Celebrate

Another enjoyable party held that same night was at the Columbia headquarters, at 1000 Washington street, where eighty of the Columbia Associates had a merry time. The arrangements were in the hands of W. R. Fleming, head bookkeeper, and Miss Anna M. Walsh, head of the statistical department. There was a Christmas grab and the program enlisted the services of considerable home talent. There were contralto solos by Miss Ellen Gardner, an English girl, who has lately joined the Columbia organization; Joseph Cohen, who gave some imitations of Charlie Chaplin; Joseph Eagan, in recitations, and a comedy skit by Messrs. Reznich, Berman and Spector; James Grogan also did a clog dance. There were refreshments and dancing. The wives of some of the head officials were among the invited guests.

Moir Closes Boston Store

C. C. Moir, the Cambridge talking machine dealer, who for more than a year has operated a Boston store at 181 Tremont street, where the L'Artiste was featured, closed this place the

first of the month and all the goods were removed to the Cambridge store. H. C. Shea, who was in charge of the office, associated himself with the Rosen Talking Machine Co., at 11 School street, beginning January 1.

Robert Steinert's Christmas Trip

Robert Steinert, of the Arch street Victor headquarters of the Steinert Co., spent the Christmas holidays with friends in New York, Philadelphia and Washington. Between his social duties he found time to go to Camden and make an inspection of the Victor plant.

Sharmat in the South

Samuel W. Sharmat, head of S. W. Sharmat & Son, is in the South, making his headquarters at Miami, Fla., where he plans to spend several weeks.

Doing Well With the Regina

The Musical Sales Corp., which is now handling the Regina, has been very successful thus far in placing this talking machine in a number of high-class establishments throughout New England. There have been many overtures from dealers who are anxious to handle this proposition and Leon Sharmat, who is the head of the corporation, is well pleased at the 1921 prospects for the Regina.

A New Corporation

The Independent Talking Machine Co. of New England is one of the new concerns to be incorporated under the laws of Massachusetts. Its capital is placed at \$100,000 and the incorporators are Philip E. Sage and Samuel Albert, of Cambridge, and Ella C. McLoughlin, of Brookline.

Ainslie to Visit Syracuse

R. O. Ainslie, manager of the Pathé, is planning to be in Syracuse, N. Y., January 10 for the banquet which A. B. Ogden is to give to F. C. Howard and the entire staff of the F. C. Howard Piano Co., and there will also be present several dealers from nearby places. While away Mr. Ainslie also will visit other places in New York State. This Pathé manager reports

**Your Guarantee
Mr. Dealer
LANSING KHAKI
COVERS**

*For All
Phonographs*

Unqualified Endorsement
of Biggest Manufacturers
and Dealers



Slip
and Rubber
Covers
for
Phonographs

Slip
and Rubber
Covers
for
Pianos

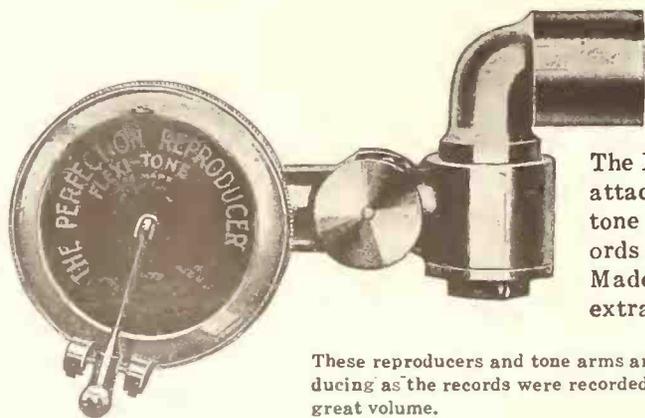
*All Good
Distributors*



**Eliot and Warrenton Sts.
BOSTON, 11, MASS.**

PERFECTION BALL-BEARING TONE ARMS

PERFECTION FLEXI-TONE REPRODUCERS



**Manufacturers—
Jobbers—
Dealers—**

The Perfection Flexitone reproducer No. 7 attached to the Perfection ball-bearing tone arm No. 4 plays all lateral cut records on all types of Edison Disc Machines. Made in nickel and 24 carat gold finish, extra fine quality disc.

These reproducers and tone arms are the very finest made, mechanically—reproducing as the records were recorded in the recording room—clarity of sound with great volume.

WRITE FOR DESCRIPTIVE CATALOG AND PRICES

Manufactured by

**New England Talking Machine Co.
16-18 BEACH STREET BOSTON, 11, MASS.**

DISTRIBUTORS:

CALIFORNIA
San Francisco—Walter S. Gray Co.
COLORADO
Denver—Denver Dry Goods Co.
GEORGIA
Atlanta—Phonographs, Inc.
IOWA
Des Moines—Harger & Blish
MASSACHUSETTS
Boston—Pardee-Ellenberger Co.

MISSOURI
St. Louis—Silverstone Music Co.

NEBRASKA
Omaha—Shultz Bros.

NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan

OHIO
Cleveland—The Phonograph Co.

PENNSYLVANIA
Pittsburgh—Buehn Phono. Co.
Philadelphia—Girard Phono. Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—C. B. Haynes Co., Inc.

**Factory Representative—Louis A. Schwarz
1265 BROADWAY, NEW YORK, N. Y.**

Christmas business as having been quite good, both in wholesale and retail ends, this being largely due to the special selling offers which the Pathé made during the season. Mr. Ainslie, on the whole, is quite optimistic over the outlook for 1921.

A Fine Holiday Window

One of the prettiest windows during the holiday season was that of Frank S. Horning, at 22 Boylston street, where a beautifully illuminated and decorated tree attracted considerable attention. Tastefully done up were groups of records scattered about the window, a quick reminder of what ought to prove desirable Christmas gifts. Mr. Horning had a good trade, especially during the evenings.

Herbert Shoemaker's Enjoyable Vacation

Herbert Shoemaker, of the Eastern Co., has returned from Philadelphia and Camden, where he has been spending his Christmas vacation, much of the time being spent with his family. The Eastern Co.'s Christmas business made a

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 102)

good showing and the whole establishment is keen on a big improvement during January.

Looks for Big January Business

Joseph Burke, of the Musical Supply & Equipment Co., spent a part of the holidays at Atlantic City, whither he went with Mrs. Burke for a vacation following a busy season. He returns to his work much benefited by the change. He reports some excellent prospects in the Sonora line and he is looking for a good January business. Mr. Burke is taking a short trip into Connecticut in a few days.

PLANNING NEW STORE CHAIN

United Phonograph Stores, Inc., Chartered Under Delaware Laws at \$1,000,000 to Deal in Talking Machines at Retail

BOSTON, MASS., January 4.—The United Phonograph Stores, Inc., incorporated in Delaware for \$1,000,000, for the present has its offices in this city at 185 Devonshire street, though the fiscal department is in New York. It is the purpose of this concern to operate a chain of talking machine stores, and already Richard M. Nelson, first vice-president of the company, and remembered as lately with the Beacon Phonograph Co., reports that five stores in New England have linked up with the concern. In fact, it is New England which will first be combined in this consolidation of retail stores.

The officers of the company are: President, John A. Easton; first vice-president, Richard M. Nelson; second vice-president, Arthur L. Logan, who also has been connected with the Beacon in the capacity of secretary; secretary and assistant treasurer, Adolph O. Moss; treasurer, Samson D. Whittimore. The board of directors consists of these five and Charles Gomprecht, of New York, former treasurer of the Times Square Auto Supply Co. and former chain store organizer of the Keystone Tire & Rubber Co.

BEACON AFFAIRS BEING ADJUSTED

Walter J. Barris, Hardwood Dealer, Is Assignee and Hopes to Settle Claims Outside of Court —Book Assets Said to Be \$58,000

BOSTON, MASS., December 30.—At a meeting of some thirty of the creditors of the Beacon Phonograph Co., held at the factory in Somerville, Walter J. Barris, of the Barris-Fralick Co., dealer in hardwoods in Charlestown, and the third largest creditor of the Beacon, was selected to be assignee, and it was the consensus of opinion that it would be far more advantageous to all concerned to close out the business as soon as possible and settle up its affairs between themselves rather than proceed through the bankruptcy courts, which, it is claimed, would involve extra and unnecessary expense.

In all there are 114 creditors. The two largest are reported to be the Old Colony Trust Co., which, it is understood, loaned money to the Beacon to the extent of \$21,000, and the Palmer Parker Co., lumber dealer, whose claim is for \$4,000. That of the Barris-Fralick Co. is for \$3,000. Some of the smallest creditors have claims running from \$5 to \$10.

It is claimed that the Beacon represents an investment of some \$65,000; that the book assets stand at \$58,000, but may eventually represent quite a shrinkage; and the accounts receivable are placed at \$30,000, but these, too, may suffer a shrinkage, as it is understood many machines already out are being returned. As there are many machines at the factory in process of construction it is the belief of the assignee, concurred in by the creditors present at the meeting, that these should be finished and disposed of and thus turned into cash.

It is the hope of those creditors attending the meeting that all having claims against the Beacon Co. will assent to the suggested plan

of liquidating the business and not pressing their claims through the bankruptcy court.

"Buy Now" Move Is Making Strides

The "Buy Now" circular, brought out by the Cleveland Chamber of Commerce and sent throughout the country by national trade organizations, has met with success and is being adopted by Chambers of Commerce in other cities.

The declaration, prepared by the Manufacturers' and Wholesale Merchants' Board, the Retail Merchants' Board and the Industrial Development Committee, urges all to buy conservatively, cautiously, but to buy at the present time.

It declares that the disinclination of merchants to buy has brought the business of the country to a standstill and points out that failure to purchase now will bring about a buying wave later, which will result in a shortage in merchandise and an advance in prices.

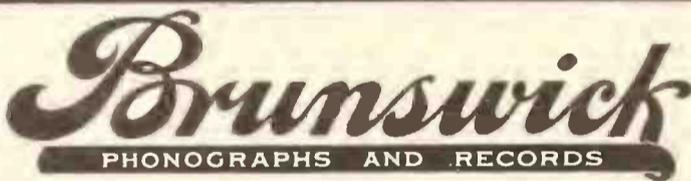
REPRESENTS THE MAGNAVOX

TERRE HAUTE, IND., January 4.—John Jensen, owner of the Brunswick Shop, 527 Wabash avenue, has become the local agent for the Magnavox Telemegafone. He has been entertaining the citizens of Terre Haute.

THAU TO ATTEND VICTOR SCHOOL

George Thau, assistant secretary of the Blackman Talking Machine Co., Victor wholesaler of New York, will attend the next session of the Victor Salesmanship School, which will be held in Camden the latter part of this month.

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS



Every Brunswick Sold Sells Others

A REAL customer is not one who buys a thing once, but one who would buy it again, if he had to do it over.

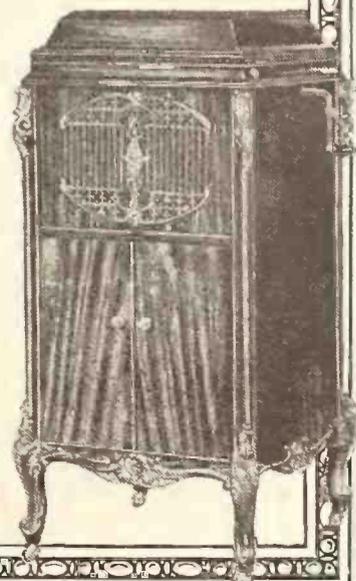
All Brunswick buyers belong to this class. Brunswick owners become enthusiastic about The Brunswick. They take delight in explaining its various features, particularly the Ultona.

Naturally they take pride in having something new, exclusive and different from the rest.

The Brunswick has created an army of recommenders who work unconsciously to make more sales. And they really feel that they are doing others a favor in praising it. Thus Brunswick satisfies the real test of worth—the product stays sold.

KRAFT-BATES & SPENCER, Inc., 156 Boylston Street, BOSTON, MASS.
NEW ENGLAND DISTRIBUTORS

TONOFONE, VICTROLENE, MOTROLAS, RECORD FLASHER
Steel Needles Jewel Points Albums Record Brushes Khaki Covers



All Grey Gull Records 85c. Retail

Not merely a few, but the ENTIRE LINE---

A regular STAMPEDE to get them at this price. Write nearest distributor. See List below.

Our output has been doubled, then tripled. And now we are doubling it again to fill the orders.

Price COUNTS nowadays, as Grey Gull Dealers can testify. A dollar for records is too high---it's a War Price. 85 cents is Normal---and the Public BUYS. Try it and see.

Grey Gull Records are recorded and manufactured complete in one plant by a conservative, strongly financed concern. They are not tied to any phonograph. Send in a trial order to nearest distributor.

Distributors

American Phonograph Co.

17 N. Ionia Ave.,
Grand Rapids, Mich.

Associated Furniture Manufacturers

1209 Washington Ave.,
St. Louis, Mo.

Joseph Barnett & Co.

218 Fourth Ave., East,
Cedar Rapids, Iowa

Capital Paper Company

South St.,
Indianapolis, Ind.

Cole & Dunas Music Co.

54 W. Lake Street,
Chicago, Ill.

Excelsior Music Co.

Cape Girardeau, Mo.

Fuller Phonograph Co.

101 N. Water Street,
Wichita, Kansas

Grey Gull Records, Inc.

295 Huntington Ave.,
Boston, Mass.

National Phonograph Co.

518 Penn Avenue,
Pittsburg, Pa.

Scott Register Co.

New Bern, N. C.

Seidel Music Publishing Co.

Indianapolis, Ind.

T. & H. Specialty Co.

Charleston, W. Va.

United Music Stores

619 Cherry Street,
Philadelphia, Pa.

Dance Hits

MARGIE—Fox-trot,
Selvin's Novelty Orchestra } L-1036
10-in.

BIDDY—Fox-trot.....All Star Trio } 85c

FEATHER YOUR NEST—Fox-

trotBanjopators } L-1037

I'D LOVE TO FALL ASLEEP } 10-in.

AND WAKE UP IN MY } 85c

MAMMY'S ARMS—Fox-trot,
Banjopators }

WHISPERING—Fox-trot,
Joseph Samuels' Music Masters } L-1031

KISMET—Fox-trot,
Joseph Samuels' Music Masters } 10-in.

85c

GRIEVING FOR YOU—Fox-trot,
Banjopators } L-1038

BEAUTIFUL ANNABEL LEE— } 10-in.

Fox-trotBanjopators } 85c

JAPANESE SANDMAN—Fox-trot,
Joseph Samuels' Music Masters } L-1032

LOUISIANA—Waltz,
Grey Gull Dance Orchestra } 10-in.

85c

DOLLY, I LOVE YOU—Fox-trot,
All Star Trio } L-1030

DANCE-O-MANIA—Fox-trot,
Gilt Edge Four } 10-in.

85c

WHOSE BABY ARE YOU—Fox-

trotAll Star Trio } L-1029

LAST PART OF EVERY PARTY } 10-in.

(from "Irene"), introducing Castle } 85c

of DreamsAll Star Trio

CARESSES—Fox-trot ..Banjopators } L-1034

I'VE GOT THE BLUES FOR MY } 10-in.

OLD KENTUCKY HOME—Fox- } 85c

trotBanjopators }

Song Hits

BROADWAY ROSE,
Sung by Charles Harrison } L-2043

BLUE DIAMONDS,
Sung by Henry Burr } 10-in.

85c

FEATHER YOUR NEST,
Sung by Charles Harrison } L-2044

WHEN HE GAVE ME YOU } 10-in.

(Mother of Mine), } 85c

Sung by Henry Burr

AVALON...Sung by Ernest Hare } L-2040

LIKE WE USED TO BE.Sung by } 10-in.

Charles Hart and Louise Terrell } 85c

TRIPOLI, Sung by Charles Hart and
Louise Terrell } L-2034

HIAWATHA'S MELODY OF } 10-in.

LOVE, Sung by Charles Hart and } 85c

Louise Terrell

MY LITTLE BIMBO DOWN ON
THE BAMBOO ISLE, } L-2015

Sung by Billy Jones } 10-in.

85c

TIDDLE-DEE WINKS,
Sung by Billy Murray }

THE MOON SHINES ON THE
MOONSHINE, } L-2030

Sung by Ernest Hare } 10-in.

85c

JINGA-BULA-JING-JING,
Sung by Billy Jones }

LET THE REST OF THE WORLD } L-2017

GO BY.....Sung by Henry Burr } 10-in.

WOND'RING..Sung by Charles Hart } 85c

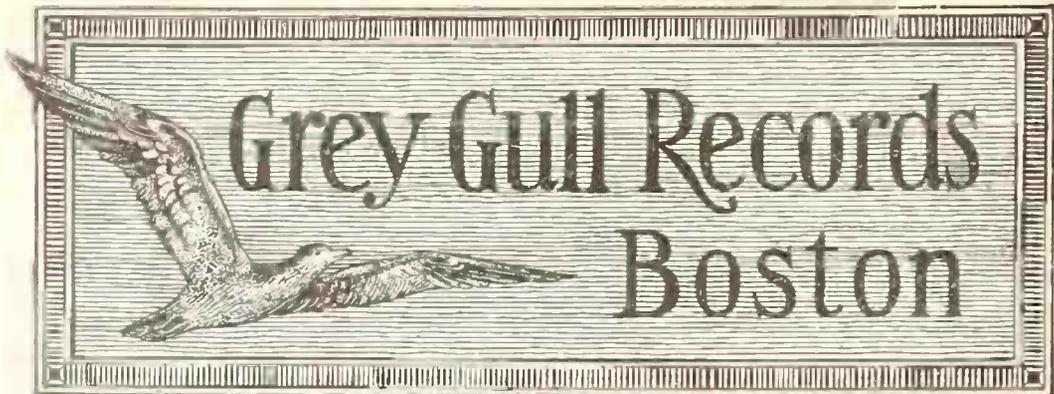
I'LL BE WITH YOU IN APPLE
BLOSSOM TIME, } L-2020

Sung by Henry Burr } 10-in.

85c

LITTLE TOWN IN THE OULD
COUNTY DOWN, } 85c

Sung by Henry Burr }



INCORPORATED

295 HUNTINGTON AVENUE, BOSTON, MASS.

C. R. ELY WITH REMINGTON CORP.

Joins That Organization as Western Sales Manager—Has Had Wide Experience

Everett H. Holmes, sales manager of the Remington Phonograph Corp., has announced the appointment of Clifford R. Ely as Western sales manager of the company. Mr. Ely is one of the best-known members of the wholesale traveling fraternity, and will visit the talking machine trade throughout the West. For many years he was a member of the Columbia Co. traveling staff and numbers among his friends



C. R. Ely

dealers from coast to coast.

As the Western sales manager of the Remington Phonograph Corp., Mr. Ely's long and successful acquaintance with the industry will be utilized to excellent advantage, as he is in a position to render Remington dealers efficient service and co-operation.

A NEW STORE IN KOKOMO

KOKOMO, IND., January 4.—W. S. Barringer, for several years head of the purchasing department of the Stewart Talking Machine Co. at Indianapolis, has opened a Victor shop at 304 North Main street. The name of the shop is "Barringer's." It is equipped with four large booths and record shelves with a capacity of 10,000 records.

OPENS STORE IN CANON CITY, COL.

The Brunswick-Balke-Collender Co., through its Denver branch, has established a new Brunswick phonograph store in Canon City, Col., with W. E. Gillespy and C. E. Callison in charge.

TO RECORD WABASH COLLEGE SONGS

Receipts Form Sale of Records to be Turned Into College Endowment Fund

CRAWFORDSVILLE, IND., January 4.—Songs of Wabash College are to have national circulation through the medium of the phonograph. The records will be sold without profit to the writers of lyrics and music, all financial returns going to the endowment fund of old Wabash. It is now sought to increase the endowment fund by \$2,000,000.

Wabash is a Presbyterian college founded in 1832. The institution has always given much encouragement to music, especially during the last twenty years. A song now as much a part of the college as the campus is "Old Wabash," written in 1899 by two young men now held in hearty esteem by the alumni. At that time Carroll Ragan, at present an official of a New York financial house, and Edwin Meade Robinson, of the Cleveland Plain Dealer and nationally known as a poet, were college chums at Wabash. Ragan composed the music and Robinson wrote the words of the song that was used for the first time at the inauguration of Dr. William P. Kane as president of the college.

This song, as well as Wabash's "War Song" and "Alma Mater," is to be sent forth to cheer the hearts of alumni and friends through the universally popular phonograph, according to the plans of those who have set themselves to the task of giving the school an endowment that will increase the educational scope of the school until 500 young men can be accommodated through additional facilities.

THAT PHANTOM CHURCH CHOIR

CHAMPAIGN, ILL., January 5.—The mystery of an invisible choir which has stirred the congregation of a Paxton (Ill.) Lutheran Church was solved to-day when it became known that Clarence Lundeen, a sixteen-year-old student, had

BRUNO

Can dealers in other lines honestly figure their stock one hundred per cent on the dollar? You can, Mr. Victor Dealer.

BRUNO

been experimenting with a wireless telephone.

Lundeen connected a phonograph with a wireless sending-set in his workshop, then he transmitted the music produced to a large horn connected with an amplifier which was concealed in a tree just outside the church.

The church was in direct line with the sound from the horn, and for this reason the music seemed directly above the congregation. For several days the "phantom music" had been the talk of the town.

The Del Signo Song Shop Co., consisting of R. H. and Vernon Kellogg and L. D. Cole, has opened a new music and talking machine store at Third and Spurgeon streets, Santa Ana, Cal.

FIBRE—Nothing is so beautiful, so comfortable, so practical, so economical—FIBRE



A Suggestion for Your Reception Room—ENTIRE SUITE for \$210.00
Several Hundred Pieces to Choose From

Your wholesaler will help you fit up your establishment with this up-to-date furniture. If he doesn't, write us. These Shattucks are the thing for you, and we'll prove it. Ask for our suggestion for your booth.

THE SHATTUCK FIBRE FURNITURE COMPANY

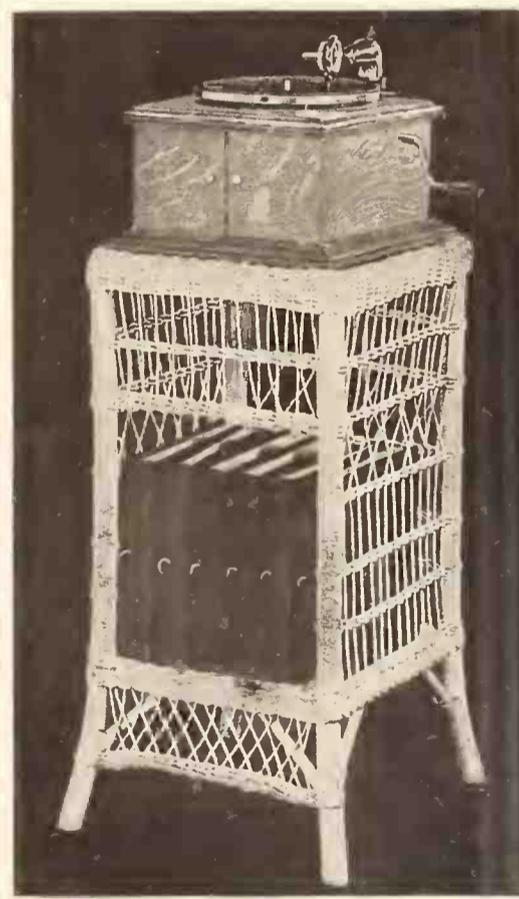
Makers of the line of Masterpieces

10615 BROADWAY

::

::

CLEVELAND, OHIO



SHATTUCK FIBRE STAND FOR VICTROLA IV

Finished in Oak or Mahogany, \$12.00

For Victrola VI, \$18.00. For Victrola IX, \$15.00

These hand-woven fibre stands afford a pleasing and practical element in house furnishing. Style, too, favors this stand, as the demand for hand-woven furniture is increasing very rapidly. Being wire reinforced, these stands are practically indestructible. The many uses to which this stand can be put after the small machine is traded is another advantage. Ask your distributor.

Edison Message No. 88

We point with pride to the record that, while most manufacturers were boosting their prices, on the slightest pretext, to 100 per cent and more in many instances, Thos. A. Edison permitted the price of Edison phonographs to advance only 15 per cent, including War Tax, since 1914.

“Edison Stood the Gaff”

THOMAS A. EDISON, Inc.

ORANGE, N. J.

“Darling” and “Missy,” the two latest fox-trots played by Art Hickman’s Orchestra, will keep the crowd dancing into your store as long as you have one of these records left. A-3334

**Columbia Graphophone Co.
NEW YORK**



WANT UNDISTRIBUTED EARNINGS TAX

Committee on Federal Taxation of National Association of Credit Men Makes Important Recommendations Regarding New Tax Plans

Setting forth that the adoption of their plan would result in equalization of distribution of taxes on earnings, the Committee on Federal Taxation of the National Association of Credit Men have issued a book entitled “The Undistributed Earnings Tax—A Plan to Tax the Current Year’s Earnings of Corporations Not Distributed.” The proposed new tax, it is explained in the text, was designed to replace the excess profits tax. Copies have been sent to members of Congress and thousands of business men throughout the country.

The prime recommendations contained in the committee’s book are:

1. Elimination of the excess profits tax.
2. Elimination of the corporation income tax.
3. Dividends from current earnings to be subject to the normal tax in the hands of the individual.
4. Substitution of a corporation undistributed earnings tax at graduated rates.
5. Dividends which are paid from earnings of prior years on which the corporation has paid the undistributed earnings tax not to be considered as income to the individual shareholder. Dividends may not be paid from surplus until earnings of current year have first been used for that purpose.

6. Adjustment of rates of taxation on personal incomes, both normal and surtax, to meet the requirements of the budget from income taxes.

The committee argues that the changes recommended would make not only for a more equal distribution, but would make taxation of this class more simple and equitable. The plan, it says, involves simply an extension of the income tax principle and therefore does not involve necessity to set up new tax machinery. It is further contended that the changes outlined will remove the penalty that rests on small shareholders in corporations and encourage investment on the part of larger groups, thereby contributing to the financial and economic stability of the country.

NEW DESIGN ON SONORA SIGN

The latest design to be used in the Sonora electric sign, on the corner of 42nd street and Fifth avenue, New York, features one of the new period models, viz., a Gothic Jr. Notre Dame, in a room overlooking a wintry landscape. A basket of bright-hued flowers produces a color effect which adds materially to the general attractiveness.

The Jackson Phonograph Co., formerly located in Loveland, Col., has moved its business to new quarters at 39th and Walnut streets, Denver, Col. C. I. Jackson is manager of the company.

NEW VICTROLA 80 IS ANNOUNCED

Latest Model, of Floor Type, Is to Be Listed at \$100 Retail—Welcome Christmas Surprise for Victor Wholesalers and Dealers

The Victor wholesalers and dealers throughout the country had a Christmas surprise in the form of an announcement by the Victor Talking Machine Co. of a new Victrola, No. 80, a full cabineted instrument of attractive design embodying all the recognized Victrola features and listed at \$100 retail.

There have been, of course, rumors about the trade of the coming appearance of the new



New Victrola 80

Victrola, but the announcement of a new instrument just at this time is held to be most welcome. Victrola 80 is 38½ inches high, 18¾ inches wide, and 20¾ inches deep. It is equipped with all the recognized Victrola features, including a double spring file drive motor of the latest model, an automatic brake and speed regulator, and an automatic speed indicator. All exposed metal parts are nickel plated.

The new Victrola will be manufactured in the usual variety of finishes, but at the outset will be available only in mahogany, English brown and American walnut. Arrangements have been made to ship available quantities of the new model to distant Western points first, and to follow the usual West to East shipping schedule.

The man who serves only himself is slave to a greedy master.

SEND FOR ILLUSTRATED PRICE LIST AND FREE SAMPLE
“GLOBE” TRANSFER NAME PLATES
DEALERS EVERYWHERE APPLY THEM ON PHONOGRAPHS, PIANOS, ETC.
GLOBE DECALCOMANIE CO.
263 SUSSEX ST., NEWARK, N. J.

The KENT MASTER ADAPTER



plays ALL RECORDS at their best on the EDISON DISC PHONOGRAPH



Write for particulars concerning this, the best known and largest seller of its kind in the market. Attractive prices and terms will be quoted you.

WE specialize in attachments for Edison and Victor machines; also soundboxes, diamond, sapphire and steel needles. Drawn brass tone arms made to order. Tube and pipe bends of all kinds successfully executed.

F. C. KENT CO. :: Specialty Manufacturers
IRVINGTON, N. J.

whose phonograph accessories “win their way by their play”



We are able to offer to the Phonograph Industry a complete phonograph line, including machine and records.

The Aeolian-Vocalion

There are only six such lines in the country, and of the six we believe the Aeolian-Vocalion to be the one most profitable for the dealer, because:

- 1st, It is a quality line from start to finish.
- 2nd, The merchandise is backed by the whole strength of the Aeolian Company (the foremost manufacturers of musical instruments in the world).
- 3rd, A distributor, ourselves, who has proven not only his ability but his willingness to serve the industry and to help it in every possible way.
- 4th, Our sales policy—Give each dealer room to expand and develop his Aeolian-Vocalion business, and where he creates a demand let him enjoy the fruits of his labor; help the dealer get more business instead of establishing new dealers who encroach on territory developed by the old one.
- 5th, Our job—To Sell Aeolian-Vocalion goods *for* the dealer, rather than *to* the dealer.

PHILADELPHIA SHOWCASE CO

127 North 13th Street
PHILADELPHIA

2002 Jenkins Arcade
PITTSBURGH

"YOUR PHONE IS YOUR STOCK SHEET."

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., January 3.—The prophecy of 1920 has not been fulfilled so far as the holiday trade is concerned. During almost the entire year the trade has been skeptical and has been looking for a slump in business. And especially was there uneasiness felt last Summer that by Fall and this Winter business was going to be in a depressed state and many dealers looked for a very dull holiday business.

The result has been just the opposite. The holiday business this year was extremely good. With most firms it equaled that of last year, and, in fact, the entire year of 1920 was a record-breaker. The Victor Co. has recovered itself nicely and has made a most liberal distribution of both machines and records to jobbers in this city, as well as throughout the country.

The talking machine dealers in every line are starting the new year with renewed energy and should make a resolution to not let pessimism take hold of them in any way. The manufacturers have left the firms well stocked to enter the new year, in spite of passing through an active holiday trade.

The dealers spent the week between Christmas and New Year in getting their stocks into good shape. The stores never looked so attractive during the holidays and to a great extent this has been due to the Penn Phonograph Co. and its Victor operatic figures. These figures were used for decorative purposes by almost all the Victor dealers in this city and by certain of them the entire line was shown, including the John Wanamaker store, which had both a Market street and a Chestnut street window display of them; by B. B. Todd, who used a full set to decorate his Chestnut street window; by H. A.

Weymann & Son, who had a complete set on display, and various other firms who had partial displays. The Penn Victor dogs were also used by many of the firms.

The stores are looking attractive at present. The exterior decoration of the entire Piano Row, painted in a pink-gray effect, all the wood-work being done in green bronze, is about completed and the Row now looks most attractive.

To Distribute Vocalion Line

The most important change that has to be noted with the first of the year is the relinquishing of the wholesale representation of the Sonora phonographs by the Philadelphia Show Case Co., which in their stead has taken the representation here of the Aeolian Co.'s product—the Vocalion machine and the Vocalion records. With this machine the company will have about double its present Sonora territory, and its distribution has been placed in charge of J. H. Burkart, formerly of the firm of Blake & Burkart. Mr. Burkart has had considerable experience in the business and for some time has been connected with the Philadelphia Show Case Co.

Getting Emerson Goods

The Emerson Philadelphia Co. reports that it is in excellent shape and is getting goods right along and in large quantities from the Emerson factories, so that the recent financial reverses that came to that company did not seem to feaze the Emerson dealers in this territory. Manager Harry Fox, the head of the Emerson Philadelphia Co., says that he is quite delighted with the way the dealers in the Emerson have stuck to him.

During December Mr. Fox has had his new

establishment at 810 Arch street fully renovated. He has ample space now and believes he is going to do a very big business. He has had the second floor nicely arranged in offices, with elegant furnishings, and has built for himself an attractive private office.

Good Season for the Pathé

The Pathé Co. reports that it had a remarkably good holiday business and much greater in volume than it had expected, although it was prepared and was able to take good care of all orders that came in. Its December business compared more than favorably with that done last year, which can be confirmed by all the dealers who handle the Pathé here.

The Pathé Co. had its store most attractively decorated for the holidays, the work having been done in a most artistic way by S. Glover Flood, a son of Mr. Flood, who is looking after the Pathé jobbers here. Mr. Flood, Jr., has been associated with Walter L. Eckhardt ever since the latter began handling the Pathé in this territory and is acting as a salesman in the South Jersey and Pennsylvania territory of the firm. Among the recent visitors to the Pathé offices were M. Kowitz, of Easton, Pa., and O. K. Fink, of Pottstown.

T. P. Ratcliff a Visitor

T. P. Ratcliff, of the Aeolian Co., in charge of the record department of that firm, visited Philadelphia between the Christmas and New Year holidays.

Gimbel Bros. are still continuing their drive on talking machines. They gave an attractive concert at their store on New Year's Day. in
(Continued on page 110)

Mr. Dealer

A NEW YEAR different in conditions and methods has begun. The fulfillment of promised factory production, combined with able distribution and strong retail methods, will make this

A Prosperous Victor Year

This Organization Is Ready

Are You?

The Louis Buehn Company
OF PHILADELPHIA

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 109)

which a number of artists at present appearing in Philadelphia took part.

Why Blake & Burkart Are Pleased

Herbert Blake, the head of the firm of Blake & Burkart, is highly elated over his holiday business. It was much better than he had anticipated and it was the biggest holiday business his firm has thus far enjoyed. In fact, the entire year of 1920 was very good for this firm. The firm released the lease they had on the store, which they operated as a branch, at 204 South Eleventh street, and where the Columbia was handled exclusively. Instead they have leased a part of the building and the basement, which they will use to store stock and do repair work.

The Columbia Holiday Business

The Columbia Co. had a very satisfactory holiday business and did considerably better than it had anticipated; probably not quite as good as last year, but it must be remembered that the firm had a wonderful holiday business in 1919, being one of the few distributors in this territory who were able to keep their dealers well supplied with both machines and records.

Among the recent visitors to the Columbia offices here were Robert Porter, field manager of the Columbia; H. H. Brown, of West Chester; B. Freeman, of Chester; J. H. Bartlett, of Wilmington; A. Giacobbi, of Hammonton, N. J.; S. P. Speigel, of Woodbury, N. J.; A. J. Eberhard, of Camden; Mr. Thompson, of Thompson & Swartley, Souderton, Pa.; A. Wolson, of Chester; W. E. Mingin, of Medford, N. J.; Mr. Anderson, of the Columbia Grafonola Shop, of Wilmington, Del.; T. W. Dubois, of Paulsboro, N. J.; N. L. Kaplin, of Burlington, N. J., and H. C. Jarvis, of Millville, N. J.

The Columbia Co. this week will have all its salesmen together, both in and out of town, for a conference to lay plans for the promotion of the work in the new year.

The Artistic Buehn Building

The Louis Buehn Co. has completed all the improvements in its local headquarters which could not be made earlier on account of the leases of certain tenants. All through the department hardwood floors have been placed, as well as a new stairway leading to the Victor period model room, which is the front room on the second floor. Handsome rugs that conform to the general decorations have been laid and all the offices have been finished in mahogany.

The period model room is particularly handsome and it has not yet been finished, for the reason that the designers wish to wait until they

get all the models in place before they supply the furniture. The Buehn Co. has only about a half-dozen of these models on hand up to this time, but it expects to have a complete line before the month is out. When finished this room will be solely for the display of these models for the benefit of the retailers who will not have the opportunity to carry a full line of them, but who can call at the Buehn establishment with their customers and let them see them in the artistic environment that Mr. Buehn has provided. Any visitors to Philadelphia within the next six months would do well to pay a visit to the Buehn establishment, if they want to see one of the handsomest talking machine stores they have ever seen.

E. V. Martin's New Quarters

The E. V. Martin firm will in a few days close its store at 224 South Fifty-second street, having taken a new corner store at the southwest corner of Fifty-second and Irving streets, where they will have a much better opportunity to display their handsome stock. Mr. Winders, who is manager of the store, states that in their former home, being in the middle of the block, they had poor opportunities to make a window display, in comparison with several of their near neighbors, but in their new home they will have both attractive windows on Fifty-second street and also on Irving street.

Victrola Display at Estey Hall

The Estey Co., of this city, is devoting the entire floor space at "Estey Hall" to a display of Victrolas. Sound-proof rooms, artistically arranged, have been installed to accommodate the increasing number of patrons of this institution. This floor is entirely given over to machines and the showing is an impressive one. The record department remains on the first floor.

A Compliment From an Authority

The display of Penn operatic figures in the windows of B. B. Todd, on Chestnut street, had universal appeal, but its particular advertising value was noted and appreciated by an advertising expert in no way connected with the talking machine trade. Mr. Todd was recently in receipt of a letter of appreciation from William Neville, assistant advertising manager of the Philadelphia Record. Mr. Neville's expert opinion of this display is summed up in one quoted sentence from his letter to Mr. Todd, "I do not think in all my experience I have ever had the pleasure of gazing upon a window which carried as much real attractiveness as your window does."

DECALCOMANIA

Name Plates for Talking Machines, Pianos, etc.

High Class Workmanship

Write us for further information

National Decalcomania Co.
220-230 N. 60th St., Philadelphia, Pa.

THE WINDOW AS A SALES MAKER

Excellent Work Achieved by the Talking Machine Co., Philadelphia, for the Jones Motrola

PHILADELPHIA, Pa., January 3.—The Talking Machine Co., Victor dealers of this city, has featured the Jones Motrola in a particularly attractive window display in several of its seven retail stores



How Jones Motrola Was Featured

in this city. In the window shown herewith the entire space has been given over to a display of Motrolas and features the five-dollar monthly payment plan which it is using and offering in selling the Motrola. The drive on the five-dollar monthly payment plan for the Motrola lasted an entire month. The results are reported to have been remarkably successful.

FINDS THE TRADE OPTIMISTIC

Rayburn Clark Smith Brings Back Excellent Report From Recent Business Trip

PHILADELPHIA, Pa., January 3.—Rayburn Clark Smith, president of the Unit Construction Co., of this city, recently completed a tour of twelve of the principal cities of this country in the interest of Unico equipment. On this trip Mr. Smith interviewed over 100 dealers and some seventeen jobbers. In almost every instance Mr. Smith found the dealer or jobber to be enthusiastic over the coming year in spite of the fact that business had temporarily quieted somewhat. Mr. Smith furthermore found that the expressions of optimism were being backed up by energetic plans that were being laid by these same jobbers and dealers for the advancement of their businesses during the coming year.

Turning from general trade conditions, Mr. Smith touched upon the 1921 outlook for the large organization of which he is chief executive. Mr. Smith said: "Whereas the first few months of the coming year may not quite equal our exceptional record of last year, I am confident that business during the balance of the year will be exceptionally good and we are laying our plans accordingly."

Keystone Die-Casting Co.

Norristown, Pa.

ALFRED C. RANTSCH
Pres. and Gen. Sales Mgr.

E. J. W. RAGSDALE
Treas. and Gen. Mgr.



WEYMANN 1108 CHESTNUT ST
ESTABLISHED 1864 PHILADELPHIA, PA

Victor
Wholesale
Distributors

Victor Supreme

The Victor dealer who devotes his entire energy to the advancement of Victor merchandise in his Talking Machine Department will find that in turn his entire business will be greatly benefited.

At Your Service

H. A. WEYMANN & SON, Inc.
1108 Chestnut Street Philadelphia, Pa.

Q. R. S.
PLAYER
ROLLS

WEYMANN
KEYSTONE STATE
STRING
INSTRUMENTS

IMPORTANT ANNOUNCEMENT



takes pleasure in announcing the appointment of

THE SONORA COMPANY OF PHILADELPHIA

OF 1214 ARCH STREET, PHILADELPHIA, PA.

as distributor in the following territory:

EASTERN PENNSYLVANIA, MARYLAND, DELAWARE,
DISTRICT OF COLUMBIA AND VIRGINIA

Mr. E. S. White, Vice-President of the new company, formerly in charge of sales of Sonora in this territory, will direct the sales in the new organization.

* * * * *

Also the

SCHROEDER PIANO COMPANY

OF 820 LIBERTY STREET, PITTSBURGH, PA.

as distributor for Sonoras in

WESTERN PENNSYLVANIA AND WEST VIRGINIA

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 110)

THE SONORA CO. OF PHILADELPHIA

New Concern of That Name Chartered Under Laws of Delaware to Act as Distributor of the Sonora Line in Eastern Pennsylvania

PHILADELPHIA, PA., January 5.—The Sonora Co. of Philadelphia has just been incorporated under the laws of Delaware, with capital stock of \$500,000, for the purpose of manufacturing and dealing in talking machines, the incorporators being given as T. L. Croteau, M. A. Bruce and S. E. Dill, all of Wilmington. This new concern has been formed for the purpose of taking up the wholesaling of Sonora phonographs throughout eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia.

The new company will make its headquarters in Philadelphia at 1214 Arch street. Elmer S. White, formerly in charge of sales of Sonora in this territory, will be the active sales head of the new organization. He has already made a fine record in the distributing field. The Sonora

Co. of Philadelphia entered active business on January 1, 1921. Mr. White, by the way, was connected with the distribution here of the Sonora almost from the time it came to Philadelphia and is also a proprietor of a talking machine store at 4844 North Broad street. Mr. White is a Sonora enthusiast and will most certainly do an excellent business with this excellent machine. All the dealers who now handle the Sonora here are highly enthusiastic over its popularity, so that his work is going to be more or less easy. F. H. Owens, who has long been associated with the Philadelphia Show Case Co., has resigned to accept the position as assistant to Mr. White.

LIT BROS. FEATURE BRUNSWICK

PHILADELPHIA, PA., January 4.—Lit Brothers, one of the largest department stores in Philadelphia, recently secured the agency for the Brunswick phonograph. Their phonograph department, one of the largest in this part of the country, is fully

equipped to handle this valuable addition, and the success they are meeting with is beyond their expectations.

BECOMES STEGER DISTRIBUTOR

E. V. Martin Secures the Steger Phonograph Representation for State of Pennsylvania

PHILADELPHIA, PA., January 3.—E. V. Martin, of 1025 Arch street, has been appointed distributor of the Steger line of phonographs for the State of Pennsylvania and surrounding territory. This concern has a well-established whole sale organization and is well experienced in the distribution of talking machines in this section of the country. In conjunction with the Steger phonograph the Gennett record will also be distributed as well as the Tonofone needle.

H. C. Russell has opened a new talking machine store in Fillmore, Cal., where he features the Brunswick phonograph.

Why Is the Penn-Victor Dog a Success?

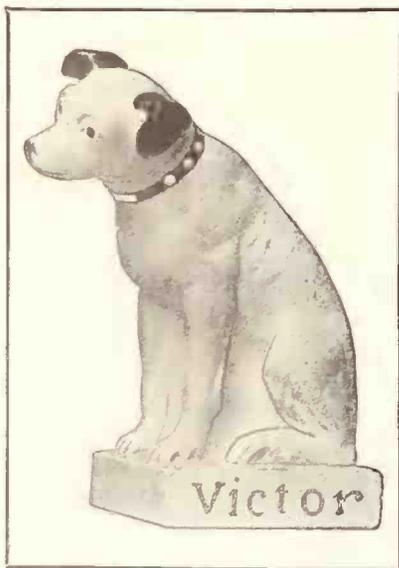
FIRST—Because the Penn-Victor Dog advertises the Victor Talking Machine and Victor Records, the best talking machine and records on the market.

SECOND—Because the Penn-Victor Dog is recognized as the dog in the trade-mark "His Master's Voice." Everybody admires the dog and wants it if it can be had.

THIRD—Because the Penn-Victor Dog establishes a personal relation between the dealer who gives it away, his name being cast in the pedestal, and the person receiving it.

FOURTH—Because dealers in all parts of the United States, England, Canada, Bermuda, Australia, Hawaii, Brazil, Argentina and Central America have used the Penn-Victor Dog and many have written us telling of its successful use as an advertising feature.

FIFTH—Because the Penn-Victor Dog affords the dealer the opportunity to make a complete survey of his territory through the use of the questionnaire as shown in the illustration, a dog being given to those persons filling out the questionnaire.



Questionnaire

VICTROLA DEPARTMENT

R. L. FOORD FURNITURE CO., Wilmington, Delaware

- Do you own a Talking Machine (yes or no).....
What Make
Is it in good playing condition (yes or no).....
Have you ever thought of exchanging it for a newer or larger model (yes or no).....
Do you receive the Victor Record Supplement each month (yes or no).....
Have you ever thought of buying a Victrola (yes or no).....

Name
Address
City

The questionnaire shows you who has a Victrola; who has not a Victrola; who has the desire for a Victrola; who has a machine of another make and wishes to exchange it in part payment for a Victrola; whose name is not on your mailing list for the monthly supplement, but wants it there.

- Atlanta, Ga.....Elyea Talking Machine Co.
Baltimore, Md.....Cohen & Hughes.
E. F. Droop & Sons Co., Inc.
Birmingham, Ala.....Talking Machine Co.
Boston, Mass.....Oliver Ditson Co.
Eastern Talking Machine Co.
The M. Steinert & Sons Co.
Buffalo, N. Y.....Buffalo Talking Machine Co.
Burlington, Vt.....American Phonograph Co.
Butte, Mont.....Orton Bros.
Cleveland, Ohio.....Cleveland Talking Machine Co.
Chicago, Ill.....Chicago Talking Machine Co.
The Eclipse Music Co.
Denver, Colo.....The Knight-Campbell Music Co.
El Paso, Tex.....W. G. Walz Co.
Honolulu, T. H.....Bergstrom Music Co., Ltd.

- Indianapolis, Ind.....Stewart Talking Machine Co.
Jacksonville, Fla.....Florida Talking Machine Co.
Memphis, Tenn.....Houck Piano Co.
Kansas City, Mo.....J. W. Jenkins Music Co.
Milwaukee, Wis.....Badger Talking Machine Co.
Minneapolis, Minn.....Beckwith-O'Neill Co.
Mobile, Ala.....Wm. H. Reynolds.
New Haven, Conn.....The Horton-Gallo-Creamer Co.
Newark, N. J.....Collings & Co.
New Orleans, La.....Philip Werlein, Ltd.
New York City.....Emanuel Blout.
C. Bruno & Son.
Knickerbocker Talking Machine Co.
New York Talking Machine Co.
Ormes, Inc.
Silas E. Pearsall Co.
Louis A. Schwarz, Inc.

- Omaha, Neb.....Mickel Bros.
Philadelphia, Pa.....H. A. Weymann & Son.
Pittsburgh, Pa.....W. F. Frederick Piano Co.
Portland, Me.....Cressey & Allen, Inc.
Rochester, N. Y.....E. J. Chapman.
St. Louis, Mo.....Koerber-Brenner Co.
Toledo, Ohio.....The Toledo Talking Machine Co.
Washington, O. C.....Cohen & Hughes.
E. F. Droop & Sons Co.
Robt. C. Rogers Co.

Dealers not served by any of these distributors will be sold direct by us or we will charge through your preferred distributor if so requested.

PENN PHONOGRAPH COMPANY, Inc.
913 ARCH ST., PHILADELPHIA, PA.

Victor Distributors
Wholesale Only

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 111)

PHILADELPHIA SHOW CASE CO. VOCALION DISTRIBUTORS

Became Wholesale Representatives for That Line in Pennsylvania, Delaware, Southern New Jersey and Other Districts on January 1—Hold Sales Convention in New York

PHILADELPHIA, PA., January 4.—On January first the Philadelphia Show Case Co., at 127 North 13th street, this city, became official distributors for the Aeolian-Vocalion and Vocalion records for the State of Pennsylvania, Southern New Jersey and Delaware exclusively, as well as covering some territory in surrounding States.

This new deal represents one of considerable

tributing agency for the Vocalion and Vocalion records the sales staff of the company attended a convention at Aeolian Hall, New York, in order to become thoroughly familiar with the product. The convention opened on Tuesday, December 28, with an informal sales meeting in the morning at which Vocalion sales policies were explained. This was followed by a trip



Those in Attendance at Sales Conference of Philadelphia Show Case Co.

magnitude, for the Philadelphia Show Case Co. has made elaborate arrangements to handle the Vocalion line in a big way and to cover intensively the large territory committed to its keeping. In taking up the new line the company has relinquished distributing rights of the Sonora in this territory.

In addition to the preparations made in this city to not only feature the Vocalion energetically, but to provide for stocking and shipping facilities, the company recently perfected the arrangements of its Pittsburgh quarters in the Jenkins Arcade.

The Philadelphia Show Case Co. has for some months past been acting as distributor for the Melodee music rolls, and will continue and, in fact, develop its music roll business.

Just prior to officially taking over the dis-

tribution through the hall, and a special pipe organ recital.

After luncheon at the Republican Club the conventioners met in the artists' room at the hall and listened to addresses by F. L. Young and A. C. Berg, of Boston, who talked on retail sales, and H. G. Stoehr, who talked on motor construction. After dinner at the Claridge the party were guests of the Aeolian Co. at the performance of "Mecca" at the Century Theatre.

Wednesday was Melodee day, and the salesmen enjoyed a live sales talk by Geo. H. Bliss, general manager of Melodee Music Co., and other officials. After luncheon a visit was made to the recording studio, where Ernest Hare and Colin O'Moore made records for the edification of the visitors. Later in the afternoon T. P.

MAIN SPRINGS

Send for Price List

EVERYBODY'S TALKING MACH. CO.

Authorized Distributors

Heineman & Meisselbach Motors

38 N. 8th Street, Philadelphia

Ratcliff gave a record analysis with the aid of the Phonodeik.

Those who attended the New York convention included Graham French, president of the Philadelphia Show Case Co.; J. H. Burkhart, who has been put in charge of Vocalion sales; James Pentz, manager of the Pittsburgh quarters; J. J. Reilly, Douglas Langford, Thomas Ross, Robert Piersol, John Russell, M. S. Jones, Edward Wharton and Albert Rousel.

PITTSBURGH SONORA DISTRIBUTOR

PITTSBURGH, PA., January 4.—The Schroeder Piano Co., of this city, is the new Sonora distributor for Western Pennsylvania and West Virginia. The new appointment became effective January 1. This concern has been prominent as one of America's leading retailers in the music industry.

A PRACTICAL HOLIDAY SOUVENIR

One of the distinctly practical and attractive souvenirs of the holiday season was the gold-plated key chain, equipped with a numbered identification disk, sent out to its many friends in the trade by the Standard Talking Machine Co., Victor wholesalers in Pittsburgh. The identification disk is finished on one side to represent a Red Seal record, while on the reverse side is the trade-mark of the Standard Co., a key number, and instructions to return the keys to the Standard Co. in the event that they were lost.

Geake & Barber have organized the New Mexico Phonograph Co. in Albuquerque, N. M., and are featuring the Sonora.

"Nameplates With a Personality"

For Manufacturers and Dealers of Talking Machines, Phonographs, Musical Instruments, etc.

E. V. YEUELL CO., Malden, Mass.

When You'll Think of Nameplates You'll Think of Yeuell.



MODEL C

Lyrolian
MARVELOUS TONE QUALITY

PLAYS ALL RECORDS
Six Beautiful Models

We offer attractive proposition to
DEALERS and DISTRIBUTORS

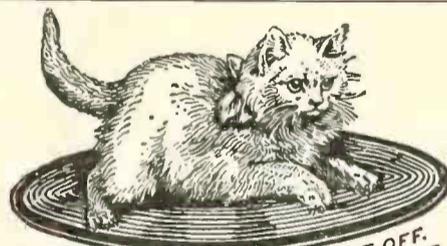
We can make immediate shipment for the holiday trade.

Distributors Wanted in Several States

AMERICAN TALKING MACHINE CO., Inc.

GENERAL OFFICES AND FACTORY

BLOOMSBURG, :: PENNA.



TRADE MARK REG. U.S. PAT. OFF.
NEVER SCRATCHES

WE ARE DISTRIBUTORS FOR
LYRIC LATERAL RECORDS

Dealers Supplied on Short Notice

Supplying you with Bulletins, Hangers, Cut-outs and Advertising Matter is one feature of

LYRIC SERVICE

HOW THE NEW YEAR IS VIEWED!

Sonora Wholesalers in Various Sections View the Future With Distinct Optimism

Sonora Phonograph Co., New York City, recently published in its house organ, "The Sonora Bell," a digest of opinions on 1921, as forwarded to the Sonora executive offices by Sonora distributors located in all parts of the country.

The W. B. Glynn Distributing Co., Saxton's River, Vt., anticipates a slight slump during the readjustment period, but for the year a healthy growth and solid development.

The Gibson-Snow Co., Inc., Syracuse, N. Y., feels that business for 1921 will not fall behind, but that it will in fact exceed the business done in 1920.

M. S. & E., of Boston, report 1920 as the biggest in volume by far of any year, and that, while it is true the business in a few of the cities and towns in their territory slumped toward the end of the year, expectations have been far exceeded. They attribute a large part of the Sonora success to the tremendous advertising campaign of the Sonora Co., and say that, after conference with many bankers and manufacturers of New England, they feel extremely optimistic regarding 1921.

Yahr & Lange Drug Co., Milwaukee, believes that business will continue good, and in fact be greater this year than last. So far no slump has been reported in the territory covered by this company.

The Southern Sonora Co., Atlanta, writes that conditions in the South appear to be really worse than they are. They say that Georgia is the worst of any of the Southern States, but that the year of 1920, as a whole, has been quite profitable for most of the dealers below the Mason and Dixon line. They do not believe the talking machine business in general will be as large in 1921 as in some former years, but that there will be larger business for those dealers

handling standard lines of recognized value. The depression caused by the fall in price of cotton they expect to ease up the latter part of February or the beginning of March.

Moore-Bird & Co., Denver, write: "1921 will be prosperous, nothing wild, nor something for nothing, but good business for those who sell good merchandise in a high-class way."

Robinson-Pettit, Inc., Louisville, report a good year just finished. They place their confidence with respect to the future on the fact that the financial condition of the country is fundamentally sound.

PHONOGRAPHS IMPROVE WHISTLING

After Machines Were Installed in Indiana School Boys Whistle Better Class of Music and, Moreover, Show Regard for Tune

Good whistling by the small boy can be promoted by the use of the phonograph in the public schools, according to a story in the Indianapolis News. The uplift of whistling took place in an Indiana town. The News gives the following account of what happened:

"Whistling carpenters and others who work out of doors are common enough. Whistling indoors is regarded as a crime by many fellow-workers who have nervous temperaments and find neighborly whistling a distraction. Not long ago the supervisor of music in the public schools of an Indiana city undertook to raise the standard of public whistling and contended that he had been successful in his effort.

"He found in walking about the town where he lived that boys of various ages were prone to whistle. Some of them whistled off key, while others maintained the tune readily enough, yet their selections appalled the music teacher. He placed talking machines in the school buildings and began teaching the youngsters something about good music. He found that all they needed was an opportunity to hear something worth while.

Your Opportunity to Buy at the Right Price

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

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

THE BRANDTS FURN. CO.
CELINA, OHIO

"Some time later he made a whistling survey and reported that boys who formerly whistled ragtime were then giving their attention to standard overtures. Many would welcome such results elsewhere."

RECOMPENSE

If I have with a single song
Made glad one heart,
To steal a moment in the day
From pain apart;
Then I have gained a golden gain
Sans soil or stain,
And all the worthless life of me
Not lived in vain—N. Y. Sun.

INCREASE CAPITAL STOCK

The Ebers Brothers Music Co., Fresno, Cal., has increased its capital stock from \$25,000 to \$100,000 in order to provide for future expansion.

Mr. Victor Dealer

ONE of the greatest evils which cuts into your sales is the fact that the public is not fully educated to realize that a Victrola is the name of a product of the Victor Talking Machine Company and not a general name for talking machines. Nothing will increase your sales to a greater extent; nothing will raise the Victrola to an even higher reputation than by educating the public to realize that there is only one genuine Victrola. Convey this thought in all your advertisements, in all your sales talks, and in all your form letters.

With over six thousand loyal dealers and possibly twenty-five thousand sales people instilling this one idea into the minds of millions of people each year, the public will become educated to what the word "Victrola" stands for, and your own sales will be materially increased.

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



AL JOLSON says;
Oh, What a Fox-Trot is —
"GRIEVING FOR YOU"

You can't go wrong with any *Feist* song

Published by **LEO FEIST Inc., Feist Bldg, New York**

LOOKS FOR A REVIVAL OF BUSINESS

Grand Talking Machine Co. Expands Its Lines —
 —B. Abrams' Quick Rise in the Trade

The Grand Talking Machine Co., 270 Flatbush avenue extension, Brooklyn, N. Y., which was recently appointed distributor for Rishell phonographs, is also the manufacturer of the Dulciphone talking machine needles, as well as a distributor for Q R S music rolls and accessories.



B. Abrams

At the head of this progressive concern is B. Abrams, who twelve years ago was an apprentice in the factory of the Behning Piano Co., New York, and whose ambition at that time was to become a piano technician. However, after obtaining an elementary knowledge of piano manufacturing,



The Home of the Grand Talking Machine Co. an opportunity to travel was presented to him and in the capacity of salesman Mr. Abrams

traveled throughout the country and gained wide experience in the many channels of distributing musical instruments and merchandise.

In 1915, realizing the great possibilities in the talking machine field, Mr. Abrams established a small office in Brooklyn and opened up a jobbing business which grew so fast that shortly after he moved into larger quarters on Adams street. In May, 1920, he leased 8,000 feet of floor space in the present Flatbush avenue location.

In commenting on the prospects for business during 1921 Mr. Abrams said: "I look for a revival of a normal business in the early Spring. The short-sighted policy of many dealers in holding their stock requirements to a minimum and refusing to buy beyond their current needs will reflect to the advantage of the manufacturer in the Spring. Dealers will just be clamoring for merchandise and will be placing orders for great quantities of instruments and accessories for future deliveries. Business will loom up large again following the temporary slump attending the reconstruction period, which now shows signs of disappearing rapidly."

HENRY STADLMAIR, SR., RETIRES

Effective December 31, 1920, Henry Stadlmair, Sr., resigned as president and general manager of C. Bruno & Son, Inc., New York City, Victor distributors and musical merchandise wholesalers. The officers of the company now are H. Hohner, president; William J. Haussler, treasurer and general manager, and J. Harris, secretary.

BRUNSWICK IN THE SCHOOL

George T. Baker & Co., Brunswick phonograph dealers in Bemidji, Minn., recently placed a Brunswick in the Sixth State Normal School, located in that city.

NEW SOTHERN & MARLOWE RECORDS

First Records by Noted Shakespearean Artists Appear in Victor February Supplement

The interesting feature of the Victor record supplement for February is without question the listing of the first records by E. H. Sothern and Julia Marlowe, the famous exponents of Shakespearean drama, whose recordings for the Victor were reported in *The World* recently. For their first records Sothern and Marlowe have selected the immortal balcony scene from "Romeo and Juliet," and have succeeded in presenting their art through the medium of the disc in a manner that presages serious attention in the future to the more general recording of the recognized standard dramatic works.

REMOVAL AND EXPANSION IN BOSTON

BOSTON, MASS., January 5.—To-day the wholesale department of the Brunswick controlled by Harry Spencer got finally moved from its old location at 156 Boylston street to 1265 Boylston street, some distance out in the Back Bay section. In the new quarters an entire floor and basement will be used for Brunswick wholesaling.

Meanwhile the F. C. Henderson Co. comes into full possession of 156 Boylston street; that is, whereas the company has been operating the retail department on the ground floor for several weeks past it will now have the large basement and the mezzanine floor which in the old Kraft, Bates & Spencer days was utilized for pianos.

The Barnes Music Co., Brunswick phonograph dealers in Los Angeles, Cal., carried some especially attractive advertising in connection with the appearance of Pavloska and Breeskin, Brunswick artists, in a recital in that city.

New! New! New!
APEX Fibre Needle Cutter

Cuts with the grain to the point.
 Makes the use of fibre needles as cheap as steel.
 No variation in angle or size of cut.
 Does not crush the shell.

Small Size—Simple Construction
 For sale through jobbers and dealers.

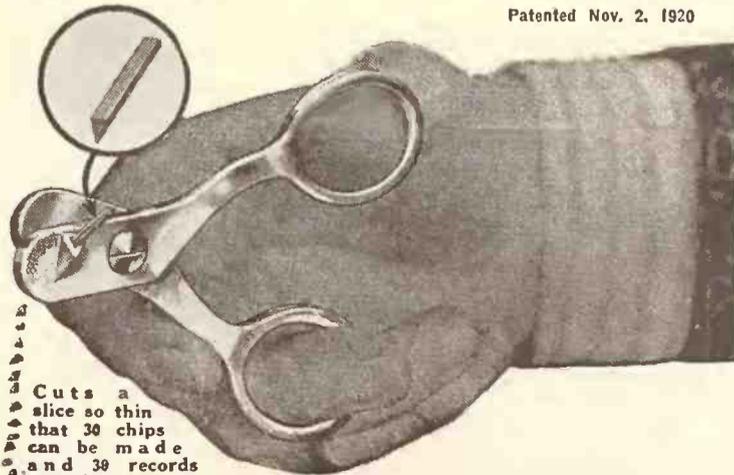
Retail Price \$1.50

Manufactured by

W. H. WADE 14 N. Michigan Avenue
 CHICAGO

New! New!

Patented Nov. 2, 1920



Cuts a slice so thin that 30 chips can be made and 30 records played with one fibre needle.

This

is Yours Mr. Victor Dealer
-and 25 other equally attractive
WINDOW DISPLAYS

—at a cost that is *trivial*, compared with the added profits and prestige you are certain to receive through their use.

They are all YOURS—if you are a subscriber to the Binger Company VICTOR Sales Promotion Service. This effective and reasonably-priced plan is created and produced by The Binger Company, for Victor dealers exclusively; and distributed to the trade through its sales agents, The Reincke-Ellis Company.

The service provides each dealer with a complete set of permanent patented fittings, any or all of which may be used with a single display. These fittings are constructed of seasoned wood, and may be had in any finish to harmonize with the equipment of your store or show window.

At regular intervals during the year, you receive 26 complete, up-to-the-minute, dollar-drawing window displays, with architectural floor-plan for each trim, adapting it to the shape and size of your show windows. Each display beautifully lithographed in many colors, is made up in sections on heavy cardboard stock, and arranged for quick insertion into the fittings. The whole scheme has been so clearly worked out, that any person can install the complete display within a very few minutes. Included with each layout, for the convenience of the dealer, is a miniature display, all set up showing just how the "big show" will look when completed.

*This exceptional service, Mr. Victor Dealer
—every bit of it designed exclusively for YOU
costs but one dollar a day!*



ATTRACTS CHRISTMAS CROWDS

Flashlight photo of crowd in front of Christmas VICTOR window of E. Lein's Piano Co., 304 West 42nd St., N. Y. C.
Display supplied by The Binger Co. Victor Sales Promotion Service.

C. BRUNO & SON INC.
VICTOR DISTRIBUTORS
351-353 4th Ave. New York



Let your windows "back up" the organization that stands back of your store and your service. This is the fourth window of the first series of displays being supplied to Victor dealers by the Binger Company Victor Sales Promotion Service. It features the Victor factory in life-like cut-out set pieces, beautifully lithographed in colors. Each building stands out separately and distinct against the Camden skyline. The actual trim is over 4 feet in height, by about 8 feet wide, and makes a most impressive window.

YES, Mr. Victor Dealer, to have just one of these displays made up for you alone would cost several hundred dollars!

That would represent art work only—not allowing one cent for the "brains" back of the idea.

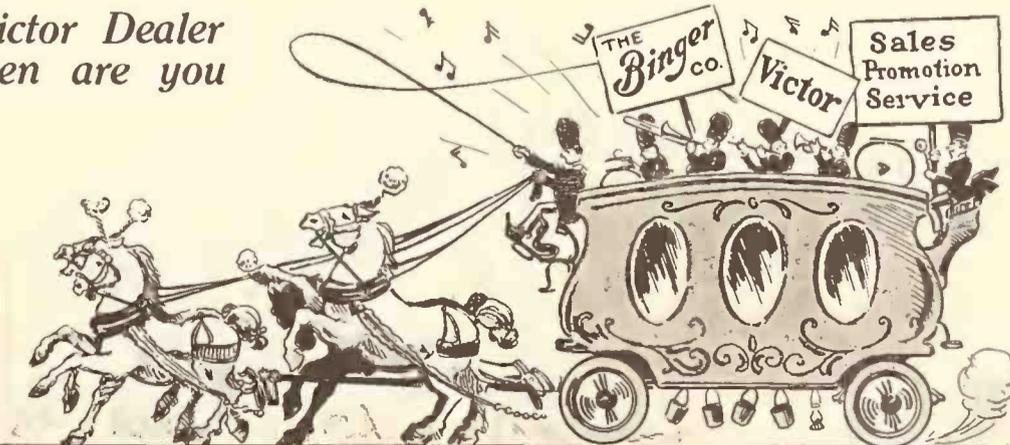
Whereas: these displays represent weeks of "planning" by the Binger Company display experts working in close touch with men prominent in the Victor Industry—before the "idea" is even put on paper.

No wonder that those dealers who have viewed these displays in their entirety express surprise at the extremely low cost. It is made possible only through the participation of hundreds of other dealers, co-operating with the Binger Company VICTOR Sales Promotion Service.

Besides the window displays, you receive 26 "peppy" sales-talks for your sales force; 26 newsy, convincing newspaper advertisements; 26 valuable suggestions for direct-mail advertising; and an abundance of miscellaneous data that will help your business to become a bigger and better one.

Any Victor distributor in the United States is in a position to secure the Binger Company VICTOR Sales Promotion Service for you—and will be glad to serve you although he does not make a penny of profit as a result of its sale. His only reward is the knowledge that your use of this service will make you a more successful Victor dealer.

The band wagon is rolling, Mr. Victor Dealer—and there is room for YOU. When are you going to get aboard?



C. BRUNO & SON INC.
VICTOR DISTRIBUTORS
351-353 4th Ave. New York

When business competition is keenest, the dealer having the most complete selling equipment has every advantage. If you are not prepared with the best, we have it for you and can make prompt delivery and installation.

Plans and estimates promptly submitted.

VANVEEN & COMPANY INC.

12 YEARS OF STUDY AND EXPERIENCE IN
BUILDING AND PLANNING MUSIC STORES

· HEARING ROOMS · RECORD RACKS · COUNTERS ·

EXECUTIVE OFFICE
47-49 WEST 34th STREET
NEW YORK CITY

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA

WANT A LOWER TARIFF ON MICA

Asserted That Even Present Duty of 25 Per Cent Offers Distinct Advantage to European Manufacturers of Mica Products Generally

Various members of the talking machine trade, particularly manufacturers of sound boxes, have taken a keen interest in the efforts being made by certain interests to have the duty on mica increased under the new tariff law. At the present time imported mica carries a duty of 25 per cent, and it is held by talking machine men that inasmuch as this duty gives a distinct advantage to European manufacturers

of sound boxes, the tariff should be reduced instead of increased. Hearings on the duty to be fixed on mica were scheduled to be held before the Ways and Means Committee beginning on January 11.

In discussing the situation, J. F. Frazee, of the Phonograph Appliance Co., said: "The question of a proper tariff on mica should attract the attention of all manufacturers of talking machines, for the subject is one in which they have a very vital interest which may not be apparent on the surface.

"At the present time imported mica carries a duty of 25 per cent, which gives the foreign manufacturer of mica products generally a very decided advantage over the American manufacturer.

"The cost of the mica diaphragm, as compared with the cost of the entire machine in which it is used, is almost negligible. In spite of the very great increase in cost of imported mica the cost of diaphragms to consumers has not increased in proportion. This is due to the fact that other manufactured mica products have borne the increased cost of manufacturing diaphragms, and unless the American manufacturer fabricates other lines of mica used in the electrical and scientific trades he would not be able to make diaphragms at all, unless he could charge from two to three times the amount at which diaphragms are now selling.

"It is in this aspect of the case that the talking machine industry generally should be interested. If the duty on raw mica is increased as the American miners are asking Congress to increase it, the manufacturers of electrical and scientific specialties will find a very large proportion of their business going to manufacturers abroad, and it is doubtful if the American industry can survive as a whole.

"Imported mica is essential to the industry generally, and it is absolutely necessary to the talking machine industry, and unless the American manufacturer can continue his general mica business profitably consumers of diaphragms

will in all probability have to look elsewhere.

"This means that diaphragms will have to be imported at a very heavy duty, and we are assured by many who have undertaken to use imported diaphragms that the foreign product is not at all satisfactory. It cannot be depended upon for uniform thickness, for good workmanship, or for proper handling in shipment. Deliveries are necessarily uncertain, and manufacturers who depend upon imported diaphragms are obliged to order in very large quantities without any guarantee as to the product or any possibility of replacing defective goods, or returning them for credit. If they are not in position to do this they are at the mercy of importing jobbers.

"While the diaphragm alone, considered merely from the viewpoint of its cost, is an extremely small item, there can be no question that the pre-eminence of the American talking machine in the markets of the world has depended as much upon the perfection of the diaphragms generally used in their construction as upon any other one element.

"Should this advantage be lost to the American manufacturer by reason of increased tariff on the raw material, it will be a serious handicap which may require years to overcome, and in maintaining the quality of the American talking machine, he must inevitably suffer, while the expense of obtaining diaphragms and the trouble attendant upon dealing with foreign countries will occasion innumerable delays and unnecessary loss.

"We believe that the talking machine industry generally should take this matter up seriously with Congressmen and should make it plain to their representatives that the whole industry will suffer if a higher tariff is levied upon the importation of raw mica. At the same time we believe that it would be to the advantage of the industry generally if their Congressmen were urged to place raw block mica on the free list, or at least to reduce the high tariff which now prevails."

When you say, Mr. Victor Dealer, that the Victor Tungstone Stylus is the most efficient talking machine needle the world has ever known, you have told the unqualified truth—and truth will always prevail.

BRUNO

HAPPENINGS IN THE DOMINION OF CANADA

HERO EMPLOYEES OF BERLINER GRAMOPHONE CO. HONORED

Tablets Unveiled at Company's Plant Near Montreal—Victrola Concert by Radio—Great Advertising Campaign by Dealers—How Customers Are Interested in Records—New Company Appears

MONTREAL, CAN., January 6.—A tablet to the memory of two employes of the Berliner Gramophone Co., who died, and fifteen others who fought, in the great war, was unveiled at the company's plant, St. Henry, by Lieut. Col. Alexander McMillan, D. S. O. A large crowd of relatives of the men whose names are inscribed on the brass tablet were present, as were also members of the company. Harold Chilvers, manager of the company, introduced Col. McMillan, who made a short and appropriate address. He was later presented with a gold match-box by H. S. Berliner, vice-president of the company, who was present. The tablet was unveiled whilst several men in uniform saluted and a bugler sounded the "Last Post."

The following names are engraved on the tablet: Wm. Walker, D. S. O.; D. H. Boyd, A. H. Cooper, Emile Girard, B. Smith, P. Newman, Donald Robinson, H. A. Foster, J. A. Muir, Jas. Davis, J. J. Ryan, H. E. Dewar, Croix de Guerre; H. Laird, Archer Gibbs, H. E. Walker, J. McDonnell, D. Hogan.

An arrangement has been concluded between the Berliner Gramophone Co., Ltd., and the Marconi Wireless Telegraph Co., of Canada, whereby the wireless students in and around Montreal will have the advantage of a musical program every Tuesday evening. The text of the announcement reads:

"By arrangement with the Marconi Wireless Telegraph Co., of Canada, a 'His Master's Voice' Victrola concert, featuring the latest and most popular selections, will be given to-night and on every Tuesday from 8 to 9 p. m. for the benefit of wireless students. Those who own 'amplifiers' can arrange an entertainment for their friends both novel and interesting.

"There are many radio receiving stations in and around Montreal that can receive wireless telephone communications. Look for one in your neighborhood. Find out who your friends are that may have one.

"Stations within a radius of two hundred miles of Montreal should be able to enjoy these wireless telephone concerts, as every record will be heard as clearly and distinctly as though it were playing on your own Victrola in your own home. Captains and officers of ships in port are invited to enjoy this entertainment aboard their vessels. Operators tune to 1,200 meters."

T. M. Briggs, a Montreal man, has been allowed two claims on a disc record folio, to which has been assigned patent number 205,012 by Ottawa.

A common occurrence during the holiday season was the number of full pages used by the various phonograph dealers and manufacturers in the local dailies. As a matter of fact, the writer does not know of any year where so much publicity has been given the different makes in newspaper advertising space and it certainly was no fault of theirs if the public failed to respond to their appeals to investigate the various makes on the market.

The repeal of the luxury tax of 10 per cent came almost at the last minute, too late to be of any material assistance or to be felt in increased sales. Some of the dealers made known the fact of a reduction in large-sized copy. On the whole, the trade was satisfied with the volume of business transacted, which measured up well with last year's holiday trade total.

A talking machine dealer who caters largely to a select class of customers told your correspondent recently that he makes a practice of sending out with each monthly record supplement a mailing card upon which the customer

can indicate the records he would like to hear in his own home by appointment. He said that he found this system not only appealed to the busy man and woman for legitimate reasons, but likewise made a strong impression upon the class who like to be catered to and feel that by having the salesman come to their homes

they are showing just a little bit of "class." When the salesman is of the right sort he makes this desire to show "class" bring dividends that are worth while.

At Waterville, Quebec, a new company, the Waterville Vencer & Panel Co., Ltd., have acquired a factory formerly owned by George Gale & Sons. This plant has a floor space of 150,000 square feet and is being remodeled to suit the requirements of the purchasers. The company expects to be ready for operation about March 1, 1921, with a force of 150 hands.

OPENING OF ADAMS STORE IN TORONTO A BIG SUCCESS

Columbia Grafonolas and Records Handled at This Establishment—Recent Sonora Visitors—Ted Lewis and His Celebrated Band Score—Brilliantone Needles Popular—Other News

TORONTO, ONT., January 4.—A full page announcement in the Toronto evening papers recently heralded the formal opening of the new Adams furniture store, 211-219 Yonge street. The event is of interest to the trade in that Adams are well-known Columbia dealers. Not only were Grafonola recitals held and Columbia records demonstrated, but several new period models were on exhibit. These had been sent direct from the New York Fifth avenue store and were neatly displayed on the ground floor of the building.

The 48th Highlanders' Band discoursed music on afternoons and evenings. Joe Carr, a noted tenor, sang and Ted Lewis and his splendid aggregation of Jazz Kings were also present. This organization makes records exclusively for Columbia, and had been playing in the Greenwich Village Follies at the Royal Alexandra Theatre during the week. The honor fell to Adams to present them during their Toronto visit.

A recent visitor to the office of I. Montagnes & Co., sole Canadian Sonora distributors, was L. C. Lincoln, manager of the Sonora Phonograph Co.'s advertising department. Mr. Lincoln's mission was mainly to arrange for extensive Sonora billboard advertising throughout Canada. Already ten big billboard signs have been provided for in Toronto at important intersections. E. Van Gelder, of I. Montagnes & Co., has returned to headquarters from a visit to Sonora dealers in the Western provinces. He reports a successful trip and a growing interest in the West in the Sonora.

To Sonora dealers throughout Canada has gone out a recent trade letter, signed by George E. Brighton, president of the Sonora Phonograph Co., Inc., New York, showing why Sonora prices will not be reduced.

Toronto Columbia dealers took advantage of the recent visit to the Royal Alexandra Theatre of Ted Lewis and his celebrated Jazz Band by making this fact the basis of some of their advertising. More than one Columbia dealer told The World correspondent that a noticeable increase in Ted Lewis' Jazz Band record sales had been observed as a result of the prominence this organization had received during its week's engagement at the theatre.

The Brilliantone Steel Needle Co. has many

plans for putting up its brands of steel needles in attractive cans that help the dealer to sell them quickly.

The retail store of the National Piano Co., Ltd., Yonge street, has added the Sonora to its talking machine department.

Dominion House Furnishing Co., Ottawa, is making a big drive on the "Columbia Dollar Club," whereby on payment of this sum membership is enrolled and a Columbia machine delivered. The membership is limited to 100.

MOTOR CONSTRUCTION KNOWLEDGE

C. J. Pott, Manager of General Phonograph Corp., Canadian Branch, in Interview With The World Says Knowledge of Motor Structure Necessary but Need Not Be Thrust Upon the Customer—Pointers of Interest

In conversation with C. J. Pott, manager of the General Phonograph Corp. of Canada, Ltd., the question came up of a selling incident cited in The World recently. The case that was mentioned was that of a salesman who lost a good sale because he could not give any intelligent answer to the prospective customer's question regarding certain details of the construction of the motor.

"How far should a salesman go in talking motor equipment to a prospect?" The World correspondent asked Mr. Pott.

"Well, I would say, as a rule, it is not necessary to go into details about the mechanism of the motor," replied Mr. Pott. "Of course, there is no hard and fast rule. The more the salesman knows about motors the better. The surer he is about the quality of the motor in the machine he is trying to sell, the more confidence and enthusiasm he has, and, therefore, the better salesman he is.

"But I would keep that knowledge in reserve. If it is needed the salesman has it. It seems to me the average buyer does not know much about the hundred and one things that enter into the building of a high-grade motor. He knows little and perhaps cares less. If I were a floor salesman I think I would say to the man examining a certain instrument, 'The motor

(Continued on page 120)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

NEWS FROM DOMINION OF CANADA
(Continued from page 119)

in this model is a ———, which is recognized the world over as a particularly high-grade product. It has stood the most critical tests for an easy-running, noiseless, strongly built, efficient motor that we put our name and reputation behind it in the assurance that it will give you perfect satisfaction. It is a trade-marked article which the manufacturer stands behind and it has such a reputation in the trade that we stand behind it too.

"In the average case selling talk like that wins the customer's confidence, I believe, quite as much as any attempt to go into a too detailed description of the motor."

"I suppose a salesman would be safe in applying that description to any of the new improved types of the Meisselbach or OkeH motors, if the machine he was selling were equipped with that brand," your correspondent ventured, incidentally.

"Well, now," Mr. Pott chuckled, as he packed some Prince Albert in his favorite pipe, "if you put that in the form of a statement I certainly won't deny it."

GOOD NEEDLES FOR DEMONSTRATION

L. J. Unger, Brilliantone Traveler, Believes Demonstration Is Critical Time in Making Sale—Needles Must Meet All Requirements

No needles are too good for record demonstrations. It should be a rule that the buyer of a new machine gets a package of the best possible needles with his purchase. These two statements were strongly emphasized by L. J. Unger, who recently visited Canadian points representing the Brilliantone Steel Needle Co., Inc., New York. Although naturally interested in the success of the talking machine and record business as a whole, Mr. Unger is a needle specialist, and he takes every opportunity of impressing the

importance of the needle in securing a good reproduction of the tone that has already been put into the records.

"Sometimes I come across a salesman who feels he is exercising a wise economy in using cheap needles for demonstrating in the store," he said in the course of a chat with The World correspondent. "If there is one time that the best is none too good it is when demonstrating for people who by their coming into the store have shown an interest and are then in a mood to criticize and make comparisons. The only way to have your goods show up to the best possible advantage is to use the best needles you can get.

"Another thing, when a dealer is delivering a new instrument to a customer it is wise to put in a package of the very best needles. If the needles sent should be inferior ones the customer might easily be disappointed with his purchase when he plays it in his own home. For this and other reasons I would say start him off right."

MAKES MUSIC ON THE SIDEWALK

Canadian Dealer Opens Store and Draws Big Crowds by Placing Instrument in Street Before His Door—Booms Sale of Records

WELLAND, ONT., January 5.—J. O. Glass, a talking machine dealer of this city, introduced the advent of his store here in quite a novel way and he intended that every person passing his way should know that a new music store had arrived. Selecting a machine from his stock Mr. Glass placed it right on the sidewalk and putting on the loud pedal he introduced "music in the street." "Avalon" and other new records were played, drawing people from around different corners to see "what was doing." Mr. Glass had not provided seats for his audience, but had he known such a large crowd would arrive he undoubtedly might have arranged for a grand stand. Of course, that evening many wished

those records he had played and the clerks had to get busy in a hurry.

The store, which is a branch store of J. W. Glass, of St. Catherines, has been placed under the able management of J. O. Glass, a son. There are four modern and comfortable demonstrating rooms, where Victor talking machines and pianos are on display.

Mr. Glass is a live wire, and although he has only just established here, yet he has made a host of friends and customers. He has started in right—he is advertising—which points always to success in business.

L. K. LINCOLN BACK FROM TRIP

L. K. Lincoln, advertising manager of the Sonora Phonograph Co., New York, returned to the city this week from a short trip through eastern Pennsylvania, during which he called on Sonora dealers. He found that all those he called upon had experienced a good holiday business and were facing the future confident of the prosperity it holds for them.

THEATRE CHOOSES THE BRUNSWICK

When the feature photoplay "Humoresque" was shown in the Grand Theatre, Los Angeles, the Brunswick was selected to play the violin solo "Humoresque" as an introduction, because of its excellence.

Mattson Music Co., of that city, supplied the instrument and took advantage of the occasion by advertising in the newspapers.

MAKES SONORA TALK OVER 'PHONE

SENOIA, GA., January 5.—The proprietor of Hollberg's Pharmacy, of this city, recently wrote to the Sonora Co. as follows: "Wish to say that I had the pleasure of demonstrating the Sonora to a lady over the telephone yesterday afternoon, and making the sale all O. K. for the Minuet Model. This goes to show that the Sonora makes the strongest kind of appeal."

MERCHANDISING VALUE



Style K4—Top 40 7/8"x22"; Height 35"



Style K5—Top 41"x22 1/2"; Height 35"

\$150

Retail Price

\$160

LAUZON QUALITY

The foresighted merchant with a hand on the pulse of public demand will immediately perceive the opportuneness of the above popular priced consoles.

Lauzon quality assures honest value and the price is a 1921 proposition calculated to build sales throughout the year.

MICHIGAN PHONOGRAPH CO.

Phonograph Division, Lauzon Furniture Co.
Office, National City Bank Bldg. Factory, Monroe avenue and 6th street
GRAND RAPIDS, MICH.



MEETING 1921 CONDITIONS

By J. NEWCOMB BLACKMAN

The outlook for business in 1921 is disappointing and discouraging to many, but opens the way for greater opportunity and prosperity for Manufacturers, Wholesalers, Retailers and Employes who are prepared to meet 1921 conditions.

General business is again realizing the fact that inflation must be followed by deflation, and that those who best survive these extreme conditions are what might be termed "conservatives" on the average.

VICTOR SUPREMACY was never more apparent than to-day.

The law of average over a period of time produces the result by which all are judged.

Contrast the condition of VICTOR business during the past few months and forecast the opportunities for 1921, as against the majority of competing lines, and you will appreciate that the VICTOR policy is intended to insure permanent success.

1921 will be a "show-down year"—a period of "the survival of the fittest."

The VICTOR wholesaler will find it necessary to invest more capital to adequately meet the needs of the VICTOR dealer. He should be able and willing to build up a stock of Victrolas and Records as increased production makes it possible. His financial condition should enable him to give ample credit to dealers whose business transactions are conservative.

The "survival of the fittest" among VICTOR dealers will continue to prove the wisdom of concentration and specialization. High-class representation ought to be encouraged and rewarded.

The dealer who expects support will give it. He will choose his line or source of supply on a permanent investment basis.

The coming year will be a year of "reaping" according to our "sowing." A year of reaction, but also a year of reward. In some cases, a time to introduce new resolutions and new policies.

The BLACKMAN TALKING MACHINE CO. is prepared to meet 1921 conditions and will welcome an opportunity to help its VICTOR dealers do so.



Blackman

TALKING MACHINE CO.

81 READE ST. NEAR CHURCH ST. NEW YORK
VICTOR DISTRIBUTORS EXCLUSIVELY WHOLESALE



How to Make 1921 a Happy New Year

In Spite of Everything!

They say that things are pretty bad—
 They couldn't be much worse
 But that's no reason, after all,
 Why YOU should hire a hearse.
 They say the world is going to
 The Bowwows pretty soon;
 But there'll be time enough, no doubt,
 For many a merry tune.
 The price of eggs may aviate—
 With every other ration;
 But you can thank your lucky stars—
 You still have Syncopation.

No matter what you have to hand
 Your landlord on the First;
 No matter if it's quite impossi-
 BILL to quench a thirst—
 We still make catchy dance hits that
 Intoxicate the feet—
 A lot of new ones every month—
 That simply can't be beat.
 So cease to mourn your tragic fate—
 The world is not so bad.
 Those tantalizing Emersons
 Will keep you feeling glad.

January, the biggest month for record business, is here:
Every Month Is Big With the EMERSON Dealer

Emerson Records

of the VERY LATEST Songs and Dances

First!

Cast Your Eye Over These!

SELECTION	SHIPMENTS MADE
10295 Margie. Fox-trot.....Plantation Dance Orchestra	December 9th
10279 Darling. Fox-trot.....Green Brothers' Novelty Band	November 16th
10294 Just Snap Your Fingers at Care. Medley Fox-trot Waldorf-Astoria Dance Orchestra	November 27th
10293 June, I Love No One But You. Fox-trot, Orlando's Society Orchestra	November 27th
10242 Whispering (Dance). Fox-trot.....Van Eps Specialty Four	September 13th
10300 Whispering (Vocal). Tenor Solo.....Sam Ash	December 11th
10301 Margie (Vocal). Tenor Solo.....Eddie Cantor	December 11th
10292 Palesteena. Novelty Song.....Eddie Cantor	November 23rd
10302 Broadway Rose. Tenor Solo.....Irving Kaufman	December 11th
10296 Broadway Blues. "Blues" Character Song.....Sissle & Blake	December 3rd
10282 Feather Your Nest. Medley Fox-trot.....Vernon Trio	November 17th
10304 Caresses. Fox-trot.....Lanin's Roseland Orchestra	December 17th
10303 Grieving for You. Fox-trot.....Jos. Samuels' Music Masters	December 11th

The Ideal Phonograph and Record Combination

EMERSON RECORDS—THE EMERSON PHONOGRAPH

The Phonograph with the Emerson Music Master Horn

Play Emerson Records with Emerson Needles, a Quality Product



EMERSON PHONOGRAPH CO., Inc.

206 Fifth Avenue, New York

315 South Wabash Avenue, Chicago



INDUSTRIAL ACTIVITY ENCOURAGES PITTSBURGH TRADE

Little Business Slump Noted During Holiday Season—Period Models Very Popular—What the Various Managers Report—New Sonora Distributors—Vocation Shop Expands

PITTSBURGH, PA., January 3.—Talking machine dealers here are facing the new year with confidence and a feeling of optimism. The year just ended, on the whole, was considered by the various dealers as very satisfactory, as sales of talking machines and records were heavy, especially the last two months of 1920. Period models were in urgent demand during the holiday season and some of the dealers were taxed to the utmost to get their orders filled.

With the iron and steel mills in the Pittsburgh district assured of steady operation on orders that will necessitate the mills running for the next eight to ten months this condition is bound to have a healthy action on the various other business interests of the Steel City. There is no pessimism found among the talking machine fraternity here. All are eager and expectant for the new business that awaits them during the coming twelve months.

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Graphophone Co., said: "We have just closed a year that was most satisfactory from a business standpoint from all angles and I am highly pleased with the results that we have achieved here. As to the future, I can only say that I feel convinced that it will be a great Columbia year. Our dealers have been given excellent service and they, in turn, have been able to serve their patrons to an eminently satisfactory degree. I believe that with normal conditions obtaining we will enjoy a most prosperous year in 1921 for the Columbia line. At least, we will try to be prepared for it."

Albert A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributors, in referring to the prospects for the coming year, said to The Talking Machine World representative: "I believe that 1921 will be just as good as, if not better than, 1920. There is a great deal of business to be had, in fact, in sight, but the live dealer must go after it. There is a tendency on the part of the public to hold back, awaiting a revision downward in prices, but we in the Edison line of business are fully aware of the fact that this will not take place. We must, therefore, inform the public in an intelligent manner of the true situation. The reconstruction work that is necessary here and abroad is such as to insure prosperous times, and while there may be just a short period for readjustment I feel that business in the coming year will be better than ever, if we make it so by going after it in a determined and wise manner." Mr. Buehn stated that December sales showed a marked increase over the same period a year ago. Among the recent callers at the Buehn Co. offices were the following Edison dealers: H. H. Findt, Steubenville, O.; J. O. Clawson, Bellevernon, Pa.; S. G. Patterson, Beaver Falls, Pa.; C. B. Smith, Phillipi, W. Va.; H. L. Rosenberg, South Fork, Pa.; J. R. Klingensmith, Greensburg, Pa.; S. R. Pollock, Indiana, Pa.; C. H. Hutson, New Bethlehem, Pa.; W. A. Steadman, Butler, Pa.; John Phillips, Brownsville, Pa.; C. A. Wessler, Monongahela, Pa.; Glenn F. Miller, Ellwood City, Pa., and M. S. Nimmo, Nanticoke, Pa.

Thieves broke into a schoolhouse near Uniontown, Pa., and stole a new Victrola that had been purchased before the holidays by the school children. There is no clue to the thieves.

For the purpose of entertaining patrons the Dormont Pastry Shop, which has just been opened in West Liberty avenue, Dormont, a suburb of Pittsburgh, has installed a New Edison phonograph and a number of Edison records. The phonograph is placed in the tea room and is a pleasing part of the new stand, which is conducted by Mr. and Mrs. Fred Henze.

"As far as 1921 is concerned, I believe that it will be a banner year for the sale of Pathé goods," said H. J. Brennan, manager of the Pittsburgh Talking Machine Co., Pathé distributors. Continuing, Mr. Brennan said: "I see nothing that would indicate a depression in

business. From the reports that I have received from my roadmen, as well as some of the prominent Pathé dealers, I am led to agree with them that earnest endeavor will solve many of the sales problems that will face us the coming year. The year that is now gone was a very satisfactory one from a business standpoint. We did an excellent business and feel proud of our accomplishments. I realize that the field is ripe for the Pathé dealer who uses energy and tact in his salesrooms. We will do all in our power to give the best of service to the Pathé fraternity the next year in our territory."

John Hahn has been appointed manager of the record department of the Columbia Graphophone Co., taking the place of the late David Wise, Jr. He plans an aggressive campaign.

Robert Porter, field manager of the Columbia Graphophone Co., with headquarters in New York, was a caller at the Columbia offices here.

J. A. Scanlan, Jr., sales manager of the phonograph division of the Brunswick-Balke-Collender Co. (Pittsburgh offices), is looking for a marked increase in sales of Brunswick phonographs and records during 1921 over the previous year. Mr. Scanlan stated that the year just closed was a very satisfactory one for his department and he emphasized the fact that Brunswick dealers were given 100 per cent service. Among the new Brunswick dealers are the following: J. H. Bair & Son, Oakland Brunswick Phonograph Shop and Home Furniture Co., Pittsburgh; D. E. Beegle, New Kensington, Pa.; C. N. Johnson, Martinsburg, Pa.; Charles H. Hutson, New Bethlehem, Pa.; Kail & Cebula, Latrobe, Pa.; J. McLain, Rossiter, Pa.; W. D. Noble, Martins Ferry, O.; S. R. Pollock, Indiana, Pa.; M. A. Ritchie, Beaver Falls, Pa.

(Continued on page 125)

The CHENEY



A Superior Phonograph—and it Sells at an Average Price

The Cheney is acknowledged to be a superior musical instrument. Through its own musical merit its reputation has spread and sales have climbed.

In addition, Cheney cabinets are made by the finest cabinet makers in the country. Both in its period designs and in expert cabinet work it appeals to that class of your trade which appreciates good furniture.

The sales opportunity for you lies in the fact that The Cheney gives you a phonograph of highest calibre to offer to your best customers at average, standard prices.

Regular Models—\$125 to \$385
Art Models—\$325 to \$625

CHENEY TALKING MACHINE COMPANY
Chicago and New York



Sheraton



Colonial



Louis XV



Chippendale



Hepplewhite

QUALITY
HANOVER, PA., U.S.A.

Announcing the Addition of Five New Cabinets to the Line

Period models are much in vogue at this time. We have met the situation by designing the five period models shown.

Victor dealers will be interested in them as they are intended to be used with the popular Victrola VI.

The combination makes a perfect outfit that can be sold at a price that will have a strong appeal.

LONG CABINETS

Represent the last word in cabinet perfection and are sold with our absolute guarantee as to quality and satisfaction.

Write for copy of catalogue.

The Geo. A. Long
Cabinet Company
HANOVER, PA.

ACTIVITY IN PITTSBURGH TRADE
(Continued from page 123)

Martsof Furniture Co., Ambridge, Pa., and E. S. Tyler, Point Marion, Pa.

Jules Tarlow, manager of the Kaufmann & Baer Co. talking machine department, is most enthusiastic over the Christmas holiday sales and stated to The World representative that the volume of business handled far exceeded that of the same period a year back. Mr. Tarlow also stated that he was looking forward to an exceptionally brisk Spring season in the four lines of talking machines he handled in his department—the Victrola, Columbia, Grafonola, Aeolian-Vocalion and others. During the recent visit to the Nixon Theatre of Ray Miller, the "Melody King," and his black and white boys Mr. Tarlow arranged for Miller and his company to give an entertainment in the Kaufmann & Baer auditorium. The entertainments were given a most enthusiastic reception by a large audience. They sang and played their latest hits, "Rose of Spain," "Can You Tell?" "Avalon," "Just Like a Gypsy," etc. Miller and his singers also gave a similar entertainment during their stay here at the Sonora-Melodee Shop, where another large crowd was entertained.

The Vocalion Shop, one of the most attractive talking machine shops in Pittsburgh, has been taken over by the Philadelphia Show Case Co., which utilizes the first floor of the spacious quarters in the Jenkins Arcade as the retail department where the Vocalion Melodee player rolls, Okeh records, Bubble Books, Vocalion records and the Magnavox are on sale. The retail department is handsomely equipped and there is a fine display of the Vocalion as well as the other merchandise handled. The retail shop is under the management of E. C. Doel. The wholesale department is located on the mezzanine floor and is under the direction of J. A. Pentz, who is well and favorably known to the talking machine fraternity. Mr. Pentz stated that the prospects for business in the immediate future were exceedingly bright, especially in view of the fact that from now on Vocalion dealers will be able to secure more prompt and efficient service than ever before. Wayne D. Montgomery, who for a long time was connected with the Pittsburgh office of the Columbia Graphophone Co., will cover the Pittsburgh district for the Vocalion interests. John Russell is the roadman for southern Pennsylvania. The territory under the direction of Mr. Pentz covers the entire State of Pennsylvania and parts of New York, Ohio, West Virginia, Maryland and Virginia.

The Sonora phonograph distributing agency in the future will be located in the building of the Schroeder Piano Co., 820 Liberty avenue, Pittsburgh, with H. Milton Miller in charge.

T. T. Evans, manager of the wholesale Victrola department of the C. C. Mellor Co., is most optimistic relative to the prospects for Victor business in his territory the coming year and is preparing to handle an increased volume of trade.

R. R. Myers, Victor representative in the Pittsburgh district, is elated over the outlook for new business in 1921 and is convinced that there will be some record-breaking sales of Victor merchandise. He said that the Victor Co. was prepared to furnish all possible aid and service to the Victor dealers. Mr. Myers spent some time in the West Virginia territory and found Victor dealers there well pleased with business indications.

Miss Lillian A. Wood, manager of the Victor educational department of the C. C. Mellor Co., returned from Harrisburg, where she attended a meeting of the State Educational Association. A portion of the time was given over to a music section and there was much said in favor of the use of talking machines in the public schools.

P. W. Simon, the well-known Victor dealer of Uniontown, Pa., was a visitor to Pittsburgh. His local manager, Mr. Gebhard, also was a caller at the Mellor wholesale Victor department, with Mrs. Gebhard and their daughter.

E. B. Heyser, general manager of the W. F.

Frederick Piano Co., Victor distributor, said he was convinced that there would be a marked increase in sales of Victor machines and Victor records the next few months. He based his opinion on the very excellent industrial outlook in western Pennsylvania.

E. G. Hays & Co. have added the Modernola to their talking machine department. They also handle the Brunswick line.

FOREIGN RECORD TRADE GROWS

Emerson Phonograph Co. Tells of Increasing Interest in Foreign Record Catalogs

Louis D. Rosenfield, director of the foreign record department of the Emerson Phonograph Co., reports a growing demand for the four foreign record catalogs issued by his company; namely, the Polish, German, Hebrew-Jewish and Italian catalogs.

He says the company will continue to issue new records monthly for each one of these four catalogs and bearing out this policy, the first of this month, twelve new records were announced for the Jewish catalog and eleven for the Italian.

Mr. Rosenfield attributes the success of the Emerson foreign record business to the fact that all the numbers included in it are strictly native selections. He believes that foreign records succeed only insofar as they give exactly what the foreign population want, namely, their own native songs and their own native instrumental pieces.

PAVLOSKA SELECTS A BRUNSWICK

Reed & Dady, of the Hollywood Brunswick Shop, Los Angeles, Cal., report a call from Madam Irene Pavloska, Chicago Grand Opera star and Brunswick artist, to their salon, where she selected a model 117 Brunswick phonograph for her Hollywood home.

Ben Reynolds & Co., music dealers of Washington, Pa., have enlarged their talking machine department in which they feature the Victor line.

SELLING AGENTS FOR NEW MACHINE

M. M. Roemer Sales Corp., New York, to Handle the Oxford Phonograph Throughout the Country

The M. M. Roemer Sales Corp., of New York, was recently appointed sole United States selling agents for the "Oxford" phonograph, a new machine made in exclusive cabinet designs by the Mundler Corp., of New York. Although only placed upon the market a short time ago this phonograph has already made a very favorable impression.

The Oxford is the creation of S. Mundler, head of the Mundler Corp., who has had many years' experience in the industry, being formerly connected with talking machine manufacturing interests in London, England. In the past he has also been closely related to the industry on the continent, and his decision to place the Oxford before the trade and public was decided upon after a thorough study of what he felt was the present need.

The Oxford is manufactured in one size, but in a number of designs and is also manufactured upon special order to meet the requirements of period rooms, etc. The Mundler Corp. operates a large cabinet factory at 318 East Seventy-fifth street, New York City.

EXPECTS STRONG RECORD MARKET

E. D. Colen, secretary of the Emerson Phonograph Co., New York, stated to a representative of The World that the holiday business, as reported by Emerson dealers, was excellent in view of present conditions, and that the outlook is very encouraging. He looks forward to a very strong market for records in general, and Emerson records in particular, for a good many months to come.

The Merrill Music Co., Merrill, Wis., Cheney dealer, suffered a severe loss by fire early in December, but before the holidays was quartered in the Lincoln Hotel building.



Business men today are pragmatic. Their test for every idea is, "Will it work?"

That is the test we relish for our endeavor.

For that test brings out fully the genuine, practical, "workable" value of the man-to-man co-operative effort behind our Service.

Elyea Talking Machine Co.
Atlanta, Georgia

Exclusively Victor *Strictly Wholesale*



Kerekjarto (pronounced Kerek-yahrto) is the name of the new Hungarian violinist, who jammed the aisles of Carnegie Hall, New York, with his first two American concerts. His first Columbia Records are Sarasate's "Zapateado" and "Romanza Andaluza." Every real music lover will want them. Columbia 79456 and 49900.

**Columbia Graphophone Co.
NEW YORK**

THE COBROLA MAKES ITS BOW

New Portable Phonograph Introduced to Trade by Cobro Mfg. Co.

PHILADELPHIA, PA., January 3.—The new year has ushered in a new trade product—the Cobrola portable phonograph. This new machine is made by the Cobro Mfg. Co., whose executive offices are located in the Bulletin Building, this city. The factories of the company are at Vineland, N. J., and Hartford, Conn. The firm has been established for some years and has built up a reputation in the manufacturing of metal products and wire specialties and both factories are equipped with automatic machinery of the highest type.

This instrument is produced in a very attractive cabinet which is covered with genuine cowhide leather in black or, mahogany brown, embossed. The interior is upholstered in high-grade velvet and plush, harmonizing with the color of the leather. Its equipment includes a double spring motor, the Cobrola reproducer, record holder and leather handle. All metal parts are nickel plated.

One of the strong features in the sale of the Cobrola is the two years' guarantee against any imperfections due to defective material or improper workmanship. Upon the sale of each machine the dealer is required to return to the Cobro Mfg. Co. a card giving the name of the purchaser and other necessary information. Thus, an extensive list of all Cobrola owners will be at the command of the company. Circulars in both English and Spanish have been prepared and attractive window display cards for the dealers' use will also shortly be ready.

The personnel of the Cobro organization is as follows: D. S. Cohen, president; L. M. Sanders, vice-president, and G. E. Matteson, treasurer. Mr. Matteson was formerly president of the Commercial Guarantee Co., of this city. The company was incorporated under the laws of the State of New Jersey for \$150,000 and is a closed corporation.

Frank A. Hayes and Claude Phillip have organized the Music Box, Inc., in Beverly, Mass., and have opened a store in the Ware Theatre Building for the handling of Columbia Grafonolas and records, together with a general line of musical goods.

DEVICE TO PREVENT OVERWINDING

Jersey City Concern Places on Market New Device to Accomplish That Purpose

The Phonograph Specialties Mfg. Co., 67 Fleet street, Jersey City, N. J., has just placed on the market a new device which, it is claimed, makes it impossible to overwind talking machine motors. This device is attached to the motor shaft, following which the winding crank is inserted into its usual position. It is most simple in construction and occupies very little space and can be easily attached in a few minutes. After the device is made part of the motor itself the usual winding of the motor and its functions are carried out without any instructions being necessary. When the motor is sufficiently wound the winding crank automatically ceases to wind and becomes neutral. Not only does the attachment protect the spring from being overwound, but relieves strains upon the various parts of the motor caused by such action.

While the company at present is only manufacturing this device for one make of machine its construction with change in the size of the grooves for attaching the winding crank will make it applicable to all makes of motors and the manufacturer will shortly announce deliveries for other talking machines.

THE "BUNGALOW HOUSE" IN DALLAS

New Exclusive Brunswick Shop of Unique Character Opened in That City

DALLAS, TEX., January 3.—A new Brunswick Phonograph Shop has been opened at 1818 Main street, under the alluring title of the "Bungalow House." The new store has been fitted up in distinctly bungalow fashion, attractively designed and furnished, with every convenience provided for the customer. The interior of the bungalow contains a living room with its fireplace and draperies, a reception hall, library, dining-room and even kitchen, and in each room is a Brunswick phonograph of suitable type. The second floor contains Brunswick Hall, and a rest room for women. The hall itself will be used for recitals and will also be made available for meetings of women's clubs, etc.

The proprietors of the new shop are W. O.

Rosser and W. A. Macon, both from Chicago. The staff includes Floyd Johnson, A. H. Zall and C. L. Warrick. Mrs. J. K. Byers is in charge of the record library.

OKEH RECORDS IN DEMAND

Okeh Records Increasing Continually in Output and in Sales for January

Announcement was made last week by John Cromelin, general sales manager of the General Phonograph Corp., New York, that the daily shipments of Okeh records now being made are several hundred per cent larger than the daily shipments being made a year ago at this time. Mr. Cromelin anticipates that before the end of 1921 the daily shipments of Okeh records will increase at least 100 per cent over the present output.

NEWS OF EMERSON TRAVELERS

H. E. Morrison, sales manager of the Emerson Phonograph Co., New York, left the first of the month for an extended trip through the West. He will be gone in all about three months and was accompanied by Robert MacMacken, special field representative of the Emerson Co. The latter, in all probability, will locate permanently on the Western Coast. Mr. Morrison will hold general conferences with the Emerson distributors located in the western part of the country.

Chas. F. Usher, special field representative, is making his headquarters with the Ohio Emerson Co., recently appointed Emerson distributor located at Columbus, O. He will co-operate in the promotion and educational work.

Owen J. Logan, special field representative, will make his headquarters with the Roundtree Corp., Emerson distributor at Richmond, Va., with a similar purpose in view.

Harry J. O'Connor, of the Emerson Chicago office, is at present located with the Emerson distributor at Indianapolis.

Paul Zerrahn, special field representative, is now located with the Emerson Products Co., the distributor at Syracuse.

Morton Lucas, special field representative of the foreign record division of the Emerson Co., will also make his headquarters pro tem. with the Emerson Products Co., at Syracuse, and will cover upper New York, with a view to promoting the sales of the Emerson Polish, German, Italian and Jewish records.

BERNAT ACTING SALES MANAGER

While H. E. Morrison, sales manager of the Emerson Phonograph Co., is in the West on a three months' trip, J. I. Bernat, advertising manager, is acting as sales manager in addition to directing the publicity of the company. He knows the ropes.

W. H. Lester, Brunswick dealer in St. Petersburg, Fla., recently installed a \$125 model Brunswick phonograph in the new Knights of Columbus Hall, in that city.

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES,
FINISHING and
RECORDING
LABORATORY JEWELS

Plant No. 1
833 Broad Street
Tel. 2896 Market
NEWARK, N. J.

SAWING
GRINDING
ROUGHING
ROLLING and
EXPERIMENTAL
LABORATORY

Plant No. 2
54½ Franklin St.
NEWARK, N. J.

MANUFACTURER OF

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

NO CUT IN VICTOR PRICES IN PROSPECT

Ralph L. Freeman, Director of Distribution of Victor Co., in Replying to Inquiry of A. D. Geissler Explains Position of That Company

Some very interesting and illuminating correspondence has recently ensued on the subject of prices for Victor records and Victrolas between A. D. Geissler, president of the New York Talking Machine Co., Victor wholesaler of New York City, and Ralph L. Freeman, director of distribution, Victor Talking Machine Co., Camden.

Mr. Geissler originally wrote to the Victor Co. that rumors were persistent among certain Victor dealers to the effect that a reduction in the prices of both machines and records was imminent, and asking if there was any reason for believing these rumors would prove true.

Mr. Freeman's letter in response very clearly sets forth the price situation in so far as it affects Victor products, and makes it evident that no reduction in the price of either Victor records or Victrolas is likely at this time. Mr. Freeman's letter follows verbatim:

"December 31, 1920.

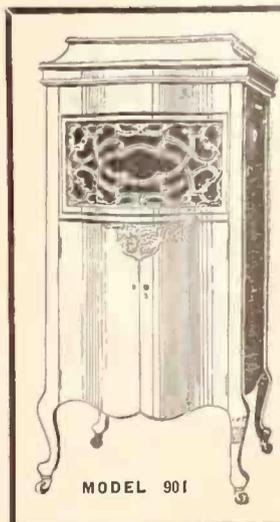
"New York Talking Machine Co.,
New York, N. Y.

"Gentlemen:—Responding to your letter of December 30, we desire to say that there is absolutely no foundation in fact for any rumors to the effect that the Victor Co. is contemplating reductions in its prices for its products, either instruments or records.

"We have not made any general statement on this subject for the reason that it appeared to be impossible to adequately cover in a condensed statement the many features which have enabled the Victor Co. to offset the great difference between its increase in cost of production and the relatively small increase in its prices.

"On June 29 last, at Atlantic City, our president stated that during the war period the Victor Co. had handled an increase in cost of labor and material of at least 166 per cent, with only about 34 per cent increase in its prices. Since that date we have made no increases in our prices, but the last figures available, those for the three months ended September 30, 1920, show still further increases in cost of production, due to the fact that we are now using materials purchased at higher prices than those heretofore effective with us.

"One factor that has been most effective in stabilizing this company's prices during the last five years has been the strong financial position which had been developed for the very purpose of taking care of some such emergency, and which has enabled the company to purchase its requirements of materials at better prices than were generally quoted. A considerable portion of the difference between increase of production costs and increase of prices has been taken out of our profits, but the most important factor in the whole situation has been the ingenuity of our organization in devising improved equipment whereby manufacturing costs could be reduced without deterioration in quality.



Apply for Prices and Territory for this most Attractive Proposition to

Musical Sales Corp.
5 BROMFIELD ST.
BOSTON, MASS.

MODEL 901

Turn your Table-Type
Phonograph Sales into
Bigger Profits.

If you do not see how you can make sales and money by handling Udell record cabinets, write us and let us tell you what other dealers are doing.



No. 1402

Write today for the Udell Blue
Book and other information

The UDELL WORKS

Indianapolis—1250 West 28th St.

"The policy of the Victor Co. has always been to do a large business on a moderate percentage of profit. Circumstances of the last few years have reduced our margin of profit to the point where it cannot be considered satisfactory or adequate for the maintenance of our organization. We believe that further advances in prices may be avoided, but certainly there can be no consideration of any downward revision in our prices until actual reductions in cost have been accomplished sufficient to allow the Victor Co. a safer margin of profit. Predictions against the future are always hazardous and we would not care to assume the responsibility of issuing any guarantees or doing more than give you a frank statement of the situation as it now appears to us. We cannot see any possibility of developments which would enable us to reduce our prices in the near future. Very truly yours,

"VICTOR TALKING MACHINE CO.,
"Ralph L. Freeman, Director of Distribution."

E. R. JOHNSON GIVES \$100,000

A contribution of \$100,000 to the European Relief Council from Eldridge R. Johnson, president of the Victor Talking Machine Co., for the carrying on of relief work among several million needy children in Central and Southeastern Europe, was announced this week by Herbert Hoover, who has been charged with the task of raising \$33,000,000 for relief work.

TAKES CHARGE AS MANAGER

MEMPHIS, TENN., January 4.—Saul Bluestein has recently been made manager of the Sonora Music Rooms, of this city. This is the talking machine department operated by the Fortune-Ward Co. Mr. Bluestein was formerly in charge of the talking machine department of J. Goldsmith & Son Co., of this city. Mrs. Dorothy Drigg and Miss Northrup Penland will be associated with him.

PLAN NEW NATIONAL ASSOCIATION

Music Trades Association of Southern California Moves to Form National Organization of Talking Machine and Phonograph Dealers

LOS ANGELES, CAL., January 3.—J. W. Boothe, general manager of the music department of Barker Bros., introduced a resolution at the last general meeting of the Music Trades Association of Southern California which had for its object the formation of a National Talking Machine and Phonograph Dealers' Association, and the secretary was accordingly instructed to write a letter to the various associations with this purpose in mind.

The following letter has been sent over the signature of A. G. Farquharson, the secretary:

"A resolution was adopted at our last meeting which has for its aim the foundation of a National Association of Retail Talking Machine and Phonograph Dealers, and the secretary was accordingly instructed to write to all of the retail talking machine, phonograph and music trades associations throughout the United States and ask them for their support and co-operation towards the formation of such an association—the object being the advancement, betterment and protection of the industry.

"It was suggested that delegates from the various associations should attend the Chicago Convention of Piano Merchants, which is to be held during the Spring of 1921.

"Enclosed you will find a copy of our constitution and by-laws, together with a list of some of the resolutions adopted during the past few months. These are for your information. Copies of some of your motions and resolutions would be highly appreciated by us."

J. P. MIDDLETON A VISITOR

John P. Middleton, exclusive Columbia dealer at Pittsfield, Mass., was a visitor this week to the Columbia executive offices. He said he had enjoyed a very fine holiday business.

THE MID-WEST

WESTERN DIVISION OF THE WORLD, CHICAGO, JANUARY 8, 1921. So we are at the beginning of another year. Yes, and a year which looks very much as if it were going to develop into a very interesting and possibly even exciting stretch of twelve months. The truth is, we are getting to the bottom of our present low curve so rapidly that we are likely to outrun our own courage and to hold back our own recovery through the illogical though not unnatural process of losing heart when half way through. In point of fact, we are reaching bottom with truly wonderful rapidity. All through the realm of industry, whether in or out of the music industries, the process of liquidation and readjustment is in full swing and is continuing at a staggeringly rapid rate. And why should it not? This is no time for sluggish methods. What we want to do is to liquidate, to get out of the mess as quickly as we can, so as to reach bottom and start upward again. And, fortunately, all signs seem to show that we are doing this very thing. In fact, signs are not wanting that in some lines and in connection with some important corporations the bottom point has been reached and the upturn has begun. Stock market values in certain critical industrials are recovering and dividends are being passed much less frequently than seemed likely a month ago. The Spring is still three months away and prophecy is proverbially dangerous. Yet a prophecy we are willing to make. It is that before the violets are showing through the new grass of Spring there will have begun, and be well under way, such a restoration of industrial activity as will surprise even the most enthusiastic of us. Meanwhile let us hasten the process of readjustment, each of us by every means in his power. Let wholesalers and retailers together realize that what is needed is not necessarily specific reductions of figures by specific percentages as adjustment on a fair basis of existing figures to current levels of supplies and labor. We want readjustment—not reduction, deflation—not loss. And we can have them.

THE Western Division of The Talking Machine World, looking at the facts presented to their observation from all sections of the industry as it centers here, has come to the very definite conclusion that the only proper attitude for us all is an attitude of very reasonable confidence. We do not like the word "optimism," for that word is really neither felicitous nor accurate. It comes to mean a belief in some conclusion a little better than is warranted by the facts of any case. One has come, unfortunately for the significance of the term, to think of an optimist as a person who invariably and futilely cries out that everything is lovely when, in truth, everything is just the other way around. Of course, optimism, like pessimism, represents a purely mental quality. "The world," "society," "industry," "business," are not abstractions existing in a sort of way all by themselves. They are different names given at different times to the whole assemblage of living men and women looked at from different standpoints, or functioning in different ways. What all the men and women in the world think is what, in actual fact, is thought by the "business world," by "society," or by what we often and very inaccurately call "the world." We are the world ourselves, and as we think in our hearts so is the world. Therefore, when conditions are bad it is because the world—that is, you and I and the rest of us—is feeling blue, or is reaping, in its own guilty conscience, the harvest of its sowing of tares in the shape of extravagance, recklessness and dishonesty. We reap what we sow. Wherefore neither optimism nor pessimism, in the ordinary sense of those words, should have any meaning for the man who thinks straight. For such a man will clearly see that the one great need is to keep one's head and to think out one's problems without allowing oneself to be led out of the straight path by the malignant hypnotism of the crowd. Crowds are always foolish, and crowd action is always foolish action. The man who thinks wins. And that man, wherever you find him, will tell you that there is every reason for rational confidence on the part of every man who has not made an absolute mess of his business affairs during the past year.

Happy
New
Year!

Not
"Optimism,"
but Reason

Marguerite
Sets an
Example

WE make no bones about stating our belief that the coming year will be a year of strenuous success for those who fight. Our Chicago Tribune, which, though it is unhappily mistaken in supposing itself to be the world's greatest newspaper, is nevertheless a journal which enjoys much influence, is telling each day that 1921 is to be a big year for fighters. Well, we in this newspaper office like fighters and don't mind saying so. We don't think that the fighting needs to be so terribly strenuous. We look for no scenes of carnage; we anticipate neither shrieks of the wounded in the distance nor cries off stage, but we do think that what would have been considered six years ago to be the natural job—going out and digging up the business—will have to become natural once more. The human animal is a lazy beast. Whether he admits it or not the fact remains that he just naturally hates work and takes to periods of rest like a bear to its Winter quarters. Now we are just at the end of one of these lovely periods of hibernal dreaming and resting. The sun of good, hard work is shining and we have to come out of our caves and start hustling. That is all that hurts us. Some of our elegant salesmen ought to take example from the writer's lady friend Marguerite. Marguerite is a turtle, of the soft-shell, snapping variety, which has imparted a touch of romance to the writer's happy home for several years. Normally, each year Marguerite sleeps from about December 15 to April 1. This year, however, she is still awake at this writing and refuses to hibernate. Neither nice warm sand nor any other temptation is strong enough to persuade her to lay herself down for the customary period of repose for the brief twenty-four hundred hours or so, during which she has been accustomed to forget the cares of life. Marguerite, in a word, declines to hibernate. Marguerite sets a good example.

WHILST we are talking about it, let us remind ourselves that the sellers' market has completely and irrevocably passed, but that it is not necessary to assume, in consequence, that we are in the least worse off for that. One of the facts usually overlooked during any readjustment period is that we habitually become inefficient in proportion as business comes more easily to us. The fact is that the stress of competition in the industries where sharp competition normally rages, or that of service in the industries or occupations where quality is the most important item (as, of course, it ought to be in all) furnishes the necessary and in fact indispensable spur, without which the pace of self-improvement and of administrative and productive efficiency must constantly lag. In a condition of society where the demand is for better quality and where the buyer can pick and choose, there is the constant spur to greater and greater efforts on the part of all producers and distributors towards efficient methods. When, however, business is very prosperous, when the buyers are more numerous than the goods to be bought, when the demand is on the part of the buyer for some thing, rather than on the part of the seller for some buyer, then efficiency declines, invariably and inevitably. If there were not these periodical downturns, with their readjustments of method, of thought and of action, efficiency would disappear from the face of the earth and men would find themselves dying, industrially and socially, through a process of dry rot. We need these reminders, and their invariable effect is to tighten up the braces of the industrial and commercial machine, to force efficient methods and, in short, to prepare us for another period of easy times.

NOR should we forget that this, as some say, trying, period has taught us one plain and simple truth. It has taught us that the talking machine has found its place permanently in the affections of the people. No one can doubt this who has seen how the talking machine industry, young, to a large extent untried, and to a still larger extent over-enthusiastic, has come through the present test. The talking machine, in a word, has proved itself, and has shown that it is to be

We Are
Finding
Ourselves

POINT OF VIEW

reckoned with in future as one of the completely necessary elements in the musical culture of the nation, as of the world in general. But we should remember at the same time that there are talking machines and talking machines. The public taste, in coming around to the belief that the talking machine is a desirable article of possession for purposes of entertainment, amusement and culture, is also coming around to the belief that there is a difference between one talking machine and another. In consequence, public taste will soon begin to fix upon the machines which experience demonstrates are the least troublesome and the most satisfactory. Reputations spread fast, and they depend finally upon character. The day for quality and service has come, and the manufacturer of machines or accessories who is not convinced on this point will be well advised to convince himself as rapidly as possible: for otherwise he is likely to find himself unpleasantly surprised one of these days. The great need of the moment is high quality combined with service. If dealers now shy at a new machine or even at one not so new, be assured that the principal reason for their feeling is a doubt as to the permanence and reliability of the article. This doubt, whether the article will stand up or whether service on repairs, etc., can be had, is a doubt which is present as often in the mind of the ultimate consumer as of the retail merchant. Which is another way of saying that quality is more important this year than it ever was before.

We ran across a new one the other day. A certain firm, which shall be nameless, is going out after business in a really exciting sort of way, and among other stunts is working the residential districts by means of outside salesmen (vulgarily called door-bell ringers) very carefully: in fact is combing with a fine-tooth comb. One of the door-bell boys reported, when he came in at the end of a recent strenuous day, that he had run across one apartment house containing eleven families, on all of which he duly called. Five of the eleven had talking machines. Of the remaining six, one would not have a talking machine on any consideration. Five, on the contrary, were quite willing to envisage a talk-machine in the living room, but had been holding off for various reasons. When our bright young friend got into full working order he brought all five down to the point where they wanted to talk prices and terms: and why do you suppose they had been holding off? Well, because they were bitten by the prevailing belief that prices in all lines must come down and so were simply waiting until there were more evident signs of the process coming into tangible existence before going downtown. When, however, a salesman appeared from downtown out in their neck of the woods and began to work hard for business, these families, separately and independently, but as it happened identically, concluded that there must be real bargains at any store whose management was working so hard to get business. Which, of course, is simply another way of saying that there are more ways of killing a cat than by drowning it in cream. Comprenny?

WHICH reminds us that we have been hearing from many sources all sorts of queer stories concerning devious methods of selling talking machines, now being practiced, apparently with success, by various persons who have no real stake in the trade. One thing leads to another. Commercial salaries have not been rising like the wages of mechanics, and many queer shifts are made to boost up family incomes by such men. Only the other day we were surprised to learn of a veteran clerk who has been selling from his home talking machines of fair quality at a moderate price, in small quantities and on a basis not far from cash. This man, of course, and others like him deserve our sympathy. But the fact remains that they are securing business which the regular trade ought to have and to which it alone is entitled. On the other hand, of course, all this sort of fantastic business proves two things very clearly. It proves, for one thing, that business is to be had by those

who will go after it. And it also proves that if the methods to which we have accustomed ourselves are not producing results, other methods must be devised. If it be true, as the evidence just now adduced seems to show, that canvassers who go from door to door with nothing but a catalog and a line of conversation can sell talking machines on a healthy basis, then it is also true that the talking machine is a desired article and that the people have the wherewithal to buy it. The only remedy, in the face of facts like these, is for the legitimate dealers to go and do likewise. In a word, the legitimate trade must be willing to go out and look for the business which is being obtained by persons who, having no trade tradition to hold them back, are using whatever means appeal to them as being most likely to secure immediate results. House-to-house canvassing, classified want advertising in the daily papers and sometimes—one is inclined to think—a slight looseness in statement concerning the reason for selling from the home are doing the work of selling successfully. Is there not a hint here for the rest of us?

OUR revered contemporary, The Music Trade Review, which, in case our readers do not know it, we now state to be a weekly devoted to the piano trade (as Artemus Ward used to say: "N. B. This is wrote sarcastick") has been enjoying itself lately with grave discussions concerning what we personally feel compelled to call the nuisance of overjazzed music. Here is a point where the record men have it all over their colleagues of the music-roll. One can never sufficiently admire the talent, the ability and the courage which led the pioneers, particularly, let us say straightforwardly, the Victor Talking Machine Co., to stand up for the best in music year after year. It would be simply impossible to overestimate the value of that contribution to the development of American civilization. This is not yet a wholly civilized people. Good music is yet to be developed in a national sense; and here the talking machine industry may rightly be congratulated. For the talking machine has introduced to more people in the United States and elsewhere the message of good music than has any other single agency. Now music appreciation is solely and simply a matter of familiarity. One gets to understand and appreciate by getting to know, by personal contact, by the close touch of hand to hand. So with music. The talking machine has taught thousands, nay, tens of thousands, something about the meaning of music which all the jazz-ieties in the world can neither take away from them nor make them regret. We have that much to be thankful for at any rate.

ONE imagines that any manufacturer in this or any other industry would give a rather cold reception to the enthusiast who should enter the sanctum with a "perpetual motion" machine. In fact, the world does not regard the notion of perpetual motion with any particular sympathy. But one is led to the belief that the talking machine trade is about as near to that ideal as it could well be. Let us elucidate. We have now repeating devices which start the record going again as soon as it has been played through. That is a good start towards perpetual motion. Then, lest the spring of the motor run down, we have machines for keeping it wound up. And so the music needs not come to an end through lack of co-operation from the motor. Or, for that matter we have electric motors which will keep on running so long as the customer pays the bill for the current. And, lastly, there are permanent or semi-permanent needles which do not need to be changed till any number of records up to fifty have been played. If a keen-minded merchant were looking for a really exciting bit of publicity, via the window display for instance, he could scarcely do better than give a "perpetual motion" exhibition. It surely would draw the crowds. Here is an idea absolutely free, gratis and for nothing. Who will be the first retailer to carry it out?

More Ways Than One!

Dropping Our Hammer, We Seize the—!

An Idea Worth Considering

The Elusive "Gyp"

Have You Heard the New MANDEL Records?

There is a treat in store for you. The MANDEL Record is the newest lateral cut record out. We consider the MANDEL Record the last word in quality. The quality of the music as well as the record itself is second to none.

MANDEL Records are recorded for this Company. The masters from which MANDEL Records are pressed are our own property. We have engaged the very best talent obtainable for the recording of our records. The names of the artists are well known in the amusement field.

The first release consists of sixteen records—thirty-two selections—including the very latest dance music and instrumental music as well as standard vocal and instrumental and operatic selections. This first list has been selected with great care, having in mind their commercial value.

Our plan is to release ten numbers monthly. All new records released will be selected with a view to their salability, for it is our intention to build up a catalog only of good selling numbers.

Attached is an order blank for the entire assortment of sixteen records. We would suggest that you sign and mail this order blank to us at once.

Popular Dance Records

- 4001 { AVALON—Fox-trot,
10 in. { Raderman's Novelty Dance Orchestra
\$1.00 { DARLING—Fox-trot Ben Selvin's Dance Orchestra
- 4002 { THE JAPANESE SANDMAN—Fox-trot,
10 in. { Raderman's Orchestra
\$1.00 { FEATHER YOUR NEST—Fox-trot,
Selvin's Syncopating Melodists
- 4003 { WHISPERING—Fox-trot Raderman's Orchestra
10 in. { GRIEVING FOR YOU—Fox-trot . . . Selvin's Orchestra
\$1.00 {
- 4009 { THE LOVE NEST (From the musical comedy, "Mary")
10 in. { Green Bros.' Novelty Orchestra
\$1.00 { ALABAMA MOON—Fox-trot Green's Orchestra

Hawaiian Selections

- 4004 { ALOHA OE—Hawaiian Guitars . . . Ferera and Franchini
10 in. { HONOLULU MARCH—One-step
\$1.00 { Hawaiian Guitars—Ferera and Franchini

Standard Selections

INSTRUMENTAL

- 4013 { WASHINGTON POST MARCH . Mandel Military Band
10 in. { NATIONAL EMBLEM MARCH,
\$1.00 { Mandel Military Band
- 4014 { AMERICAN PATROL—March . Mandel Military Band
10 in. { SUNNY SOUTH—March Mandel Military Band
\$1.00 {
- 4015 { POET AND PEASANT OVERTURE—Part 1
10 in. { Mandel Concert Band
\$1.00 { POET AND PEASANT OVERTURE—Part 2
Mandel Concert Band

Popular Vocal Records

- 4005 { BROADWAY BLUES—Contralto Solo,
10 in. { Aileen Stanley, with Orchestra
\$1.00 { DON'T TAKE AWAY THOSE BLUES—Baritone Solo
Ernest Hare—Orchestra Accomp.
- 4006 { TIRED OF ME—BALLAD—Tenor Solo
10 in. { Chas. Hart and Orchestra
\$1.00 { DOWN THE TRAIL TO HOME, SWEET HOME—
—Duet—Tenor and Baritone. Elliot Shaw and Chas. Hart
- 4007 { WHEN I LOOKED IN YOUR WONDERFUL EYES
10 in. { —Tenor Solo Chas. Hart, with Orch. Accomp.
\$1.00 { I'D LOVE TO FALL ASLEEP AND WAKE UP IN
MY MAMMY'S ARMS—Soprano, with Orchestra
Helen Bell Rush
- 4008 { MY LITTLE BIMBO DOWN ON THE BAMBOO
10 in. { ISLE—Baritone, with Orchestra Ernest Hare
\$1.00 { PALESTEENA—Comedy Selection, Orchestra Accomp.
Fred Whitehouse

Standard Vocal Numbers

- 4010 { A DREAM—Tenor Solo with Orchestra . . . James Price
10 in. { ABSENT—Tenor Solo, Orchestra Accompaniment
\$1.00 { James Price
- 4011 { GOOD BYE (Tosti)—Soprano with Orchestra. Ida Wells
10 in. { SING ME TO SLEEP—Soprano Solo, Orchestra Ac-
\$1.00 { comp. Ida Wells
- 4012 { MIMI—(From the opera La Boheme)
10 in. { Sung by Mme. Fonariova
\$1.00 { VISI D'ARTE—(From the opera Tosca)
Sung by Mme. Fonariova

Violin Selections

- 4016 { SOUVENIR Played by Vera Barstow
10 in. {
\$1.00 { BERCEUSE Played by Vera Barstow

CUT THIS ORDER BLANK—MAIL IT TO-DAY—FIRST RELEASE MANDEL RECORDS

MANDEL MANUFACTURING CO.

1455 W. Congress Street, Chicago, Ill.

Ship as soon as possible by Parcel Post Express your assortment of 16 first release Mandel Records, at your regular trade discount.

Signed _____

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5774

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., January 5.—The holiday season just passed has surprised everyone in point of sales. In the city of Chicago, at least, talking machines were pushed, through advertising campaigns, house-to-house canvass and in every other way imaginable. Judging by the newspaper advertisements just before Christmas one might imagine the public was on a talking machine purchasing spree. There were special offers galore, special terms, and even reduced prices. Full-page advertisements carried the news to the public in startling headlines. All of the various makes, even the best known, were offered with exceedingly small down payments; most, in fact, being delivered after the purchase of a few records on the so-much-per-week plan.

So much for the holiday advertisements. The result was a very large sale of instruments throughout the city, which has had the good effect of clearing things up somewhat. It can probably be said that the holiday sales of talking machines in Chicago were far better than the average of the rest of the country. As a matter of fact, manufacturers of pianos and other musical instruments complain that talking machines were pushed to the exclusion of piano sales.

Intensive selling seems to be the order for the coming year. House-to-house canvassing on the part of the dealer and better dealer service on the part of the manufacturer will have a more important place in the new order of things. It is the belief of those best qualified to gauge business conditions and make predictions that the honest value will find a market in 1921. Whether the instrument be of the popular-price type, or of the expensive period console design, if the price is right and the integrity of the goods themselves assured, the aggressive dealer will be able to show a satisfactory balance a year hence. Probably a number of concerns will retire from business. These retirements may be caused by financial difficulties or from lack of merit in the product itself. In either case the result will be to strengthen the lines that remain.

Retail stocks are undoubtedly very much lower than before the holidays. Conservatism has been the watchword of the dealer during the past six months. He has been content to

run along on very much lower stocks than before. Visiting dealers have been few for some time past, wherefore many can be expected after the first of the year. There is an unprecedented list of furniture dealers scheduled for the market opening both here and in Grand Rapids, which is an excellent sign.

The wholesale business is destined to enjoy a steady increase commencing with the first of the year. Of course, this does not mean much because it has been practically at a standstill for a month or so. Predictions for the opening of a better retail trade vary from February 1 to April.

Handsome Sonora Display

At 669 N. Michigan avenue, where the autos of "Gold-Coasters" pursue their lordly way to and from Sheridan road, C. J. Van Houten & Zoon have installed one of the most handsome and artistic small window displays in the country. The window has been prepared solely as an advertising project to benefit Sonora dealers in Chicago and is in the front of a building used for a dancing academy. No machines are being sold from this place, although the proprietors of the dancing academy undertake to refer inquiring purchasers to C. J. Van Houten & Zoon.

The window display cost the above Sonora jobbers fifteen hundred dollars and is equipped as follows: On display are the Sonora Gothic De Luxe Normandy model in antique walnut, the retail price of which is \$1,500; a Louis XV De Luxe Du Barry at \$1,250, and a Jacobean Robespierre in antique walnut at \$1,300. The woodwork is done in old ivory enamel, the draperies in English mohair casement cloth with a pleated valance two feet deep across the entire top of the window. Blue and tan half-tassels hang from the valance. An antique Chinese chair and marbled console table, two carved wood candlesticks and a Glendale carpet complete the interior. On the outside an illuminated sign flashes the Sonora trade-mark night and day to the passing automobiles.

Is Business Bad?

Not according to gentlemen of the type of Wm. R. Gross, of Mattoon, Ill. Mr. Gross works for the M. J. Ritter Drug Store of this city. He is a decided talking machine enthusiast and, bad times or good, believes these instru-

ments can be sold if the proper effort is put forth. A short time ago he asked his manager to be freed from the duties in the store in order to go out and canvass the neighborhood for talking machine prospects. The photograph shows fifteen hundred dollars' worth of Victrolas disposed of in one day by Mr. Gross. The phonographs were lined up outside the



One Day's Sales of Victrolas

store as shown, for the purpose of advertising, and as a result this young gentleman obtained fifteen more prospects.

When it is remembered that the feat was accomplished during a period when talking machines were not selling with remarkable rapidity, we are inclined to give Mr. Gross all the more credit.

Makes Will on Record

Earl H. Reynolds, Chicagoan, has set a fashion in recording of wills. We use the word recording literally. After dictating his wishes into the instrument, two attorneys followed by dictating their names as the spoken signatures of witnesses. James E. Callahan, one of the attorneys, says "the voice is mightier than the pen." The judge before whom a phonographic will is offered for probate can tell whether the testator was strong or weak from the tone of his voice as reproduced by the sound. He can also judge whether the testator was of sound and reasoning mind from the fluency or lack of fluency evidenced by the record.

A Children's Hour

The Celeste Music Co., of Pekin, Ill., has worked out an original and effective plan for interesting the children of its clientele. On Friday and Saturday mornings of each week throughout the Summer months the children of this town are entertained at the above store. A

(Continued on page 133)

When in the market for Fibre Needle Cutters
Always get our prices
Do not be put off with any other cutter
Efficiency is our first object

& we want your valued orders

Will we hear from you soon?
Allow us to quote you on a quantity
Do not wait until the other fellow outsells you
Enter your order at once. (Today.)

WADE & WADE

3807 LAKE PARK AVE.

CHICAGO, ILL.

An Example

Of the Dealers' Helps prepared by Lyon & Healy



A set of four envelope enclosures of the highest class in design and text. Insert one in every statement or letter you mail to a customer. They are drawn by a high-priced artist, printed in colors, and carry effective sales talks. There is a space for imprinting your name and address.

Lyon & Healy Dealers' Helps Increase Your Sales

All of the Lyon & Healy services are well tested and tried. We use them for our own retail trade—one of the largest in the country.

They are sold exclusively to the MOST PROGRESSIVE VICTOR DEALER in each city. If you are that man, write for a complete list of our services, full information and samples.

LYON & HEALY

Victrola Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 131)

story hour with educational records, both musical and spoken, is the attraction. Mrs. Julia A. Catron, a member of the firm, and a person who has had several years' experience in both State and local musical club work, arranges the programs. These are made as educational as possible without sacrificing the interest of the audiences. The benefit to the firm of these pleasant hours given the children accrues in the latter's support of the Celeste Music Co.

Foils Bandit

C. H. Smith, of the Smith Piano Co., on Wabash avenue, recently had an exciting experience with an automobile thief who attempted to steal his auto as it was standing in front of the store. Mr. Smith observed the bandit just as he was starting up and gave chase. The man was caught before he had even got as far as Jackson Boulevard, and turned over to the police.

Fire on "Row"

At 6:30 o'clock Monday morning, December 27, the Chicago fire department was called out to extinguish a fire in the basement of the Adam Schaaf establishment on Piano Row. The blaze was of little consequence and was immediately brought under control. An overheated furnace caused by a sudden change in the weather was responsible. The merchant from whom we obtained this information solemnly asserts that he was on the job looking for customers at this early hour of the morning, and so personally viewed the events.

Fights Excise Tax

The Chicago Piano Club, which numbers among its membership many talking machine men, has instituted propaganda to combat the proposed excise tax legislation under contemplation in Washington. At a recent regular weekly meeting Otto Schulz, president of the National Piano Manufacturers' Association, and manufacturer of Magnola talking machines, spoke regarding the proposed legislation, which, if it goes into

effect, will put an excise tax of ten instead of five per cent on musical instruments. He urged whole-hearted effort on the part of the trade in opposition to this increase in tax, pointing out its unfair and demoralizing effect upon the industry. After considerable discussion it was moved and carried that a special committee be appointed to collect such data as the members of the club might find valuable in sending to their representatives at Washington.

With Play-All Phonograph Co.

W. G. Laing has been appointed as sales manager of the Play-All Phonograph Co., located at 328 River street, this city. Mr. Laing has had previous connection with the talking machine industry, but during the past two years has been active in the automobile field. Joseph R. Bean, formerly with the Consolidated Talking Machine Co., of this city, has also rejoined the Play-All organization.

Granby Executive Here

H. H. Shoemaker, sales manager of the Granby Phonograph Corp., paid a short visit to Chicago during the latter part of December for the purpose of conferring with his Chicago representative, R. J. Waters. Mr. Shoemaker was decidedly optimistic in his 1921 expectations, but does not anticipate a big opening up of retail business for a couple of months yet. "I am convinced that the phonograph of quality, representing dollar for dollar value, is destined to sell in ever-increasing volume," he said. "We are going ahead on the assumption that 1921 will show a good business. We were receiving orders, particularly from the South, right up until the end of the year."

Music Teachers Meet Here

The trade will note with interest that the Music Teachers' National Association held its 42nd Annual Convention in Chicago on December 30. The association has not held a meeting in this city since 1888. It was a three-day affair, starting on Wednesday, December 29 and end-

ing Friday, the 31st. The Hotel La Salle was the center of activities, and the program included some very interesting speakers on highly interesting subjects. Music, of course, is playing a more important part in the curriculum of schools every year. The talking machine, particularly, has its place in the grammar school, and the doings of the educators should be of interest to the trade.

Petitioned in Bankruptcy

E. Buell has been appointed receiver in bankruptcy for the Shell-O-Phone Talking Machine Co. of Chicago. A petition in bankruptcy was filed on December 15 by the Oakville Co. of Oakville, Conn.; Modern Method Platers Co. of Milwaukee, Wis., and the Wisconsin Die Casting Co., also of Milwaukee. The liabilities listed totaled \$6,132.56. There were no assets given.

Van and Schenck Entertain

Van and Schenck, famous entertainers of the "Ziegfield Follies of 1920," amused members of the Chicago Piano Club at their noonday luncheon on Monday, January 3. The Columbia Co.'s Chicago staff, together with Harry L. Schoenwald, are the gentlemen responsible for bringing this attraction to the Piano Club.

Manufacture Excelsior Pads

The H. W. Selle Co., of this city, has built up quite considerable business in the talking machine field in connection with the manufacture of excelsior pads for packing. The company has been in the business of manufacturing these pads since 1907, but it was only recently that its talking machine business has grown to its present proportions. After spending some years and a large sum of money in experimenting, the H. W. Selle Co. has perfected a machine which rapidly and effectively turns out this article so much needed for the shipping of talking machines.

Cheney Christmas Advertisements

The Cheney Talking Machine Co. carried an
(Continued on page 135)

Your Account With Us

**Lateral
Cut**

**Okeh
Records**

**Lateral
Cut**

Will Be an Insurance Policy Against

EMPTY RECORD SHELVES

LOSS OF CUSTOMERS

LOSS OF PROFITS

Record Dealers Reach the Acme of Wisdom

WHEN THEY STOCK UP WITH POPULAR HITS ON



No Waiting for Delayed Shipments When You Order From Us

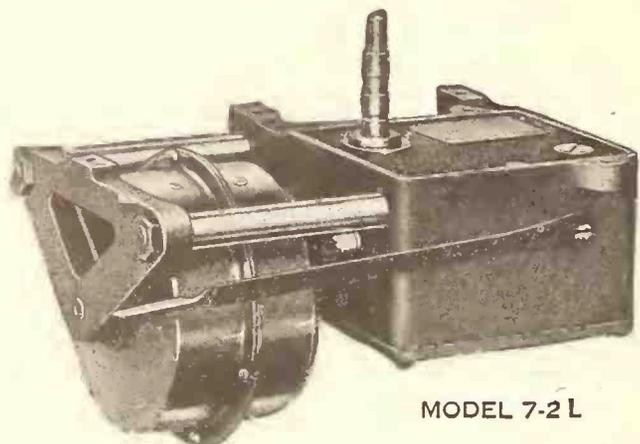
MAGNOLA TALKING MACHINE COMPANY

711 Milwaukee Avenue

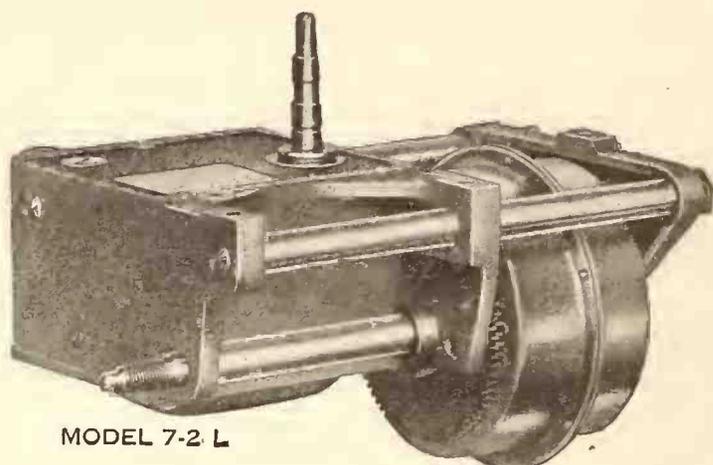
OTTO SCHULZ, President

CHICAGO, ILL.

Phonograph Motors



MODEL 7-2 L



MODEL 7-2 L

Silent—Self-Lubricating—Enclosed No Tuning is Necessary

Think of what this means to you. Think of the time and money you have spent in past years, are spending now, tuning and adjusting noisy motors. Think of the business and money you have lost and realize that now it is unnecessary for you to do any tuning if these ENCLOSED MOTORS are used.

If you have to correct a motor when it reaches you, someone will have to correct it after it leaves you. If it didn't stand shipping shock once, it won't stand it again.

The basis of all motor trouble is faulty design. Even perfect workmanship will not offset it. Our Engineers knew by experience the weaknesses of the open type motor, and overcame them in the design of this ENCLOSED MOTOR.

All delicate parts are housed in a rigid rectangular casting. This keeps out dust and dirt, and makes it possible to use a capillary oiling system which is automatic. The enclosed casting protects the mechanism in handling, besides being so rigid that motors can be shipped any distance without getting

out of adjustment. It insures your finished instruments reaching your jobbers, dealers, and customers in good condition. And although the driving mechanism is in the cabinet, out of sight, mechanical excellence does help make sales to the customer. The smooth, easy winding, the absolute uniformity of speed and the utter absence of noise or vibration are eloquent of quality—finesse.

Excepting only springs, castings, felts, etc., we make every part of this motor in our own factory, where we can and do control its accuracy. We are in real quantity production, and making as we do just one thing—PHONOGRAPH MOTORS—enables us to make better motors. This is a highly specialized business—it takes concentration, experience, capital, and fine equipment—We have all of them.

We are now supplying many of the large Talking Machine manufacturers with these motors, and their motor troubles are over. If you want to see the end of **YOUR** motor difficulties, we will show you.

Supplied in 2, 3 and 4 Spring Models
Felt and Velour Table Coverings, Nickel and Gold Finish
Write us for full information, details of design, models, prices, etc.

UNITED MANUFACTURING & DISTRIBUTING Co.
LAKE SHORE DRIVE AND OHIO ST. CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 133)

effective Christmas advertising campaign featuring its various models. Chicago newspapers have contained full-page announcements of these artistic instruments illustrated in the usual Cheney style. Cheney dealers throughout the country were supplied with cuts and copy for a series of Christmas advertisements similar to those used in Chicago.

New Rockford Store

A. G. Ogren, of the A. G. Ogren Music Co., Rockford, Ill., was a visitor to Chicago during the latter part of December and told of his new store in Rockford. The formal opening for this was held on the 11th of the month, with special music provided to entertain customers. The feature of the entertainment was a number of selections by a harp-violin-cello trio.

"The holidays have shown quite a satisfactory trade with us," said Mr. Ogren, "and we expect our new store to adequately take care of an increased business in 1921." The A. G. Ogren Music Co. handles the Victor line.

More Repeater-Stops

R. P. Hartenstein, manager of the Repeater-Stop Co., reports a satisfactory sale of Repeater-Stops during the holiday season. "There is an increasing demand for the refinements with which to equip talking machines, and we look forward to a highly successful year in point of Repeater-Stops," he said.

Speed in Deliveries

The photograph shows one of the Lyon & Healy high-speed motor trucks. This truck has a capacity of nine pianos or forty Victrolas, and recently made a record by traveling 210 miles from Chicago to an Indiana town and return in



How Lyon & Healy Deliveries Are Made

fourteen hours, or at a rate of about twenty-one miles per hour. The truck contains a Packard motor, equipped with a special body designed by Lyon & Healy's traffic department. The truck is fitted with special pneumatic tires ten inches in thickness and forty-four inches in diameter. The proud chauffeur claims that his "limousine" rides like a Pullman car.

Columbia Doings

A Christmas party for everyone connected with the Chicago office of the Columbia Graphophone Co., with their wives, sweethearts and friends, was given Monday evening, December 27, in the Stevens Building. The feature of the evening was the arrangement of the program, and the announcements, for which G. MacNichol was entirely guilty. D. W. Donahue, who, by the way, has recently come with the Columbia,

Repair Parts

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretino Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

227-229 W. Washington St., Chicago, Ill.

TRADE MARK
"CONSOLA"
CABLE ADDRESS
"CONSOLA"

furnished a good deal of the humor for the party. "Dinny" can tell you more jokes and ask more funny questions than the entire organization can answer.

A grand march, led by Manager J. McKenna, was very impressive—can you imagine grand marching to syncopated music of the "Stars and Stripes Forever," Mendelssohn's Wedding March and Chopin's Funeral March? An imitation of Frisco was given by A. J. Bell, who is indeed a great dancer, and everyone agrees that some day "Bell" will stand out in the lights of the Palace Theatre. More power to him.

Miss "Nubs" Allan and "Lucky" Wilber entertained with the latest songs of the Feist Co., including "Feather Your Nest," "Grieving for You" and "I'm a Little Nobody That Nobody Loves."

As a surprise feature, J. Kapp was asked to revive "Look What My Boy Got in France." The sales talk was given and then Kapp sang it. The third anniversary of this song is coming shortly—watch for it. Mr. Smith was responsible for the arrangement of the entire party, securing the accommodations and appointing the committees. This was the first party the Columbia branch ever had. Judging from the result—the happy looks of all who were there—it was a tremendous success.

Convert Concert Hall

The concert hall of the Lyon & Healy store was used during the holiday season as a talking machine salon. The regular machine demonstration space on the first floor had been found in-

adequate to take care of the holiday rush. Looking in upon L. C. Wiswell and his energetic associates during the weeks before or after Christmas one would hardly gain the impression that business was dull. The Lyon & Healy record department on the second floor was taxed to the limit during the holidays, and it is to be regretted that some of the calamity howlers in the trade could not have been taken on a little sight-seeing tour through the department.

Aeolian Campaign a Success

The holiday advertising campaign in the interests of Aeolian-Vocalion in Chicago was a decided success. According to H. B. Levy, mid-Western representative, the sales total in this city during 1920 was brought up to exceed that of the year previous, largely through the special efforts of holiday campaigns. The Vocalion business of Mandel Bros. was increased twenty per cent, which is quite remarkable when it is considered that the year previous was also a good one for this house.

The holiday offer consisted of a Christmas Club, which enabled prospective purchasers to place the machine in their homes upon the purchase of a few records. There were generous clauses in the contracts given the purchasers, providing protection in case the machines were destroyed by fire, etc. There was also a life insurance clause giving the purchasers a clear bill of sale in case the latter died before the machine was paid for.

(Continued on page 137)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you or records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

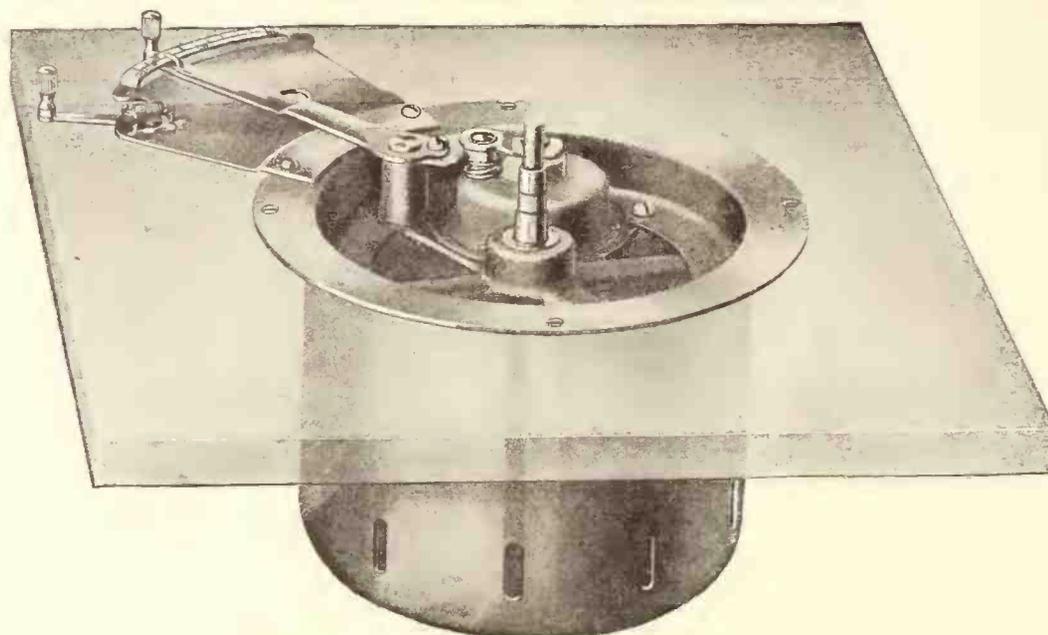
THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of

DECALCOMANIA

Transfer Name-Plates

UNIVERSAL MASTER MOTOR No. 20



Three Essentials for Your Success in 1921

Your success as a manufacturer of or dealer in phonographs will depend upon three things: Your selling plans and methods, the mechanical excellence of your product and the amount of energy and enthusiasm which you put into your work.

Features that sell the UNIVERSAL MASTER MOTOR No. 20

Silent operation.

Sealed in dust-proof (fool-proof) case.

Perfect lubrication and accessible oiling system.

No heavy hanging parts to become damaged or thrown out of adjustment in shipping.

No noisy ratchet winding mechanism.

Gear shafts short and heavy—do not spring when under load.

Governor sets vertically—the correct position for centrifugal governor.

The Drum assembled with spring is always a complete unit.

Easily and quickly installed.

As for your selling methods that is a matter entirely within your own hands. Our place, as far as your success is concerned, lies in our ability to supply you with a phonograph motor which has radically new and novel features, making it unique and interesting from the standpoint of the buyer and with a record of past achievement which makes it a safe and sure proposition for the manufacturer and dealer.

As for the enthusiasm necessary for you to make a success of 1921, that is entirely up to you. We know, however, that if you have not yet been fortunate enough to see the performance of the Universal Enclosed Master Motor you will become enthusiastic over it the moment you see it in operation. We say see advisedly, for silent operation is an accomplished fact with this motor.

Marshall Field, the greatest merchandising genius of our times, is credited with this bit of philosophy—"Buy in cold blood; sell with enthusiasm." We invite you to buy the Universal Enclosed Master Motor in cold blood—with critical eye and ear—for we know that once you become acquainted with it you will sell it with enthusiasm.

Write for Samples.

Universal Stamping & Mfg. Co.

1917-1925 S. Western Ave., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 135)

The same sort of a campaign was carried on in Milwaukee by the Edmund Gram Piano Co., agents for the Vocalion in the Cream City. By the night before Christmas they had exceeded their Vocalion sales of the previous year.

"We do not expect a phenomenal increase in 1921," says Mr. Levy, "but look for a good healthy continuance of Vocalion sales throughout the mid-West. The Vocalion is a quality instrument and it is my belief that quality will sell at an increasingly greater premium in the coming year. We hear a lot about the towns where men are being laid off by the thousands, but less publicity is given to the towns and industries where men are being taken back."

Death of Harrison H. Michael

Harrison H. Michael, traveling representative for the Chicago Talking Machine Co. through Michigan, Illinois and Indiana, died at his home in this city on January 1. Mr. Michael, who was formerly with the Victor Co., had a large following of friends throughout the country who will learn with great regret of his death.

Closed Great Tonofone Year

The R. C. Wade Co., manufacturer of the Tonofone needles, closed in 1920 one of the best years in the history of its business. The demand for Tonofone needles has been steadily growing throughout the country and dealers everywhere report that users of Tonofone needles are highly pleased with the tone results possible from the records through the medium of this needle. Progressive sales plans for 1921 are now under way and it is certain that the Tonofone will be a tremendous factor in the industry during the progress of the year so recently opened.

Stewart Phonograph in Chicago

A. C. Moreland, sales manager of the Stewart Phonograph Corp. of Buffalo, was a visitor to Chicago this month. He came for the purpose of aiding in the establishment of a Chicago office, which is to be in charge of Lester B. Suf-

fens. The location of the office has not yet been decided upon, but extensive plans are being made for aggressive representation of the Stewart line in Chicago. Mr. Moreland reports a rapidly improving outlook for the Stewart machine and is very jubilant over certain new improvements in the Stewart product, which will make it more successful than ever. Mr. Sufens will be remembered as having been formerly with the Pathé department of the W. W. Kimball Co.

Chicago Furniture Show

Exhibitors at the Chicago Furniture Market are saying that the furniture show which opened Monday of last week is drawing as many visitors as any show in the past and from present indications it seems that there will be a record-breaking attendance. The big buildings on Michigan and Wabash avenues which house the exhibits of nearly five hundred manufacturers of furniture and allied lines officially threw open their doors for the regular mid-Winter buying season on Monday morning. The showing made, which can only be mentioned in a general way, includes not only the standard furniture designs, but an increased number of talking machine exhibits. At present there are only a few of the well-known houses, such as Mandel, Vitanola, the Joseph Knittel Co., of Peoria; the Eagle Wood Turning Co., who have their demonstration booths open. But it is said by the managers of the building that before the end of the week quite a number of talking machine manufacturers will have arrived with their exhibits. It is also believed that the combined talking machine exhibits of both the Grand Rapids show and the Chicago show will be much larger than ever before.

Petition for Adjudication

A petition for adjudication has been filed in the Chicago Federal Court against the Genoa Piano Co., which manufactures pianos and talking machines in Genoa, Ill. The affair is a

EXCELSIOR PADS

The most satisfactory packing material for packing phonographs for shipment. Used to advantage by the largest manufacturers. Send for prices and samples.

H. W. SELLE & COMPANY
Manufacturers

1000-1016 N. Halsted St., Chicago, Ill.

minor one both from a business and financial standpoint.

Good Progress in Vitanola Affairs

The affairs of the Vitanola Talking Machine Co. are rapidly approaching a very satisfactory condition. An interesting development is the report that the equity receivership appointed some time ago is soon to be discharged upon order of the court and the affairs of the company turned over to its officials. A statement outlining a plan which it is believed points the way to a satisfactory development of the financial affairs of this corporation has been issued by Referee Wheelock, who has been in charge of the company since the equity proceedings in the United States District Court.

A feature of the plan is the proposed sale of the recently completed plant of the Vitanola Co. at Cicero and the application of the cash proceeds therefrom to the immediate needs of the business. It is planned to operate the former factory of the Vitanola Co. in this city for manufacturing purposes as soon as the sale of the Cicero plant has been approved by the receiver.

An agreement covering the methods under which the company is to operate has been drawn

(Continued on page 138)

ORDER FROM WADE

HAVE THE HITS WHEN THEY ARE HITS

"12th Street Rag" "MARGIE" "FEATHER YOUR NEST"

Okeh
Records

Cover a line complete—
Instrumental Classics
Vocal Classics
and all the big

HITS



Okeh
Records

Will stimulate your business—Secure this wonderful line in your locality.

Do this today.

Mail in the

COUPON

Wade Talking Machine Co.
WHOLESALE DISTRIBUTORS.

12-20 N. MICHIGAN AVE.
CHICAGO, ILL.

Wade Talking Machine Co., 12 to 20 N. Michigan Ave., Chicago, Ill.

Please send us your Dealer's Proposition on *Okeh* Records
Machines (Insert lines carried)

Records (Insert lines carried)

Name

Address (Write name and address plainly)

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 137)

up between the Vitanola Co. and its creditors' committee under the supervision of Receiver Wheelock. This committee is composed of men of long experience and a practical knowledge of the talking machine industry.

It may be said that the members of the Vitanola Co. have had the confidence and support of both the receiver and the creditors' committee and they have all worked together harmoniously to the end of putting this business on its feet so that it may be again a factor in the industry.

Solar's Unique Outfit

Solar's Music Shop, Columbia dealer in this city, recently budded forth with a very striking automobile truck, as may be seen from the pic-



Some Stunt in Selling Grafonolas

ture herewith. The body of the automobile is painted a bright yellow and the large reproduction of the Grafonola is finished to imitate red mahogany, which makes quite a brilliant contrast.

This unique outfit was designed and built by Frank Solar, proprietor of Solar's Music Shop. During the Summer he placed a D-2 Grafonola inside of the big model and gave concerts to crowds in front of moving picture theatres and other places. The smaller instrument, of course, was entirely concealed.

He is now working on a plan so that he can drive down the principal streets of Chicago and, with the use of a Magnavox, provide music of considerable volume for the pedestrians as he passes by. To this end he is working on a plan to suspend the working parts of a Grafonola inside the big imitation Grafonola in such a manner that the bumping along the street will not affect the playing ability of the instrument.

Piano Club Grows

More and more talking machine men are signing up as members of the Chicago Piano Club. A concerted effort is being made to interest the talking machine men of the city in the club and its purposes. President M. J. Kennedy believes that the organization has a real excuse for being in the co-operation that it can give its members and through its participation in local musical affairs. The membership list has mounted steadily since the present officers outlined their ambitious campaign a few months ago.

The regular Monday noon meetings at the Illinois Athletic Club have increased in interest and attendance until now one is sure of seeing a large number of members of the local trade at the above meeting place every week.

At the meeting on the third of January the Club was entertained by Van and Schenck, of the Ziegfeld "Follies." The two comedians sang and danced to one of the largest Monday noon meetings on record, the total attendance numbering sixty-six.

New Sacred Records Released

The Rodeheaver Co., 440 South Dearborn street, is out with the announcement of the first release of "Rainbow Sacred Phonograph Records." These consist of selections by famous evangelistic speakers and singers. As the company says in the announcement, "This may be the day of 'jazz,' but there is a large and ever-increasing element which is seeking gospel phonograph music. An energetic, country-wide advertising campaign throughout the churches and through the medium of religious papers and newspapers has been organized."

The selections will include male and female quartets and chorus selections, gospel hymns and anthems and selections from evangelistic talks and sermons.

The recording laboratories are situated at Winona Lake, Ind., which has long been famous as a center of evangelistic effort. The company has also an Eastern branch at 814 Walnut street, Philadelphia.

With Music Center

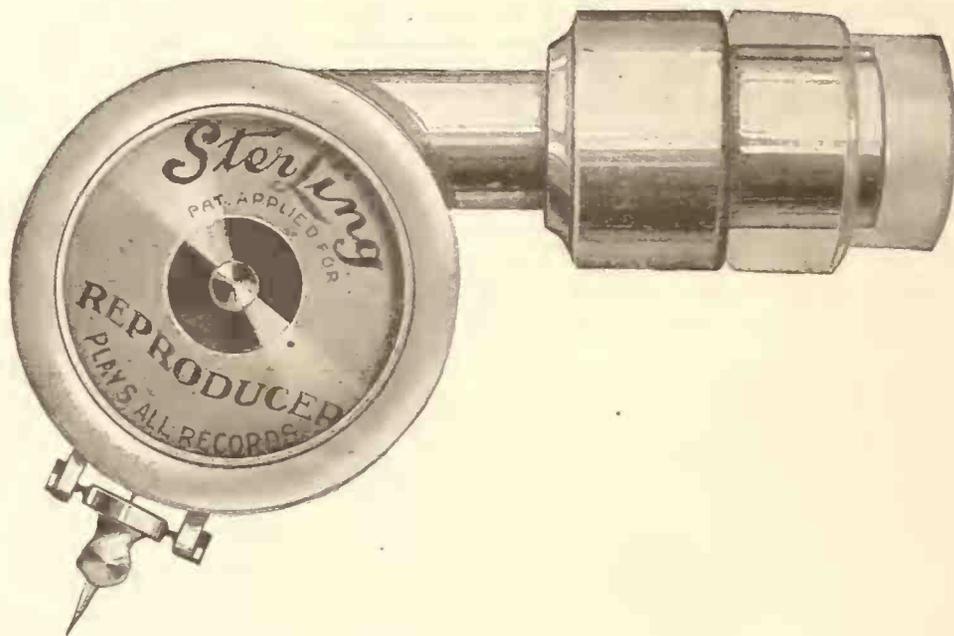
Elbert Hagerstrom has become a member of the sales staff of the Chicago Music Center, located in the Leiter Building, at State and Van Buren streets. The Chicago Music Center operates a large phonograph department and features Columbia Grafonolas and records.

Great Demand for Fibre Needles

With the enormous demand for records, which manufacturers seem unable to satisfy, there is necessarily a consequent demand for needles, and this is being felt to good purpose at the headquarters of the B & H Fibre Mfg. Co. At no time in the history of this well-known manufacturing institution did such a demand exist

Sterling

All that the name implies



It is made for the purpose of giving perfect rendition of both Hill and Dale and Lateral Cut Records. What does a Satisfied Customer Mean to You?

STERLING DEVICES COMPANY

534 LAKE SHORE DRIVE

CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

for fibre needles, and this is indicative of the increasing sales of records throughout the country. Although the B & H Fibre Mfg. Co. has increased its output during the last year, it is planning for a still further output of fibre needles during 1921.

Elected to Steger Board

Charles E. Byrne, advertising manager of Steger & Sons Piano Mfg. Co., has been elected secretary and treasurer of this concern. Mr. Byrne also takes his place as a member of the board of directors. C. G. Steger, president, in



Charles E. Byrne

commenting on the matter, said that Mr. Byrne has been connected with the company for ten years, starting as advertising manager, and had always been an exceptionally hard worker. Faithful service, sheer ability and unusual capacity have now brought him deserved promotion.

He has made a thorough study of the music industry and is a member of the Chicago bar. Mr. Byrne formerly was a newspaper man and is known to the newspaper fraternity as a writer of magazine articles. He is an ex-president of the Loyola University Alumni Association, a member of the City Club, the Indiana Society and various other social organizations.

Mr. Byrne's promotion to the post of secretary-treasurer comes as a well-merited reward for his splendid ability and loyal service.

Prepare Plans for Busy Year

The Universal Stamping & Mfg. Co., of this city, have prepared plans for a very busy year, and are now working on a number of orders for motors for manufacturers, which indicates that there is plenty of confidence in the industry among manufacturers of repute who realize that the talking machine is a staple musical instrument that is going to be in steady demand in 1921 not only in America but throughout the world.

Look for Increased Volume of Business

The Brunswick-Balke-Collender Co., well-known manufacturer of Brunswick phonographs and records, looks forward to a vastly increased volume of business during 1921. In discussing



Loud—Extra Loud
Medium
50 Needles, 15 Cents

MAIN OFFICE
1867 Milwaukee Avenue

Order From This Ad.
Nupoint Ass't
100 Pkgs Assorted
Dealer's Price \$7.00
Retail Value \$15.00
FREE!!
Display Stand and
Sample Packages
With Each Order

PHONOGRAPH SURGERY
LET US CO-OPERATE WITH YOU

We Operate the Largest and Most Up-to-date Equipped
Phonograph Repair Shop In the West

Jobbers in
Phonograph
Motors
Tone Arms
Records
Hardware
Needles and
Repair Parts
All Makes

Have You a Phonograph Repair Agency?

Send for our Catalog and Particulars. It Tells You What We Can Do for You

The Co-Operative Manufacturing Company

ALL PHONES, HUMBOLDT 3345
CHICAGO

SALES OFFICE & SHOWROOM
637 Milwaukee Avenue

the outlook Percy L. Deutsch, secretary-treasurer of the company, said: "We are very glad at this time to say that while the retail business is not as good as we anticipated and the dealers are somewhat disappointed, still we look for a vastly increased volume in Brunswick phonograph business for 1921. There are many reasons for this opinion, but it is based primarily upon the fact that hundreds of dealers throughout the country have stated their intention of taking on the Brunswick phonograph and records as early in the year 1921 as they can unload their present stock of other makes of machines.

"Of course, the product itself is appreciated by the trade and this, together with the enormous amount of advertising we have put behind it, has made it one of the most stable lines on the market to-day. It might be interesting to know, also, that our volume of sales for 1920 will be practically double that of 1919."

Proposed Victor Dealers' Association

The permanent organization of the proposed Victor Dealers' Association will be consummated within a week or so when the committee headed by R. B. Corcoran will meet for the purpose of drafting a constitution. No definite date has been set for this meeting. It is expected that in the latter part of the month the dealers of this territory will be called upon to formally decide whether or not a permanent organization will be formed. The general sentiment is in favor of forming an organization because of its great possibility for good.

Schaff Bros.' Effective Window Display

The Schaff Bros. Co., of Huntington, Ind., has been featuring some very attractive windows during the past few weeks, which have created much favorable comment from those who have had the privilege of inspecting them. The left window was devoted to a special Christmas display

in which Santa Claus and his reindeer were the most thrilling characters in the famous old story that interested the children of Huntington as it always has the children of other centuries.

The window on the right side of the Schaff door was occupied by the Binger Window Service, which is illustrated herewith, and which showed up exceptionally well despite the fact that the window is comparatively small. The entire display reflects the greatest possible credit



One of Schaff Bros. Co. Windows

on the executives of this store for effectiveness and artistic completeness.

Naturally, Schaff Bros. Co.'s retail store enjoyed a most excellent business, a large part of the credit for which is due to these window displays.

Visiting Trade in Wisconsin

S. Aminoff, of the sales force of the local headquarters of the Emerson Phonograph Co., is on a business trip to Wisconsin. He expects to make more than three hundred calls during his present trip. During his previous trip, which he closed just before Christmas, he established fifteen new agencies.

VARNISH DRYROOMS

MODERN PHONOGRAPH CABINET INSTALLATION

MAKE EVERY DAY A PERFECT DRYING DAY.

DRYING SYSTEMS INC. 111 So. Desplaines St. CHICAGO.

Edison Diamond Amberolas--Plus Service

You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

A TRIAL CONVINCES

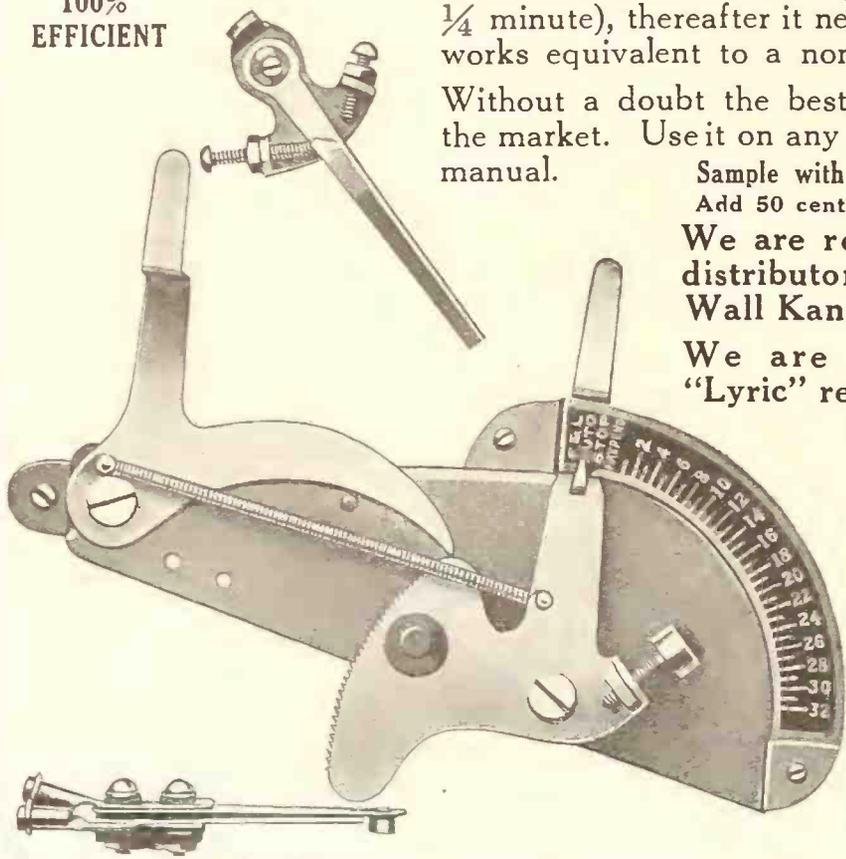
Our Service Covers the Country

William H. Lyons
Formerly Jas. I. Lyons
17 W. Lake St. Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 139)

LAKESIDE "F & L" AUTOMATIC STOP

100% EFFICIENT



Number each record once (which takes only a 1/4 minute), thereafter it needs no setting, and works equivalent to a non-set stop.

Without a doubt the best automatic stop on the market. Use it on any machine, electric or manual.

Sample with full instructions \$1.75
Add 50 cents for electric machine.

We are recently appointed distributors of the famous Wall Kane Needles.

We are distributors of "Lyric" records. It will pay you to try them.

Let us supply your needs on all accessories. Prompt shipments.

LAKESIDE SUPPLY CO.

416 So. Dearborn Street
CHICAGO, ILL.
Tel. Harrison 3840

PACIFIC COAST BRANCH
WILLIAMS BLDG.
SAN FRANCISCO, CAL.

HOW A CHICAGO RETAILER BUILT UP A GREAT BUSINESS

The Story of Edward Greenstone, Proprietor of the Greenstone Furniture Co., Emphasizes the Opportunities for the Man Who Aspires—Tells How He Has Built Up His Business

CHICAGO, ILL., January 6.—From immigrant to clerk in department store, and thence to the ownership of one of the foremost retail furniture and talking machine businesses in Chicago, runs the story of Edward Greenstone, proprietor of

in a little frame building store at Milwaukee and Western avenues nine years ago. The phrase appears in street-car cards, in circulars, in newspaper advertising and in every sort of publicity put out by his concern. He has en-



the Edward Greenstone Furniture Co. and of two exclusive talking machine stores. The story of Mr. Greenstone's success, according to his own statement, is told in two words: the "square deal"—which has furnished the keystone to his system of merchandising and advertising during a period of nine years' business activity. His success offers an eloquent testimonial to the correctness of the policy that has as its watchword unswerving honesty, just as does that of Marshall Field and his great institution. "Square Deal" has been featured by Mr. Greenstone since the inception of his business

deavored to stamp it upon the public's mind indelibly as an integral part of all Greenstone transactions, so that the inhabitants of that part of the city from which he draws his trade will instinctively think of his store when they think of purchasing furniture and talking machines. Not only has he advertised in every way possible the "Square Deal" policy, but he has not made the mistake of failing to carry out his advertised policies in his actual business transactions. The policy that "the customer is always right" rules in Mr. Greenstone's estab-

lishment. Salesmen are given the most rigid instructions never to misrepresent goods in any way, and whatever is said for an article by a salesman is always backed up by the concern after the article is sold. They endeavor to please the customer and avoid friction in every case. For this reason the giving out of records on approval is eliminated. To this end, also, Mr. Greenstone has surrounded himself with a high-class force of salespeople.

"A poor salesman is the most costly item in the world to the owner of a retail business," he says. "I would rather have one good, tactful salesman than half a dozen inferior ones. The kind of a man that can send a prospect away possessed of an agreeable impression of the store and the people in it, whether or not that prospect eventually purchases, is the kind of a man we want. To my mind this is one of the greatest essentials of salesmanship; and not the mere securing of a name on the dotted line. The salesman of this kind builds up that mouth-to-mouth advertising which rolls up larger and larger volumes of business as the years go on."

Mr. Greenstone is a firm believer in the advantages of the corner store. All of his establishments are located on busy corners where trade naturally gravitates. He contemplates the opening of additional stores in Chicago in the near future and asserts that all of these will be on prominent corner locations.

House-to-house advertising of the proper sort is used by this concern extensively. Mr. Greenstone requires that every bit of literature going out over his name be of uniformly high quality. "The matter of securing the proper kind of help for the distribution of circulars is also important," he remarked. "We pay six dollars per thousand for the distribution of circulars, where we could pay two dollars and fifty cents. We do this because we wish to be assured of proper delivery. We want the men to go up and rap on the door, hand out the circular and thus secure the attention of the householder."

The Greenstone Talking Machine Co. charges six per cent interest on all instalment sales. It does this in competition with other stores which do not, and succeeds in getting a larger volume of trade. Ten or twelve sales per store per year are lost, it is approximated, in this way, which is not enough to make up for the loss of money if the machines were not sold at interest.

Mr. Greenstone has stores in Chicago located as follows: an exclusive Columbia store at Milwaukee avenue north and Robey; a Columbia and Victor store at Milwaukee and Armitage, and the main store, located at 1315 Milwaukee avenue. The first named was established only several months ago and is one of the finest talking machine establishments outside of the loop.

Magnifies Sound 50 Times
ACME SOUND AMPLIFIER

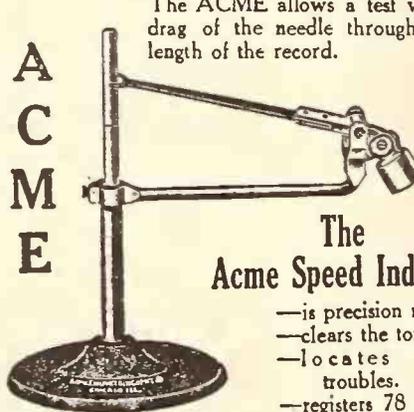
Enables the repairman to locate the precise point of origin of unnecessary noise in the motor without loss of time or useless disorganization of the mechanism which results from guessing or the sense of hearing alone.

MAKES EVERY MOVING PART IMMEDIATELY ACCESSIBLE

"Guesswork Won't Do"

The ACME allows a test with the drag of the needle throughout the length of the record.

**A
C
M
E**



The Acme Speed Indicator

- is precision made.
- clears the tone arm.
- locates motor troubles.
- registers 78 and 80 revolutions.

"The repairman's stethoscope."

Made by
Acme Engineering & Mfg. Co.
355 Union Park Court CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 140)

DOING GOOD EDUCATIONAL WORK

Miss Elsa Stein, of the Lyon & Healy Educational Department, Delivering Many Addresses Before Educators, Women's Clubs, Etc.

CHICAGO, ILL., January 4.—Among those who are working hard and systematically and getting results in a campaign for placing Victrolas in the schools is Miss Elsa Stein, of the educational department of Lyon & Healy, the prominent Victor wholesalers. Miss Stein has kept in close touch with educators, with women's clubs and other organizations whose influence is calculated to help the cause and has made frequent addresses before such bodies.

Miss Stein has prepared an elaborate talk on

"The Victrola in the School" suitable for practically every occasion, in the course of which she treats from various angles the musical requirements of the child and explains just how those requirements are met by special Victor records. The talk is made more interesting by the demonstration of the records themselves. She explains the possibility of utilizing folk songs and how through the Victrola even a small child is given an understanding of the works of the great composers. That Miss Stein's work is effective is indicated by the excellent results that it brings.

The Addison Pellegroni-Golsom Housefurnishing Co. has opened a new talking machine department in its attractive store in Grand Rapids, Mich.

PERFECTS NEW ELECTRIC MOTOR

L. P. Valiquet, Well-known Inventor, Announces Improved Type of Electric Drive

CHICAGO, ILL., January 3.—L. P. Valiquet, who is known throughout the industry as an inventor and who has been connected with the trade since 1898, when he had much to do with the development of the Zon-O-Phone, the first instrument equipped with a worm screw governor, has recently perfected a new type of electric motor for talking machines. The distinctive feature of the new motor is a double governor control operated by the usual disc indicator on the motor board, which practically

(Continued on page 142)

FOR THE EDISON *The Oro-Tone* **FOR THE VICTOR**
 AND NOW FOR  **THE COLUMBIA**
JUST SAY "Send Samples on Approval"

No. 1-E Oro-Tone Edison Attachment

For Playing All Records on the Edison

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in a second. Needle retains perfect center in playing either hill and dale or lateral cut records. NOTE—Operates the same as the regular Edison reproducer with the raising and lowering lever. TONE QUALITY—Full, rich and glowing, with great carrying power and absence of metallic shrillness and surface noises.

Retail Price, Nickel Plated, \$8.50. Highest Grade Gold Plate, \$12.50



Illustrating the No. 1-E Oro-Tone attached to the Edison

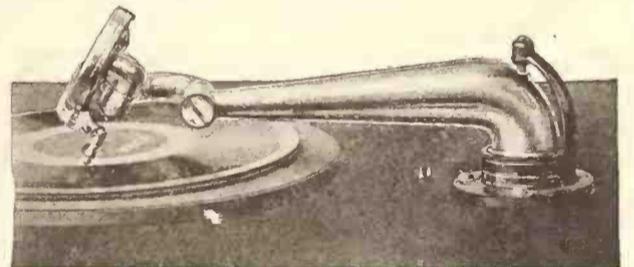
No. LS-V Oro-Tone Victor Attachment

For Playing All Records on the Victor

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either lateral or hill and dale cut records. TONE QUALITY—Deep, rich and mellow, with great volume, eliminating thin metallic tones and surface or needle noises on the records.

Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50



Illustrating the LS-V Oro-Tone attached to the Victor

 The Impossible Has Been Accomplished

No. I-C Oro-Tone Columbia Attachment

For Playing All Records on the Columbia

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. TONE QUALITY—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.

Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50



Illustrating the No. I-C Oro-Tone attached to the Columbia

SEND FOR—Copy of
 Oro-Tone



ribes the complete

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 141)

eliminates any variation of turntable speed due to fluctuations of the electric current. This problem of a constant turntable speed has been one of the worries in electric motor development.

In the course of his career in the trade Mr. Valiquet has been associated with the engineering department of a number of the leading companies, and has designed and built several types of spring motors now in regular use. The greatest work was the development of the Krasco enclosed motor for which he holds the patent rights.

THE MANDEL RECORD NOW ON THE MARKET

Further Evidence of the Growing Strength of the Mandel Organization—Something of the Men Behind This Enterprising House

CHICAGO, ILL., January 4.—The Mandel Mfg. Co. is one of the concerns in the talking machine trade which face the future full of faith and confidence, due to the fact that the company has long been prepared to meet any situation that may develop in the field. The reorganization of the company was effected last Summer, following which the concern sought out all weaknesses, improved the product, and prepared in



Joseph F. Grossman

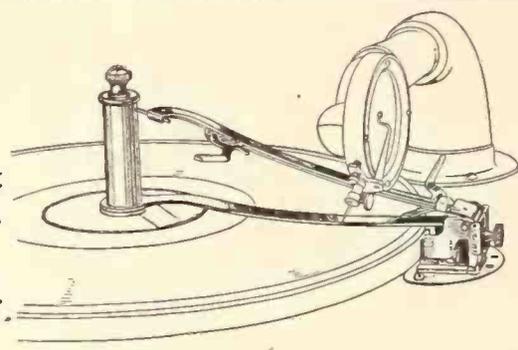
every way possible to meet conditions in a sane, solid manner and in keeping with a definite policy.

The new Mandel organization is headed by men whose past experience fits them to pilot a business-ship through a rough sea. At its head is Joseph F. Grossman, president, who brings to the organization a vast experience gained through sixteen years of legal experience in Chicago, where he has been closely allied with many large business organizations. During the last administration of ex-Mayor Carter H. Harrison Mr. Grossman was assistant corporation counsel. His legal training has given him keen analytical powers, which he brings to his new office as president of this company. He gave up his legal practice to assume his new duties.

Maurice B. Silverman is a figure well known in talking machine circles. He was sales manager of the original Mandel organization and can boast of having built up one of the strongest

WHERE CAN THE REPEATER-STOP BE SECURED?

DEALERS! Start the new year right and put in a stock of Repeater-Stops, the fastest seller on the market.



The following is a partial list of our distributors:

- Atlanta, Ga. Southern Sonora Company, Southern Paramount Co., Elyea Company
Baltimore, Md. A. Burdwise, H. R. Eisenbrandt Sons, Inc.
Birmingham, Ala. Talking Machine Company
Brooklyn, N. Y. G. T. Williams Co., Inc.
Buffalo, N. Y. W. D. & C. N. Andrews, Buffalo Talking Machine Co., Inc.
Chicago, Ill. Chicago Talking Machine Co., Lakeside Supply Company
Cleveland, Ohio Cleveland Talking Machine Company
Denver, Colo. Knight-Campbell Music Company
Detroit, Mich. Grinnell Bros.
El Paso, Tex. F. G. Billings Piano Co.
 Fargo, N. Dak. Stone Piano Co.
Houston, Tex. Southern Drug Co., Talking Machine Company of Texas
Indianapolis, Ind. Stewart Talking Machine Company
Jacksonville, Fla. John A. Futch Company, Florida Talking Machine Company
Kansas City, Mo. Wm. Volker & Co., Richards Conover Hdw. Co.
Los Angeles, Cal. Western Jobbing & Trading Company
Memphis, Tenn. Hessig Ellis Drug Co., O. K. Houck Piano Co.
Milwaukee, Wis. A. G. Kunde, Godfrey & Sons
Minneapolis, Minn. Beckwith O'Neill Company
Mobile, Ala. W. H. Reynolds
New Orleans, La. Philip Werlein, Ltd.
New York, N. Y. Cabinet & Accessories Co., Fulton Talking Machine Co., Knickerbocker Talking Machine Co., Bristol & Barber
Omaha, Nebr. A. Hospe Company, Schmoller & Mueller Piano Co.
Philadelphia, Pa. Penn Phonograph Co., Inc., Heath & Gorham
Pittsburgh, Pa. C. C. Mellor Co., Ltd., The Reed Company
Red Lodge, Mont. Ball Music Company
Rochester, N. Y. E. J. Chapman
San Francisco, Cal. Walter S. Gray Co.
Salt Lake City, Utah Consolidated Music Co., Salt Lake Hardware Co., John Elliott Clark Co.
St. Paul, Minn. W. J. Dyer & Bro.
Syracuse, N. Y. Gibson Snow Company
Tampa, Fla. Tampa Hardware Company
Toledo, Ohio Toledo Talking Machine Co.
Toronto, Canada The Music Supply Company, His Master's Voice Co.
Washington, D. C. Rogers & Fischer
Wichita, Kans. Eberhardt Hayes Company

REPEATER-STOP CO., 115 So. Dearborn St., Chicago, Ill.

phonograph sales staffs in the business. His experience concerning matters in the phonograph industry dates back to 1915. He has come in personal contact with phonograph manufacturers, dealers and jobbers, and has studied the point of view of each. When the reorganization of the Mandel Mfg. Co. took place he was made its vice-president as well as sales manager.

John H. Hupp was also associated with the original Mandel organization as credit manager, and was retained by the new organization and

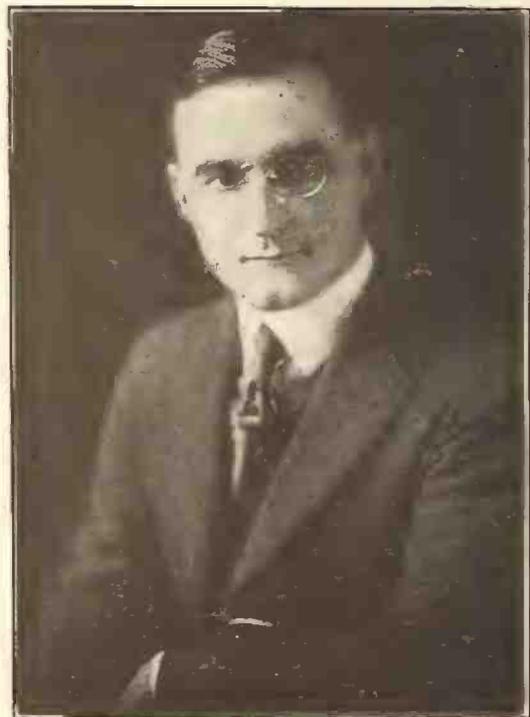
position where he will build up his credit and his business.

It has been the policy of this company to train and retain its organization and to discourage frequent changes, either in its factory or in



M. B. Silverman

made its secretary. Mr. Hupp has had a varied experience in matters relating to credits and was also a salesman. His knowledge of sales has given him an insight into the inner recesses of the merchants' business, and he is intensely human in the manner in which he handles his accounts. His theory is not to curtail extensions of credit, but rather to put the dealer in a

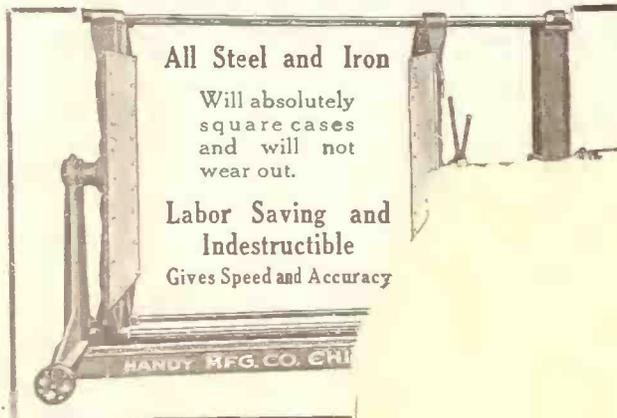


J. H. Hupp

its selling division. The factory personnel consists of men who have been allied with this organization since its inception. Raymond T. Bell, superintendent of works, is an engineer of vast training and experience, particularly in the phonograph field. He served in several important capacities for one of the largest phonograph manufacturers in the world and brought to the Mandel Mfg. Co. his years of experience.

After several months of preparation the Mandel record is now a reality. The first release, consisting of thirty-two selections, was distributed in January. Mandel records are all cut, and it is the intention of the company to add at least twenty selections to its program monthly. When the first announcement made to Mandel dealers the influx of orders indicated that this was just what dealers were waiting for.

is every indication that, backed by good service and co-operation, the Mandel Mfg. Co. will retain for itself a definite position in the industry.



All Steel and Iron

Will absolutely square cases and will not wear out.

Labor Saving and Indestructible

Gives Speed and Accuracy

WE ILLUSTRATE THE "HANDY" REVOLVING CASE CLAMP WE ALSO MAKE IT STATIONARY

HANDY MFG. CO. CHI

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 142)

A TIME FOR AGGRESSIVE SALESMANSHIP, SAYS HOPKINS

Sales Manager of the Columbia Graphophone Co. Makes Straight-from-the-shoulder Talk on the Curative for Business Ills—Cutting Down Sales and Advertising Means Slower Trade

CHICAGO, ILL., January 7.—Some straight-from-the-shoulder remarks that are timely and pertinent were uttered by George W. Hopkins, sales manager of the Columbia Graphophone Co., at a recent gathering of a number of prominent business executives covering many lines of industry in this city. He emphasized the fact that now is the time for real salesmanship, which can demonstrate itself for the first time in many years, and declared that with the greatest crops ever harvested in the history of the Nation, with business on a sound, fundamental basis, there is nothing wrong excepting the mental attitude of those who refuse to act at a time which calls for real intelligent and direct action.

After pointing out the value of an interchange

that popular music outsold classical music ten to one, according to everyone whom I asked about the subject.

"I immediately made the major point of Columbia advertising popular music, and in a short time we jumped to the front. Our increase in sales this year is more than 100 per cent. We are literally selling tons of music. I mean exactly what I say. We go to a dealer's store and tell him that we want him to sell a ton of records, all of one popular song, and that we expect him to sell them within a week, without a nickel's worth of advertising help from us.

Not Done by Cutting Prices

"But it isn't done by price cutting. We don't believe in price cutting. Columbia phonographs will continue to be sold at the same prices as heretofore. Price cutting is a lazy man's method

of inducing business, and does not build for permanency or profit.

"We have kept every one of our salesmen, and when the period of hesitation arrived, about the first of May, we had our entire sales force trained and ready to meet the situation. The training we had given to our salesmen during the time that we were oversold consisted of nothing more or less than making retail salesmen of them, by sending them into the retail furniture and music houses and having them put on local campaigns, selling phonographs to Mrs. Householder.

"A lot of dealers at first resented the idea that we should tell them how to run their phonograph departments; the trouble being that these dealers, the same as our salesmen and the same as we sales managers, had become inflated and had decided that the wonderful business which they had enjoyed during the past few years was due to their own personal management and brains.

(Continued on page 144)



George W. Hopkins

of ideas, Mr. Hopkins said: "The trouble with a lot of us sales managers is that we like to sit in our office at a big mahogany desk, and when a salesman has something to tell us that he has gleaned from his own experiences we shut him up with 'I know better,' instead of letting him talk and get his story off his chest.

"You can't pour enthusiasm into a salesman when he is full of bile, or something else that needs to get out of his system; so don't forget that you are not only his business 'doc,' but his business 'daddy' as well, and that he is perfectly right that he should come to you with his story.

"How much do you really know about picking salesmen? I believe that 75 per cent of the failures of salesmen are chargeable directly to the men who hired them. I blame myself three-fourths of the time when a man whom I have selected falls down on our proposition, for the reason that I have either hired the wrong man or I have failed to sell him our sales plan so that he can put it over.

One Alibi Gone by the Board

"For years practically every institution has been face to face with a condition which furnished a constant and unanswerable alibi for the sales force whenever we attempted to check up the work. It was a bunch of orders in front of us which we were unable to fill. In consequence, a lot of firms made the mistake of allowing their sales organizations to run down. In some cases they laid off almost all of their men, retaining only a few.

"My sales training was originally in the biscuit game. From biscuits I went into chewing gum, and from chewing gum to music. When I got into the music game I had before me practically all of the copy that my firm as well as its competitors had used for seventeen years back. An analysis of this copy showed that 85 per cent of these advertisements were featuring classical music. Still, it was a well-known fact

B. B. BLOOD



WISHES to announce to the trade that both Mr. O. J. Kloer and Mr. B. B. Blood have withdrawn from the Jewel Phonoparts Co. and will immediately begin the manufacture of all new Blood products---among which is a non-infringing tone arm that will be ready about February 15th.

They also wish to take this opportunity of thanking the trade in general for its patronage, and they will strive to merit a continuation of the good-will which they have enjoyed.

Blood & Kloer

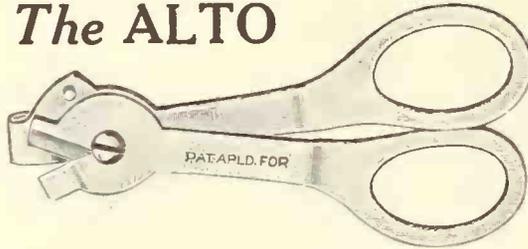
460 West Erie St.

CHICAGO, ILL.

A Better Fibre Needle Cutter for Less Money

The ALTO

Retail Price **\$1.00**



Send for a Sample and Convince Yourself

Territory open for distributors

ALTO MFG. CO.

3801 Rokeby Street, Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 143)

Dealers Became Very Independent

"The big business which retailers enjoyed during the era of liberal spending entirely changed a lot of our dealers. Before the war they were live wires, hustlers. They went outside of their store after business. They made it a point to meet desirable customers outside and

to solicit their trade. As business improved they withdrew into the store and met only such customers as came into their place of business. With still bigger sales they left the floor of their salesrooms and hid themselves away in a little cight by eight office with a frosted glass door and the word 'Private' printed in letters six inches high.

"But last May, when this hesitation period began, the buyer opened his door and began to take an interest in things again. Then the salesman whom we had trained through retail work was able to explain how to sell a ton of records in one week, by means of a plan that was different, and that actually put over the sales.

"We have recently sold these records by the ton in Chicago, New York, Detroit and practically every other large city. It is now being done throughout the United States—one dealer selling a ton of records in a week—where they never dreamed of selling even one-tenth of a ton of music in a week.

Direct to the Public

"The plan was simply to take the music to the public. Five-ton trucks were engaged. They were trimmed exactly as big windows would be trimmed in the music store. They were driven through the streets and popular music was dispensed, together with printed matter which carried the bold statement that the local music house would sell one ton of certain records within a week. The thing went over, and went over big.

"Salesmanship is coming into its own again. The time is here right now when the concern which fails to build up a strong force of personal salesmen will be left far behind. Within the next five years real sales ability will be so highly prized that salesmen will be able to pick their own boss. Will they pick you? Are you keeping your organization and your selling plans up so that you can sell them to the salesman who is really worth while?

Here's an Optimistic Note

"Recently I talked to an economist. I asked him to show me a period of general depression in business occurring the same year when agriculture afforded a wonderful crop. After looking over the statistics for a hundred years the economist was forced to admit that no such

parallel was to be found. Never before have we had such crops. Never before have consumers had more money to spend, and any time the consumer has money I am going to lie awake nights studying how to get it.

"It is true that the public is expecting reduced prices. People are not going to be quite so reckless in spending their money and I am glad of it, for it is doubly hard to keep up a sales force when sales are to be made without any effort, and when buying is done without care. The past few years have been trying to the real salesman. It took all the pep out of him to be hobbled because demand was far ahead of production. But those days have passed.

"Are you going to help your salesmen by proving to them that there is nothing wrong with business except as it may exist in their minds or in the mind of the dealer? Are you going to prepare them so that they are equal to the occasion? There are only two things necessary to sell your product so as to bridge the present period of hesitation. The first is quality. No business that is worth while can carry on or carry through unless the basis of your selling talk, advertising copy and all that you do is quality. The other thing is service. Don't overlook the fact that the humblest employe in your factory can hinder or help your reputation for either service or quality.

Scores Attitude of Daily Newspapers

"I don't think the newspapers have given business a square deal. With one hand they take money for space advertising copy that invites the public to come in and buy, and with the other they write the most damnable, pessimistic lot of junk that you ever read. The result is that Mrs. Consumer merely postpones her buying, frequently with the false hope that she is going to get her needs filled at much lower prices.

"What we need is safe and sane optimism. Once more I repeat: 'There is nothing the matter with this country; there is nothing the matter with business, excepting mentally. The dealer is mentally sick. A sick man can't prescribe for himself. Your sales force will be sick unless you have provided insurance for them while they were well. The firm which has shown



Lamps Will Light the Way to More Profits for You

OUR NEW CREATIONS—will bring you more business.

OUR HIGH STANDARD QUALITY—will make satisfied customers.

OUR LOW PRICE—will make larger profits for you.

Write or wire now for our new catalog No. 3

EAGLE WOOD TURNING CO.

507 W. MONROE ST.

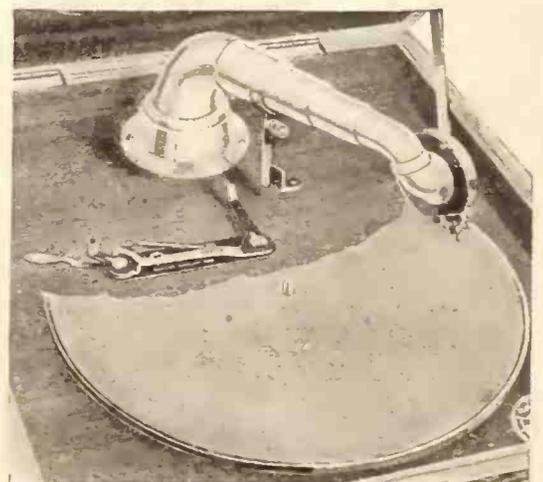
CHICAGO - - - ILL.

THE FERRO AUTOMATIC STOP is the best, most accurate automatic stop on the market.

Its operation is positive. There is no guesswork about its stopping the motor at the right moment, all the time.

It is a combination automatic stop and hand brake—will work properly either way.

Order a sample NOW



FERRO PHONOGRAPH PARTS CO. 1455 W. Congress St., Chicago, Ill.

foresight by keeping up its sales organization can be compared to the man who took out his life insurance while he was well. The firm which has failed to do so will find that it is a hard job to get life insurance when you are sick.

"If you have allowed your sales organization to become weakened go back to your office and begin to-day. Make a careful analysis of the conditions out in the field. You will find that there is absolutely nothing wrong. Don't try to judge by what your competitors are doing. Go out in the field and analyze the possibilities that your line has, remembering that agricultural prosperity was never greater than to-day and that this is the real basis for big business."

CANTON TRADE SHOWS UP WELL

Despite Bad Situation in Automotive Field, Talking Machine Sales Are Strong

CANTON, O., January 8.—The holiday season was a fairly active one with the retail music dealers of Canton. A survey of the trade by a representative of The World revealed that in some instances business was even better than last year. E. H. Woomer, manager of the Canton Phonograph Co., in discussing Christmas business, said: "While our pre-Christmas sales were below last year's, those between Christmas and New Year's boosted the total until the 1919 sales were passed by a good margin. It appears many who received money for Christmas invested it in talking machines or records."

The George C. Wille Co., Market avenue N, reports the biggest record sales in the history of the store the day previous to Christmas, when sales aggregating better than \$1,000 were reported. This store also disposed of its share of talking machines.

S. B. Van Fossen, manager of the A. B. Smith Piano Co.'s store here, declared business at the store was much heavier than last year in the face of the industrial depression which has prevailed here since early Fall.

The Alford & Fryar Piano Co., Klein & Hefelman and the D. W. Lerch Co. all report phonograph sales satisfactory during the holidays. Records sold well at all stores, as did player-piano rolls. These concerns view the outlook most optimistically.

Merchants are optimistic as to the future and despite the slump in the automotive industry, which affects most every plant in the Canton district, a steady business is expected after the middle of this month.

C. W. SHUMWAY'S NEW POST

C. W. Shumway, formerly northern California manager for the Western Jobbing & Trading Co., has resigned from that concern and has opened an exclusive Sonora shop at 721 Macdonald avenue, Richmond, Cal., in one of the best sections of the city.

A. D. GEISSLER ON THE OUTLOOK

President of New York Talking Machine Co. Expresses Confidence on What 1921 Holds for the Talking Machine Trade of This Country

Arthur D. Geissler, president of the New York Talking Machine Co., Victor wholesaler of New York, and also of the Chicago Talking Machine Co., Victor wholesaler of Chicago, in a statement made public the early part of the month expresses great confidence in what 1921 holds for the Victor trade. He said in part:

"To a great, great many in the talking machine business this has been a 'blue' Christmas. Because the Yuletide of 1920 did not bear with it the same prosperity and opulence of 1919 the contrast has been made to seem more bitter to the great majority of talking machine manufacturers.

"The one outstanding exception, not only in the talking machine industry but practically in the entire industrial world, has been the Victor Talking Machine Co.

"The dealers and jobbers who in the past have put their whole reliance on the judgment of the Victor Talking Machine Co. and its directors in the conduct of their business are to-day reaping that complete satisfaction of mind which must come from knowing that 1921 holds for them at least an era of safe and sane merchandising.

"To-day in the talking machine field there are many men and concerns that are doing one of two things mentally, either writhing with remorse after an excess of expansion or ignoring the validity of great outstanding facts and conditions.

"Our business in the last four or five years has come too easily. Next year will give us all an opportunity to test the strength of our organization. Personally, I welcome the prospect of being able to go out and fight for business not only in our own field, but unexplored and undeveloped territories."

FORWARD STRIDES OF LAUZON

The Michigan Phonograph Co., of Grand Rapids, Mich., is quite optimistic about general business, and particularly about the increasing popularity of the Lauzon phonograph. The company closed a very satisfactory year in 1920 and broadened out its business not only at home but abroad. The capacity of the plant has been increased, and a number of new period styles of exceeding attractiveness added to the line. President George M. Cook, in a recent talk, stated that a number of plans were under way for a further development of this business during the year, particularly in the way of new styles that will win the attention of the public.

The Lansing Sales Co., of Boston, has announced the appointment of R. Lipp, who recently arrived from Chicago, to succeed P. M. Perasky, who has resigned.

"The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

MARVELOUS MAGNOLA
"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

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

CONSOLIDATION IN CANTON, O.

E. H. Woomer Phonograph Co. Merged With the Geo. C. Wille Music Co., That City

CANTON, O., January 10.—One of the most important deals in local music trade circles was the announcement this week of the merging of the E. H. Woomer Phonograph Co. with the George C. Wille Music Co. Although owned by George C. Wille, the store of the Woomer Phonograph Co., Cleveland avenue SW., will continue to operate by its former policy and E. H. Woomer will continue as manager. The Woomer store handles the Brunswick phonograph and the same make of records, while the Wille store has been established here for about seven years and is one of the best-known retail music houses in the city.

MAKING "TALKERS" IN BUTTE

M. H. Merrian and R. T. Newland, who conduct a music shop at 342 South Main street, Butte, Mont., are now manufacturing a talking machine in that city which they hope to introduce to the trade at large in due course. This instrument was recently displayed by the Butte Chamber of Commerce at its offices and attracted a great deal of attention.

Phono Truck

Not only an Artistic Delivery Truck Body, but a Sensational Advertisement as well. A Great Combination that will save you many dollars in Advertising and Pay for itself.

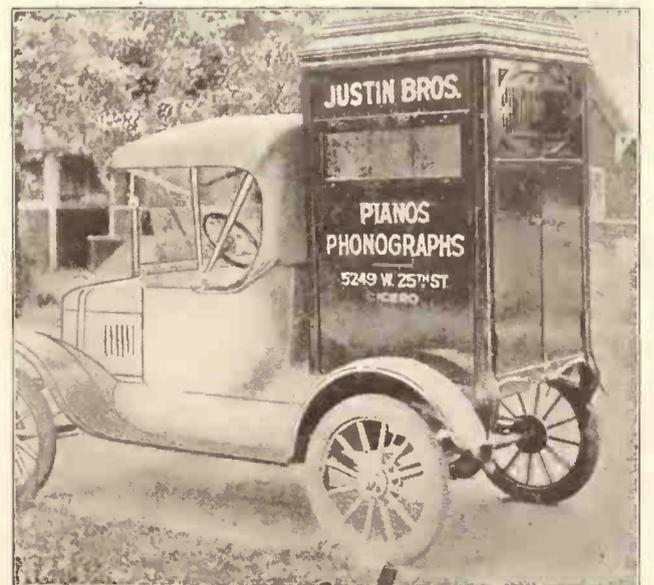
We can imitate any talking machine on the market and fit it to your Auto Body.

It Weathers the Weather and brings you trade.

Write for particulars.

ARTISTIC CABINET & WOODWORKING CO.

1415 Custer St. (Near Clybourn and Southport Sts.) Phone Diversey 1823 CHICAGO, ILL.





Columbia Dealers' comments on Columbia Self-Service Fixture No. 8:

**"It has more than paid for itself in 60 days."
"Especially essential to us on busy days."
"We had to fill the fixture up three different times, which means that between 350 and 400 records were sold."**

**Columbia Graphophone Co.
NEW YORK**

FINE NEW SHOP IN LOS ANGELES

Reed & Dady Open Elaborate Quarters on Hollywood Boulevard Devoted Exclusively to the Display and Sale of Brunswick Products

LOS ANGELES, CAL., January 3.—Reed & Dady recently opened a most elaborate exclusive Brunswick phonograph shop at 6611 Hollywood boulevard, this city, after the premises had been in the hands of expert cabinet men, carpenters and decorators for several weeks.

The main showrooms and salesrooms are on the main store floor, which has been arranged to represent the interior of a typical California bungalow, with the front set off by casement windows fitted with small panes of glass. A hallway runs through the center of the bungalow, and the whole is topped by a tile roof. The sales and demonstration rooms on each side of the hall are attractively decorated and furnished and designed to permit the customer to enjoy privacy when purchasing. The carpets and hangings are all in delft blue.

This house deals exclusively in the Brunswick products and is showing these new musical products in various attractive styles and designs. There are period models, Colonials, models De Luxe and other kinds shown in various finishes. The firm also carries all releases of the Brunswick records and its record department has been so designed that there will be no warping of records kept in stock.

The proprietors of the new company are: C. J. Reed, Ronald A. Reed and H. E. Dady, and the staff includes Harry James Beardsley, well known in Hollywood musical circles.

INCORPORATED

The Piramida Phonograph Co., of Brooklyn, was recently incorporated at Albany, N. Y., with a capital stock of \$20,000 by G. B. Glover, N. Galpern and H. L. Williamson, 69 Eastern Parkway, Brooklyn.

It is better to wear an old coat than to borrow a new one.

MONTGOMERY BACK IN PITTSBURGH

Returns to Talking Machine Field in That City as Wholesale Representative for the Philadelphia Show Case Co.

PITTSBURGH, PA., January 8.—Wayne D. Montgomery, well known in this section of the country through his connection with the local branch of the Columbia Graphophone Co. as wholesale representative, has again returned to Pittsburgh as wholesale representative for the Philadelphia Show Case Co., which has become jobber for the Aeolian-Vocalion, Vocalion records and Melodee music rolls in Pennsylvania.

Mr. Montgomery was largely instrumental in bringing about the formation of the Pittsburgh Talking Machine Dealers' Association, and left the trade here to go into the service. He served abroad with the flying corps, and upon his return entered the industrial truck business.

WITH THE EMERSON ARTISTS

Several Leading Lights Appearing in Musical Productions and in Vaudeville

Walter Scanlan, the Irish tenor, is having a successful tour in his new play, "Hearts of Erin." Newspapers in cities where he has appeared have made very favorable comments and have compared him with the world's most celebrated Irish tenors.

Eddie Cantor continues to be a big success with the Shubert production, "Midnight Rounders." He has just finished four weeks in Philadelphia, two weeks in Baltimore with this production, and is now with it in Boston for an indefinite period.

Irving and Jack Kaufman are being headlined in the Keith circuit and have been honored by being brought back to New York territory eight times within the last three months.

Arthur Fields is being headlined in the Loew circuit, a unique feature of his tour consisting of a film showing him making records in the recording studios of the Emerson Co. This film is exhibited in every house prior to and during his appearance.

DOING BIG OKEH RECORD TRADE

TOLEDO, O., January 10.—The Summit-Cherry market, of this city, now harbors, under the management of R. H. Richards, a double booth devoted to talking machines and records. The Master-tone line of machines is handled and the Okeh line of records. The Okeh record business has already grown to be a large and active enterprise. Demand for Mamie Smith numbers has been particularly large and Mr. Richards has expressed himself on numerous occasions as being very enthusiastic about the line and well pleased with his merchandising policy of bringing music to the attention of housewives when they are doing their marketing.

When Wisdom is not at home, Silence must stand guard.

At Your Service

*for
1921*

*and
Thereafter*

**The William Phillips
Phono Parts Corp.**

Manufacturers of

TONE ARMS

and

SOUND BOXES

of proved merits

Write us for prices and other particulars

145 West 45th Street

New York

COUNTRY'S BUSINESS NOW FACES SHOW-DOWN PERIOD

A Clear Analyzation of Business Conditions During the War Period and a Forecast of 1921 and What Is Promised for the Business Man, Offered by J. Newcomb Blackman

Generally speaking, it is true that history repeats itself. The repetition may be in different form, but the fact that there is no certainty as to the time, manner or result of its repetition often causes a disregard of the fact and a lack of preparation for the inevitable.

This country was not prepared for war and in keeping with the foregoing statement disregarded what might be termed the handwriting on the wall. We relied, as usual, on the fact that we were an undefeated nation apparently capable of meeting any emergency and willing to assume the cost of victory.

Permanently profitable business is transacted with due regard for the laws of economics, while modern war is conducted with an utter disregard of economy.

The immediate need was for men and war material. Cost was disregarded almost entirely.

Demand for several years has so exceeded supply that the outbidding process left the cost of labor and material at the termination of the war extremely inflated. Corresponding deflation must follow.

We are now experiencing the show-down period. Never was there a better time, however, to analyze and capitalize our experiences.

Discussing the talking machine business, and particularly the Victor, what does a review of the last few years reveal? The Victor Co. was the first to offer its services to the Government. Acceptance required an immediate and increasing curtailment of regular production.

Had the war continued no doubt the Government would have realized the unfairness of allowing the patriotism of men and concerns to be selfishly capitalized by others. Many grasped the opportunity to enter the manufacturing field.

In my judgment, the greater part of 1921 will see everybody resuming their natural places in the business world and the "reaping" will be largely according to our "sowing." Is this not what we face in meeting the show-down period of 1921?

There will be more failures among manufacturers and the trade in general. The extreme curtailment of the purchasing public, following a recklessness of expenditure, has resulted in discriminating buyers.

As merchants we must be willing to do less business and make less money for a short time if by that process we can quickly return to normal.

Refusal to reduce prices of commodities or to

accept a lower wage, in some cases, only results in the shutting down of factories, the unemployment of thousands and an added determination on the part of the buying public to extremely curtail purchases.

The business man or the employe who meets the inevitable a little ahead of the other fellow will hold his business or his job. The temporary sacrifice will be extremely small compared to the permanent benefit.

I am not advocating reduced prices or extreme methods except where absolutely neces-



J. Newcomb Blackman

sary. Naturally, the merchandise which has had very little advance can have little or no reduction at the moment. Neither should the employe who has been faithful, and in many cases at the sacrifice of a larger salary, be expected to suffer a reduction, but should be rewarded now by having his position and the salary insured.

There is no general rule that can be applied except that the deflation should be in proportion to the inflation in every case.

Concluding, the show-down period in the talking machine business indicates a "survival of the fittest"—fewer manufacturers, wholesalers and retailers.

We will return to quality and workers will succeed shirkers.

The talking machine business for 1921 will be both promising and profitable to many, but not to all, and those who are preparing to meet 1921 conditions ought to be extremely optimistic, for I am firmly convinced they will be amply rewarded.

NEW "MUSIC SHOP" IN NEW ORLEANS

L. Grunewald Co. Formally Opens First Branch Store on South Rampart Street

NEW ORLEANS, LA., January 10.—The "Music Shop," the South Rampart street branch of the L. Grunewald Co., held a formal opening recently and began the actual business of selling "everything in the musical line." The store is at 600 South Rampart street.

The branch is managed by Louis A. Guenard, who was connected with the piano department of Grunewald's for the last five years. A number of floral offerings were made by friends and employes of the store. The Music Shop forms one of the brightest spots in that section of the city. Its interior is white throughout and as it is situated on a corner there is plenty of light. A complete line of talking machines, pianos and musical instruments is handled by the shop and shortly a sheet music department is to be added.

EXPANSION WITH U-SAV-YOUR CO.

Distributors Well Pleased With the Dressing—Local Post Office Feels Business Growth

WARREN, MASS., January 7.—The U-Sav-Your Mfg. Co., manufacturer of U-Sav-Your dressing for the Victrola, reports the enlargement of its distributing organization by the addition of several well-known jobbers.

Collings & Co., Victor distributor of Newark, N. J., is making a drive this month on the sale of U-Sav-Your with very satisfactory results. This company reports that the dealers it has sold this dressing to have found the dressing entirely satisfactory and have reordered in a substantial manner.

As a result of the popularity of U-Sav-Your dressing, the post office at Warren, Mass., has been raised from third class to second class as the U-Sav-Your Mfg. Co. is doing business not only all over the United States of America but with a number of foreign countries as well.

BEHYMER SELECTS THE BRUNSWICK

It is announced that L. E. Behymer, impresario, known throughout the South and West for his successful handling of the Pacific Coast concert tours of the world's greatest artists, has chosen a style 120 Brunswick phonograph for his studio.

The Greater New York Talking Machine Co., Manhattan, has been incorporated with capital stock of \$10,000 by I. Ehrlich, M. M. Alpert and L. Levin.

Piknik Prospects in Your Community

Sell Every School a Piknik and Open Up the Largest Field of Prospects

The Piknik is perfectly adapted to every requirement of the school room, where for the greater part of the year it is daily before the pupil, the real buying factor in the home.

The name suggestion, "PIKNIK," not only stamps itself indelibly on the pupil's mind but conjures up pictures the lure of which creates the purchase desire. Supplement this with the beautiful tone and other appealing features of the Piknik and you have a combination that draws business.

Every Y. M. C. A. summer school or camp, fraternal organization, dancing school, business school, etc., will give the Piknik its stamp of approval.

It is the highest class portable phonograph. It is built to win friends and repeat business.

Write for Particulars

PIKNIK PORTABLE PHONOGRAPH, Inc.

Lakewood, New Jersey

Motor and Spring Safety Device

(PATENTS APPLIED FOR)

IMPOSSIBLE TO OVERWIND THE MOTOR

When sufficiently wound, the handle automatically ceases to wind. Thus, any child can wind the talking machine with safety.

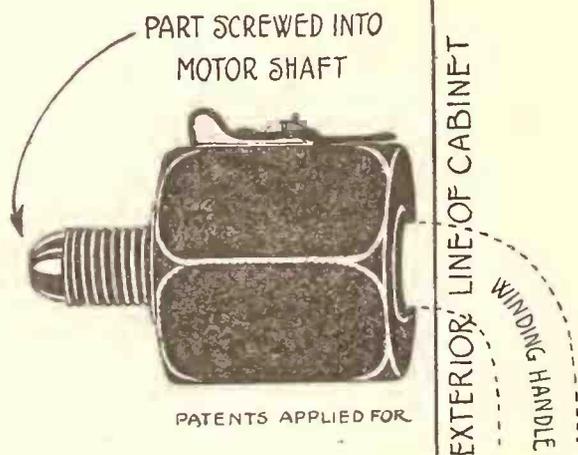
A Simple Fool-Proof Device —Fills a Long-Felt Want—

Can be attached by anyone in a few minutes.

NOW READY FOR VICTOR MACHINES

Territory Open to Jobbers and Dealers

PHONOGRAPH SPECIALTIES MFG. CO.
67-69 Fleet St. Jersey City, N. J.



RETAIL PRICE \$3.75
LIBERAL DISCOUNTS TO THE TRADE

FOR AMERICAN MUSIC FESTIVAL

C. N. Andrews a Member of Advisory Board of National American Music Festival to Be Held in Buffalo During First Week of October

BUFFALO, N. Y., January 3.—Curtis N. Andrews, of the house of W. D. and C. N. Andrews, Victor wholesalers, is one of a group of prominent men of Buffalo who have been appointed members of the advisory board of the National American Music Festival, which is to be held here during the week of October 3-8, 1921.



C. N. Andrews

For many years past this music festival has been held in Lockport, N. Y., and has become one of the recognized important musical events in the East. The festival, however, has outgrown Lockport, and through the efforts of prominent musicians and music lovers of Buffalo a plan was formulated to underwrite the festival and bring it to this city. The advisory board and others have pledged \$25,000 annually to insure the presentation of the festival here.

The festival is designed to feature the American-born artist and composer, as well as the American language, and during the festival contests among musicians and composers will be held, with suitable awards to stimulate interest.

CONTRIBUTED A UNIQUE FLOAT

NOBLESVILLE, IND., January 3.—Clarke, Brock & Co., Sonora dealers of this city, recently contributed a unique float to the local industrial



Artistic Float with Magnavox parade. The Sonora on the rear of the float was equipped with a Magnavox, so that those watching the parade were favored with some attractive music.

George Clay Cox, of Rochester, N. Y., whose manufacturing interests in the talking machine industry have been extensive and varied, was recently called to Virginia, Ill., on account of the death of his sister in that city.

TRADE NEWS FROM NEW ORLEANS

Business Uneven, but Retail Sales Are Fair—Columbia Activity—Diamond Disc Reports Progress—To Attend Jobbers' Meeting—News of Month Worthy of Record

NEW ORLEANS, LA., January 5.—No two persons in the talking machine business in New Orleans have the same thing to say about business conditions and since the correspondent does not audit their books just how business really is remains a secret. One man says: "Business got worse and worse and now it's 'worse'." Another says: "We're doing the biggest business ever." "I don't know," reports another, and so it goes.

The writer's own private idea, publicly expressed, is that the wholesale business isn't so much, but that the retail sales are good, due probably to the large crowds on the streets, attracted to the retail section by price-slashing sales on cloths and clothing being held by various stores in that business.

The Columbia branch, managed by A. B. Creal, assisted by H. P. Wise, reports that the house-to-house canvass was very successful. The Times-Picayune, the morning paper, gave a party to a number of its friends on the evening of December 29 and Mr. Wise furnished the music for dancing and other activities with a Grafonola.

The Diamond Disc Shop, the retail department of the Diamond Music Co., which handles the Edison in this territory as jobbers, reports the best business in its history. Wholesale salesmen started out January 2 and 3 determined to be optimistic and try to imbue others with the same feeling. L. T. Donnelly, manager of the Diamond Music Co., declares that there is business to be had and hard work and advertising will get it.

"People must eat and be clothed and the South certainly has the cotton for clothing, so there is and will be money to be spent. Our 1920 business showed a good lead over 1919. We expect a third more business in 1921."

Mr. Donnelly is going to the jobbers' meeting in Montreal February 10. He says things may be a little slow for the first three months, but he expects his company to more than make up for the slowness in the following nine months.

GEO. MEYER OPENS REPAIR SHOP

George Meyer, for a number of years connected with J. J. Cavanaugh, well-known exclusive Victor dealer of Brooklyn, N. Y., has gone into the talking machine repair business on his own account with headquarters at 137 Lawrence street, Brooklyn.

L. F. Geissler, formerly general manager of the Victor Talking Machine Co., plans to depart soon for Florida, where he and Mrs. Geissler will spend the greater part of the Winter season.

SONORA CHANGES IN ATLANTA

ATLANTA, GA., January 5.—R. V. Emmert, who formerly covered Georgia for the Southern Sonora Co., Sonora distributor located in this city, has recently resigned and left for the Pacific Coast. Wm. A. Rawson, secretary of the company, will henceforth handle the southern half of the State, and Ernest Milburn, a talking machine man of some five years' experience, will cover the northern part of Georgia. Chas. J. Rey will take care of the city of Atlanta. Van B. Smith will continue to cover Florida, and Seymour Herzfeld will handle Alabama as usual.

ON A VISIT TO CHICAGO

A. D. Geissler, president of New York Talking Machine Co., New York, and Chicago Talking Machine Co., Chicago, left the early part of the month for Chicago. He was accompanied by Mrs. Geissler. He plans to make his home in the Windy City for the next few months, centering his business activities on the affairs of the Chicago Talking Machine Co. and engaging in a series of conferences with his associates there, D. A. Creed, W. C. Griffith and G. P. Ellis.

A charter of incorporation has been granted to the International Mica Corp. at Albany, N. Y., for the purpose of operating mica-bearing properties. The authorized capital of the company is \$50,000 and the incorporators are G. A. Smith, F. J. Saxton and P. A. Hauser, of 45 West 34th street, New York City.

BRUNO

Selling a man a Victor is like rolling off a log. It's easy. Selling him a carload of records, that's easy too, but it means a bit more of your time, and it's worth it.

BRUNO

A Message

From the Fred. Gretsch Mfg. Co.

For 1921

**Telling why it is essential for the music dealer
to make a good connection for the coming year.**

Under the exceptional conditions of the past years, the Gretsch standard of quality and true production of instruments has been maintained.

The Gretsch organization has been fortunate in meeting the heavy demands of its many dealers. With the prospects of improvement of conditions during the coming year, Gretsch Service will be more efficient than ever before.

The Gretsch instrument is tried and true. As you know that we manufacture a large variety of musical merchandise, we can offer you the best prices.

If you are not handling our merchandise ask us for full particulars.

Do not fail to send for our price list.

A FEW OF OUR SPECIALTIES:

La Tosca Violin Strings	Koholas & Co. Ukulele
20th Century Violin Cases	The Banjo Ukulele
20th Century Drums	Rex Flat Back Mandolins
20th Century Bells	Rex Banjo Mandolins
20th Century Music Stands	Rex Guitars
Eagle Brand Pitch Pipes	Rex Violins
Rex Banjos	Gretsch Cornets
Cello Banjos	Gretsch Saxophones
Rex Strings	Gretsch Bugles

and

THE VIOLAPHONE TALKING MACHINE

With the Violin Tone

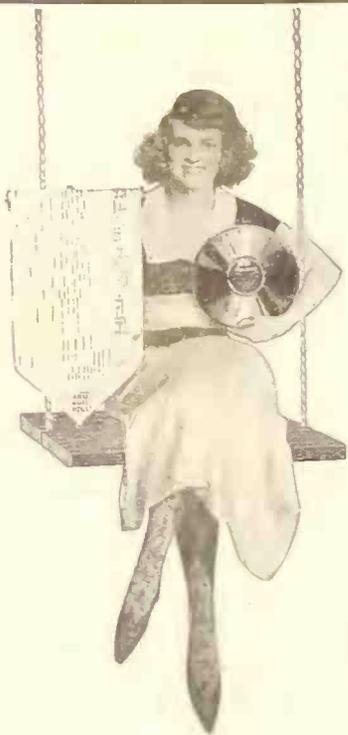
THE FRED. GRETSCH MFG. CO.

MUSICAL INSTRUMENT MAKERS
Since 1883

54-82 BROADWAY

BROOKLYN, N. Y.

ARTo RECORDS



The ARTo girl with dainty dangling feet, silken-clad ankles, youthful and neat. Smilingly sits and sings and swings. While to her ARTo Roll and Record clings.

Into the Home—

ARTo Music Rolls bring **JOY**
 ARTo Phonograph Records bring **AMUSEMENT**
 ARTo Profit-Sharing Certificates bring **PROSPERITY**

\$1.00 ARTo ^{10 Inch} Phonograph Records **\$1.00**
 THE LATEST SONG AND DANCE HITS
 for **FEBRUARY, 1921**

- 9040 { My Mammy. Baritone Solo. Ernest Hare
 Bright Eyes. Tenor Solo. Arthur Hall
- 9039 { Oh Gee! Say Gee! You Ought to See My Gee Gee.
 Tenor Solo. Billy Jones
 Rosie, Make It Rosy for Me. Tenor Solo. Billy Jones
- 9038 { I Never Knew I Could Love Anybody Like I'm Lov-
 ing You. Fox-trot. Chorus Sung by Bob Miller,
 Society Symphonic Orchestra
- { Why Don't You? From "Afgar." Introducing:
 "Feather Your Nest." Medley Fox-trot.
 Selvin's Novelty Orchestra
- 9037 { You Oughta See My Baby. Fox-trot. Choruses Sung
 by Jack Landauer. ARTo Dance Orchestra
 Just Snap Your Fingers at Care. From "Greenwich
 Village Polkas of 1920." Introducing: "Love
 Flower." Medley Fox-trot.
 Selvin's Novelty Orchestra
- 9036 { Beautiful Faces Need Beautiful Clothes. Intro-
 ducing: "Rock-a-Bye, Lullaby, Mammy." Med-
 ley Fox-trot. Ernie Cutting's Melodists
 Rose. Fox-trot. Ernie Cutting's Melodists
- 9041 { Left All Alone Again Blues. From "The Night
 Boat." Fox-trot. Joseph Samuel's Dance Orchestra
 Bo-La-Bo. Egyptian Fox-trot.
 Raderman's Dance Orchestra

Ask for the Complete Catalog of ARTo Records

THE ARTo CO.

ARTo Word Rolls \$1.00
 VOCo Word Rolls 85c.

- 1320 April Showers Bring May Flowers. Fox-trot.
- 1327 Becky From Babylon. Fox-trot.
- 1319 Bright Eyes. Fox-trot.
- 1332 Congo Nights. Fox-trot.
- 1334 Down By the O-H-I-O. O-My-O. One-step.
- 1323 Give Me a Million Beautiful Girls, But Give Me Them
 One at a Time. One-step.
- 1329 Good-Bye. From "Lady Billy." Fox-trot.
- 1321 In the Heart of Dear Old Italy. Waltz Song.
- 1328 Just a Week From To-day. Fox-trot.
- 1326 Love Bird. Fox-trot.
- 1330 Look for the Silver Lining. From "Sally." Fox-trot.
- 1324 My Mammy. Fox-trot.
- 1331 Nightingale. Fox-trot.
- 1318 Oh Gee! Say Gee! You Ought to See My Gee Gee
 From the Fiji Isle. Fox-trot.
- 1316 Rose I Call Sweetheart. The. Ballad.
- 1315 Rosie, Make It Rosy for Me. Fox-trot.
- 1322 Somebody Like You. Fox-trot.
- 1333 Strut. Miss Lizzie. Fox-trot.
- 1317 You Oughta See My Baby. Fox-trot.
- 1325 Yokohama Lullaby. Fox-trot.

STANDARD MUSIC ROLL CO.

Factories: Orange, N. J.
 New York Office: 1604 Broadway

VICTOR CO. SECURES INJUNCTIONS

Preliminary Injunction Granted by Federal Court in Chicago Against Columbia Phonograph Cabinet Co. and Harmonola Talking Machine Co. for Alleged Patent Infringement

CHICAGO, ILL., January 11.—Judge Fitzhenry, in the United States District Court here, has granted a preliminary injunction in favor of the Victor Talking Machine Co. and against the Columbia Phonograph Cabinet Co., Axel Nordlund, Royal Nordlund, et al.

The Victor Co. brought action on the charge of infringement by the defendants of patents No. 814786, claims one and forty-two, No. 814848, claims seven, nine, ten and eleven, and English patent No. 947227, claims twenty-nine and thirty-seven.

The court granted a preliminary injunction on claims two and forty-two, upon the plaintiff giving bond of \$5,000 to secure the defendants under the provisions of the Clayton Act. The defendants were granted leave at any time for good cause, upon three days' notice, to move to advance the trial of the main case. The attorneys for the Victor Co. were Brown, Boettcher, & Dienner, and William H. Kenyon. The defense was represented by Wilkerson, Huxley, Byron & Knight.

The same court also granted a preliminary injunction in favor of the Victor Co. against the Harmonola Talking Machine Co., Sidney Schroyer & Co., et al., on the same patent claims, and under the same conditions, i. e., that plaintiffs give bond of \$5,000, and that defendants be granted leave to move to advance the trial of the main case.

SPECIAL DELIVERY RULING

Receipts Will No Longer Be Required by Mail Carriers

Special delivery mail will be delivered in future without requiring receipts and will be left in the regular mail receptacles when personal delivery cannot be accomplished, according to an announcement yesterday by Postmaster Thomas G. Patten, which explains that this service is changed in accordance with amended postal regulations.

It points out that special delivery is intended to expedite the mail and that the registry system is provided to insure safety. Mail containing currency or articles of value should be registered and postal money orders should be used to make remittances instead of coin or currency.

COOPERSTOWN VOCALION CONCERT

COOPERSTOWN, N. Y., January 3.—On the 14th and 15th of December Bundy & Cruttenden gave a very splendid invitation concert at their store in this city. In spite of the inclement weather the concert was very well attended and a great deal of enthusiasm expressed over the splendid reproduction of various artists' renditions. All of the numbers were played on the Aeolian-Vocalion, though various types and makes of records were used to demonstrate the versatility of the Vocalion, as well as splendidly demonstrating the use of the Graduola. A feature of the concert was a luncheon served with the compliments of the Aeolian Co., the food and service being obtained from the American Legion Restaurant, of Cooperstown. During intermission in both concerts a little discourse was given by Jerome B. Sabath, traveling representative of the Aeolian Co., on the mechanical and laboratory work of making records.

COLUMBIA LINE IN ROCHESTER

The Palace Columbia Shop, of Rochester, N. Y., has secured the agency for the full Columbia line of Grafonolas and records formerly held in that city by Arthur W. Oster. Mr. Davis, the proprietor of this establishment, proposes to establish a chain of retail stores covering adjacent cities. D. A. Little is manager of this new Columbia store.

THE NEXT WALTZ
 HIT
 WILL BE

KISS A MISS

THE NEXT BIG SONG
 HIT
 WILL BE

OHIO
 O MY O

PUBLISHED BY THE
 HOUSE THAT PUT OVER

"MISSOURI"
 "HINDUSTAN"
 "SWEET AND LOW"
 "NAUGHTY WALTZ"



FORSTER
 MUSIC PUBLISHER, INC.
 235 SOUTH WABASH AVE.
 CHICAGO

GLEANINGS *from the* WORLD *of* MUSIC

GATHERING TO DECIDE UPON BEST MUSIC FOR THE MOVIES

Association of Musical and Motion Picture Managers to Convene in New York to Consider the Question of Suitable Music to Go With Films in Moving Picture Theatres

The Association of Musical and Motion Picture Managers will convene in New York over a three-day period, commencing January 24, for the proposed purpose of "securing the best in music and applying it nationally throughout the United States in conjunction with picture theatres and with a further object of inaugurating a booking office for the purpose of supplying artists with engagements in many theatres of the country, thus protecting the mutual interests of those concerned."

Other objects of the organization will be for the purpose of "defining the value of music as a national institution in its application to pictures and bringing it up to a higher standard." The headquarters will be at the Hotel Astor and the meetings are scheduled to take place in both the Capitol and Rialto theatres on alternate days of the week.

The organization is sponsored by Charles D. Isaacson, editor of the music department of the New York Globe, who has long been a pioneer in progressive musical activities.

According to Mr. Isaacson, much interest has been manifested in the movement and a response has been received from over one hundred representative exhibitors of the country who have signified their intention of attending. These interested parties include the heads of the largest chain theatres extending from coast to coast.

Prominent figures in American music are to attend the gatherings and these will include Henry Hadley, the composer; Artur Bodanzky, of the Metropolitan Opera House, and Paul Eisler, his assistant. Others who are scheduled to take an active part in the discussions are Carl Joseph Brail, Hugo Reisenfeld and S. L. Rothapfel.

E. C. Mills, chairman of the board of directors of the Music Publishers' Protective Association, has been invited to address the gatherings and has accepted.

While this move will no doubt tend towards the general elevation of musical taste, and can be looked upon with gratification by all those interested in such progress, there is some dissenting opinion in the popular publishing field regarding this particular movement. While this opinion is not directly antagonistic, there seems to be a feeling that the channels now open for publicity to popular songs through the medium of motion picture houses will, to a large extent, be closed to popular works. The popular publishers, of course, cannot look with pleasure upon the elimination of any field that gives

popularity to their numbers. They admit that few of their issues are of a permanent character, and thus must be capitalized in a comparatively short space of time. All of this, of course, must be interesting to the talking machine dealer who really gets his quick turnovers, as far as records are concerned, from the sale of popular songs and dance music.

The publishers themselves have been instrumental in late months in assisting and encouraging booking offices whose purpose was to furnish singers for motion picture houses. Their interest, however, did not extend to the dictation of what should be sung by those whom

they booked; rather it was a case of letting the exhibitor select the type of singer who would please his public. So far this move has been a success, and the publishers have looked forward to extending such work. At no time have they, the publishers, endeavored to program the strictly novelty songs in motion picture houses, at least not through any organization, and in instrumental form where orchestrations are used novelties are arranged for through a particular department of each publisher. All angles of the situation are to be thrashed out at the coming meetings, and it does not appear that the new organization in question is endeavoring to arrange the musical programs from a central source. After all, it will be the local exhibitor and his audience who will judge the merits, or rather the popularity, of the plans to be put into being after the convention.

A QUINTET WHO SUCCESSFULLY PURVEY "JAZZ" MUSIC

Original Dixieland Jazz Band, Now Making Victor Records, Has Had Interesting and Lively Career Both in This Country and Abroad

The announcement that the original Dixieland Jazz Band is making records for the Victor Talking Machine Co. recalls the uninterruptedly successful and notable career of this lively and

introduce this form of cacophony to our European brethren. So impressed was Albert De Courville, manager of the London Hippodrome, that he booked them as a special feature in the



Original Dixieland Jazz Band

wide-awake organization. To them is due in large measure the extraordinary popularity that "jazz" has achieved, not only in America, but in Europe as well, where it was the first to

"Joybells" show there, and here the "Dixielanders" played for four solid months. They created a furore also at the exclusive club of
(Continued on page 153)

The Crooning Moonlight Song Hit

Alabama Moon

Vocal Duet by
Olive Kline and Elsie Baker

VICTOR RECORD
No 45203

To
ALL DEALERS
of
RECORDS and
WORD ROLLS

Biggest selling Record
 and Roll successes.
 The most played num-
 bers in the country.
 Every dealer should
 get in quick.

“CARESSES”

The sensational society fox-trot of America

“PALESTEENA”

The tremendous big musical comedy fox-trot song hit

“I’M A LONESOME LITTLE RAINDROP”

Fox-trot—the sensational hit of the Greenwich Village Follies

“SWEET LITTLE STRANGER”

The sensational fox-trot hit of “Jim Jam Jems”

“OH MY GOODNESS”

The tremendous fox-trot hit

“BY THE PYRAMIDS”

Ever-popular fox-trot song

ALL FROM THE GREAT MUSIC HOUSE *of*
SHAPIRO BERNSTEIN & CO.
INC.
 BROADWAY AT 47th St. . NEW YORK

It's sweeping the Country!
HONOLULU EYES
 The most beautiful Waltz Melody
 in years Published by LEO FEIST INC
 FEIST BLDG.
 NEW YORK

"You can't go wrong with any Feist Song"

SUCCESSFUL PURVEYORS OF JAZZ
 (Continued from page 151)

the "400," known as Martens, to which royalty and aristocracy repaired to refresh their bored and jaded nerves. Their success was so marked that the club was renamed the Dixie Club in their honor. For a year and a half after this the organization played at another famous London night club, the exclusive Rector's, of that city, and this year found them once more back in New York. A tour of the Keith houses in New York and elsewhere immediately followed, and then came the present exclusive contract for their appearance at the "Folies Bergere," New York's famous resort, for which the ordinary attractions of the Great White Way carry no message. Prior to their departure abroad early in 1919 the Original Dixieland Jazz Band had made a number of talking machine records, including the popular "Livery Stable Blues," "Bluein' the Blues," "Tiger Rag" and others. Their new Victor recordings are sure of a big demand.

The Dixieland Jazz Band is composed of the following: D. J. LaRocca, cornet; Eddie Edwards, trombone; Larry Shields, clarinet; Anthony Acarbaro, drums, and J. Russell Robinson, pianist.

OPENS STORE IN FORDHAM

The Excel-O-Phone Talking Machine Co. has recently opened a new talking machine shop at 12 East Fordham road, New York. This new shop will carry a line of Lawson phonographs and Gennett records, also the Lawson piano. A repair department is to be installed which will take care of all kinds of repair work under the supervision of an expert mechanic. R. W. Mangam, the proprietor, will have active charge.

HANDLING POPULAR MUSIC EASILY

Introduction of "Self-service" Rack Simplifies the Problem for Those Dealers Who Hesitate at the Cost of a Sheet Music Department

From time to time it has been suggested in various quarters that some plan be devised for supplying with talking machine records printed slips bearing the lyrics of the song featured on the record. As a matter of fact, one or two manufacturers and dealers tried out the plan only to discover that by so doing they violated the Copyright Law in that song lyrics are protected under that law. It has been demonstrated, however, that there is a more or less substantial demand for printed words of the sheet music of songs offered in record form.

Quite a number of talking machine dealers have installed stocks of sheet music to meet this apparent demand from record buyers, but there are other dealers who hesitated to take this step because they felt that it meant the tying up of capital in sheet music that would prove popular for only a limited period. Some retailers have compromised by stocking only standard and operatic sheet music, which is salable to a greater or less degree year in and year out.

During the past year there has been devised a method whereby dealers can carry popular works in limited quantities and on a basis that requires little or no salesmanship. Under this plan a rack is provided to hold about fifty different selections with all the title pages plainly in view. The rack is about six feet long, twelve inches wide and sets close against the wall, thereby occupying little floor space. With the titles showing the customer in most cases makes his own selection, which puts the system on a "self-service" basis.

While it is true that most popular numbers prove active sellers for only a comparatively short period the dealer need not stock up on them heavily, for there are a number of music jobbers who can place in his hands additional copies of the more salable numbers overnight as they are needed.

Since the elimination of the ten-cent store as a factor in the distribution of popular music, the dealer carrying popular prints need not fear greatly the competition of the old days and in addition the retail prices allow a sufficient margin of profit to justify any dealer in placing such goods in stock. If any talking machine dealer feels the need of additional revenue this field and its plan is worthy of investigation.

MUSICIAN AND SALESMAN

Sales Director of the Fred Gretsch Mfg. Co. Is an Accomplished Musician

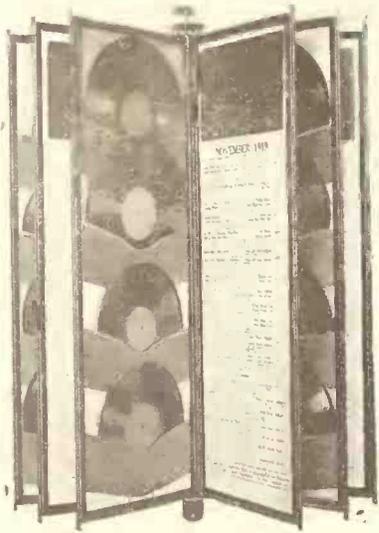
A. Preveti, in charge of sales promotion work for the Fred Gretsch Mfg. Co., musical instrument manufacturer, Brooklyn, is a musician of rare ability as well as an able sales director. Mr. Preveti is a capable performer on no less than ten different instruments and is in great demand for band and orchestra work in Brooklyn, New York and the metropolitan district. He is busy every night with engagements. His wide knowledge of instruments and the art of playing them stands him in good stead in his work with the Gretsch organization. He cannot be accused of not practicing what he preaches, for all his professional work is done with Rex and Twentieth Century instruments, the well-known brands of the Fred Gretsch Mfg. Co.

Landau's new store at Wilkes-Barre, Pa., is making a beautiful display of Victors.

CONGO NIGHTS
 SENSATIONAL FOX-TROT
 WORDS BY RUBEY COWAN MUSIC BY VIOLINSKY
 MOSCONI BROS.
 in Raymond Hitchcock's
HITCHY KOO 1920

PUBLISHED BY MACK STARK & COWAN MUSIC PUB. INC. 234 W. 46ST. N.Y.

Universal Self-Service Record Displayors



No. 560

THE SILENT SALESMAN

"Every dealer has records in stock that he would like to move. Place a dozen or more of the number on a table or rack in the front of your store where customers can look them over and select one or more to be played.

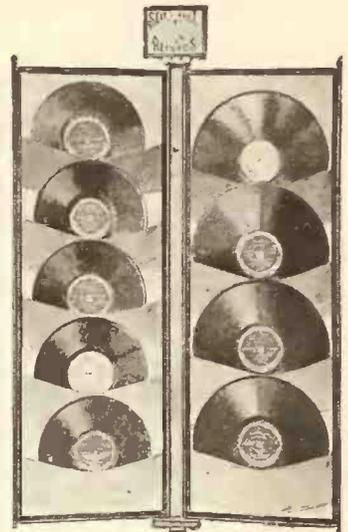
A slow-moving record may have more music value than those records around which popular demand is centered.

Remember that the Victor Company passed on the desirability of the record before it was pressed for sale.

Give your customers a chance to sell records to themselves.

This plan is not experimental. Stores that have tried it record good results."

(The above is a copy of an advertisement of the New York and Chicago Talking Machine Companies appearing in an issue of The Talking Machine World.)

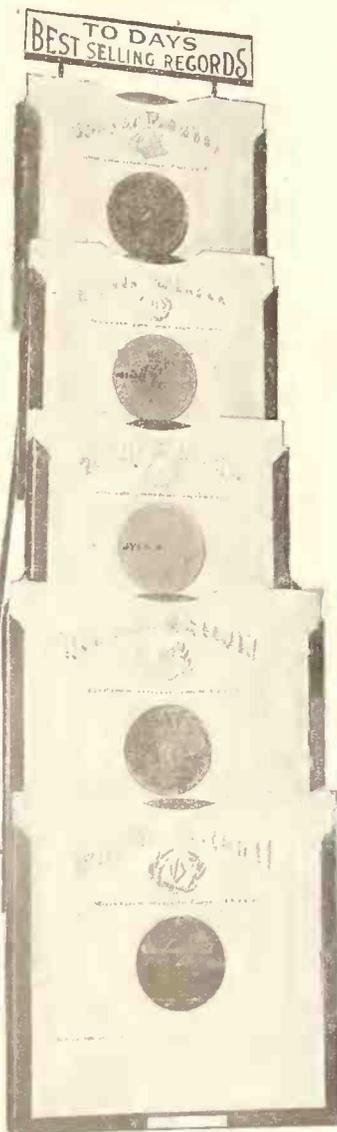


No. 550

Now is the time to increase your sales and cut out your overhead.

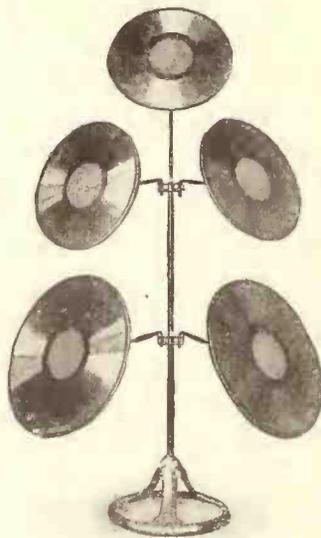
Make every bit of your store, booth or window space produce more business.

Universal Displayors are effective salesmen---they earn their cost in a week, but keep on earning profits for years.

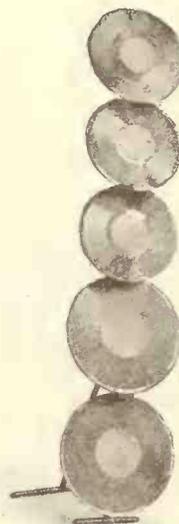


No. 561

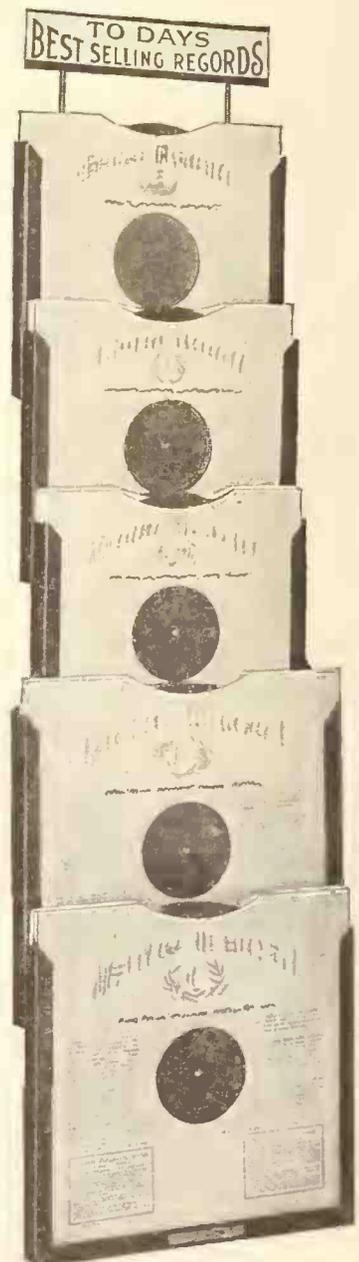
Our line now contains more than fifty different models. Displayors made of all steel and guaranteed for ten years, finished in two coats of ebony enamel, double baked, that will harmonize with the most beautiful decorative scheme.



No. 501



No. 553



No. 366

Universal Fixture Corporation 133 WEST 23rd STREET
NEW YORK, N. Y.

Universal Displayors Increase Business and Reduce Selling Cost



No. 563



No. 561



No. 528

Practically All Distributors Throughout the United States Handle Our Line
 Ask your jobber to send you a catalogue. He knows if you install Universal Displayors your record business will increase.
 The day of "allotment" has passed. The problem now is to sell records and dispose of slow-moving numbers.



No. 559



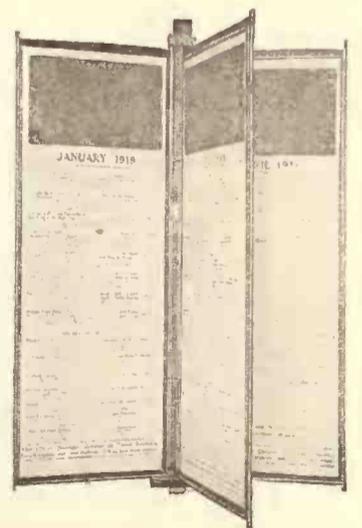
No. 568



No. 502



No. 551



No. 558

Universal Fixture Corporation 133 WEST 23rd STREET
 NEW YORK, N. Y.

TALKER EXHIBITS AT GRAND RAPIDS FURNITURE MARKET

Feature of the January Market Was the Firmness in Prices of Talking Machines, Which Were Much in Evidence—Some Concerns Which Were Represented at This Great Display

GRAND RAPIDS, MICH., January 7.—The first few days of the furniture market indicate that the register of out-of-town merchants will be great. However, in spite of this the general opinion is that buying will be light. Most of the merchants are here for the purpose of finding out whether or not prices are being reduced. In furniture lines their expectations are being met, with cuts as high as 33 per cent being frequently evident, but there have been practically no reductions in talking machines, for which reason the buying of these instruments is naturally slow.

This very fact—the stability of talking machine prices—is, however, one of the most gratifying features of the present market from a talking machine man's standpoint. It is having the effect of increasing the confidence of dealers for the reason that it goes to show talking machine prices have not been high and will remain stable in the midst of general furniture reductions.

The talking machine exhibits are not as numerous this year as in years past, and certain of the furniture concerns that have been manufacturing cabinets or complete machines are gradually withdrawing from the field. Nevertheless, the older, better-known names continue as prominent as ever. One of the new developments is that of a combination talking machine and davenport, called the "Davenola," manufactured by the Andy Mow Co., of Grand Rapids. As a davenport this piece of furniture admirably conceals the reproducing apparatus and as a talking machine its tone is excellent. The turntable, motor, tone arm and amplifier are located under one arm of the davenport, while a compartment for records is under the other. The Davenola is exhibited on the first floor of the Klingman Building.

On the sixth floor of the same building is

located the Starr Piano Co.'s exhibit. This is in charge of District Manager W. H. Huttie and A. L. Jewett, traveling representative.

Kesner & Jerlaw are exhibiting on the fourth floor of the Klingman Building. Their complete line of Sonata instruments is shown, together with a new model of combination library table and talking machine. This last has proven exceedingly popular with furniture buyers and during the coming year Kesner & Jerlaw plan to feature it conspicuously. This firm also plans to bring out a number of other new models, but await more opportune conditions. Both M. L. Kesner and N. Jerlaw were on hand to greet visiting dealers.

The Delpheon Talking Machine Co. exhibited on the fourth floor of the Keeler Building, with Harry P. Crouch in charge. The fibre amplifying chamber and the special Delpheon automatic stop were features that attracted the attention of visiting merchants.

The Cheney Talking Machine Co. exhibited at its factory headquarters at 423 Monroe avenue, with W. A. McMahon receiving visitors. Prof. Forrest Cheney was also on hand to meet his friends in the trade. The complete Cheney line of uprights, art consoles and special art models was on display with the numerous patented features of this line calling forth much favorable comment from dealers.

The Widdicomb talking machines were exhibited in the factory at Fifth and Dewey streets, with J. G. Griswold and M. A. Guest greeting visiting merchants. The complete Widdicomb line of both uprights and consoles was shown. The usual Widdicomb luncheons, famous for their gustatory excellence, attracted the customary noonday gatherings. Automobiles bearing the name Widdicomb were at the Hotel Pantlind to transport dealers to and from the plant.

The Michigan Phonograph Co. exhibited at its store on Campau square and caused somewhat of a furor among buyers of talking machines by its showing of two new console models to retail for \$150 and \$160. In addition to the regular line of machines there were also exhibited a universal master model enclosed motor and a Saal special open motor, as well as a complete line of tone arms, reproducers and attachments made by the Sterling Devices Co., of Chicago. Geo. M. Cook, assisted by H. W. Knoblauch, was in charge.

Charles W. Kalder exhibited at his salesroom on Fountain and Division streets a complete line of Elite machines, phonograph motors and accessories. Mr. Kalder has obtained the jobbing rights in his territory for the L'Artiste line of instruments, which was also exhibited.

The Grand Rapids Brass Co. exhibited in its offices on Scribner street. A complete display of phonograph hardware was shown visiting dealers.

COURT ASSESSES HEAVY FINE

Chas. E. Garvin and Garvin-Brown Co. Fined \$22,150.20 on Charge of Violating Injunction, Brought by Victor Talking Machine Co.

CHICAGO, ILL., January 8.—Judge Fitzhenry, in the United States District Court here, has handed down a decision in an action brought by the Victor Talking Machine Co., Camden, N. J., against Garret W. Woodward, Charles E. Garvin, doing business under the trade name and style of Garvin Furniture Co., et al., for violation of an injunction issued in March, 1918, fining Garvin and the Garvin-Brown Co. the sum of \$22,150.20, of which sum \$20,150.20 is to be paid to the plaintiff, and all unpaid taxable costs of suit assessed at the date of the entry of the order and which may hereafter accrue. August Hurt, one of the defendants, was fined \$500, and the case against Josephine Garvin, another defendant, was dismissed. The court's decision followed a report of the Master in Chancery.

**OKeh
Records**

Be a Satisfied Dealer

Sell

**OKeh
Records**

OKeh Records

The records are famous and so are we!

Tie up with us, the livest record distributor. Let us help double your sales profits.

We can take you over the top to success.

Our driving power to prosperity is enforced by hearty co-operation, quick shipments and a stock large enough to fill all orders.

Don't forget **OKeh Records** and Kennedy-Green! The two names are the cornerstone of your success.

All communications are welcome. Write today!

KENNEDY-GREEN

1865 Prospect Ave., Cleveland, Ohio

NEW OFFICERS OF CIROLA CORP.

At a recent election of officers Max Gordon was elected president of the Cirola Phonograph Corp. of New York City, succeeding L. Dresdner. Otto Gressing was appointed general sales manager. Through the acquisition of the manufacturing facilities of the Birdsong Co., of Newark, N. J., manufacturers of tone arms and accessories, the production of Cirolas has been materially increased. The Newark plant will be operated in addition to the Cirola factory in Philadelphia.

VOCALION ARTISTS TO TOUR

Rosa Raisa and Giacoma Rimini, exclusive Vocalion artists and members of the Chicago Opera Co., started on a tour on January 11 that will include Chicago, Boston and Cincinnati.

EXCELLENT PROSPECTS IN CANADA

E. C. Scythes, manager of the Aeolian Co. branch in Toronto, Can., has been spending several days at Aeolian Hall, New York. He reports that general business conditions in Canada are much improved, that the panicky season is over, and that he expects to have a very successful year with the Vocalion.

BRANCH MANAGERS IN NEW YORK

H. B. Levy, manager of the wholesale Vocalion department of the Aeolian Co. branch in Chicago, and E. M. Wheatley, manager of the Vocalion Co., Boston, were among the recent visitors to Aeolian Hall, New York.

The dealer who works hardest will get the best results in 1921.

J. C. RAY IN GOOD HEALTH

Former Assistant to H. L. Willson Now Located in Los Angeles

J. C. Ray, for many years a right-hand man to H. L. Willson, general manager of the Columbia Co., is enjoying much better health. He left New York some time ago for Los Angeles, where he has been getting along splendidly. He recently took over considerable territory for the Columbia branch at Los Angeles.

INCORPORATED

Among recent incorporations under the laws of the State of New York is the William Phillips Phono Parts Corp., with a capital of \$50,000. The incorporators are S. Abrams, H. Stern and W. Phillips, 41 Bennett street, New York City.

The Motrola way is the only way to wind your phonograph

The following jobbers are distributing this remarkable electric device:

VICTOR DISTRIBUTORS

- Cohen & Hughes, Washington, D. C.
Florida Talking Machine Co., Jacksonville, Fla.
Lyon & Healy, Chicago, Ill.
Cohen & Hughes, Baltimore, Md.
E. F. Droop & Sons Co., Baltimore, Md.
Eastern Talking Machine Co., Boston, Mass.
Beckwith O'Neill Co., Minneapolis, Minn.
J. W. Jenkins' Sons Music Co., Kansas City, Mo.
Schmelzer Arms Co., Kansas City, Mo.
W. D. & C. N. Andrews, Buffalo, N. Y.
Perry B. Whitsit Co., Columbus, Ohio.
Penn Phonograph Co., Philadelphia, Pa.
Badger Talking Machine Co., Milwaukee, Ind.
Reynolds Music House, Mobile, Ala.
Talking Machine Co., Birmingham, Ala.
H. A. Weymann & Son, Philadelphia, Pa.
Geo. D. Ornstein Co., Philadelphia, Pa.
Rudolph Wurlitzer Co., Chicago, Ill.
W. J. Dyer & Bro., St. Paul, Minn.
Clark & Jones Piano Co., Birmingham, Ala.
Knight-Campbell Music Co., Denver, Colo.
Horton-Gallo Creamer Co., New Haven, Conn.
E. F. Droop & Sons Co., Washington, D. C.
Rudolph Wurlitzer Co., Cincinnati, Ohio.
Collings & Co., Newark, N. J.
Buffalo Talking Machine Co., Buffalo, N. Y.
W. D. Andrews Co., Syracuse, N. Y.
Toledo Talking Machine Co., Toledo, Ohio.
W. F. Frederick Piano Co., Pittsburgh, Pa.
J. Samuels & Bros., Providence, R. I.
O. K. Houck Piano Co., Memphis, Tenn.
W. G. Walz Co., El Paso, Texas.
C. C. Moller & Co., Pittsburgh, Pa.
Elyea Talking Machine Co., Atlanta, Ga.
Philip Werlein, Inc., New Orleans, La.
Cressey & Allen, Portland, Me.
H. Eisenbrandt & Son, Baltimore, Md.
Gately-Haire Co., Inc., Albany, N. Y.
Elmira Arms Co., Elmira, N. Y.
Charles H. Ditson Co., New York, N. Y.
Musical Instrument Sales Co., New York, N. Y.
Standard Talking Machine Co., Pittsburgh, Pa.
Badger Talking Machine Shop, Milwaukee, Wis.

EDISON DISTRIBUTORS

- Denver Dry Goods Co., Denver, Colo.
Pardee Ellenberger Co., New Haven, Conn.
Phonographs, Inc., Atlanta, Ga.
Diamond Music Co., New Orleans, La.
Pardee Ellenberger Co., Boston, Mass.
Harger & Blish, Des Moines, Iowa.
American Phonograph Co., Gloversville, N.Y.
Phonograph Co., Milwaukee, Wis.
American Phonograph Co., Albany, N. Y.
Phonograph Corporation, Chicago, Ill.
Lawrence H. Lucker, Minneapolis, Minn.

COLUMBIA WHOLESALESAERS Everywhere
CANADIAN DISTRIBUTOR—His Master's Voice, Ltd., Toronto, Canada

- Silvertone Music Co., St. Louis, Mo.
Phonograph Co., Cincinnati, Ohio.
Phonograph Co., Cleveland, Ohio.
Girard Phonograph Co., Philadelphia, Pa.
Buehn Phonograph Co., Pittsburgh, Pa.
Proudfit Sporting Goods Co., Ogden, Utah.
Kipp Phonograph Co., Indianapolis, Ind.
American Phonograph Co., Gloversville, N. Y.
W. A. Meyers, Williamsport, Pa.
C. B. Haynes Co., Inc., Richmond, Va.

PATHE DISTRIBUTORS

- John A. Futch Co., Jacksonville, Fla.
Fuller Morrison Co., Chicago, Ill.
Hallet & Davis Piano Co., Chicago, Ill.
W. W. Kimball Co., Chicago, Ill.
National Piano Co., Baltimore, Md.
Wm. Volker Co., Kansas City, Mo.
Wright & Wilhelm Co., Omaha, Nebr.
Pathé Freres Phonograph Co., New York City.
Fischer Co., Cleveland, Ohio.
Pittsburgh Pathéphone Co., Pittsburgh, Pa.
Buffalo Wholesale Hardware Co., Buffalo, N. Y.
Harbour Longmire Phonograph Co., Oklahoma City, Okla.
Salt Lake Hardware Co., Salt Lake City, Utah.
R. B. Broyles Furniture Co., Birmingham, Ala.
Western Phonograph Co., San Francisco, Cal.
Interstate Phonograph Co., Philadelphia, Pa.
Gray & Dudley Hardware Co., Nashville, Tenn.
G. Sommers & Co., St. Paul, Minn.
Pathéphone Shop, Rochester, N. Y.
F. P. May Hardware Co., Washington, D. C.
Western Phonograph Co., Los Angeles, Cal.
Wm. Volker & Co., Denver, Col.
John A. Futch Co., Atlanta, Ga.
Bristol & Barber, New York, N. Y.
Rochester Phonograph Co., Rochester, N. Y.
John A. Futch Co., Charlotte, N. C.
Wm. Volker & Co., Houston, Texas.

STARR PIANO COMPANY—All Branches and Distributors

BRUNSWICK DISTRIBUTORS

- Kraft, Bates & Spencer, Inc., Boston, Mass.
Butler Bros., Chicago, Ill.
Brunswick-Balke-Collender Co., Seattle, Wash.
Brunswick-Balke-Collender Co., Los Angeles, Cal.

SONORA DISTRIBUTORS

- Western Jobbing & Trading Co., Los Angeles, Cal.
Minneapolis Drug Co., Minneapolis, Minn.
Smith, Kline & French Co., Philadelphia, Pa.

- Yahr & Lange Drug Co., Milwaukee, Wis.
Hessig Ellis Drug Co., Memphis, Tenn.
Strevell-Paterson Hardware Co., Salt Lake City, Utah.
Southern Sonora Co., Atlanta, Ga.
Southern Drug Co., Houston, Texas.
C. J. Van Houten & Zoon, Chicago, Ill.
Alexander Drug Co., Oklahoma City, Okla.
Sonora Distributing Co., Dallas, Texas.
Philadelphia Show Case Co., Philadelphia, Pa.

MISCELLANEOUS

- A. C. Becker Co., Chicago, Ill.
Empire Talking Machine Co., Chicago, Ill.
F. C. Henderson Co., Boston, Mass.
National Phonograph Co., Pittsburgh, Pa.
Hoeffler Piano Co., Milwaukee, Wis.
American Phonograph Co., Burlington, Va.
E. R. Godfrey & Sons Co., Milwaukee, Wis.
Gilbert Bros. Mfg. Co., Wichita, Kansas.
Associated Furniture Manufacturers, St. Louis, Mo.
Wiley B. Allen Co., San Francisco, Cal. and branches.
Cabinet & Accessories Co., New York City.
Plaza Music Co., New York City.
Emerald Co., Birmingham, Ala.
O. J. De Moll & Co., Washington, D. C.
Wade Talking Machine Co., Chicago, Ill.
Wilson-Broadway Music Co., Chicago, Ill.
New Orleans Furniture Co., New Orleans, La.
Sanford, Chamberlain & Albers Co., Knoxville, Tenn.
Commonwealth Edison Co., Chicago, Ill.
Cheney Talking Machine Co., Chicago, Ill.
A. G. Kunde Music Co., Milwaukee, Wis.
H. T. Gratz, Louisville, Ky.
Adora Phonograph Co., Detroit, Mich.
Federal Talking Machine Co., Pittsburgh, Pa.
Electric Supply Co., Memphis, Tenn.
Waltham Piano Co., Milwaukee, Wis.
Tiffany Phonograph Sales Co., Cleveland, O.
Grand Talking Machine Co., Brooklyn, N. Y.
Electric Appliance Co., San Francisco, Cal.
Universal Phonograph & Supply Co., New York, N. Y.
Lansing Sales Co., Boston, Mass.
New England Supply & Equip. Co., Boston, Mass.
Esco Music & Accessories Co., Brooklyn, N. Y.
Walters & Barry Corp., Buffalo, N. Y.
Sterling Roll & Record Co., Cincinnati, Ohio.
Northwest Phonograph Jobbers, Inc., Spokane, Wash.
Scott Weighing Machine Co., Topeka, Kansas.

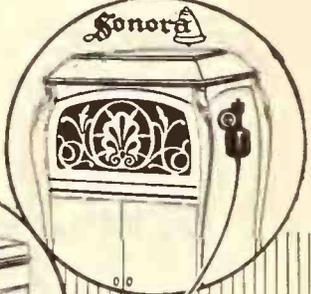
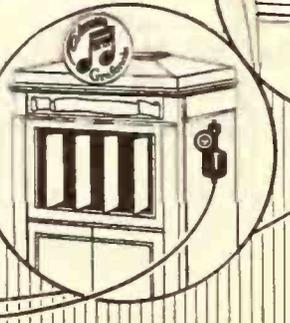
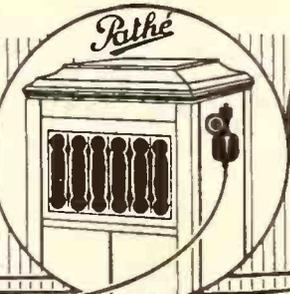
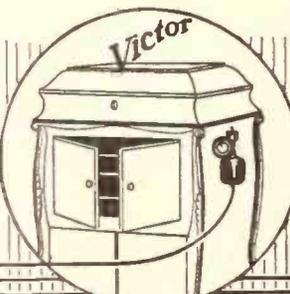
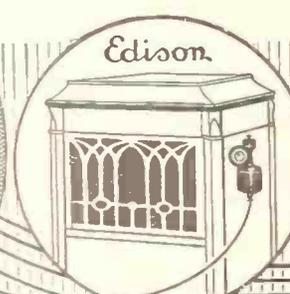
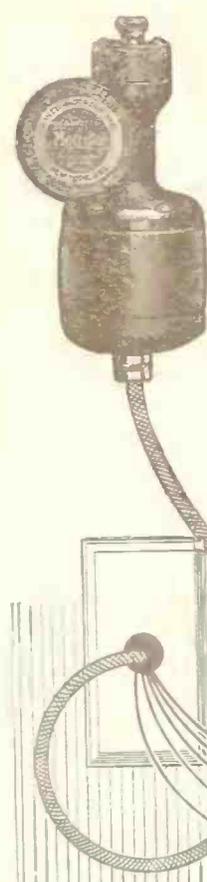
BROOKS MFG. CO., Saginaw, Mich.

BRUNSWICK-BALKE-COLLENDER CO. Branches Everywhere

29 W. 35th St. JONES-MOTROLA, Inc., New York

DETROIT—LOS ANGELES—KANSAS CITY, MO.

Jobbers—Write us—We have a wonderful proposition to offer you



THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page -

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



Be "Up and Doing" Instead of "Down and Out"

FEBRUARY is almost upon us! The shortest month in the year, yet the greatest month for birthdays of American patriots. As I look back over what I studied about Georgie and Abe, I can only remember one characteristic which both possessed in common to a great degree, and that one characteristic—their untiring desire to work and to be of service.

Work and service, mixed together for about half a man's lifetime, is the best formula in the world for success. Washington and Lincoln and thousands of others whose names do not appear in history have proven that this is true.

Reports now in on 1920 holiday business show that merchants who went after business aggressively made a good showing, and that those whose policy was passive did not fare very well. Don't be passive! Push for sales! Confidence and courage are needed!

* * *

A TRAVELING representative of one of the large talking machine companies stopped in at our office the other day and told us the following interesting story: Recently, while visiting a city in Ohio, it was necessary for him to call on a certain talking machine dealer on whom he had not previously called. On mounting a street-car he asked the conductor if he happened to know where Smith's store was. The reply was "Get off at Henry street, and it's just 300 steps." When the car stopped and he got off, he inquired again from a passerby. This man pointed in the direction off the main street and said, "Just 300 steps up there."

Of course the eternal question mark presented itself as to why both parties said "300 steps." On visiting the store, the representative learned that the proprietor, realizing that he was off the main street, had taken this slogan: "Just 300 steps off Main street." The result was that although the store was not visible from the main thoroughfare, practically everyone had become acquainted with it. The prosperous business which the establishment was enjoying was proof of the pie.

The moral of the little story is that after all it is a wise plan to advertise where you are, and to put your store on the "main street mind" of the buyers, regardless whether it is on the principal thoroughfare or not.

* * *

THE street vender who cries his wares to the public as he moves along has after all a pretty good sales idea behind his proposition, in that he gets about and brings his merchandise to the attention of a greater number of people than if he remained in one place.

Several companies have had the same sales idea, when they have put the following plan into their business: Equipping several of their salesmen with small handbags which contain the month's releases of records, they sent these men to call on their list of clients who had slowed up in the buying of records. On going to the prospective customer's home they offered to demonstrate the records. The idea was most successful. Not only did they sell a large number of records, but they also managed to secure a large amount of work for the repair department. To-day these same companies send their men out on regular schedules of appointments to the homes of these people, where they play over the releases and sell a considerable number before they leave.

* * *

SOME people believe that when sales begin to drop off on one of the articles which they are selling, they should devote all their sales efforts towards pushing that product, so as to keep up the sales. On the other hand, there is such a thing as following the line of least resistance—the line which takes the least sales effort to make the bell on the cash register ring.

Recently, the public has slowed up in buying high-priced articles. The buying of anything which involves a very considerable investment has been postponed until prices drop. Yet, on the other hand, the public continues to buy liberally where the investment is small. Therefore, at this time—push your record sales, build up your repair department, feature your accessories. In other words, push those things which do not mean a heavy investment to the public. By pushing these ends of your business, you will get cash sales which are advantageous at this time.

UNDER present business conditions it is highly important to get people to visit your store. In every line of business we find establishments inducing the public, by one means or another, to make such visits. Department stores are running sales to attract the public. Other establishments are giving free exhibitions of imported merchandise and art, or are offering some special inducement, which will bring the people to their store. The talking machine dealer should also attract the public to his establishment.

Concerts are probably one of the best means of attracting the public to your store. If you use this plan do not fail to give the concerts proper publicity, through advertising, through cards in your window and through direct mail contact with your prospects. Bringing people into your store not only affords an opportunity to secure the names of new prospects, but it keeps the people—young and old—in your city thinking about talking machines, records and musical instruments of all kinds.

* * *

IT may not be out of place at this time to say a word on advertising. Too many people today are cutting down their expenses at the wrong end. If your business has slowed up, under no conditions cut down on your advertising. After all, advertising is a tonic for your business. It is the medicine with which to rejuvenate sales. It is the voice of your firm to the public. The less the tendency of the people to visit your store, the more you should advertise in order to visit them and induce them to visit your establishment.

However, see to it that your advertisements are tuned to meet current conditions. Be sure that coupon ads are plentiful. They are opportune, because you will need *new, live names* to work on. Make reprints of these advertisements and mail them to your general prospect list by first or third class mail. The idea of this is to secure new fresh names that are live prospects at this time. Do not feature cut prices. Our survey of the last ninety days indicates that the wisest course lies in featuring quality and terms. Advertising cut prices in most cases only serves to postpone buying. It makes your customers feel bigger sales are coming. However, be sure that you do not feature small payments and long-time sales. Credit isn't going to be easy to secure, in fact hasn't been for some time. But if you advertise unusually liberal terms you will get that kind of business—for the words of the prophet, "As ye sow, so shall ye reap," are still true.

This is no time to sit around and say, "Business is dull." Business is just as bright and big as you make it.

* * *

FEBRUARY offers a good chance to sell some extra records. There is nothing better than a record as a Valentine gift. During the two or three weeks prior to St. Valentine's Day we suggest that in every letter or circular you send out there be a small printed circular enclosed, bringing attention to the public of this fact. With nothing more than a slip on which is printed "A Record makes an ideal Valentine," you will call public attention to the value and adaptability of a record as a Valentine. We would also suggest that your window be decorated, prior to St. Valentine's Day, in such a way as to appropriately carry out the Valentine theme.

If you push this idea this year it will increase your sales and also educate the American people to the idea, so that in following years Valentine's Day will mean heavy record sales for you. This idea may also be profitably applied to music rolls.

* * *

EVERYTHING comes to him who waits" is an old saying—but the dealer who waits for customers is going to have plenty of time to twiddle his thumbs. To-day it is a case of getting out after the customer, instead of waiting for the customer to come in. Increase your outside sales force; enlarge your prospect list, either through the telephone book, directories, or pushing door-bells. The successful merchant to-day realizes that his store is only the center of his business, and that the arms of it must extend throughout the whole city. "Opportunity knocks but once." Therefore, knock on the doors of your townspeople and get the opportunity instead of waiting until the opportunity gets you.

EDITOR'S NOTE—Mr. Gordon, who writes this monthly page, is also director of "The Talking Machine World Service." Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you.

VICTOR CO. SECURES INJUNCTION AGAINST WANAMAKER

In Decision Recently Issued U. S. District Court Holds That Victor Patents Have Been Infringed by John Wanamaker and Issues Order for an Injunction and an Accounting

Judge Augustus N. Hand in the United States District Court for the Southern District of New York, on December 4, handed down a decision granting an injunction and accounting in the action brought by the Victor Talking Machine Co. against John Wanamaker, New York, on the charge of infringing Patents Nos. 814,786 and 814,848. In issuing the injunction the court upheld four of the five claims made under the two patents.

Inasmuch as the case has been of considerable interest to the trade at large, the decision of the court is published herewith in full:

This is a suit for infringement of Letters Patent Nos. 814,786 and 814,848. The application for each patent was filed February 12, 1903, and the patents were each issued on March 13, 1906. The claims at issue are 42, 2 and 36 of Patent No. 814,786, and 7 and 11 of Patent No. 814,848. These claims are as follows:

Of No. 814,786:

"42. A talking machine, comprising a tapering sound-

conveyor, means for attaching sound reproducing means to the small end thereof and horn coupling and supporting means with which the other end of said conveyor is movably connected.

"2. In a talking machine, an amplifying horn proper, a record support, a tapering sound tube movable independently of the amplifying horn proper and supported to move in a given plane parallel with said record-support, a sound box mounted upon and communicating with the small end of said tube and movable independently thereof toward and away from the record-support, said horn and tube communicating and supporting means at the communicating portion of said horn and tube.

"36. In a talking machine, a record support, a hollow sound-conducting arm movable in a given plane parallel with said support, and a sound box mounted upon, communicating with and movable independently of said arm, toward and away from the record-support, said sound box being movable upwardly and to the other side of its point of support, whereby it may be supported in an inoperative position by contact with said arm or a portion thereof."

Of No. 814,848:

"7. An amplifying horn, comprising a continuously tapering tube having a joint to allow a movement of one end of said horn in relation to the other, said horn being supported at said joint.

"11. An amplifying horn, comprising a tapering, curved tube, said tube being pivoted on a substantially vertical axis to allow a horizontal movement of the smaller end of said tube, the curved portion of said horn connecting sections thereof lying in substantially parallel planes, said axis passing through or adjacent said curved portion."

I shall first allude to the question of infringement. It was held by Warrington, J., in the case of Gramophone Co., Ltd., vs. Ruhl, heard in the English Chancery Division, that a tone arm which was not substantially tapering did not come within the claims of the British patent that seem to have been identical with those under consideration. But it is stated that the tone arm of the defendant in that case, while smaller in the area where it joined the sound box than it was where it joined the upper part of the horn, attained the difference by a sudden enlargement. A diagram of that tone arm is shown in the opinion of the Court of Appeals, which likewise held there was no infringement.

Judge Sessions, in the case of Victor Talking Machine Co. vs. Cheney Talking Machine Co., decided August 5, 1920, held that the tone arm of the defendant in that case was tapering and did infringe claim 42 of Patent No. 814,786, but that the horn as a whole did not infringe claims 7 or 11 of Patent No. 814,848, because it was neither continuously tapering nor had it a tapering curved tube. He said: "That portion of the tube lying between the tone arm and the orchestral sections, which is approximately of the same length as the tone arm itself, is of constant and slightly less diameter than the larger end of the tone arm."

Evidently the variation from a continuous taper was far greater than in the horn and tone arm of the defendant in suit, and the tube of the Cheney machine may be regarded not as curved, but with rectangular joints.

The British Court of Appeals, in passing on this very question in the case of Gramophone & Typewriter, Ltd., vs. Ullmann, held that unsubstantial variations in continuous tapering would not avoid infringement and Judge Learned Hand reached the same conclusion in his opinion filed January 14, 1913, in the case of Victor Talking Machine Co. vs. Hoschke.

None of the cases have held that so small a deviation from a continuous taper as the four to five inches of tone arm next the sound box, and the three and one-quarter inches farther along the tube of defendant's horn, is a sufficient variance to avoid the claims in suit. I find a clear infringement and regard the only real question as that of validity.

The records before Judge Learned Hand in the Lindstrom and Hoschke cases and before Judge Sessions in the recent Cheney case were practically the same as that now presented except for the Winne alleged prior use, the Miller patent and the Columbia taper tone arm. There is, however, the significant further addition to the present record consisting of the testimony of complainant's own expert to the effect that the ordinary hearer could not distinguish between the sounds from a tapered tone arm and those from one with parallel sides. Undoubtedly the complainant's expert, Mr. Hunter, insisted that careful experiments would show a superiority of tone in a machine having a tapering tone arm. The evidence of the practical abandonment of the first Johnson machine having a tone arm with parallel walls and the immediate success in the trade of the later form of instrument with a tapering arm is a tribute to the utility of the talking machine described in the patents in suit. This argument from commercial success has been enough to satisfy Judge Learned Hand, Judge Sessions and at least one and perhaps two English Courts of Appeal that a tapering tone arm in combination with the other elements present in the claims under consideration was sufficiently novel and useful to be patentable. I doubt the conclusion of Justice Warrington in the case of Gramophone Co. vs. Ruhl, supra, to the effect that an improvement in tone which can only be detected by trained experts does not involve an advantage to the public which justifies a patent. In the first place, even if no class but well-trained musicians could detect the advantage, I can see no reason for saying that it is not useful. Furthermore, I think it possible that even the average man may have a real preference for sounds which he has not training or concentration consciously to compare with those less pleasing. The

FOR "PART" FOLKS

You people who make phonograph accessories, needles, filing devices, etc.—let us tell you of our facilities for turning out a thousand or a hundred thousand show cards, posters or window displays.

Details and photographs gladly sent upon request.

USOSKIN LITHO, Inc.
230 WEST 17th ST., NEW YORK CITY

unanimous opinion of so many judges, as well as the commercial success of the tapering tone arm as soon as it was put on the market, and the apparent abandonment of the non-tapering tone arm, are most persuasive. The point is a close one, but I am of the opinion that the results achieved by the Johnson device in suit should outweigh the evidence of some experts that a tapering tone arm affords no advantage, and even the admission of Mr. Hunter that the superiority of its tone cannot readily be detected. I find no reference in the patents which seem to have been before the courts in former litigations which literally meets the combination described in the patents in suit and agree with the judges who have heretofore passed on the question that the patent is valid so far as the art is concerned that they appear to have had before them in the prior litigations.

There remains the consideration of the new prior art. I think the construction of slot machines by Abner Tisdell prior to any date of invention claimed by Johnson is established by a number of witnesses who impressed me as credible. I do not understand it to be disputed that Abner Tisdell came to No. 1013½ Gates avenue, Brooklyn, about March, 1900. There seems to be no doubt that Tisdell constructed a twelve-record machine with a tapering tone arm during that year, or the early part of the next, but these events happened about twenty years ago; work was done on the machines covering a period of a number of years and Winne, for whom they were made by Abner Tisdell, testified that the latter, in 1900, was at 1013½ Gates avenue, "doing work for me building parts of slot machines, experimental work." (Record page 376). In 1915 Winne testified as follows about the first twelve-record machine:

"* * * We saw certain things were faulty. I could not state exactly how long we worked on these improvements, but I would say it was at least two, if not three, years after this first machine was constructed that we continued the building of these machines." (Record pp. 414, 415.)

Winne then added that it would be pretty hard to tell then what things they found faulty and that they worked on improvements at least two, if not three, years after the first machine was made. (Record page 414.) Another place, Winne said the defects were "just the coin mechanism." (Record page 380.)

Lather, who worked on the machines both at the Gates avenue and Myrtle avenue shops of Abner Tisdell, testified, in 1915, that the first twelve-record machine was a sort of experiment and was not a success for the purpose

CABINETS

Highest Grade
Moderate Prices
Immediate Deliveries



50 in. high
21½ in. wide
23 in. deep

One of Our Popular Models

We can fill promptly orders for Genuine Mahogany, Quartered Oak and American Walnut Cabinets.

We use only five-ply selected wood. Eight models in the line. The finest cabinets at moderate prices.

Send us your specifications today.

The Celina Specialty Co.
CELINA, OHIO

BRUNO

The Victor is not only the nation's talking machine, but it is the "World's Musical Instrument."

BRUNO

Phonograph Horns or Amplifiers

Cast metal base in three different designs, round and rectangular, for metal or wood extensions. Scientifically constructed to give best tone. Musical critics have pronounced our tone unsurpassed by any machine on the market.

Shaped Phonograph Cabinet Legs, Any Quantity, At Reasonable Prices

Buy Your Cabinets Knocked Down

We can supply five different sizes and designs.

Write today for full description and prices, stating quantity wanted.

INDIANA PHONOGRAPH SUPPLY CO.
321 Baldwin Block,
Indianapolis, Ind.

of an automatic slot machine (Record page 431), and added that it was four or five years later that the other machines were constructed. He also said that the twelve-record machine was a secret before it was completed. (Record page 433.)

I think such evidence as this from a man who was helping Abner Tisdell develop the slot machines shows a failure to comply with the well-established rule that a prior use must be established by clear testimony and beyond a reasonable doubt. I think the witnesses were reputable and truthful, but lack of clear documentary evidence or physical exhibits showing date of reduction to practice leaves the question whether the Tisdell conception was reduced to successful practice or was in public use before the date of Johnson's application problematical. As the proof stands, the trials can only be regarded as experimental prior to an even later date.

The tapering tone arm, which appears in the Miller reissue patent, cannot be regarded as anticipating that feature of the Johnson patent. The matters in interference did not relate to a tapering tone arm. The affidavits of Miller furnish the only evidence of the date of his conception, and his sketch dated December 2, 1900, showing a talking machine with a tapering arm, does not establish that date by documentary evidence, for Miller does not state when the date was placed on the sketch. Moreover, the language of his specification nowhere describes or claims such an element as a tapering tone arm, but only shows a diagram of such an arm. There is no reason to suppose that this feature was a part of Miller's conception. I do not regard claim 37 of the Miller reissued patent No. 12963 as calling for a tapering tone arm. It is applicable to an amplifier having a tone arm, either with parallel sides, as shown in Figure 4, or with tapering sides as shown in Figure 1, and makes no claim to any special shape.

As for the Columbia defense, the date is too late. I think it clear that Johnson's conception was at least prior to the Summer of 1902, and that dies were made and successful devices constructed embodying his invention during that Summer of the character of Exhibit 18. The Columbia appears to have originated in Hinkley's sketch in October. This was rapidly followed by reduction to practice, but of a later date than Johnson, who proceeded steadily from the early Summer of 1902 until he put his talking machine on the market in the Spring of 1903 and filed the applications for his patents on February 12, 1903.

On the whole case I hold all the claims in issue valid and infringed except claim 36 of Patent No. 814,786. That is not limited to a tapering tone arm. I regard it, therefore, as showing no invention over the Elfering or Johnson and Denison prior patents. The only modifications of claim 36 in suit are obvious equivalents. Victor vs. Edison, 229 Fed. 999; American Graphophone Co. vs. Gimbel, 240 Fed. 971.

The complainant is entitled to an interlocutory decree adjudging all the claims in issue, except 36, supra, valid and infringed, and providing for an injunction and an accounting. The suit as to claim 36 should be dismissed.

(Signed) AUGUSTUS N. HAND,
District Court.

January 4th, 1921.

Kenyon & Kenyon were attorneys for the Victor Co., and Dunn, Goodlett, Massie & Scott for the defendants.

FAMOUS SINGERS RECORDS

Famous Singers Records, Manhattan, with a capital of \$50,000, was incorporated at Albany, N. Y., last week by J. M. Ranko, M. W. Rappaport, F. A. Lappen, 135 West 116th street.

WANTED—Salesmen for splendid side line, all over the country. Pocket sample. Ten to twenty dollars daily easily made. Demonstration requires few minutes only. Write Puritone, Room 1408, 347 Fifth avenue, New York City.

DRIVES CAR INTO STORE

Philadelphia Autoist Brings Up in Show Window of Victor Record Store

PHILADELPHIA, PA., January 7.—An automobile driven by Joseph B. Cox clipped off part of the glass window of the Victor Talking Machine Record Store at 52d and Chestnut streets today, and came to a stop in the doorway.

Cox was driving east on Chestnut street and Sacks, a policeman, alleges he lost control of the machine as he approached 52d street. The car first took the sidewalk at the northwest corner of 52d and Chestnut streets, then got back on the pavement and swerved to the northeast corner, where it crashed into the window. Curiously enough, the entire window was not broken, but the car just smashed a hole in the side of the pane big enough to permit it to go through.

The Music Box, Inc., of Beverly, Mass., has been incorporated to deal in phonographs.

FILE PETITION IN BANKRUPTCY

Creditors Take Action Against Independent Talking Machine Co., of Manhattan

A petition in bankruptcy was filed on January 6 against the Independent Talking Machine Co., of Manhattan, Inc., manufacturers of phonographs and supplies at 12 East Forty-second street, New York, by the Mica & Micanite Supply Corp., the Martini-Kuhn Corp. and the Sandler Paper Box Co. It is reported that the liabilities of the concern are about \$250,000, with assets of about \$50,000.

On January 7 Judge Hand, in the United States District Court, appointed Arthur Y. Dalziel receiver for the company, under bond of \$10,000.

Schwartz, Kramer & Jelling, Brooklyn, N. Y., have been incorporated with a capital stock of \$10,000 to deal in phonographs. The incorporators are W. J. Jelling, M. Kramer and J. R. Schwartz.



U-SAV-YOUR
(Reg. U. S. Pat. Off.)
Confidence

YOU must have perfect confidence in the article you sell or you "fool yourself" and you lose customers.

Collings & Company, New Jersey Victor Distributors, are selling thousands of dollars' worth of our wonderful cleanser and dressing. They believe as we do—There is nothing better on the market.

Blank & Company sell a "polish" they make because one of their men in the workshop "got up" a mixture, and now wonder why they are not receiving a repeat business.

Blank No. 2 has a "lot" of — polish and when that is gone then they will put in U-sav-your.

Blank No. 3 are interested only in their own polish.

We want your confidence. Try "U-sav-your"—test it to your heart's content—then, if you find it is the best you ever saw—stock it—but first sell yourself a bottle, and you will point with pride to your U-sav-your business, having confidence in your goods and yourself.

U-sav-your feeds the wood, gives it life—wondrous, beautiful life.

Purchase from your Victor Distributor, or write direct to us. Discount very attractive. Repeat business guaranteed.

U-SAV-YOUR MFG. COMPANY
33 Perkins Avenue Warren, Mass.



Delivery Service

Beginning with the New Year, adequate stock of Stephenson Precision-Made Motors, Tone-Arms and Sound Boxes will be carried in Newark, Toronto and Chicago, and will be sold F. O. B. these points.

This step is in line with the Stephenson policy—to back the Stephenson Precision-Made Motor with every possible service.

STEPHENSON
DIVISION
DE CAMP & SLOAN INC.
One West Thirty-fourth Street
New York City

**TO ARGUE VICTOR-STARR
SUIT ON FEBRUARY 5TH**

Actual Arguments in the Case to Be Heard in the U. S. District Court on That Date Following Taking of Testimony Last Month

The important suit brought by the Victor Talking Machine Co., Camden, N. J., against the Starr Piano Co., Richmond, Ind., charging infringement of the Johnson patents covering the making of lateral cut talking machine records, will come up for argument before Judge Learned Hand in the U. S. District Court, New York, on February 5.

Testimony in the case was taken during the last two weeks in December, this feature consuming something like eight days. The interest of the trade at large in the suit was evidenced by the number of talking machine men who were regular attendants at the court during the taking of the testimony. Numerous technical experts were called by both sides.

Kenyon & Kenyon appeared as counsel for the Victor Co., while Kerr, Paige, Cooper & Hayward appeared in like capacity for the defendant.

HOLMES TO JOIN SHULTZ BROS.

Former Territorial Supervisor for Edison Laboratories to Become Connected with Edison Jobbers in Omaha, on February First

Announcement has just been made that H. R. Holmes, formerly territorial supervisor for the Edison Laboratories and recently engaged in



H. R. Holmes

sales promotion work for the Edison organization, will soon become field representative for Shultz Bros., Edison jobbers in Omaha, Neb. He will probably take up his duties on February 1.

Mr. Holmes has been connected with the Edison Laboratories in various capacities for a number of years and is splendidly equipped to assume the various responsibilities which will go with his new position. It is a policy at the Edison Laboratories to introduce men of the live-wire type into the sales department, where they absorb all the Edison policies and gain familiarity with every phase of the Edison business before they are appointed to the various supervisorships.

The American Home Recorder, Inc., 220 Market street, Newark, N. J., manufacturer of a home recorder, was recently placed in the hands of a receiver. Arthur T. Vanderbilt, a well-known Newark lawyer, was appointed by the court to take charge of the affairs of the company.

WANTED—Salesmen for splendid side line, all over the country. Pocket sample. Ten to twenty dollars easily made daily. Demonstration requires few minutes only. Write Puritone, Room 1408, 347 Fifth avenue, New York City.

WHY ENCOURAGE PESSIMISM?

Some Timely Words From A. J. Kendrick Which Are Worthy of Consideration

A. J. Kendrick, sales manager for the Brunswick-Balke-Collender Co.'s phonograph department, has mailed out to the trade a common-sense little announcement regarding prices, which reads:

"What is the matter with the Associated Press and the newspapers? Why do they print scarehead announcements about price reductions, factories closing, and exaggerated reports of people thrown out of employment?"

"You may remember that when the cotton spinning mills of the East closed their doors the newspaper columns were filled with double-headed announcements about overstocks and prices coming down. Contrast those announcements with the little five-line press report printed to-day, of five of these mills resuming

business at Greenwood, S. C., and form your own conclusions. The report is as follows: 'The five cotton mills in Greenwood County are now operating full time, after having curtailed production for several weeks. With one exception the plants have day and night shifts.'

"The space given to this is exactly one-half inch. Another example: 'According to a custom which has prevailed with us for many years, all of our factories shut down wholly or in part on December 1 for inventory-taking purposes. This is the usual custom in all furniture factories.'

"The Associated Press gave this incident several inches of broadcast publicity. We consider it reasonably good free advertising, but what is the idea? Can you solve the riddle?"

"All of our factories will resume immediately after the first of the year, as 1921 will, in our opinion, be a record-breaker in all of our various lines. Our sales during the first eleven months of 1920 show an increase of 42 per cent. December showed a still further improvement."



Operaphone

JANUARY, 1921

POPULAR VOCAL

21193 1.00	{ Kentucky (Little-Fier). Baritone, Orch. accomp Ernest Hare I've Got the Blues for My Kentucky Home (Gaskill). Male Quartet, Orch. accomp The Harmonizers
21194 1.00	{ The St. Louis Blues (Handy). Tenor, Orch. accomp Al. Bernard Midnight Moon (Hare-Schafer-Bernard). Baritone, Orch. accomp Ernest Hare
21195 .85	{ Broadway Rose (West-Fried-Spencer). Baritone, Orch. accomp Elliott Shaw Beautiful Annabell Lee (Bryan-Mehlinger-Meyer). Tenor and Baritone, Orch. accomp Lewis James and Elliott Shaw
21196 .85	{ Sighing (Cool-Bridges). Male Trio, Orch. accomp Orpheus Trio I Want to Go to the Land Where the Sweet Daddies Grow (Moran-Von Tilzer). Soprano, Orch. accomp Marjle Oow

DANCE

31170 .85	{ Palesteen (Conrad-Robinson). Fox-trot Joe Johnson's Novelty Dance Orch. I'm a Lonesome Little Raindrop (Hanley). Fox-trot Joe Johnson's Novelty Dance Orch.
31171 1.00	{ Feather Your Nest (Kendis-Brockman). Fox-trot Regal Novelty Dance Orch. You're Just Like a Rose (Hubbell). Fox-trot Eddie Kuhn and His Orch.
31172 1.00	{ Margie (Conrad-Robinson). Fox-trot. Intro: "Singing the Blues." (Orch.) Tennessee Ticklers Caresses (Monaco). Fox-trot. (Orch.) Tennessee Ticklers
31173 1.00	{ Darling (Schonberg). Fox-trot Harvey's Xylophone Band Show Me How (Creamer-Layton). Fox-trot Broadway Dance Orch.

HAWAIIAN

61114 .85	{ Naughty Waltz (Levy). Waltz Hawaiian Singing Guitars Sweet Luana (Burt-Zamecnik) Hawaiian Singing Guitars
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INSTRUMENTAL

51146 1.00	{ Alice, Where Art Thou? (Ascher). Violin, Flute and Piano Mendelssohn Trio Canzonetta (Op. 6) (A. d'Ambrosio). Violin Solo Irving Weiss
---------------	---

RECORDS

OPERAPHONE CO. INC., LONG ISLAND CITY, N. Y.

Edison Amberola Message No. 13

Mr. Phonograph Dealer:

With a line of instruments that sells at very moderate prices, and yet satisfies the musical desires of the most fastidious, the 5,100 merchants who handle the New Edison Diamond Amberola are well fortified to meet the new conditions of the New Year.

THOMAS A. EDISON, Inc.

AMBEROLA DEPARTMENT

ORANGE, N. J.

THE VISION

Devoted to the Interest of the Educational Work Being Conducted by the Talking Machine Dealers and Jobbers

The Victor Talking Machine Co., educational department, announces in its February supplement the first of a series of recordings of the principal scenes from the dramas of Shakespeare by E. H. Sothorn and Julia Marlowe, the recognized masters of interpretative Shakespeare roles. The numbers announced are 12-inch Red Seal recordings of The Balcony Scene, "Romeo and Juliet," Parts I and II.

The use of the Magnavox in schools has been attracting considerable attention. Millburn (N. J.) High School has a Victrola placed in the principal's office connected to several magnifying electric horns in various parts of the building. In marching, the music begins simultaneously in all parts of the building for the passing of periods or dismissal. This does away with the necessity for the formerly omnipresent school bell.

An interesting use of the Victrola is found in the Fox Hills (N. Y.) Base Hospital, where many Victor artists have appeared to cheer the boys during the past season. The wounded men hear the artist, then, by donation from some benefactor, the records are procured so they first "hear the artist, then hear their Victor records."

Caroline Hobson, educational director of Stewart Talking Machine Co., Indianapolis, Ind., reports splendid results in school work throughout the whole State.

May Cloud, educational director of Putnam-Page Co., Peoria, Ill., central Illinois Victor jobber, is enthusiastic over the prospect of again receiving Princess Watahwaso, interpreter of original Indian melodies, on her Western tour.

"Listening Lessons for Little Children," the attractive \$1 children's book with annotated records and a complete primary teaching course for the Victrola for mothers or teachers, has gone into its third edition.

The Columbia Graphophone Co. educational department has been represented at many State teachers' meetings this year.

Lillian Wood, educational director for the C. C. Mellor Co., Pittsburgh, Pa., Victor jobber, attended the Pennsylvania State Teachers' Convention during the holidays. A feature of the program was the speech on "Music and Education," by Dr. J. C. Finnegan, State superintendent of schools. Dr. Hollis Dann, Cornell Univer-

sity School of Music, is now State supervisor of music for Pennsylvania.

Dealers are always hitting upon new schemes to interest people in the educational uses of their factory's product. Window displays of schoolrooms, with blackboards, benches and other furniture borrowed from local furniture houses, are now beginning to make their appearance. In every case the window fails unless a school instrument with record on turntable and soundbox down is evident in the central portion of the picture.

The Columbia Co. has prepared a special booklet to foster a love of the best music in school and home. Knowing that the proper way to begin is with the children, the company has contributed toward their education a set of eight records, comprising thirty-two selections of the world's best music so fitted to their needs that this love for music is created and made permanent.

The pamphlet embodies the actual work of teaching in the Horace Mann School, Teachers' College, Columbia University, and has the hearty endorsement of Professor Patty S. Hill, director of kindergarten and primary departments, under whose personal direction these records were made. Their value lies in the fact that well-known compositions of great artists have been remade for the child mind and need, preserving at the same time the charm, quality and integrity of the original music.

Sally Hamlin, the youthful recitationist, who has made some of the most delightful Victor recordings of James Whitcomb Riley and Eugene Field poems, is now giving a course of entertainments every night in the school year in New York City schools. Part of her program is devoted to John Alden Carpenter's pianologues and part to poetry. In the latter she uses a M-XXV Victrola and orchestral records to provide synchronized musical accompaniment.

Not to be outdone by the East, the Far West has taken hold of educational work with great gusto. Sherman-Clay Co. (San Francisco, Cal.) has a strong, live educational staff.

L. W. Inman, educational director for Sanger Bros., Victor jobbers, Dallas, Tex., has done remarkably good work in the State, bringing the lesson of the advantages of school business before hundreds of schools and dealers this year.

A beautiful poster, listing attractive school records, is the product of the Cleveland Talking Machine Co. (Cleveland, Ohio), Victor jobber. Miss Grazella Pulliver, educational director, is doing splendid work in this field.

Helen Colley, educational director Emanuel Blout (Victor jobber), New York, has announced a series of New York City school con-

CRYSTAL EDGE MICA DIAPHRAGMS

The Standard of Quality

PHONOGRAPH APPLIANCE CO.
174 Wooster St., New York

certs by the popular Victor artist, Princess Watahwaso. The management of the Princess is under direction of Franklin G. Dunham, Ditson Building, 10 East Thirty-fourth street, New York City.

MME. HEMPEL HEARD IN RECITAL

Capacity Audience at Carnegie Hall Shows Great Enthusiasm Over Soprano's Work

Frieda Hempel, soprano of the Metropolitan Opera Co., and noted Edison artist, sang at Carnegie Hall, New York, on January 5 before a capacity audience who evinced great enthusi-



Frieda Hempel

asm. The affair was advertised as Mme. Hempel's only New York recital this season, although she has appeared in company with other artists. Robert Gayler, who is also connected with the Edison organization, presided at the organ during Mme. Hempel's recital.

FILE SCHEDULES IN BANKRUPTCY

Supreme Phono Parts Co., Inc., at 145 West Forty-fifth street and 145 Lafayette street, New York, has filed schedules in bankruptcy, with liabilities of \$36,886 and assets of \$12,076, main items of which are stock, \$7,000; accounts, \$5,972; machinery, \$500, and deposits in banks, \$298.

MASTER WAX

BUSINESS BLANKS

The Wax and Novelty Company

67-69 Paris Street, Newark, N. J.

Will continue the business hitherto carried on by me at 16 West 39th Street, New York. All work will be done under my personal supervision.

I will be able also to work out special problems in connection with record making for anyone needing experienced advice or assistance.

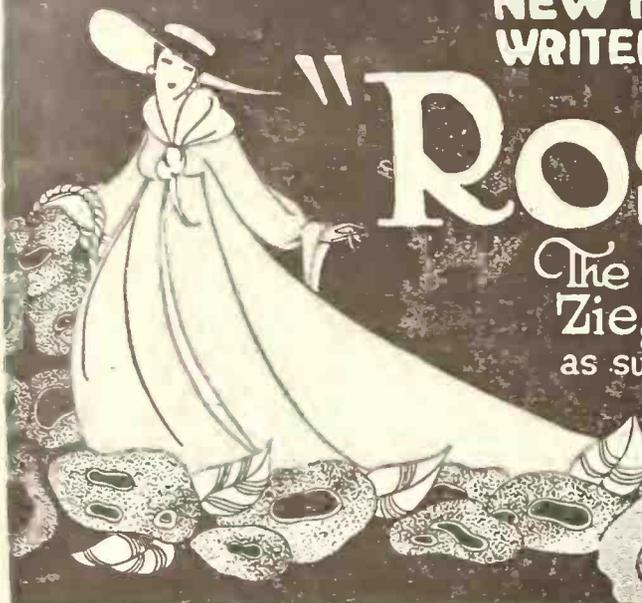
F. W. MATTHEWS

NEW MELODY SUCCESS BY THE WRITER OF "HIAWATHA" "MICKEY PEGGY" ETC

"Rose of My Heart"

The Big Song Hit from Ziegfeld's Midnight Frolic as sung by John Steel

Published by Leo Feist Inc. Feist Bldg. New York



"You can't go wrong with any Feist Song"

GLANTZ AND HIS LAUGHING SAX

Saxophone Specialist Became Popular Over Night Through His Work on "Dardanella" Record—Has Won Great Popularity Since

There is apparently one sure way for a musician to become popular with the public, and that is through the medium of phonograph records, for in many respects the recording art demands distinctiveness and originality to a



Glantz Back From Canadian Campaign

great degree. In this connection the career of Nathan "Laughing" Glantz is interesting, for his saxophone specialties have been heard through the medium of several makes of records, and it is not exaggerating to any degree to say he is one of the best-known saxophone artists to-day.

Mr. Glantz obtained his recognition among record buyers through his playing of the saxophone in the Okeh record of "Dardanella," and both "Dardanella" and Mr. Glantz are said to have become popular over night in record form, the Okeh being the first record of "Dardanella" on the market.

Glantz did the laughing sax on this record with the Rega Orchestra, which is famous for its original interpretation and clever recording tricks. Through "Dardanella" and other records, Glantz and his laughing saxophone became famous with thousands of record users.

Recently Glantz went to Canada to record for the Berliner Gramophone Co., and the accompanying picture shows Glantz returning to the United States after a hard day's work in Canada loaded with Canadian exchange, sufficient apparently to crowd his saxophone out of the case.

Mr. Glantz is now playing for practically all the record companies and with different orchestra combinations. His latest hit is "Hindoo

Hop," an Okeh record of a number written by Sol. P. Levy, composer of "The Naughty Waltz."

The Okeh records made by Glantz, in company with the Rega Orchestra, include "Rose," "Nightingale," "A la Patee," "Margie," "Humming" and "Caresses."

NEW COLUMBIA CO. PRESIDENT

Van Horn Ely Succeeds Francis S. Whitten as Head of That Company—Latter Becomes Chairman of Board of Directors of Company

Van Horn Ely, who has been a director and member of the executive committee of the Columbia Graphophone Co. for several years past, was elected president of this institution at a meeting of the directors held January 5. He succeeds Francis S. Whitten, who was elected chairman of the board of directors of the Columbia Graphophone Co.

TONOFONE JOBBERS IN NEW YORK

Cabinet & Accessories Co. and Robt. Clifford to Push Well-known Tonofone Needles

The Cabinet & Accessories Co., 145 East 34th street, New York, and Robert Clifford, who is manager of the Cardinal Phonograph Co.'s New York branch, 106 E. 19th street, have been appointed jobbers for the Tonofone needles made by the R. C. Wade Co., Chicago. These two well-known concerns intend to pursue a vigorous campaign to the end that the Tonofone needle and its merits are brought to the attention of a large constituency in the metropolis and throughout the East. These deals were consummated by E. H. Wade, manager of sales, who is at present visiting the trade in New York. Reports from Chicago are to the effect that business with the R. C. Wade Co. is of remarkable volume these days.

MODERNOLA

The instrument unique

MODERNOLA

A home delight to Ear and Eye

MODERNOLA

Beauty—Tone—Utility

MODERNOLA

Satisfaction for dealer and customer

Send your orders now:

Apply immediately for agency

Exclusive Eastern Distributors

EASTERN PHONOGRAPH CORPORATION

GEO. SEIFFERT
PRESIDENT

Office and Showrooms:

101 West 20th Street
100 West 21st Street

} Corner Sixth Avenue, New York

Telephone Chelsea 2044

FRANK J. COUPE HONORED

Sales Manager of Sonora Co. Elected Vice-president at Annual Meeting This Week—Present Officers of Company Re-elected

At the annual meeting of the board of directors of Sonora Phonograph Co., Inc., New York City, held the second week in January, all of the present officers in this prominent institution were re-elected. They are as follows:



Frank J. Coupe

George E. Brighton, president; L. C. Hasell, vice-president; John Herzog, second vice-president; Joseph Wolff, treasurer; E. H. Jennings, secretary and assistant treasurer; A. C. Valeur, assistant treasurer.

A new addition was made to the official board in the person of Frank J. Coupe, sales manager of the company, who was elected to the office of vice-president.

FEATURING THE MANDEL LINE

The Standard Woodenware Co., of Los Angeles, Cal., has obtained the exclusive distributing agency for the Mandel phonograph in California, Arizona and Nevada. An intensive campaign has been started to distribute this popular instrument. This company will also handle the Mandel records which have been just introduced to the trade.



FULTON (Model 35)

Mabogany, 16x16x10 in., double spring motor, universal tone arm. Back casting and metal horn. Discount according to quantities.

True-tone, Cleartone, Brilliantone and Puretone Needles in metal boxes or packages at 50 cents per M. Discount in large quantities. Truetone Needles come 200 to a metal box.

Double and triple spring Motors, Tone-arm, Auto Stops, Repeater Stops, etc. Phono parts and accessories, as Motors, Tone-arms, Sound Boxes, Cabinets and Cabinet hardware. Repair parts for all makes.

Distributors of the Arto Music Rolls and Arto Phonograph Records.

Cash with order

FULTON TALKING MACHINE CO.
253-255 Third Ave., New York City
Between 20th and 21st Streets

TRADE SITUATION IN CINCINNATI

Baldwin Business Shows Immense Gain—Otto Grau Improves—Andrew Doing Good Work With Wurlitzer Co.—Columbia News

CINCINNATI, O., January 10.—Talking machines were among the most popular of the holiday purchases in Cincinnati last month and without exception all dealers reported satisfactory sales.

Manager Sherman B. McLaughlin, of the Baldwin Co., who only recently added a talking machine department, reported that the entire stock of both records and machines had been sold out. The special finishes seem to be popular with customers this year and took the lead over mahogany. All sales were made on either the cash basis or 10 per cent and the balance in one year, which insures an exceptionally high-class trade. The Baldwin Co.'s window for the holidays was unique and made quite a hit. It showed a large, comfortable living room with a big old-fashioned mantel and stocking hung beside the fireplace. There were big comfortable chairs and other furnishings that made such a room attractive. In one corner there was a talking machine and beside it a life-sized Santa Claus holding a record. There was no advertising matter to detract from the scene, but the window brought the trade.

The Otto Grau Co. has made some improvements in its talking machine department. New enclosed record racks have been installed and the front of the store has been given over to this line. This move has greatly increased the trade in records. The sale of talking machines for the holidays last month showed an increase of over 30 per cent over the 1919 sales, according to Vice-President F. J. Volz.

S. T. Sigman, manager of the talking machine department of the Wurlitzer Co., victor distributors, has started a drive on accessories and plans to make this the big feature for the present. The sales department of the Wurlitzer Co. has been greatly strengthened by the addition to its staff of C. R. Anderson, formerly with the Indianapolis Talking Machine Co., who came to the Wurlitzer Co. late last year as city sales manager. Mr. Anderson will be remembered by the trade as the man who invented the amplifier used to hear records over the telephone.

The Columbia Graphophone Co. has just completed a model shop in its office which is designed to show dealers how their stores should be arranged to make them attractive to customers and increase sales. There are hearing rooms, record racks, counters, show windows and electric signs, in fact, everything that can be used to make an attractive salesroom. This feature is expected to prove of great value to dealers in enabling them to see some of the faults in their methods of displaying and selling.

S. A. SHERMAN REBUILDING

New York Dealer Whose Store Was Destroyed by Fire Plans Bigger and Better One

S. A. Sherman, whose establishment at 2138 Third avenue, near 116th street, New York, was destroyed by fire, as reported elsewhere in this issue, is now rebuilding his entire establishment, which he owns, and intends to have one of the most attractive stores handling Victor talking machines and records in the city. Mr. Sherman is most appreciative of the many courtesies shown him by the members of the trade.

WE Will Buy for Cash
Job Lots of Machines,
Records, Motors, Tone
Arms, Parts, and Every-
thing in the Talking Ma-
chine Line.

Keen Talking Machine Supply Co.
49 N. 10th ST., PHILADELPHIA, PA.

VICTOR RECORDS BY LA SCALA ORCHESTRA

Victor Co. Announces That Famous Orchestra Under Baton of Toscanini Will Make Victor Records—Now Touring the United States

The La Scala Orchestra of Milan, Italy, under the baton of Maestro Arturo Toscanini, one of the world's greatest conductors in the symphony and operatic field, arrived in this country during the past month and is now on tour. During the appearance of this famous organization in New York it scored the highest praise from our leading critics, not alone on account of the superb, masterful leadership of Toscanini, but the band itself is one which ranks with the great musical organizations of the world.

In connection with the arrival of the La Scala Orchestra the announcement has just been officially made by the Victor Talking Machine Co. that the La Scala Orchestra, under the baton of Toscanini, will make records for the Victor Co. during its present visit to America. This announcement will undoubtedly arouse the liveliest interest among dealers and also users of Victor records throughout the country, for everyone recognizes that Toscanini and his band will be introduced in a fittingly artistic manner through the medium of these records.

There are few figures in the musical world capable of exciting more interest than this great Italian conductor whose triumphs have been pretty well divided between Europe and America. During the World War he was honored for valor for his wonderfully inspiring work in directing military music and concerts for the Italian army, and his work was recognized not only by the Italian Government, but aroused tremendous popularity among the men. In New York, of course, Toscanini's great work as conductor of the Metropolitan Opera Orchestra before he left for the war has made him a great favorite.

The records of the La Scala Orchestra will have a tremendous interest for everybody who loves music and its traditions, for the La Scala Theatre is the traditional home of the great Italian opera, and here it is that many of the world's most famous artists made their debut.

JAMES F. BOWERS RETIRES

President of Lyon & Healy Gives Up Active Work—A Notable Figure in the Industry

CHICAGO, ILL., January 12.—James F. Bowers, who recently celebrated his fiftieth year of service with Lyon & Healy, this week retired from the presidency of this institution. Mr. Bowers has long been identified with the music industry in all its ramifications, having served as president of the New York Piano Manufacturers' Association and also as president of the National Association of Talking Machine Jobbers.

With the retirement from active service of Mr. Bowers will go the best of wishes of an army of friends throughout the industry for his welfare and happiness.

A. C. Ireton, general manager of Edison Phonographs, Ltd., San Francisco, is sending out a letter on business conditions which abounds in facts that should lead the dealer to a sane, courageous course on business advancement.

Everlasting Decora-
tive Flowers and
Plants, Vines and
Garlands

My illustrated catalogue in colors No. 35, free for the asking; write for it today.

Frank Netschert
61 Barclay St., New York

JERSEY DEALERS HEAR J. G. PAINE

Large Attendance at Luncheon Given by Victor Dealers of New Jersey January 11

The Victor dealers of New Jersey held a luncheon at the Robert Treat Hotel, Newark, N. J., at noon on Tuesday of this week. As special guest of the occasion, John G. Paine of the legal department of the Victor Talking Machine Co. attended.

The educational department of the Victor Talking Machine Co. contributed as an entertainment feature the services of Princess Watahwaso, mezzo-soprano, who has made a series of records of Indian songs, dances and folk-lore, who was accompanied at the piano by Mrs. R. E. Williams. Her program was roundly applauded.

The leading address was made by John G. Paine, who said in part: "I bring you the congratulations of the Board of Directors of the Victor Talking Machine Co.—a message from headquarters." Following which Mr. Paine told the dealers of a series of plans making for future progress of the Victor Co. He told of the increased production which would be received through the enlargements of the present factories in both talking machine and record plants. Speaking of the present business situation he called the gathering's attention to the revival of business which can be visualized by the smoke outpouring from factory chimneys in plants which in a recent period were shut down.

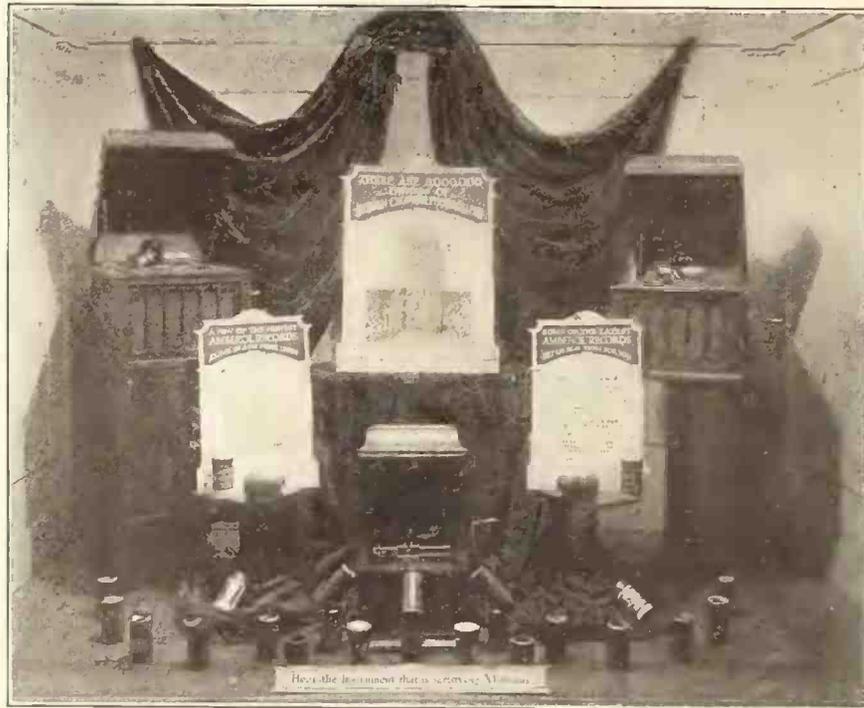
He further stated that while it was true that the Victor Talking Machine Co. hardly needed a revival of business in order to sell its product—as a matter of fact the plants are running at full capacity—the company feels that the time has arrived when it can consider further expansion on a large scale. He spoke of the lure during the past two years to cheapen the product in order to increase production, but to which the Victor organization did not succumb. The high ideals of the company as to quality were adhered to throughout that period and new developments of the company would be along the same high standard lines—quality.

Among those who attended were: Franklin G. Dunham, of the educational department of the Victor Talking Machine Co.; Robert C. Hopkins, Victor representative for northern New Jersey; J. A. Bliesenick, of Hahne & Co., Newark, N. J.; G. S. Welch, W. S. Beebe, Harrison, N. J.; O. M. McCollum, Rahway, N. J.; Thomas K. Henderson, of Munger & Long, Camden, N. J.; Clark M. Price, Jersey Music Co., Bloomfield, N. J.; H. N. Truesdell, Irvington, N. J.; Daniel F. Egan, of E. S. Applegate & Co., Trenton, N. J.; R. H. Veale, James McGarry, H. A. Glasser, G. A. Barlow's Sons Co., Trenton, N. J.; T. B. Roche, of Collings & Co., Newark, N. J.; C. J. Collins, Mathushek & Sons Piano Co., Jersey City, N. J.; Eli Zion, of the Union Talking Machine Co., Elizabeth, N. J.; George F. Porepp, White Star Music Co., Jersey City, N. J.; S. Wolfson, of Bayonne, N. J.; Leo Schlein, Jersey City Talking Machine Co., Jersey City, N. J.; A. Galuchie, Jersey City, N. J.; J. L. Spillane, Collings & Co., Newark, N. J.; Charles J. Honsberger, Armstrong Piano Co., Newark, N. J.; C. L. Johnston, Blackman Talking Machine Co., New York; Irwin Moser, Camden, N. J.; L. W. Collings, of Collings & Co., Newark, N. J.; Beall McCandless and E. P. Perkins, of the Elizabeth Talking Machine Co., Elizabeth, N. J.; Fred G. Loeffler, Union Hill, N. J.; Louis Frey, Carlstadt, N. J.; Robert Brunner, Acme Music Co., Rutherford, N. J.; Albert Leon, Perth Amboy, N. J.; A. Landay, Paterson, N. J.; E. Bainbridge, Paterson, N. J.; Geo. L. Hirtzel, Jr., Elizabeth, N. J.; L. L. Spencer, Pearsall & Co., New York; Frederic Barlow, of G. A. Barlow's Son Co., Trenton, N. J.; Joseph W. Schwetz, Knickerbocker Talking Machine Co., New York; B. H. Roth, West New York, N. J.; J. J. Davin, Reinicke-Ellis Co., New York; Otto Goldsmith, Cabinet & Accessories Co., New York; J. Donlan, Ridgewood Talking Machine Co., Ridgewood, N. J.; N. Alexander, Long Branch, N. J.

THE FEBRUARY AMBEROLA DISPLAY

Unusually Attractive Window Treatment Prepared for Use of Amberola Dealers

The Edison Amberola window display for February is unusually attractive and should make a strong appeal to Edison Amberola dealers, as well as to the public, with a consequent good effect upon sales. The display emphasizes



Window Combines Attractiveness With Practicality particularly the fact that several million homes work and are building up a good prospect list.



Hoffay Phonographs
Resurrective Reproducers
Airtight Tone-Arms
Famous the World Over.
HOFFAY PHONOGRAPH CO.
59 4th Ave. New York City

in the United States are at present equipped with Amberolas, and at the bottom of the window display is a strip reading appropriately: "Hear the Instrument That Is Satisfying Millions." In the display the three large units are handsomely lithographed in colors to represent triumphal arches, the centerpiece showing the Edison cylinder phonograph with its background of multitudes, while the two side cards enumerate some of the Amberol records for February.

The H. S. Barney Co., 217 State street, Schenectady, N. Y., are scoring great success in their efforts to bring to the children of that city a greater appreciation of music. They are giving an hour each day to this good

MAIN SPRINGS

Guaranteed to be made of the highest grade carbon steel procurable. Prices quoted are possible only because of our immense purchasing and distributing powers.

	Lots of—					
	1	6	12	25	50	100
	each	each	each	each	each	each
No. 28 3/4"x.022x9 feet, for Carola, Triton, Melophone, etc., pear shape hole.....	\$.40	\$.38	\$.37	\$.35	\$.33	\$.31
No. 29 3/4"x.022x10 feet, for small Columbia, Universal, Heineman, Harmony, Vanophone, Pathé, pear shape45	.43	.42	.40	.38	.35
No. 30 7/8"x.022x10 feet, for Blick, Wonder, Premier, Meisselbach, Nos. 9 and 10, square hole.....	.50	.47	.46	.44	.42	.40
No. 31 1"x.025x9 feet, for Swiss motors, small Columbia, Stewart, pear shape hole.....	.60	.54	.52	.50	.48	.45
No. 32 1"x.020x13 feet, for small Victor, pear shape hole60	.54	.52	.50	.48	.45
No. 33 1"x.025x12 feet, for Pathé, Heineman, Mandel, Aeolian, Meisselbach, Vitanola, pear shape hole	.75	.70	.67	.60	.55	.50
No. 34 1"x.025x14 feet, for Sonora, Saal, Thomas, Silvertone, oblong hole80	.75	.70	.65	.60	.55
No. 35 1"x.028x10 feet, for all styles Columbia machines, pear shape60	.54	.52	.50	.48	.45
No. 36 1"x.025x9 feet, for Meisselbach, No. 12, Thomas, oblong hole60	.54	.52	.50	.48	.45
No. 37 1"x.025x16 feet, for Meisselbach, Saal, Thomas, Silvertone, Modernola, Rishell, Widdicomb, Sonora, oblong hole90	.85	.83	.80	.75	.70
No. 38 1"x.025x16 feet, for Vitanola, pear shape....	.90	.85	.83	.80	.75	.70
No. 39 1"x.028x11 feet, for Edison Standard, pear shape65	.59	.57	.53	.50	.47
No. 40 1 3/16"x.028x16 feet, for Heineman, Pathé, Rex, pear shape95	.90	.88	.85	.80	.75
No. 41 1 1/2"x.027x25 feet, for Edison Diamond Disc, pear shape hole	2.00	1.80	1.70	1.65	1.55	1.50

(If the above are desired in assorted sizes, the quantity price will be allowed.)

Write for our latest catalogue, now on the press, containing hundreds of needed repair parts. Ask for catalogue W.

EVERYBODY'S TALKING MACHINE CO.
38 North Eighth Street PHILADELPHIA, PA.

Exclusive Distributors for the General Phonograph Corporation

A MOST EFFECTIVE MEANS FOR DISPLAYING LITERATURE



How the Brunswick Circular Holder Operates

The Brunswick-Balke-Collender Co., 623-633 South Wabash avenue, Chicago, Ill., is now introducing the new Brunswick phonograph circular holder which, as illustrated, contains eleven pockets for circulars or other literature — three sets of circulars on each side, two on each end and one set on top. The entire top of the holder swings on a pivot, the base being of wood. The exposed parts of the holder are made in correct representation of mahogany, with the lettering printed in gold. The total height is 11½ inches, while the height of the panels holding the circulars is 3¾ inches. The holder, which is 11¼ inches long and 9⅝ inches over all, is a great convenience to visiting customers, and will undoubtedly have a great vogue with dealers. It is sold at a very reasonable price to the trade.

C. V. Bissell, manager of the local store of the Starr Piano Co., reports that the business during the past season has been extremely good and that he is making every preparation for a greater trade during the coming year.

H. E. Meyer, of the H. E. Meyer Music Co., which until recently occupied salesrooms in the Altman Building, moved to the old location of the wholesale department of the Columbia Graphophone Co. at 1017 McGee street, following the removal of the Columbia wholesale organization to larger quarters in the new wholesale district of the city. Mr. Meyer has also added the Emerson line.

Down in the southern part of Missouri quail hunting has been extremely good, as the representative for The World can justly testify after a month's hunting trip in the foothills and hills of the Ozarks. But quail is not the only sport that would bring good results in that section of the country, for there reside thousands of inhabitants that are good prospects for talking machines, pianos and other musical instruments that are un hunted and on whom there is no closed season. However, the dealers in the larger towns in the southern part of the State seem to look upon these prospects as either undesirable or else they have enjoyed such a tremendous business without going outside their own establishments to get it that they have not thought of them at all.

And right here is where the mail-order house gets in its work that encourages more than one talking machine and piano dealer to resort to real cuss-words. The expedition took the writer to several inland towns of from ten to 1,000 inhabitants. These are towns where a musical instrument has to be transported from the railway station by either team and wagon or motor truck distances of from three to thirty miles. "Too far!" is perhaps the cry that the lazy dealer might put forth, but not so with some organizations, for here we find the old reed organ in all its sanctified glory and never a talking machine with even a worn-out record to raise a cry of protest.

Occasionally we found a piano, but that was so rare that it was indeed remarkable. It was in a village thirteen miles from a railroad that boasted some sixty inhabitants, a town of music-loving human beings, such as exist in Rome, Egypt, Hawaii or the United States, but this instrument was one of the cheap variety of the mail-order house that saw its best day the day it was shipped, and not a talking machine in the entire community, less than one hundred and fifty miles from Kansas City and less than fifty miles from the metropolis of the Southwest, Missouri, Springfield, which boasts several talking machine establishments.

The season of 1921 will find more than one talking machine establishment making plans for the broadening of its business, to acquire a greater selling radius, and the very best advice, as we can see it, is to look upon your own streets and within your own county and, perhaps, you will find it.

KANSAS CITY DEALERS MAKE GOOD START IN NEW YEAR

Active Post Holiday Business—Wunderlich and Other Dealers Tell of Conditions—Some Removals—World Representative Discovers Section Where Sales of "Talkers" May Be Made

KANSAS CITY, Mo., January 8.—The talking machine business during the month of January has started with a rush in this city and locality. With the immense holiday demand satisfied there seems to have been a large percentage of the business carried over into the new year. One of the most prominent dealers declared that it was his belief that this situation was the result of the expectancy of the public for lower prices at the first of the year. The prices did not drop as they expected, but the promises of talking machines for Christmas presents had to be kept; hence the result has been a very greatly increased business for the month of January, a usually dull one in the trade here.

Harry Wunderlich, of the Wunderlich Music Co., in comparing the business of 1920 with that of 1919, said: "Now that the year 1920 has passed the books can be made to show an exact and just comparison. All the propaganda to encourage early buying during the 1920 holiday season brought only small results, due to the fact that the public generally labored under the impression that prices of all goods would decrease. The holiday season was one mad rush of delayed shopping everywhere, and the talk-

ing machine establishments suffered as all other business houses did in having the trade that should have been extended over a three-week period crowded into three or four days. The business of 1920 equaled that of 1919 regardless of the conditions that existed in the trade, and most houses showed an increase over that of the 1919 season. The thought now is for the coming year, and after carefully analyzing the conditions as they now appear it is safe to say that the year will bring the greatest success to the talking machine dealers that the industry has ever enjoyed."

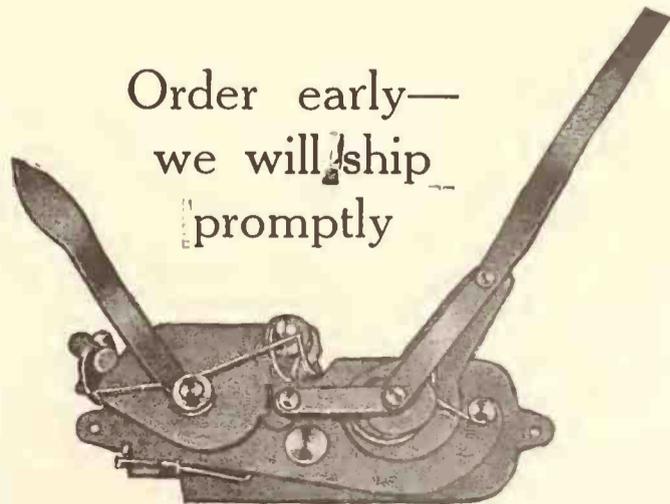
E. S. Hall, of the Hall Music Co., was forced to move again; this time from 1002 Grand avenue to the Arlington Building on Tenth street because of the expiration of lease.

The Smith, Barnes & Strohber Piano Co.'s branch here has been endeavoring to interest parents in musical merchandise for children, with unprecedented success. One method of increasing the attention of the elders through the children and the building of a huge prospect list prior to the holiday trade was the offering of prizes for the best prospect list of names submitted by children.

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." The children operate it perfectly.

Order early—
we will ship
promptly



Made Right Acts Right Stays Right

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

WESTERN REPRESENTATIVES: CHICAGO

Harry Engel, McClurg Building, and Jewel Phonoparts Co., 630 W. Washington Street

Pathé

REG. U.S. PAT. OFF.



EASTERN PHONOGRAPH CORPORATION

GEO. SEIFFERT, Pres.

WHOLESALE DISTRIBUTORS

OFFICES AND SHOWROOMS

101 West Twentieth St. 100 West Twenty-first St.

Cor. Sixth Avenue

Telephone: Chelsea 2044

NEW YORK

Pathé

REG. U.S. PAT. OFF.



THOMAS VOCALION RECORDS GROW IN POPULARITY

The Aeolian Co. reports that the Vocalion records of John Charles Thomas, the light opera star, are in great demand in every city where

eral times over, and a stand with a liberal supply of his records was installed in the lobby of the theatre so that patrons might make their



John Chas. Thomas and Apple Blossom Chorus

he is appearing in one of the leading roles in "Apple Blossoms," the successful operetta. In Philadelphia, when "Apple Blossoms" was showing, the dealers sold out of Thomas records sev-

record purchases when homeward bound.

"Apple Blossoms" is now playing in Boston, where it has been installed for a long run. In that city the Vocalion has been placed in the lobby of the theatre where it plays Thomas records before and after the performance and during the intermission. The result has been a heavy record demand.

Allen C. Robinson has purchased the controlling interest in the Bergstrom Music Co., Honolulu, H. I., Victor wholesaler, and has succeeded W. D. Adams as president.

WANTED—Salesmen for splendid side line, all over the country. Pocket sample. Ten to twenty dollars easily made daily. Demonstration requires few minutes only. Write Puritone, Room 1408, 347 Fifth avenue, New York City.

REPAIRS

24 Hour Service

Largest and best equipped shop in New York

We call for and deliver in New York

Outside of New York, Send by Express or Parcel Post

W. BAHR

336 East 87th Street New York

Tel. Lenox 7156

MEETING PROBLEMS SQUARELY

E. O. Rockwood, Columbia Credit Manager, Finds Business Men Ready to Work Together to Further Best Interests of the Trade

E. O. Rockwood, general credit manager of Columbia Graphophone Co., who recently returned from a Western trip, remarked to The World:

"My trip covered the sections of the country where the company's business comes in closest contact with those who produce from the soil and who at this time are the cause of a tremendous amount of frozen credit by their failure to move the last crop that they produced. The result of holding back the crops for higher prices is observable in many directions and its effect is generally well understood. The effect is probably temporary. The credit situation is essentially sound, as there are assets in view to liquidate outstanding credits.

"The situation, however, has given occasion for another demonstration of the red-blooded way in which the agricultural and banking interests of the country look a situation in the face and refuse to be either discouraged or depressed. I consider it a wonderful demonstration of the courage, strength and sagacity of our farming and financial interests and a factor of tremendous constructive importance that the farmers and bankers are getting together for conference, for mutual understanding by each of the other's position, requirements and outlook, and seeking by conference to arrive at a practical policy that will relieve present conditions to the greatest advantage of all concerned and with protection to those most likely to be hurt.

"The extent and effect of these conferences are very great and will be felt in a short time. The 'state of mind' most to be desired having been effected results are bound to follow quickly. The spirit is permeating to the most remote communities. A conspicuous example of this 'get-together' effort may be seen in the recent movement to form a hundred-million-dollar corporation to foster exports."

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF THE TALKING MACHINE WORLD, published monthly at New York, N. Y., October 1, 1920.

State of New York } ss.
County of New York }

Before me, a Notary Public in and for the State and county aforesaid, personally appeared J. B. Spillane, who, having been duly sworn according to law, deposes and says that he is the Editor of The Talking Machine World and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business managers are: Publisher, Edward Lyman Bill, Inc., 373 Fourth Ave., New York City; Editor, J. B. Spillane, 373 Fourth Ave., New York City; Managing Editor, J. B. Spillane, 373 Fourth Ave., New York City; Business Manager, none.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.) Edward Lyman Bill, Inc., 373 Fourth Ave., N. Y. City; Caroline L. Bill, New Rochelle, N. Y.; J. B. Spillane, 373 Fourth Ave., N. Y. C.; J. Raymond Bill, 373 Fourth Ave., N. Y. City; B. B. Wilson, 373 Fourth Ave., N. Y. City; Carleton Chace, 373 Fourth Ave., N. Y. City; E. P. Van Harlingen, 209 So. State St., Chicago, Ill.

3. That the known stockholders, mortgagees, and other holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is — (This information is required from daily publications only.)

(Signed) J. B. SPILLANE.

Sworn to and subscribed before me this 1st day of October, 1920.

(Seal) Eugene R. Falck, Notary Public No. 6, N. Y. Co. (My commission expires March 30, 1922.)

THE TALKING MACHINE RECORD IS AN IDEAL VALENTINE

The Columbia Graphophone Co., New York, is conducting a very extensive campaign to educate the American public to the fact that talking machine records in general, and Columbia records

lithograph record envelope has been issued, the pictorial side of which is illustrated herewith. On the flap, on the reverse side of the envelope, appears the following appropriate poem:



To My Valentine
 I would that I could sing to you,
 As knights of old were wont to do,
 But ah! my song, how-e'er sincere,
 Would scarce bring pleasure to your ear,
 And so I know you'll pardon, friend,
 If I this worthier minstrel send.

This envelope makes an extremely attractive and altogether seasonable container for Valentine records. A further part of this campaign lies in the fact that the Columbia national advertising in the magazines and newspapers will be devoted to the Valentine theme in February. This means that millions of people will have the idea of sending records for Valentines brought to their attention. The Dealer Service Department of the Columbia Co. has also prepared two extremely attractive window displays, featuring the same

THE MAINTENANCE OF QUALITY

This Will Be the Mainstay of the Dealer During 1921, Says Jerome Harris, of C. Bruno & Son, Inc.—Building Up Business Prestige

That maintenance of quality will reap its reward during the coming year is the opinion of Jerome Harris, secretary of C. Bruno & Son, Inc., Victor wholesalers, New York City.

"The closing months of 1920 demonstrated beyond the question of a doubt that the buying public had confidence in the trade-marked article of merchandise," said Mr. Harris. "It is only a matter of sound business logic that a firm which has spent a vast fortune in the building up of its business prestige, and which prestige is represented by its trade-mark, would allow nothing to happen that would destroy confidence in that trade-mark. Throughout the coming year the demand for all merchandise, and in mentioning merchandise I am particularly thinking of talking machines and records, will undoubtedly continue on a sound and healthy basis—in other words, reach a normal basis. The purchaser will be insistent upon merchandise of proven merit and value. I know of no better guide in the selection of merchandise than a trade-mark that has stood for quality. The dealer who sells such merchandise has his business built on a rock foundation and can feel absolutely secure in devoting his efforts and resources to its distribution. We can, therefore, safely predict an excellent year for the Victor retailer."

GREAT CROWD AT OPENING

Over 1,300 people attended the recent opening of the "Arthora," 37 Atlantic street, Stamford, Conn., a new Victor shop owned by Otto and Albert Ruckgraber. In connection with the opening there was a concert, the principal artists being the Biltmore Hawaiian Sextet.

Columbia Eight-color Lithograph Record Envelope in particular, make ideal Valentines. In support of this campaign a very handsome eight-color idea, which is certain to appeal to a large army of progressive dealers.

The Mutual

TONE ARMS & SOUND BOXES

"TRY THEM AND BE CONVINCED"

ANNOUNCEMENT

The Mutual Phono Parts Mfg. Co.

Successors to the Mutual Talking Machine Co.

Announce the continuance of the business formerly conducted by the Mutual Talking Machine Co., with offices and factory located at

149-151 Lafayette Street
New York

We want to call particular attention at this time to our new tone arm (No. 3) and our No. 5 sound box, which have been adopted by some of the most prominent manufacturers. Also the complete former line improved.

Ask for prices and samples

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

CONFIDENCE AND OPTIMISM UPPERMOST IN BALTIMORE

Wonderful Record Business Being Done—Leading Jobbers and Dealers Are Determined to Make 1921 as Good a Business Year as the Year Just Closed—News of the Trade

BALTIMORE, January 7.—Confidence and optimism form the atmosphere that pervades the talking machine business in this territory. Jobbers and dealers all forecast a year of big business. This confidence is not confined to any one line, but men handling the various makes of machines in this territory all echo the same view.

With all of the cry of hard times and tight money there was a marked increase in cash business done in December. A canvass of the trade shows that the time payment business done was of a very safe nature in the vast majority of cases.

A wonderful record business was done by all of the dealers. The Columbia and Victor dealers were well supplied with records, although there was not quite sufficient to handle the business of the latter lines. The Vocalion and the Brunswick, as well as the Emerson records all showed fine business.

"It was a fine season for business," declared William S. Parks, manager of the Columbia for this territory, "and the year's close, despite the business depression that lasted for several months, was ahead of the previous year. Through our house-to-house campaign we have managed to cut our stock in our dealers' hands down to a very small amount. In fact, the stock on hand in the hands of the dealers at this time is smaller than for a long period. This means that the future holds a big business for us and the year 1921 will surely be a banner one. It may not start off this month or next month with a tremendous stride of buying, but before the Summer gets well under way the business is bound to be here." Mr. Parks has recently made a tour of his territory and found conditions good. Mr. Parks visited the Eastern shore of Maryland and was particularly impressed with the three stores of the Eastern Shore Music Co. in Cambridge, Salisbury and Crisfield. This

chain is part of the system being established by the company of which W. T. Sibbett, formerly of the road sales staff of the Columbia, is the head.

W. C. Roberts, manager of E. F. Droop & Sons Co., says: "Business went ahead well in 1920 over the previous year and had it been possible to obtain the goods there is no telling how good the business would have been. Machines and records are coming along well and the demand for the Victor lines is still strong. I am looking forward to 1921 being a great year with a large increase in business, providing, of course, we are able to obtain the product. I think we will."

A. J. Boden, of Sanders & Stayman, Vocalion representatives, said business showed very fine and the year of 1921 is going to be a banner one.

Elmer J. Walz, manager of the wholesale Victor department of Cohen & Hughes, was well pleased with the way business came to a close for the year. "While product came along better toward the end of the month and all of the dealers received an equal share," declared Mr. Walz, "there is plenty of opportunity to sell machines and especially records, if we can continue to get them. This is going to be a great year. The trade is on its toes and working out plans of business building and we are all set for big business and we are going to do it."

Eddie Rosenstein, of the Clark Musical Sales Co., Emerson distributors, said business with them was exceptionally good and he is looking forward to a continuance of the business during the coming year, when he expects to see big production in records and machines.

C. D. Messenger, whose Victrola business is located in North Baltimore, in what is known as the residential section, says business with

him showed 125 per cent increase. This is the way he described business keeping up: "New Year morning I came down into the store to look around and had determined that we would not open for business because it was our wedding anniversary. While in the store someone looking in saw me and knocked hard and long and finally not being able to get out without sneaking out and probably making an old customer angry I opened the door. In a little while my wife had to come in and help, and it was four o'clock before we managed to close up, and I did \$270 worth of record business. I am going to enlarge my business and generally improve my store this year."

Rayburn Clark Smith, president, and G. A. Lyons, district representative of the Unit Construction Co., were visitors to Baltimore during the month. Both men expressed the view that this is going to be a great year for the talking machine business.

A CAMPAIGN OF CONFIDENCE

Artistic Supplements Emphasizing the Great Activity of the Victor Plant Attract Attention

The New York Talking Machine Co. and Chicago Talking Machine Co., Victor wholesalers in New York and Chicago respectively, have recently been conducting a very far-reaching and intensive campaign emphasizing the fact that the Victor factory is working overtime. Tens of thousands of colored supplements have been issued by direct mail and through the trade press, picturing the Victor factory at night with the lights burning, in evidence of the fact that intensive production is going on at the Victor plant at this time, when so many factories in this and other industries are shutting down for more or less definite periods and working on a part time basis. The working overtime idea is nicely presented in such a way as to bring out the value of the dealers linking up with these two prominent wholesaling institutions of the Victor industry.

THE VICTOR TALKING MACHINE COMPANY

Has acquired control of

THE GRAMOPHONE COMPANY, Ltd.

of Great Britain

We believe The Gramophone Company will be a tremendous success, and have procured a limited amount of Gramophone Company Limited Ordinary Stock, which we offer subject to prior sale or change in price at \$7 per share

Write for further information

BOENNING, GARRISON & CO.

BANKERS & BROKERS

MEMBERS PHILADELPHIA STOCK EXCHANGE

904-9 Stock Exchange Building

Philadelphia, Pa.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

FACTORY MANAGER—Young married man, with three years' experience as assistant to phonograph factory manager, thorough knowledge of production, motor installation, upfitting, cabinet work, time system and cost of reduction, also experienced as salesman, wants position along these lines where ability and earnest effort will be rewarded. Box "885," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Thoroughly experienced manager and superintendent for phonograph cabinet factory. Location New York State. Address with full particulars, past experience, reference, etc. Confidential. Box "882," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Successful repairman, managing the service department of four chain stores for large well-known firm, wishes to communicate with a firm who can offer a position requiring skill, energy and salesmanship. Is expert on any standard machine and can sustain a sales force. Would prefer wholesale firm. Am familiar with dealers' service problems and can give pleasing service. Accustomed to training repairmen quickly and thoroughly. Reliable references. Box "884," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—A No. 1 salesman who know the trade meaning of the word salesmanship and who have been waiting for an opportunity to demonstrate it can find a position where the return for their efforts will be commensurate with their ability. The right men will be given an opportunity to earn from \$10,000 to \$20,000 per year. Box "887," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—A real sales manager for a talking machine, a man who has had a high, successful experience in this field. A high-grade, big-caliber man. None other need apply. Address for appointment Box "889," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—We have an opportunity for several high-class men to establish themselves in a permanent connection with us. We are promoting a new and original sales campaign in New York and vicinity, and we desire the services of several high-class men to call on dealers with this new sales proposition. We are one of the leading established manufacturers of talking machines and records, nationally advertised and recognized as a leading line by the better class of dealers. High-class men of experience preferred, but will consider college men or men who have made good in their respective spheres. Address Box "891," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Furniture and phonograph salesmen to handle our line on commission basis. American Talking Machine Co., Inc., Bloomsburg, Pa.

POSITION WANTED—Recording expert with broad technical experience wishes situation. Can organize and manage recording and plating laboratory. Address Box "893," care of The Talking Machine World, 373 Fourth avenue, New York City.

WANTED—Salesmen for splendid side line, all over the country. Pocket sample. Ten to twenty dollars daily easily made. Demonstration requires few minutes only. Write Puritone, Room 1408, 347 Fifth avenue, New York City.

POSITION WANTED—Expert with portable recording set will do lateral recording for the trade. New York or elsewhere. Terms on application. Address Box "394," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

An exclusive Columbia Grafonola store, in city of twenty-five thousand in Connecticut. This store is beautifully equipped with six paneled hearing rooms, record racks and show case to match; fine location and doing good business. Will sell at inventory, about \$10,000.00. The stock new and clean. This is an exceptional opportunity; good reason for selling. Box "888," care of The Talking Machine World, 373 Fourth avenue, New York City.

For Sale—Elegant, Clean, New Stock

Business opportunity worth while

Piano and general musical merchandise. Business located in Wichita, Kansas. Present owner wishes to retire from active selling end of business and will contract with the purchaser of this establishment to carry all instalment paper on very attractive basis. Will require about \$18,000 to \$20,000 to handle deal. Might consider selling half interest to thoroughly reliable experienced piano man. Have good lease and elegant location. Fully equipped in every respect. Doing good business. Address Mr. Wyotte Alvin, 1444 Park place, Wichita, Kansas.

VICTOR AGENCY FOR SALE

For \$5,000. Merchandise extra. Reply to Box "892," care of The Talking Machine World, 373 Fourth avenue, New York City.

FOR SALE

Victrolas, Victor Red Seal Records, Victor and Columbia Records. Anything required in the phonograph line at reduced prices. Mandell & Co., 88 Rivington street, New York City.

FOR SALE

Complete shop for manufacturing phonograph diamond points, with my newly invented automatic polishing machine for 12 pieces at a time. Address Helfer, Box 286, Oyster Bay, N. Y.

FOR SALE

A good, live music store in a live town of seven thousand people. No competition. The store will invoice for four thousand five hundred dollars. Investigate. Longmont Music Co., Longmont, Cal.

WANT TO BUY

Phonograph and music roll stores in Eastern section from Maine to Georgia. Give full particulars. Box "881," care of The Talking Machine World, 373 Fourth avenue, New York City.

YOUNG MAN with eight years' experience wishes to connect with some reliable concern as either salesman or manager. Box "886," c/o The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Wholesale piano and phonograph salesman of several years' experience will be open for position after January 15, 1921. For the past three years I have been traveling for one of the largest standard makes of phonographs in the country. First-class references on request. Address J. H. Keller, 745 Jefferson Ave., Scranton, Pa.

POSITION WANTED as manager retail phonograph department or store. Prefer East Atlantic States. Larger Northern or Southern cities. Fully experienced and competent to handle any place offered. Best of references. Experience all makes. Address E. E. T., 85 East Fifth St., Atlanta, Ga.

POSITION WANTED—A manufacturer of high-grade phonograph cabinet of exclusive design and features desires to join forces with a manufacturer of high-grade phonograph motors. Box "890," c/o The Talking Machine World, 373 Fourth Ave., New York City.

Monthly Price List of Main Springs

2 in. x .022 x 16 ft., Meisselbach No. 18..	Each	\$1.50
1½ in. x .027 x 21 ft., for Edison Disc....	Each	1.50
1¼ in. x .022 x 17 ft., reg. Victor.....	Each	0.75
1¼ in. x .022 x 17 ft., Victor new style....	Each	0.75
1 3/16 in. x .025 x 16 ft., Heineman No. 41....	0.90	
1 in. x .025 x 12 ft., Heineman No. 33 & 77....	0.50	
1 in. x .028 x 10 ft., for Columbia.....	Each	0.50
1 in. x .020 x 13 ft., Victor	Each	0.50
1 in. x .020 x 13 ft., Victor new style....	Each	0.50
¾ in. x .023 x 10 ft.....	Each	0.38
¾ in. x .023 x 10 ft., oval hole	Each	0.35
¾ in. x .022 x 8 ft., for Swiss motor....	Each	0.30
¾ in. x .025 x 11 ft., for Edison	Each	0.30

MICA DIAPHRAGMS

1 23/32 in. Victor Ex. Box, first grade.	Each	0.15
1 1/8 in., new Victor No. 2, very best....	Each	0.18
1 31/32 in., for Sonora.....	Each	0.20
2 3/16 in., for Columbia No. 6.....	Each	0.25
2 9/16 in., for Pathé or Brunswick....	Each	0.45

SAPPHIRES AND STEEL NEEDLES

Pathé, very best loud tone, genuine....	Each	0.15
Pathé, soft tone	Each	0.18
Edison, very best, medium tone.....	Each	0.18
Edison, very best, loud tone.....	Each	0.15
Edison, genuine diamond.....	Each	1.90
Steel needles, all tones.....	Per 1,000	0.50

ATTACHMENTS

In Gold or Nickel-plated

Kent attachments for Victor arm.....	Each	0.25
Kent attachments for Edison with C box	Each	2.50
Kent attachments without box for Edison	Each	1.60
Victor, Universal old style.....	Each	1.15

MOTORS

No. 1 Single Spring with 10-inch turntable	2.75
No. 2 Double Spring with 12-inch turntable	6.00
No. 3 Double Spring with 12-inch turntable	9.00

STONE ARMS

No. K with sound box.....	Each	\$3.25
No. E with sound box, very loud.....	Each	6.00
No. M with sound box, very loud.....	Each	4.90

SOUND BOXES

No. B 1 Bliss Sound Box, fit Victor....	Each	\$1.75
No. B Balance, fit Victor.....	Each	0.75
No. C Balance, fit Victor.....	Each	1.00
No. F Favorite, fit Victor.....	Each	1.90
No. F Favorite, fit Columbia.....	Each	1.90
No. P Favorite, fit Victor.....	Each	2.00
No. G Glory, fit Victor.....	Each	3.25

CABINET HARDWARE

Automatic, nickel-plated lid support....	Each	0.30
Highly nickel-plated needle cups....	Per 100	1.50
Covers for cups	Per 100	0.75
Highly gold-plated	Per 100	7.00
Cover gold-plated	Per 100	5.00
Plano Hinges, 15½-in. long, nickel-plated.	Each	0.25

REPAIR PARTS

Columbia driving shaft, No. 11778....	Each	0.50
Columbia bevel pinion, No. 12333.....	Each	0.90
Columbia bevel pinion, latest style....	Each	0.90
Columbia bevel pinion, No. 3189.....	Each	0.35
Columbia worm gear No. 6409.....	Each	0.30
Columbia Stylus bar.....	Each	0.50
Columbia driving gear ratebet No. 2152	Each	0.20
Columbia cranks	Each	0.45
Columbia governor weights.....	Each	0.10
Columbia governor shaft, No. 3004....	Each	0.40
Columbia governor bearing, No. 11923..	Each	0.25
Columbia governor springs.....	Per 100	1.00
Columbia governor screws.....	Per 100	1.00
Columbia barrel screws, No. 2621..	Per 100	1.00
Columbia so'dbox thumb screws....	Per 100	1.50
Victor cranks, short or long.....	Each	0.45
Victor Stylus bar (needle arm).....	Each	0.35
Victor governor springs	Per 100	1.00
Victor governor screws	Per 100	1.00
Victor governor balls, new style.....	Each	0.10
Turntable felts, 10 in., round.....	Each	0.15
Turntable felts, 12 in., round.....	Each	0.20
Motor bottom gear for Triton motor..	Each	0.20

Terms, Net Cash—Mail Remittance With Order

FAVORITE MFG. CO.
1506 DeKalb Ave., Brooklyn, N. Y.

TALKING MACHINE WORLD CLASSIFIED ADVERTISING—(Continued from page 174)

YOU CAN MAKE MORE MONEY

By making your own polish to sell or use. Simple and inexpensive, yielding 100% profit. Used and endorsed for years by leading manufacturers and dealers. Can be guaranteed in every way. Formulae and instructions never before sold at any price. Sent on receipt of \$2.00. Money refunded if not satisfactory. Music Trades Service Bureau, 453 Briar place, Chicago, Ill.

WANTED

Victor or Columbia store in or near New York City. Quick buyer and cash waiting. Address Mermelstein, 506 West 137th St., New York City.

FOR SALE

1,100 etched aluminum name plates of registered trade-mark "Centrola." Price for trade-mark and above plate, \$200. Address John Huthwaite, 28 Rockaway avenue, Brooklyn, N. Y.

FOR SALE OR ROYALTY

The latest and best improvement in phonograph cases. A combination in a cabinet in which the doors open and disappear into the cabinet when the lid is lifted to insert the record without touching the doors. No knobs or hardware on outside of case. Would give exclusive right to the proper party. Can try it out beforehand as to selling qualities, but must act at once. Address C. B. Landis, 1718 Park Ave., Philadelphia, Pa.

What Have You to Sell in Records?

Will clean up your stock. Write at once. Buy any make disc or cylinder records. Pay cash. Give full details. Job in records, albums, steel and sapphire needles always on hand. The Benjamin Weil Co., 20 South Second street, Philadelphia, Pa.

FOR SALE

Quantity of high-grade fourteen-inch record albums, new and in perfect condition. Also quantity of 10 in., 12 in. and 14 in. Pathé record envelopes on which is printed the Pathé trade-mark and advertising. Will entertain any reasonable offer. Box "883," care of The Talking Machine World, 373 Fourth avenue, New York City.

MUSIC STORE

For sale, on account of pressure of other business, we will sell our beautiful, well appointed store at inventory, about \$10,000. Located in west Pennsylvania. We handle high-class standard lines; no near competition; the only exclusive music store in this section. A little gold mine for some one. With this store goes a beautiful furnished apartment. Write or wire Box "876," care The Talking Machine World, 373 Fourth Ave., New York City.

RECORDS PRESSED

With or without your stock.

STOCK ROLLED or BLANKED or BOTH

Brooklyn, N. Y. Plant now prepared to accept additional contracts, large or small. Densite Products Mfg. Co., 311-313-315 Ellery St., Brooklyn, N. Y.

CABINETS

Complete or in the white. Beautiful designs in all sizes. Oak, Mahogany or Walnut for immediate delivery. Send for circular. EVERETT HUNTER MFG. CO., McHenry, Ill.

THIS IS YOUR OPPORTUNITY

Exclusive Edison (Disc and Cylinder) and Brunswick phonograph business for sale. Also carry line of small musical goods, sewing machines, and supplies. A big opportunity for a live wire. Business in A-1 condition now and making money. Good reason for selling. If interested write or call and see me; will be pleased to answer inquiries. Address, No. 955 Grove St., Meadville, Pa.

An advertisement in this Classified Section of The World reaches the largest number of talking machine trade readers in the world.

WITH THE TRADE IN PORTLAND

General Business Keeps Up in Good Shape—Appearances of Artists Help Record Sales—Some Recent Changes in the Trade

PORTLAND, ORE., January 6.—Taking everything into consideration the year 1920 wound up in good shape in the talking machine trade in this section of the country, and there is every indication that the business will remain active for a long time to come.

Big business is being done at Hyatt's. The advertisements of this firm have caused considerable attention and have had an excellent effect upon its trade. C. A. Alphonse, general manager, says the concerts given by the various artists who have appeared in this city this season have materially increased the sales of high-class records of all makes. Hackett, Amato, Scotti and other big artists have called attention by their recitals to their records, and the sales show the appreciation of the public. The Victor shortage is still felt, but the Hyatt Talking Machine Co. has always had one of the best supplies of records of all kinds in the city, so the record department is kept very busy. The company has quite a novel and interesting method of attracting custom on Saturday. Right outside of the store entrance is a Toledo scale and the first five persons getting weighed on that day who weigh a certain determined weight have the privilege of entering the store and selecting a record.

Mr. Hyatt has sold some handsome Brunswick period models and also some very fine Edisons. The Elks staged a big entertainment for needy children at Christmas and it is reported

that Santa Claus bore a very close resemblance to C. A. Alphonse.

Charles Hackett, tenor, who appeared in concert at the Heilig Theatre, made a big hit, and the Columbia records of the big tenor are in great demand.

Four handsome \$295 Edison machines, Chipendale model, were among the sales made by M. C. Collins, manager of the talking machine department of Reed, French & Co. Shipments of new Edison and Victor records have been received and the record department is showing signs of a very active and successful trade. Miss Meighen, in charge of the record department, says they are congratulating themselves over the announcement of the Edison people that they will have all the new hits out each month, as the call for the latest dance music, songs, and so forth, is a big one.

Miss Acevia Bennett is keeping up her reputation as a first-class saleswoman. She is now with the McCormick Music Co. A big business in Columbias as well as in Victors has been done by the house. One of Miss Bennett's sales last Saturday was a \$275 Victor. Mr. McCormick reports a good demand for Columbia Grafonolas, of which they have a fine stock on hand.

Since the Perry Music Co. and the Pacific Phonograph & Record Exchange Co. have combined forces, business has been quite active at the store on upper Washington street. The talking machine business is better than it has been for some time. Cremonas are selling very well. This machine is well advertised and is growing in popular favor. The Stradivara and New Comfort are also carried by the Perry Co.

E. W. Moody, in charge of the Pacific Coast Phonograph Co., is well satisfied with the progress the business has made since moving into its new location. They have been fortunate in securing a number of needed records.

The referee in bankruptcy announces that the first dividend in the matter of the World Phonograph Co., bankrupt, will be declared January 20.

M. W. Brand, who has been engaged in the retail music business in Sheboygan, Wis., for over thirty years, selling pianos, talking machines, etc., has closed his store and will conduct his business from his home, 1946 North 6th street.

VOLIVA BANS JAZZ RECORDS

CHICAGO, ILL., January 10.—By an edict promulgated to-day by Wilbur Glenn Voliva, overseer and virtual ruler of Zion City, Ill., all phonograph discs which record music of the variety known as "jazz" are to be summarily confiscated and destroyed by fire as unholy and disagreeably noisy. Next!

MUTUAL CO. SCHEDULES

Mutual Talking Machine Co., Inc., New York, at 145 West Forty-fifth street and 151 Lafayette street, has filed schedules in bankruptcy, with liabilities of \$27,558 and assets of \$14,266, main items of which are stock, \$7,500; accounts, \$4,255, and Liberty bonds, \$1,550.

"Does It Play All Records?"

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

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

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

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

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

NEEDLES

WE MANUFACTURE

Diamond needles for Edison

Sapphire needles for Edison

Sapphire needles for Pathe

in stock ready for delivery

MERMOD & CO., 874 Broadway, N. Y.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

Survey of 1920 Business Results Proves Disappointing to Members of Gramophone Co.—Various Conditions That Served to Interfere With Trade Progress—Planning Co-operation in Publicity—Some Interesting Developments in Association Progress—Columbia Co. Plans Orchestral Program—Sinkler Darby Honored by Gramophone Co. Associates—New Vocalion Record Factory Starts Operating—Exhibition of Foreign Products—What the Latest Record Lists Have to Offer

The old year has passed out, leaving behind the thought with most of us that it has been altogether disappointing in a commercial way. If the opening months of 1920, with their high promise of good trade, had been maintained the year would have closed very differently than actually was the case. We were all looking forward to a continuance of those prosperous sales conditions prevalent during the war period and had every good reason to expect a bumper year. But it was not to be. Certain classes of trade collapsed very suddenly, this condition being particularly applicable to the gramophone industry. From February onwards sales slackened to a degree hitherto foreign to our industry. Throughout the Summer months it became really serious, and at last the truth had to be faced, that the public were not buying. Expensive publicity was maintained by at least the leading record concerns with little result upon sales. September and October were unusually flat from the viewpoint of trade and it was not until well into November that things began to move in the right direction. Even then trade was much below

par, though sales increasingly improved throughout the month of December, only reaching something like normal during the Christmas rush week. Altogether 1920 has been a very lean year and to it the British gramophone trade says good-bye without regret.

There is much to explain the parlous state of industry of the past year in the way of labor strikes, high cost of general commodities, and that feeling of unrest, universal in its action and effect, all of which culminate in disturbance of trade and much unemployment. These are causes far more likely to adversely affect the gramophone industry than most others, and particularly so when the retail section falls into a 1920 channel of pessimism. We must all realize that a special effort will be necessary to the maintenance of trade this year, because a bunch of last year's troubles may—very probably will—remain with us for yet a considerable time. Business development will require more than ever an intelligent handling if we are to make a satisfactory showing. Much depends on the dealer, upon whose local enterprise and energy rests to a great extent the progress of the gramophone industry in the New Year. The manufacturers and factors may be relied upon to keep things on the move, but however much they advertise and circularize and systematize, I shall always pin my faith to the belief that the real foundation of progressiveness in trade rests upon the men who are in direct touch with the public. That is why I urge distributors to avail themselves of every reasonable opportunity of linking up their efforts locally with the national efforts of the manufacturers.

In this connection I happened upon some interesting data the other day when chatting with the publicity director of a well-known firm. For some time he has been working upon an educational plan among dealers with the object of convincing them of the value to be derived by linking up with the firm's publicity in provincial centres. Complete stereos of stock advertisements (pierced for the dealer's name and address) were offered free for use, it was suggested, in local journals. As a result of persistent effort over 500 dealers are now using this publicity idea with excellent and sales-increasing results. Local dealers in each town take space under, over, or adjacent to the company's national advertisement in the local paper. All this is practical sales work that is cumulative in its effect, and all to the permanent good of the talking machine industry. It is more of this kind of co-operation among manufacturers and their dealers that I hope will be a strong feature of 1921 trade. It is essential.

The Christmas trade rush meant a high-speed effort among the staffs of the wholesale houses. At it night and day one factor told me, and with truth, if the state of his warehouse was any criterion. As in this case, so everywhere I went were to be seen crowds of dealers' messengers clamoring for fulfilment of averagely good-sized record orders and machines. For the transport of machines all sorts of vehicles were under requisition, from the motor lorry to the humble cycle-carrier. A good week was the verdict of all the factors.

In records there appeared to be a persistent call for instrumental and particularly Christmasy descriptive and dance numbers. Current vocal hits,



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Aktiesselskab, Frihavne, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-laghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbinger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

The **VULCAN MAIN SPRINGS**

J. STEAD & CO LTD

SEND *to-day* for **SAMPLES & PRICES**

MANOR WORKS SHEFFIELD

BRITISH MADE

MANUFACTURED BY J. Stead & Co Ltd Sheffield.

carols and such-like were, of course, in big demand. Many dealers around town were featuring albums of records as Christmas presents. These contained sets of records covering complete operas, and in some cases albums were put up containing a dozen mixed records of vocal, orchestral and band selections, or to customers' choice—a very good idea which found favor.

Based upon the disappointments of last year's trade most of us are sanguine enough to believe in the probability of an improvement in 1921. To that end let us all heartily subscribe by action rather than word.

Latest Association News

From C. E. Timms, the secretary of the above association, comes the following report:

"The regular monthly meetings of the general committee of the association have been fully attended, and in addition other special meetings have recently been necessary to deal with matters of urgency and great interest to the trades represented.

"The following houses have recently applied for, and been elected to, membership: Keith Prowse & Co., Ltd., Standard Manufacturing Co. (Acton), Ltd., The Limit Engineering Co., Spring Motors, Ltd., Alfred Graham & Co., Gramostyles, Ltd.

"The association's representatives elected to serve on the Federation of British Music Industries comprise: H. J. Cullum, M. B. E.; Herbt. W. Dawkins, A. J. Mason, W. Manson, Frank Samuel, Louis Sterling, C. E. Timms, secretary,

FROM OUR LONDON HEADQUARTERS—(Continued from page 176)

"The monthly publication of statistics of imports and exports is proving one of the most valuable of the association's activities, and this feature has been adopted by kindred societies.

"On the question of railway rates and conditions earnest endeavors have been and are being made direct with the railway authorities and in collaboration with the federation to secure a modification of the present unsatisfactory state of affairs, particularly in regard to the conveyance of gramophone records by passenger train. Representations on the subject have also been made to the Ministry of Transport, and in the event of no concession being granted members, many of whom have already furnished valuable information on the subject, will be asked to supply details necessary to prepare a case for presentation to the railway rates advisory committee. The immediate concession desired is that gramophone records be conveyed by passenger train at company's risk, or, alternatively, that if conveyed as at present by passenger train at owner's risk they be accepted at the owner's risk rate instead of, as now, at the company's risk rate.

"The interests of the trade in regard to the proposed British Empire Exhibition in 1923 are being cared for, and representations on the question of the guarantee fund from the industry, in accordance with the general scheme, have been made to the federation.

"All manufacturing houses in membership have

recently had an opportunity of expressing their views, to be conveyed to the proper authority, on the question of fair conditions for imports into this country.

"In the recently published report to the Board of Trade by the Merchandise Marks Committee, the evidence furnished by this association receives considerable prominence, and the recommendations made are extraordinarily good. This matter is now being dealt with on behalf of the whole music industry by the federation, which will make any requisite further representations on this important subject.

"A mission to Germany to inquire into and report as to trade conditions, etc., there will shortly be dispatched under the auspices of the federation, and these gentlemen have been furnished with full particulars regarding the information required by the gramophone and small goods (musical instrument) industry. The information, when obtained, will be conveyed to members through the usual channels."

The Columbia Orchestral Program

For the 1920-21 season the Columbia Co. has secured the exclusive recording services of such famous conductors and orchestras as Sir Henry J. Wood and the New Queen's Hall Orchestra, Alick Maclean and the New Queen's Hall Light Orchestra, Sir Thomas Beecham and the Beecham Symphony Orchestra, Albert Coates and the London Symphony Orchestra, Hamilton Harty and the Hallé Orchestra. The cream of orchestral talent allied to gramophonic art—an irresistible combination! And on the revue and musical comedy side Columbia seems to have "claimed" a very exclusive association—the company that delivers the goods with a vengeance!

An Associate of Emile Berliner

A complimentary luncheon and presentation was recently made to Sinkler Darby upon the occasion of the relinquishment of his position as one of the recording "angels" of the Gramophone Co., Ltd., after no less than twenty-one years' service. Many friends and colleagues were present. Mr. Darby's connection with the talking machine industry dates back to 1895, when he became associated with Emile Berliner, who at that period was successfully grappling with the problem of disc reproduction and manufacture. At this excellent school Mr. Darby gained wide knowledge and experience and in 1899 he was retained by the newly-born Gramophone & Type-writer Co. During an unbroken twenty-one years' association with the "His Master's Voice" he counts to his credit the recording of the voices and playings of many of the great artists whose glorious art has during this period passed into the realms of commerce in the shape of records. Mr. Darby proposes to re-enter business life after a period of complete rest.

Special Propaganda by "His Master's Voice"

At this time of the year many of the British gramophone companies develop along special lines in their sales appeal to the general Christ-

(Continued on page 178)

"PERFECT POINTS"

BRITAIN'S BEST

Gramophone Needle

(Guaranteed made from High Carbon Steel)

IS MADE BY

W. R. STEEL, of REDDITCH,

Head Office and Works—QUEEN ST.

Scientifically pointed, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

RESULT:

A FIRST QUALITY NEEDLE far ahead of anything of pre-war quality

INQUIRIES SOLICITED

Special Quotations for Quantities

Manufacturer of all Kinds of Sewing Needles

FROM OUR LONDON HEADQUARTERS—(Continued from page 177)

mas present-buying public. Additional and widespread publicity efforts are the order of the day. This is particularly applicable to the "His Master's Voice" Co. Among special advertising propaganda was a \$6,000 front page advertisement in London's most widely circulated journal, devoted to "A Christmas Message to Every Music Lover." That message told of the boundless joy of gramophone music this Christmas-tide. Many of the "His Master's Voice" models were illustrated, with price and description, while pictures of dancing couples and romping children, of course, in company with Nipper, visualized the value of musical entertainment. A really pleasing and most telling advertisement.

Another useful effort by this company was the production of appropriately designed advertisement stereos for their dealers' local use. These are supplied free and quite a goodly number were used.

In addition to the usual batch of monthly issues the "His Master's Voice" made ample provision in the way of dance records, a special list having been provided. There are also records of the chief items from the musical comedy "A Night Out."

Gramophone Retail Dealers' Association

A recent committee meeting of the above association considered various designs of a badge for issue in the form of a transfer to be used by members on their windows and in other suitable ways. By a majority choice a design resembling a record with the title of the association around the edge was adopted. It is thought that where the design is displayed the buying public will place their confidence. Members will also be supplied with a framed certificate to hang in their showrooms.

The committee will now sit regularly on the first Tuesday each month at 233 Regent street, London, for the purpose of dealing promptly with matters requiring consideration as affecting members of the association.

A general meeting is called for January 26 to approve rules and discuss among other things the ethics of and questions relating to the hire purchase system of trading. In particular it is desired to reach common agreement as to scale of deposits and deferred payments.

The foregoing indicates a real progressive spirit which augurs well for the future success of the retail association movement. Unity is strength. The combined support of at least 1,000 dealers will make for the exercise of an influence to the solid good of every section of the gramophone industry. Get together, dealers, and join up!

Electric Gramophone Motors

In the provision of electrically driven mechanism for gramophones we are unquestionably far behind the U. S. A. Until quite recently nothing of the kind was known here. It is satisfactory to record, however, the almost simultaneous introduction of two such motors, one made by Electric Gramophone Motors, Ltd., of which more

will be heard later on, and one by W. H. Reynolds (1915), Ltd. The latter is called a "Motophon" and is said to be the result of no less than ten years' continuous research and experiment. Direct or alternating current on any voltage will suit the Motophon. It has a direct drive and is minus gears, running perfectly silent. For this useful invention Messrs. Reynolds have secured the sole selling rights throughout the world. An electric motor has been much sought after on this side and Reynolds' introduction is already the talk of the trade. Dealers have accorded it a warm welcome, and it is not too much an anticipation that sales will quickly reach substantial proportions. It may be remarked that under test the Motophon ran for 500 hours consecutively, using up current equalling only that of a 20-watt lamp.

Aeolian New Record Factory at Work

As previously reported, the activities of the Aeolian Co., Ltd., have for some time past been concentrated upon the production of a new record called the Vocalion. The first impressions from the factory are now in the hands of the trade. By all reports the new disc has found immediate favor by reason of its musical qualities. My own observations confirm the belief that the Vocalion will quickly acquire a firm place among records of standing, for, apart from tonal merit, there is an evident determination on the manufacturing side to produce a perfect record in all respects. The material used makes for an absence of grittiness and consequent lessening of surface scratch, and the good finish of the record is another feature that will appeal. A very artistically designed label is used.

Adequate preparation has enabled the company to come out with something like 170 records, which, as a preliminary canter, is decidedly good. And of the titles every known class of music seems to have been catered to in quite a nice variety. There are records of operas, musical comedies, revues, foxtrots, dance numbers, sacred, standard ballads, representing a very careful choice of selections that may be regarded as permanent favorites.

Another feature of interest is the goodly number of high-class artists and musical organizations who have signed on for "Vocalion" recording. I notice such names as Albert Sammons (violin), Archibald Joyce's Dance Orchestra, Band of H. M. 1st Life Guards, Lenghi-Cellini, Lionel Tertis, George Baker, Madie Scott, Frank St. Leger, Destourael, to mention only a few. These are sufficient to show that the Vocalion people have planned their productions on a high plane of artistic merit.

The records are in size ten inches and twelve inches, single and double-sided, prices varying from 4s. 6d. to 8s. retail. In conclusion a measure of praise is due to the designer of the company's publicity literature, which, throughout, is conceived upon a very artistic, not to say expensive, level. Large spaces have been taken in the chief London and provincial newspapers, maga-

zines, etc., to advertise the Vocalion productions—records and machines.

Exhibition of Foreign Products

A great exhibition of foreign goods may now be inspected in London. It comprises no less than 100,000 samples of articles made abroad, and a library of some 13,000 foreign catalogs. This great commercial exhibition has been organized by the Overseas Trade Department of the Board of Trade, the object being to show by practical demonstration what British manufacturers have to meet in the way of competition. On the plea that what others can do British labor and capital can also do, the exhibition will serve to enlighten our manufacturers and help them to a study and emulation of foreign effort. Samples may be borrowed, and every practical assistance is officially afforded that British firms may regain and develop their pre-war standing in the markets of the world. It is regarded as a most beneficent scheme.

More Prize Band Zonophone Records

The St. Hilda Colliery Grand Championship Band has made further records for the British Zonophone Co., Ltd. Typical examples of fine recording are the two new records just announced. No. 2073 carries two particularly attractive musical items—"Chimes of Joy" and "Kilties' Kourtship"—intermezzo, one-step. No. 2074 is also in big demand—"Dinah's Holiday" and "Pat's in America." Other notable band contributions to this list are 2075, "Whirligig," selection 1 and 2, a big London success, and "Kentucky," fox-trot, with which is coupled "City of Laughter," waltz, introducing excerpts from some recent musical items. These two discs will stand out as brilliant examples of the work of the Black Diamond Band.

Another instrumental that is likely to prove a ready seller at this period is No. 2077, "God Gave Me Wonderful Dreams" and "Tulip Time," both prettily rendered by the Royal Cremona Orchestra. There are a number of good vocals itemized, and a special call will doubtless be made for No. T2078, "One Little Hour" and "Milissa," sung by the popular lyric tenor, Sydney Coltham.

In addition to the foregoing the British Zonophone Co. features titles appropriate to the festive season in goodly and choice variety.

Trade News in Brief

It is announced that the next music trade convention will be held at the Thanet town of Ramsgate. Accommodation has been booked at the Granville Hotel for the convention period of May 24 to 30 inclusive.

The government is taking a keen and practical part in the development of British trade overseas. At the instance of the Department of Overseas Trade a handbook has been published dealing succinctly with the splendid organization and valuable official service at the disposal of British firms desirous of wooing the markets of the world. It is really a most helpful guide to the propagation of overseas trade.

At the Kingsway Hall is exhibited a concert gramophone bearing the terribly unnatural name of the "Naturafone."

AUSTRALIA.

Herbert G. Polyblank,
SYDNEY,
N.S.W.

BELGIUM.

P. Carton,
Rue Karel Ooms, 11,
ANVERS.

ITALY.

G. Menaboni,
Via S. Sebastiano 2,
LIVORNO.

SPAIN.

Ernesto Verdu,
ALICANTE.

ENGLAND.

A. Waite & Co., Ltd.,
15-17 Figtree Lane,
SHEFFIELD.

Songster
Talking
Needles

Manufactured by J. STEAD & CO. LTD.
MANOR WORKS. SHEFFIELD ENGLAND.

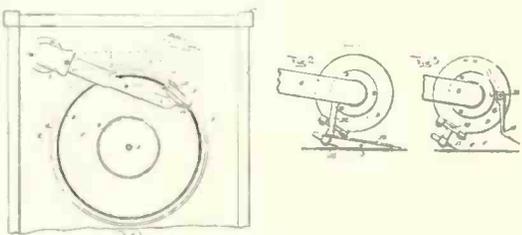


LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., January 8.—Indicator for Phonograph Reproducers. Joseph Wolff, assignor to the Sonora Phonograph Co., New York. Patent No. 1,350,763.

This invention relates to indicators for positioning the reproducers of talking machines. The objects are to provide visual means whereby the reproducing stylus may be placed in the proper position in the record groove, whereby the operator will not be compelled to watch the point of the stylus when starting the machine.

Further objects are to provide an indicator which will not interfere with the operation of the machine, and which, when not in use, will be practically concealed from view; to provide means to indicate the point in the record groove corresponding to the stylus position on said record groove, and also the provision of means of the character described, simple in construction, inexpensive to manufacture and so designed



and constructed that it may be readily and easily attached to disc talking machines now in general use.

Figure 1 is a plan view of a talking machine with the cover removed and with the invention applied. Fig. 2 is a rear elevation of a sound box with the invention affixed to the tone arm, and Fig. 3 is a similar view of a modification.

Talking Machine. George H. Isley, Worcester, Mass. Patent No. 1,355,081.

The present invention relates to talking machines, and more particularly to such machines which are adapted to play continuously, by the use of a multiplicity of records, the latter being brought progressively by mechanical means into position for playing by the tone-producing mechanism of the machine. The invention of the present application resides in certain improvements and refinements upon a machine of similar type which is shown and described in prior co-pending application Serial No. 108,342, filed July 10, 1916.

Figure 1 is a plan view of a machine embodying the present invention, certain parts being broken away to disclose more fully the construction; Fig. 2 is a transverse sectional view thereof partly on the line 2—2 of Fig. 1, disclosing interiorly the operating mechanism of the machine;

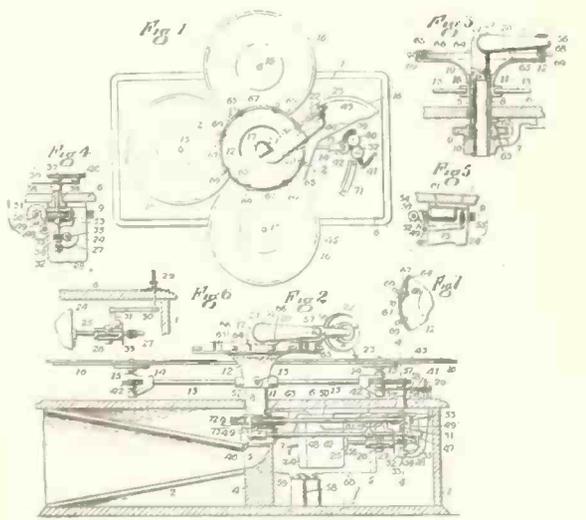
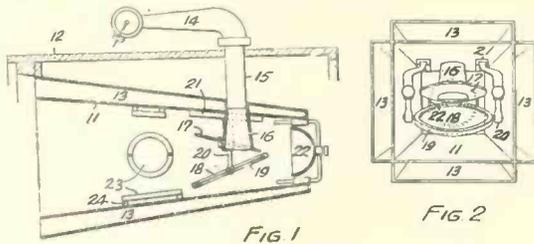


Fig. 3 is a central sectional view of the tone arm support and associated parts; Fig. 4 is a section on the line 4—4 of Fig. 2; Fig. 5 is a section on the line 5—5, Fig. 2; Fig. 6 is a fragmentary detail view showing the governing mechanism of

the machine, and Fig. 7 is a fragmentary detail view showing a modified cam construction.

Controlling Means for Gramophones. Charles A. Fisk, Arrotsford, Quebec, Canada. Patent No. 1,354,961.

This invention relates to improvements in means for controlling or regulating the tone and volume of sound produced by gramophones, and the object of the invention is to provide a simple, inexpensive, durable and easily adjusted means



by which the sound produced by a gramophone may be regulated as to tone and volume.

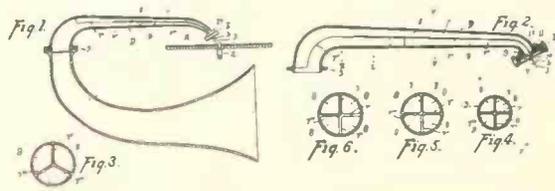
The device consists briefly of a horn which may be built into the casing of a gramophone or otherwise suitably located, having separate sounding boxes surrounding it. The tone arm of the gramophone leads into the horn and is provided with an adjustable diaphragm. Various sound regulating means may be mounted in the horn.

Figure 1 is a vertical, longitudinal, sectional view of the device; Fig. 2 is a front elevation.

Talking Machine Apparatus. Albert J. Swing and Albert S. King, Cincinnati, O. Patent No. 1,355,711.

This invention relates to improvements in talking machines. One of its objects is to provide an improved combination of sound transmitting mechanism to preserve and transmit all of the sound reproduced by the diaphragm. Another object is to provide in combination with a transmitting diaphragm a horn or megaphone the inner end of which from a point close to the diaphragm is subdivided into a plurality of separate tubular compartments, and which merge into a common compartment at different points between the inner and outer ends of the horn. Another object is to provide an improved horn.

Figure 1 is a diagram partly in section through a talking machine apparatus embodying the improvements; Fig. 2 is an enlarged sectional view of the diaphragm casing and tone arm detached; Fig. 3 is a cross sectional diagram



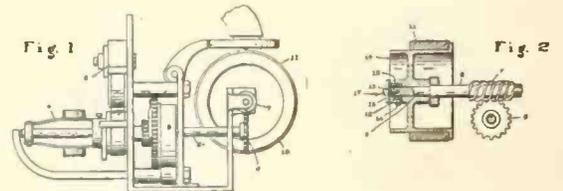
through a modified form of tone arm divided into three compartments; Fig. 4 is a section on line v—v of Fig. 2; Fig. 5 is a section on line z—z of Fig. 2; Fig. 6 is a section on line x—x of Fig. 2.

Apparatus for Recording and Reproducing Sound. Richard S. Arthur, New York. Patent No. 1,355,523.

This invention relates more especially to the transmission of motion to the record, in sound recording and reproducing machines, so as to cause the same to travel beneath the stylus of the sound box, and the objects of the invention are to prevent the transmission of vibrations and tremors to the record from the driving apparatus, and thus improve the quality of the sound. It will be understood that in many sound recording and reproducing machines, and particularly the less expensive ones, there is considerable irregularity in the movement produced by the motor, which is transmitted to the record, if the connection is a rigid one, and

detrimentally affects the sound reproduction. The objects of the invention are to remedy this and to provide a resilient or yielding connection between the motor and the record which shall turn it with sufficient positiveness and at the same time absorb any slight irregularities, such as vibrations or tremors, and give the record a perfectly smooth and uniform motion; to do this simply and inexpensively, and to obtain other advantages and results as may be brought out in the following description.

Figure 1 is an elevation of a cylinder machine of ordinary and well-known construction illus-

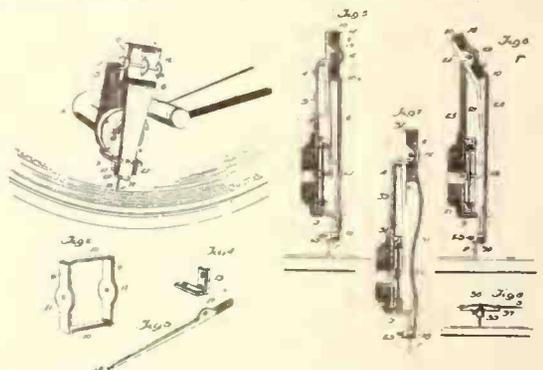


trating the application of the invention thereto; Fig. 2 is a section through the cylinder and record thereon.

Reproducer for Talking Machines. John W. Kaufmann, Baltimore, Md. Patent No. 1,354,197.

This invention is an improvement in reproducers, and has for its object to provide a new and improved connection between the needle and the diaphragm controlling lever, which will eliminate the usual rigidity between these parts and which will intensify the movement of the needle during its transmission to the diaphragm of the talking machine.

In the drawings: Figure 1 is a perspective view of the improved reproducer; Fig. 2 is a similar view of the holding bracket for the transmission member; Fig. 3 is a similar view of the diaphragm controlling lever; Fig. 4 is a perspective

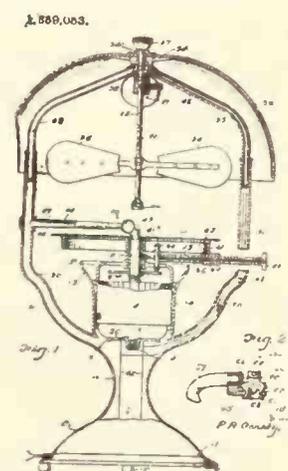


view of one of the connecting brackets; Fig. 5 is a longitudinal section; Figs. 6 and 7 are views similar to Fig. 5, showing modified constructions; Fig. 8 is a side view showing a modified form of needle holder.

Combined Table Light, Fan and Phonograph. Peter R. Gonsky, Detroit, Mich., assignor to the Endlessgraph Mfg. Co., New Jersey. Patent No. 1,359,053.

This invention has for an object to provide a construction in a stand and mechanism whereby the appliance may be used as a gramophone, fan and reading light combined, adapted to be set upon any suitable horizontal surface, and utilized for its various functions in an efficient manner, without interference of one with another.

It is an important object to give a construction of this character in which the shaft for the rotating table of the gramophone may be employed to rotate and drive the fan, and an additional interposed



LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 180)

flexible shaft connection employed, without interfering with the proper use of the appliance for the rapid emplacement and removal of the record disc. A further aim is to give novel improvements in the structural details and elements of an appliance of this character, whereby its manufacture will be facilitated, its use made efficient, and its action also. A further important aim is to utilize a lamp-motor base as a sound amplifier. Another important aim is to give a novel means for raising and lowering a fan connection for engagement with the gramophone main shaft.

According to the drawings Figure 1 is an elevational view of one embodiment of the invention. Fig. 2 is a detail of a flexible shaft connection.

Sound Box Attachment. Wm. H. Fraser, New York. Patent No. 1,358,719.

One of the objects of the invention is to provide the sound-box of a sound reproducing machine with a simple and efficient mechanism, in the form of an attachment, to modify the sound.

Another object of the invention is to so construct the sound-modifier that it can be conveniently mounted upon sound-boxes and the sound-modifying member brought, at will, into operative or inoperative position.

A further object of the invention is to so construct the attachment that it serves at the same time as a protecting means for the diaphragm of the sound-box.

Figure 1 represents a portion of a talking machine, provided with a sound-box constructed in accordance with the present invention; Fig. 2 is a front elevation of the improved sound-box;

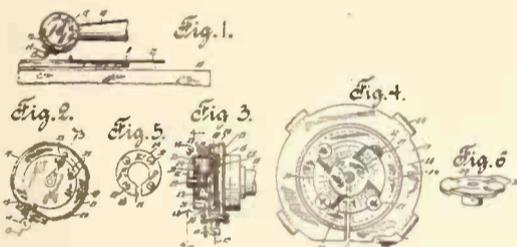


Fig. 3 is a section taken on line 3-3 of Fig. 2; Fig. 4 is a section taken on line 4-4 of Fig. 3, on a larger scale; Fig. 5 is a front elevation of the sound-modifying element of the attachment; and Fig. 6 is a perspective view of a mechanism in engagement with the sound-modifying element.

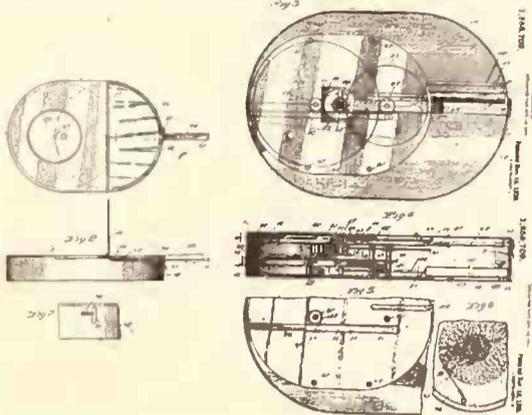
Phonograph. Wm. P. Dalrymple, Chicago, Ill. Patent No. 1,358,709.

This invention relates to improvements in phonographs, and among the objects of the invention are to provide a light, portable, simple and efficient mechanism which may be made in compact form so as to occupy a small space; it being contemplated that the device may be made small enough in size to be carried in the pocket.

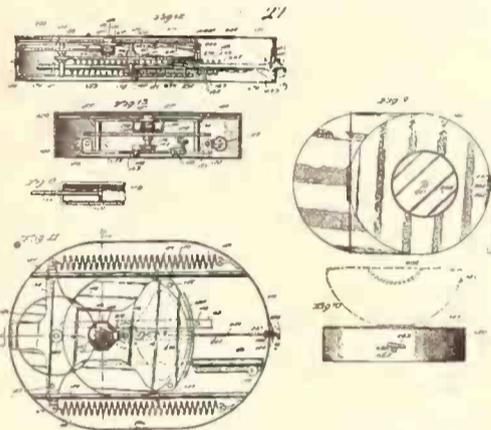
In general terms the device comprises a housing or case, preferably oval in form, with all of the operative mechanism arranged within it, and the running parts mounted in a frame adapted to slide endwise within the housing or case; whereby the rotative disc which carries the sound record travels in a straight line from one end of the casing to the other to carry a fixed stylus in a spiral line over the surface of the sound record.

Figure 1 is a top plan view showing the complete instrument. Fig. 2 is a view of the instrument in side elevation with a small portion of the side wall of the casing broken away to disclose the parts within. Fig. 3 is a horizontal section on the line 3-3 of Fig. 4 looking downward.

Fig. 4 is a vertical longitudinal section on the line 4-4 of Fig. 3. Fig. 5 is a horizontal section on the irregular line 5-5 of Fig. 4 looking downward. Fig. 6 is a horizontal section on the line 6-6 of Fig. 4 looking downward. Fig. 7 is a



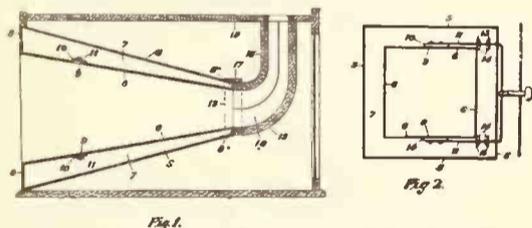
fragmentary view in end elevation showing a portion of the casing with the winding stem or bar extending through it. Fig. 8 is a fragmentary view in axial section through the cylinder of a dash pot comprising a part of the device. Fig. 9 is a top plan view showing a modified form of the



device. Fig. 10 is a vertical section on the line 10-10 of Fig. 9. Fig. 11 is a view showing the modified form of the device in a horizontal section taken immediately below the cover of the housing. Fig. 12 is a longitudinal vertical section on the line 12-12 of Fig. 11. Fig. 13 is a transverse vertical section taken on the line 13-13 of Fig. 11.

Sound Amplifier. John E. Christensen, Chicago, Ill. Patent No. 1,358,706.

This invention relates to sound amplifiers or horns employed in connection with phonographs and other sound reproducing machines, and its object is to provide a horn of novel and improved construction and design whereby the sounds are



rendered soft and mellow, and all harsh noises are eliminated or reduced to a minimum.

In the drawing Figure 1 is a longitudinal section of the horn, and Fig. 2 is a cross-section thereof.

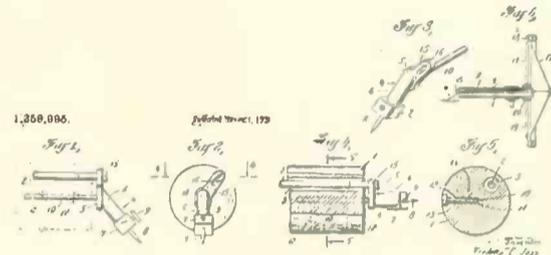
Stylus Holder for Talking Machines. Frederick E. Joss, Brooklyn, N. Y., assignor to the Lektophone Corp., Delaware, Md. Patent No. 1,359,995.

This invention relates to talking machines, and in particular to machines of the Hopkins type, in which the vibrations of the stylus, during its travel along a phonic line, are transmitted to a conical diaphragm of large area, freely supported in unconfined air, in a manner to move the entire conical portion of the diaphragm bodily.

According to the present invention the former universal mounting of the stylus holder is sim-

plified, and at the same time improved, by utilizing a stylus holder which, instead of being made in two parts, as before, consists of a single part only which is mounted in the supporting bar and connected with the transmission rod in such a manner that it can adapt itself with equal facility to both types of vibrations. In this way, the actual cost of construction is decreased, while any danger of the stylus-carrying part of the holder working loose upon the base of the holder is avoided, so that a more effective construction is provided than the one formerly utilized.

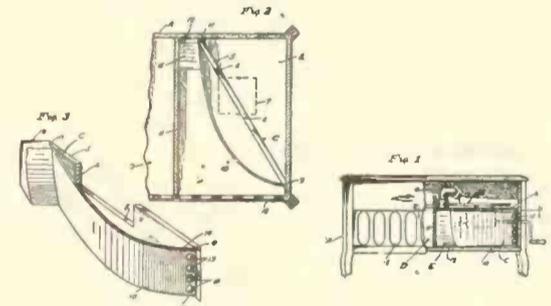
Figure 1 is a side elevation of the improved stylus holder, applied to a supporting bar, the latter appearing in dotted lines; Fig. 2 is a front view, but the bar is shown herein in full lines; Fig. 3 is a perspective view of the holder; Figs. 4 and 5 are horizontal and vertical sectional views



taken, respectively, on line 4-4 of Fig. 2 and 5-5 of Fig. 4, looking in the direction of the arrows; and Fig. 6 is a fragmental vertical sectional view on a reduced scale, showing the diaphragm mounted on the supporting bar and connected to the transmission rod.

Phonograph Cabinet. Nils Herman Cedarquist, Alhambra, Cal. Patent No. 1,359,791.

Phonograph cabinets of the so-called "cabinet type" are commonly constructed with a box divided into two compartments. The upper one is open at the top and disposed therein is a phonograph motor mechanism. The lower compartment has a horn or amplifier built in, and is connected to the reproducer or sound box by a tone arm. It is common practice to build up the amplifier of wood or metal. Wood amplifiers have certain disadvantages due to the inherent quality of such material in absorbing vibration. Metal, on the other hand, has natural periods of vibration which accentuate certain tones and destroy the natural quality of the sound. It is the primary object of the invention to provide an amplifier which does not absorb or accentuate vibration. Another object of this invention is to provide an amplifier of the character described



with a wall which serves to direct air vibration and acts as a sounding board, whereby the amplifier may be built of wood. A further object of this invention is to provide a wall of the character described which has its greatest amplitude of vibration adjacent the mouth of the horn.

Figure 1 is a front elevation of a phonograph cabinet with a portion in section showing the amplifier; Fig. 2 is an enlarged section taken on the line 2-2 of Fig. 1 showing the amplifier; Fig. 3 a perspective view of the sounding board.

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Henry Burr and Peerless Quartet 10
Mother's Lullaby.....Sterling Trio 10
18705 When You're Gone I Won't Forget,
Peerless Quartet 10
There's a Vacant Chair at Home, Sweet Home,
Charles Harrison 10
18709 I'm a Lonesome Little Raindrop...Victor Roberts 10
For Every Boy Who's on the Level,
Roberts and Harmonizers Quartet 10
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ley Fox-trot. Paul Whiteman and his Orchestra 12
Caresses—Medley Fox-trot,
Paul Whiteman and his Orchestra 12
18716 My Isle of Golden Dreams—Waltz,
Blue and White Marimba Band 10
Let the Rest of the World Go By—Waltz,
Ferera-Franchini 10
- 18715 If You Could Care—Medley Waltz,
Joseph C. Smith's Orchestra 10
Happy—One-step...Joseph C. Smith's Orchestra 10
18714 Tip-Too—Medley Fox-trot...Six Brown Brothers 10
If a Wish Could Make It So—Medley Fox-trot,
Six Brown Brothers 10
- 18713 12th Street Rag—Fox-trot.....All Star Trio 10
Dotty Dimples—One-step.....All Star Trio 10
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Lucy Marsh 10
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Cal Stewart 10
Uncle Josh and the Honey Bees....Cal Stewart 10
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- 64903 Passepied (From the Opera "Le Roi s'amuse"),
Delibes-Elman 10
GERALDINE FARRAR, Soprano—In French
- 87322 Si J'etais Jardinier (Were I Gard'ner),
Chaminade 10
MABEL GARRISON, Soprano
- 64920 Come, Ye Disconsolate.....Moore-Webbe 10
JASCHA HEIFETZ, Violinist
(Piano accompaniment, André Benoist)
- 64917 Sicilienne and Rigaudon.....Francoeur-Kreisler 10
FRITZ KREISLER, Violinist
- 64924 Love Nest (from "Mary").....Louis A. Hirsch 10
JOHN McCORMACK, Tenor
- 64925 'Tis an Irish Girl I Love and She's Just Like
You.....Brennan-Dubin-Ball 10
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A Geisha's Life.....Lucy Gates 10
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Cincinnati Symphony Orchestra 12
Scheherazade (Third Movement),
Cincinnati Symphony Orchestra 12
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Florence Macbeth 12
Linda Di Chamounix. O, luce di quest'anima
(Guiding star of love)...Florence Macbeth 12
- A6174 Fantaisie Impromptu (Chopin)...Josef Hofmann 12
The Rustling of the Woods (Liszt),
Josef Hofmann 12
- 49820 Nocturne in E Flat (Chopin).....Pablo Casals 12
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(When Twilight Shadows Lower),
Maria Barrientos-Charles Hackett 12
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March of the Middies,
U. S. Naval Academy Band 10
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You'll Never Need a Doctor No More,
Bert Williams 10
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Laugh With Me—Laughing Song...Weston-Young 10
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From "Ziegfeld Follies of 1920,"
Van and Schenck 10
Marimba—From "Ziegfeld Follies of 1920,"
Van and Schenck 10
- DANCE RECORDS**
- A3330 You're Just Like a Rose—Fox-trot. Intro.:
"Hello, Imagination,"
Prince's Dance Orchestra 10
Dolly, I Love You—Fox-trot. Intro: "You're
the Only Girl That Made Me Cry,"
The Happy Six 10
- A3335 Nightingale—Fox-trot, Intro.: "Drifting Along
on a Blue Lagoon".....Hickman Trio 10
Sweet Little Stranger—Fox-trot. Intro.: "When
the Right Little Girl Comes Along"—From
"Jim Jam Jems".....Hickman Trio 10
- A3337 Just Snap Your Fingers at Care—Fox-trot
—From "Greenwich Village Follies of 1920,"
Columbia Saxophone Sextet 10

- Oh, My Goodness!—Fox-trot,
Columbia Saxophone Sextet 10
- A6175 Beautiful Annabel Lee—Waltz. Intro.: "At a
Baby Would Never Grow Older," "Sweet
Lullaby, Come Back to Me,"
Prince's Dance Orchestra 12
- Pussy Willow Waltzes—Waltz,
Prince's Dance Orchestra 12
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- E4624 Spring Flowers—Waltz,
Royal Serbian Tambouritzza Orchestra 10
Quiet Night—Waltz,
Royal Serbian Tambouritzza Orchestra 10
- THE MID-MONTI RECORDS**
- A3328 I'm a Jazz Vampire...Marion Harris, Comedienne 10
Never Let No One Man Worry Your Mind,
Marion Harris, Comedienne 10
- A3332 Margie.....Frank Crumit 10
I'm a Lonesome Little Rain Drop—From "Green-
wich Village Follies of 1920"....Frank Crumit 10
- A3333 Broadway Rose.....Peerless Quartet 10
Mother's Lullaby.....Sterling Trio 10
- A3329 Tired of Me—Fox-trot...Ted Lewis Jazz Band 10
That Riga-Liga-Lee—Fox-trot,
Ted Lewis Jazz Band 10
- A3334 Darling—Fox-trot. Intro.: "Love Flower,"
Art Hickman's Orchestra 10
Missy—Fox-trot. Intro.: "Lamboola,"
Art Hickman's Orchestra 10
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(C. Gaskill)—Orch. accomp.,
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Lindy (Berlin)—Orch. accomp.,
Harmonizers' Quartet 10
- A-14132 Palesteen (Conrad-Robinson)—Orch. accomp.,
Billy Jones 10
Margie (Conrad-Robinson)—Orch. accomp.,
Billy Jones 10
- A-14133 Beautiful Annabel Lee (Schlinger-Meyers)—
Orch. accomp.....Charles Hart-Elliott Shaw 10
Broadway Rose (West-Fried-Spencer)—Orch.
accomp.....Elliott Shaw 10
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Little-Frost)—Orch. accomp. Aileen Stanley 10
It's All Over Now (Al. Von Tilzer)—
Orch. accomp.....Aileen Stanley 10
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Ernest Hare 10
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Pitter Patter (Intro. "I Saved a Waltz for
You," from "Pitter Patter") (Friedlander)—
Waltz.....Harry A. Yerkes' Dance Orch. 10
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(Conrad-Robinson)—Fox-trot,
Al Jockers' Dance Orch. 10
Parisiola (Abner Silver)—Fox-trot,
Harry A. Yerkes' Dance Orch. 10
- A-14138 Caresses (Monaco)—Fox-trot...The Melody Men 10
Broadway Blues (Carly Morgan)—Fox-trot,
The Melody Men 10
- A-14139 Nightingale (Intro. "Drifting Along") (Rose-
Magine-Goldberg)—Fox-trot,
Harry A. Yerkes' Dance Orch. 10
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Sergei Rachmaninoff 10
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Temple)—I Pescatori di Perle (Bizet). Tenor
and bass-baritone, in Italian,
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Henri Scott 10
- 80579 Over the Waves Waltz (Rosas)...Peerless Orchestra 10
Scented Violets (Reynard)...Peerless Orchestra 10
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Lauri Kennedy 10
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Lauri Kennedy 10
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Mixed Voices.....Metropolitan Quartet 10
Yield Not to Temptation (Palmer)—Mixed
Voices.....Metropolitan Quartet 10

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Edna Bailey 10
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tation.....Edna Bailey 10
- 50691 Silver Star (Johnson)—Soprano and tenor,
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Scott)—Tenor.....Vernon Dalhart 10
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John J. Kimmel 10
Medley of Scotch Airs—Banjo.....Fred J. Bacon 10
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Conway's Band 10
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Al Bernard and Ernest Hare 10
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Sodero's Band 10
- 4176 Our Little Love Affair—Fifty-fifty (Swanstrom)
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Betsy Lane Shepherd-Lewis James 10
- 4177 Mother Machree (Olcott-Ball)—Tenor,
Albert Lindquest 10
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Crescent Trio 10
- 4179 Sunrise and You (Penn)—Baritone,
Herbert C. Tiley, Jr. 10
- 4180 Napoli (Cobey).....Imperial Marimba Band 10
4181 Broadway Blues (Morgan).....Al Bernard 10
4182 Avalon—Fox-trot (Jolson-Rose) for dancing,
Harry Raderman's Jazz Orchestra 10
- 4183 My Home Town Is a One-Horse Town (But It's
Big Enough For Me) (Silver)—Tenor,
Jim Doherty 10
—Tenor.....Lewis James 10

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- 27194 Ce n'est pas vrai ('Tis Not True) (Mattei)—
Baritone.....Torcom Bézazian 10
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Torcom Bézazian 10

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Ernest Hare 10
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- 22481 Mandalay (Where the Moonbeams Play) (Flee-
son-Von Tilzer)—Tenor and baritone,
Charles Hart-Elliott Shaw 10
Colleen (Smith-Snyder)—Male quartet,
Shannon Four 10
- 22482 Rose (Sizemore-Magine-Biese)—Tenor,
Billy Jones 10
Deep in Your Eyes (From "The Half Moon")
(La Baron-Jacobi)—Baritone...Elliott Shaw 10
- 22483 Now I Lay Me Down to Sleep (Mitchell-Meyer)
—Male trio.....Crescent Trio 10
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merstein-Stohart)—Soprano.....Gladys Rice 10
- 22484 That Talla-Hassee Lassic of Mine (Jones-White)
—Comedienne.....Aileen Stanley 10
Why Don't You? (From "Aigar") (McCarthy-
Tierney)—Baritone.....Ernest Hare 10
- 20480 Lonely Blues (Friend)—Comedienne...Jane Green 10
Wild Romantic Blues (Bryan-Schwartz)—Come-
dienne.....Jane Green 10
- HAWAIIAN**
- 22473 My Land of Memory (Behr)—Hawaiian guitars
and xylophone...George Green-Ferera-Franchini 10
Hawaiian Paradise (Moreneiko)—Hawaiian gui-
tars and xylophone,
George Green-Ferera-Franchini 10
- DANCE**
- 20481 Won't You Come Along? (Conrad)—Waltz,
Joseph Samuels' Dance Orchestra 10
Sunbeams (Hussar)—Fox-trot,
Ernest Hussar and His Orchestra 10
- 22485 Brazil (Fells-Sherman)—Fox-trot,
Della Robbia Orchestra (Max Fells, Director) 10
Goodbye (From "Lady Billy") (Levey)—Fox-
trot. Intro.: "The Matchless English Lan-
guage,"
Della Robbia Orchestra (Max Fells, Director) 10
- 20482 Coral Sea (Zany-Brown)—Fox-trot,
Duane Sawyer and His Novelty Orchestra 10
Hop, Skip and Jump (Dyson)—Fox-trot,
Duane Sawyer and His Novelty Orchestra 10
- 22486 Hula Blues (Cumba-Noble)—Fox-trot,
Green Brothers' Novelty Band 10
Just Snap Your Fingers at Care (From "Green-
wich Village Follies of 1920") (Silvers)—
Fox-trot. Intro.: "Love Flower,"
Van Eps-Banta Trio 10

ADVANCE RECORD BULLETINS FOR FEBRUARY—(Continued from page 182)

- 22487 I Love to Fox-trot (From "Honey Girl") (Von Tilzer)—Fox-trot, Waldorf-Astoria Dance Orchestra (Joseph Knecht, Director) 10
- Granada (McKiernan-Spencer)—Fox-trot, Green Brothers' Novelty Band 10
- 40215 Rosie (Make It Rosy for Me) (Clarke-Merkur)—Fox-trot..... Joseph Samuels' Music Masters 12
- No Wonder I'm Blue (Ahler)—One-step, Joseph Samuels' Music Masters 12
- REGULAR PATHE FEBRUARY LIST OPERATIC AND OTHER VOCAL RECORDS**
- 54061 I Pagliacci (Leoncavallo) "Prologue"—Basso, in Italian Adamo Didur 12
- 54062 Welcome Love (O ben tornato, Amore) (Roxas)—Soprano, in Italian..... Claudia Muzio 12
- 54063 My Old Kentucky Home (Foster)—Soprano, Yvonne Gall 12
- 25048 La Jolie Fille de Perth (Bizet) "When the Flame of Love"—Baritone Percy Hemus 10
- On the Road to Mandalay (Kipling-Speaks)—Baritone Percy Hemus 10
- STANDARD SONGS SUNG IN ENGLISH**
- 22459—Bedouin Love Song (Pinsuti)—Basso, Wilfred Glenn 10
- Dreams (Porteous-Strelzki)—Basso, Wilfred Glenn 10
- 22460 My Hero (from "Chocolate Soldier") (Stange-Straus)—Soprano Lora Hoffman 10
- Cherie (Come to Me) (Alexander-Edwards)—Soprano Lora Hoffman 10
- 25049 I'll Sing Thee Songs of Araby (Wills-Clay)—Baritone Wells Clary 10
- Invictus (Henley-Huhn)—Baritone Wells Clary 10
- GOSPEL HYMNS SUNG AS QUARTETS**
- 22461 Almost Persuaded and All Hail the Power (Coronation)—Organ accomp., Lyric Male Quartet 10
- Whiter Than Snow and Only a Step to Jesus—Organ accomp. Cathedral Quartet 10
- 27034 Two Hungarian Dances (Brahms) as danced by Lada Nahian Franko and Orchestra 10
- Two Indian Dances, No. 1 "Deer Dance," No. 2 "War Dance" (Skilton), as danced by Lada, Nahian Franko and Orchestra 10
- 27033 Blue Danube (Strauss) as danced by Lada, Nahian Franko and Orchestra 10
- Sweet, Sweet Lady (Stanton-Spross), as danced by Lada. (Lewis James, Tenor), Nahian Franko and Orchestra 10
- NEW INSTRUMENTAL RECORDS**
- 20477 Sweet and Low (Barnby)—Cornets and trombones, Jules Levy, Jr.'s, Brass Quartet 10
- When You and I Were Young, Maggie (Butterfield)—Cornets and trombones, Jules Levy, Jr.'s, Brass Quartet 10
- 59087 Prelude in G Minor, Op. 23 (Rachmaninoff)—Piano solo Joseph Lhevinne 12
- Trepak, Op. 72 (Tschaikowsky)—Piano solo, Joseph Lhevinne 12

GENNETT LATERAL RECORDS

- 4651 Change Your Name, Malinda Lee (Bernard)—Tenor and baritone duet. Orch. accomp. Al Bernard-Ernest Hare 10
- See Old Man Moon Smile (Bernard)—Tenor and baritone duet. Orch. accomp. Al Bernard-Ernest Hare 10
- 9098 The Bullfighters March (Kotann) His Majesty's Irish Guards Band 10
- Spear-mint March. 1st Infantry Regiment Band of Belgium 10
- 9099 Thousand Kisses Waltz (Joyce) The Blue Bohemian Orchestra 10
- Forever Waltz (Waldteufel) The Blue Bohemian Orchestra 10
- 9100 I'll Sing Thee Songs of Araby (Clay)—Tenor. Orch. accomp. Wilfred Clayton 10
- Take a Pair of Sparkling Eyes (Sullivan)—Tenor. Orch. accomp. Wilfred Clayton 10
- 2511 La Donna e Mobile (Woman Is Fickle) (Verdi)—Tenor from Rigoletto. Italian. Signor Angelo Roselli 10
- Vesti la Guibba (On With the Play) (Leoncavallo). Tenor from Pagliacci. Italian. Signor Angelo Roselli 10
- 2512 Peace, Perfect Peace—Quartet: Tenor, soprano, contralto, bass. Fred Whitehouse, assisted by Lew Brown 10
- Come Unto Me—Quartet: Tenor, soprano, contralto, bass. Charles Hart 10
- 2513 The Sinner and the Song—Quartet: Tenor, so-

- prano, contralto, bass. Battle Hymn of the Republic (Howe)—Quartet: Tenor, soprano, contralto, bass. Ernest Hare 10
- 4655 Broadway Rose Medley (Fried-Spencer)—Fox-trot. Intro.: Gingham Girl. Joe Coleman's President Orchestra 10
- Caresses Medley, (Monaco)—Fox-trot. Intro.: Kentucky..... Joe Coleman's President Orchestra 10
- 4656 Margie (Conrad-Robinson)—Baritone. Orch. accomp. Ernest Hare 10
- All She'd Say Was Um-hum (Zany-MacEmery-Van-Schenck)—Baritone. Orch. accomp. Ernest Hare 10
- 4657 Grieving For You Medley (Gibson-Ribaud-Gold)—Fox-trot. Intro.: Mammy's Apron Strings. Green Bros.' Novelty Band 10
- Darling (Schonberg)—Fox-trot. Green Bros.' Novelty Band 10
- 4658 Margie (Conrad-Robinson)—Fox-trot. Intro.: June Ernest Hare 10
- Nightingale (Coburn-Rose)—Fox-trot. Intro.: Drifting Along Vernon Trio 10
- 9102 Beautiful Annabell Lee (Mehlinger-Meyers)—Tenor-baritone duet. Mason-Ring 10
- Don't You Remember the Time? (Williams)—Tenor-baritone duet. Orch. accomp. Mason-Ring 10
- 9105 Carry Me Back to Old Virginny—Vocal trio. Orch. accomp. Knickerbocker Trio 10
- Darling Nellie Gray—Vocal trio. Orch. accomp. Knickerbocker Trio 10
- 4654 Onward, Christian Soldiers—Baritone. Orch. accomp. Royal Dadmun 10
- The Holy City (Adams)—Baritone. Orch. accomp. Royal Dadmun 10
- 9103 William Tell Overture (Rossini)—Part I "At Dawn" His Majesty's Scots Guards Band 10
- William Tell Overture (Rossini)—Part II "The Storm" His Majesty's Scots Guards Band 10
- 9104 William Tell Overture (Rossini)—Part III "The Calm" His Majesty's Scots Guards Band 10
- William Tell Overture (Rossini)—Part IV "Finale" His Majesty's Scots Guards Band 10
- 4652 Feather Your Nest (Kendis-Brockman-Johnson)—Tenor. Orch. accomp. Billy De Rex 10
- Nobody to Love (Kahn-Mehlinger-Meyers)—Tenor. Orch. accomp. Billy Jones 10

PARAMOUNT RECORDS

- INSTRUMENTAL**
- 50038 American Aviation March... Creator and His Band 10
- Stars and Stripes March... Creator and His Band 10
- 33073 Oh, That We Two Were Maying—Violin, 'cello and piano Hackel-Berge Trio 10
- The Old Refrain—Violin, 'cello and piano, Hackel-Berge Trio 10
- DANCE SELECTIONS**
- 20037 Margie—Fox-trot..... Frisco Syncopaters 10
- Twelfth Street Rag—Fox-trot..... Palace Trio 10
- 20039 Rose—Fox-trot..... Palace Trio 10
- Old Pal, Why Don't You Answer Me?—Waltz, Frisco Syncopaters 10
- 20041 Hula Blues—Fox-trot..... Vernon Trio 10
- Beautiful Faces—Medley fox-trot; intro. Rock-a-bye Lullaby Mammy..... Frisco Syncopaters 10
- VOCAL SELECTIONS**
- 33074 Roll On, Silver Moon—Yodel song, with orch. accomp. Frank Camplain 10
- Sleep, Baby, Sleep—Yodel song, with orch. accomp. Frank Camplain 10
- 33075 The Low-Back'd Car—Tenor solo, orch. accomp., John Burke 10
- Molly Brannigan—Tenor solo, orch. accomp., John Burke 10
- 20040 My Home Town Is a One-Horse Town—Soprano solo, orch. accomp. Aileen Stanley 10
- Broadway Rose—Tenor solo, orch. accomp., Charles Harrison 10

CARDINAL PHONOGRAPH CO.

- FIRST RELEASE**
- 2001 Palestine—Comedy Song. Orch. accomp., Fred Whitehouse 10
- She Gives Them All the Ha! Ha!—Comedy Song. Orch. accomp., Fred Whitehouse, assisted by Lew Brown 10
- 2002 Broadway Rose—Tenor solo. Orch. accomp., Charles Hart 10
- I've Got the Blues for My Old Kentucky Home—Ballad. Orch. accomp. Helen Bell Rush 10

- 2003 My Home Town Is a One-Horse Town—Comedy quartet. Orch. accomp. The Harmonizers 10
- Don't Take Away Those Blues—Tenor solo. Orch. accomp. Ernest Hare 10
- 2004 Down the Trail to Home, Sweet Home—Duet. Orch. accomp. Hart-Shaw 10
- I'd Love to Fall Asleep and Wake Up in My Mammy's Arms—Tenor solo. Orch. accomp., Charles Hart 10
- 2005 Margie—Harmony Trio. Orch. accomp., The Crescent Trio 10
- Old Pal, Why Don't You Answer Me?—Baritone solo. Orch. accomp. Elliot Shaw 10
- 2006 Onward, Christian Soldiers—Sacred hymn. Orch. accomp. Gotham Quartet 10
- Nearer, My God, to Thee—Sacred hymn. Orch. accomp. Gotham Quartet 10
- 2007 Japanese Sandman—Fox-trot, Raderman's Dance Orchestra 10
- Whispering—Fox-trot... Raderman's Dance Orchestra 10
- 2008 Grieving for You—Fox-trot, Ben Selvin's Dance Orchestra 10
- Feather Your Nest—Fox-trot, Ben Selvin's Dance Orchestra 10
- 2009 Caresses—Fox-trot..... Greene's Novelty Orchestra 10
- Hop, Skip and Jump—Fox-trot, Greene's Novelty Orchestra 10
- 2010 Souvenir—Violin solo. Piano accomp., Vera Barstow 10
- Berceuse—Violin solo. Piano accomp., Vera Barstow 10
- 2011 Sunny South—Medley..... Cardinal Concert Band 10
- Blue Danube—Waltz..... Cardinal Concert Band 10
- 2012—Aloha Oe—Instrumental duet..... Ferera-Franchini 10
- Honolulu Waltz—Instrumental duet..... Ferera-Franchini 10

EMERSON PHONOGRAPH CO.

- DANCE HITS**
- 10295 Feather Your Nest (Kendis-Brockman-Johnson)—Fox-trot Plantation Dance Orchestra 10
- Margie (Conrad-Robinson)—Fox-trot, Plantation Dance Orchestra 10
- 10303 Grieving For You (Gibson-Ribaud-Gold)—Fox-trot Joseph Samuels' Music Masters 10
- Just We Two (Walter Scanlan)—Waltz, Green Bros.' Novelty Band 10
- 10304 Caresses (James V. Monaco)—Fox-trot, Lanin's Roseland Orchestra 10
- Nightingale (Vincent Rose)—Fox-trot, Lanin's Roseland Orchestra 10
- 10293 June, I Love No One But You (Hickman-Black)—Fox-trot Orlando's Society Orchestra 10
- Some One Cares (Geo. J. Bennett)—Fox-trot, Orlando's Society Orchestra 10
- 10294 Just Snap Your Fingers at Care—Medley, Intro.: "Love Flowers" (Louis Silvers)—Fox-trot, Joseph Knecht's Waldorf-Astoria Dance Orchestra 10
- Bring Back My Love Dreams (Jacques Grandjean)—Fox-trot Sherbo's Mont Martre Orchestra 10
- 10298 Rose of My Heart (Neil Moret)—Fox-trot, Joseph Samuels' Music Masters 10
- My Little Bimbo Down on the Bamboo Isle—Medley, Intro.: "I Love the Land of Old Black Joe" and "I Wish That I'd Been Born in Borneo" (Grant Clarke-Walter Donaldson)—One-step Plantation Dance Orchestra 10
- 10305 Show Me How (Creamer-Layton)—Fox-trot, Selvin's Novelty Orchestra 10
- Sweet Cuban Love (Perry-Coots)—Fox-trot, Sanford's Famous Dance Orchestra 10
- 10306 Bidly (J. S. Zamecnik)—One-step, Merry Melody Men 10
- Zula Boola (Motzan-Gillen)—Fox-trot, Plantation Dance Orchestra 10
- 10307 Midnight (Sherwood-Banta-Vandersloot)—Fox-trot Merry Melody Men 10
- Hop, Skip and Jump (Hal Dyson)—Fox-trot, Saxe Holtsworth Harmony Hounds 10
- 10308 In the Dusk (Frank H. Grey)—Fox-trot, Sherbo's Mont Martre Orchestra 10
- Korinthia (J. C. Knight)—One-step, Joseph Knecht's Waldorf-Astoria Dance Orchestra 10
- 10309 I Want to Be Somebody's Baby (Smalley-Greer)—Fox-trot Palace Trio (Wiedoeft-Perry-Akst) 10
- That Cat Step (Breaux-Henderson)—New novelty dance Sanford's Famous Dance Orchestra 10
- SONG HITS**
- 10301 Margie (Davis-Robinson-Conrad)—Novelty song, Orch. accomp. Eddie Cantor 10
- I Wish That I'd Been Born in Borneo (Clarke-Donaldson)—Comedy song. Orch. accomp., Eddie Cantor 10

(Continued on page 184)



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ADVANCE RECORD BULLETINS FOR FEBRUARY—(Continued from page 183)

- 10292 Palestena (Conrad-Robinson). Comedy Song, Orch. accomp.Eddie Cantor
She Gives Them All the Ha! Ha! Ha! (Brown-Von Tilzer). Comedy Song, Orch. accomp.,
Eddie Cantor
- 10302 Broadway Rose (West-Fried-Spencer). Tenor solo, Orch. accomp.Irving Kaufman
Look! What You've Done With Your Dog-Gone Dangerous Eyes (Kalmar-Ruby). Character song, Orch. accomp.Arthur Fields
- 10299 On Sweetheart Shore, from musical production, "Hearts of Erin" (Scanlan-Bergh). Tenor solo, Orch. accomp.Walter Scanlan
Nora, from musical production, "Hearts of Erin" (Walter Scanlan). Tenor solo, Orch. accomp.,
Walter Scanlan
- 10300 Whispering (Halvin-John Schonberger). Tenor solo, Orch. accomp.Sam Ash
Hold Me (Art Hickman-Ben Black). Tenor solo, Orch. accomp.Irving Kaufman
- 10296 Broadway Blues (Swanstrom-Morgan). "Blues" character song, piano accomp.Sissle-Blake
The Saint Louis Blues (W. C. Handy). "Blues" character song, Orch. accomp.Al. Bernard
- 10297 Old Pal, Why Don't You Answer Me? (Lewis-Young-Jerome). Tenor solo, Orch. accomp.,
Eugene Spencer
Like We Used to Be (Robinson-Kortlander). Tenor and baritone duet, Orch. accomp.,
Charles Hart-Elliott Shaw
- 10310 Oh Gee! Say Gee! You Ought to See My Gee Gee from the Fiji Isle (Brown-Von Tilzer). Novelty song, Orch. accomp.Arthur Fields
All She'd Say Was Umh-Hum (Zany-Emery-Van-Schenck). Comedy song, Orch. accomp.,
Irving and Jack Kaufman
- 10311 When You're Gone I Won't Forget (Reid-De-Rose). Male quartet, Orch. accomp. Shannon Four
As We Live and Love We Learn (Robinson-Kortlander). Tenor solo, Orch. accomp.,
Irving Kaufman
- STANDARD AND OPERATIC SELECTIONS**
- 10312 Safe in the Arms of Jesus (Doane-Crosby). Tenor and baritone duet, Orch. accomp.,
John Young and Fred Wheeler
Softly Now the Light of Day (Gottschalk). Tenor and baritone duet, Orch. accomp.,
John Young and Fred Wheeler
- 10313 Honolulu March. Hawaiian guitars,
Ferera and Franchini
Isle of Paradise (Pdifiorito-Earl). Hawaiian guitars and xylophone.Hawaiian Trio
(Ferera-Franchini-Green)
- 10314 Largo (Handel). Violin solo, saxophone obbligato, piano accomp.Maximilian Rose
Minuet in G (Beethoven). Violin solo, piano accomp.Maximilian Rose
- 10230 Evocation, from "Robert Le Diable" (Meyerbeer). Bass solo in French, Orch. accomp.,
Enzo Bozano
Lakme, On Doux Regard Se Voile, from "Lakme" (Leo Delibes). Bass solo in French, Orch. accomp.Enzo Bozano

LYRIC RECORDS

DANCE RECORDS

- 4237 Why Don't You (from "Afgar")—Fox-trot, Selvin's Novelty Orchestra
Marimba—Fox-trot. Waldorf-Astoria Dance Orchestra
- 4238 I Never Knew—Fox-trot. Selvin's Novelty Orchestra
Now and Then—Fox-trot. Selvin's Novelty Orchestra
- 4239 Hop, Skip and Jump—Fox-trot, Green Bros. Novelty Orchestra
Alabama Moon—Waltz,
Green Bros. Novelty Orchestra
- 4240 My Mammy—Fox-trot. Selvin's Novelty Orchestra
Rose—Fox-trot. Rudy Wiedoeft's Palace Trio
- 4241 Honey Dew—Fox-trot,
Jos. Knecht's Waldorf-Astoria Dance Orchestra
Lotus Flower—Waltz,
Jos. Knecht's Waldorf-Astoria Dance Orchestra

- 4242 Bright Eyes—Fox-trot,
Harry Raderman's Jazz Orchestra
Show Me How—Fox-trot,
Rudy Wiedoeft's Palace Trio

POPULAR SONG HITS

- 5232 Old Pal, Why Don't You Answer Me (Baritone, Orch. accomp.),
Ernest Hare with Saxophone Solo by Rudy Wiedoeft
It's All Over Now (Soprano)....Helen Bell Rush
- 5233 My Home Town Is a One Horse Town (Male Quartet, Orch. accomp.)....The Harmonizers
She Gives Them All the Ha, Ha, Ha (Tenor, with Orch.),
Fred Whitehouse, assisted by Lew Brown
- 5234 Blue JeansCharles Harrison
Country Kerry MaryCharles Harrison
- 5235 Get Up!Ernest Hare
Oh! Gee! Say! Gee!.....Fred Whitehouse
- STANDARD SONGS AND HYMNS**
- 6215 Come Where My Love Lies Dreaming (Tenor solo with String Orchestra)....Reed Miller
Auld Lang Syne.....Stellar Quartet
- 5904 Onward, Christian Soldiers (Male Quartet, with Orchestra)....Lyric Male Quartet
Nearer, My God, to Thee (Male Quartet, with Orchestra)....Lyric Male Quartet
- POPULAR INSTRUMENTALS**
- 4705 Isle of Paradise.....Ferera and Franchini
Wailana WaltzFerera and Franchini
- 4807 Light Cavalry Overture.....Lyric Military Band
On to Victory (Philip Egner)....Lyric Military Band

OKEH RECORDS

- 4148 I'm Waiting for Ships That Never Come In. Baritone, orch. accomp.Elliott Shaw
I'm on My Way. Vocal quartette, orch. accomp.,
Shannon Four
- 4215 Old Pal Why Don't You Answer Me? Tenor, orch. accomp.Sam Ash
I'm in Heaven When I'm in My Mother's Arms. Tenor, orch. accomp.Lewis James
- 4221 What Cha Gonna Do When There Ain't No Jazz. Singing comedienne with Rega. Orch.,
Aileen Stanley
Look What You've Done With Your Dog-gone Dangerous Eyes. Singing comedienne with Rega. Orch.Aileen Stanley
- 4222 All She'd Say Was "Umh Hum." Tenor, orch. accomp.Billy Jones-Ed. Smalle
Palestena. Tenor, orch. accomp.Billy Jones
- 4223 Beautiful Annabell Lee. Tenor-baritone, orch. accomp.Hart-Shaw.
There's a Vacant Chair at Home Sweet Home. Tenor-baritone duet with orch.James-Shaw
- 4224 I Want to Know Where Tosti Went (When He Said "Good-Bye") (From "Broadway Brevities of 1920"). Baritone with orch.Ernest Hare
My Home Town Is a One Horse Town. Tenor duet with orch.Billy Jones-Ed. Smalle
- HAWAIIAN SELECTIONS**
- 4225 On Hilo Bay. Hawaiian guitar duet,
Ferera-Franchini
On the Beach at Waikiki. Hawaiian guitar duetFerera-Franchini
- DANCE AND INSTRUMENTAL**
- 4210 Darling (Intro. "Come to the Moon"). Medley, fox-trot.Harry Raderman's Jazz Orchestra
Just Snap Your Fingers at Care (From "Greenwich Village Follies of 1920"). Fox-trot,
Lanin's Roseland Orchestra
- 4211 Margie. Fox-trotRega Dance Orchestra
Coral Sea. Fox-trot.Rudy Wiedoeft's Palace Trio
- 4212 Grieving for You. Fox-trot,
Lanin's Roseland Orchestra
Sweet Cuban Love. Fox-trot,
Harry Raderman's Jazz Orchestra

- 4213 I'm a Lonesome Little Rain Drop (From "Greenwich Village Follies of 1920"). Fox-trot.Joseph Samuels' Jazz Band
I'll Buy the Blarney Castle. One-step,
Green Brothers' Novelty Band
- 4214 I Want to Go to the Land Where the Sweet Daddies Grow (Intro. "All the Boys Love Mary"). One-step.Rudy Wiedoeft's Palace Trio
Peacock Walk. Fox-trot,
Harry Raderman's Jazz Orchestra
- 4216 Why Did You Leave Me? Fox-trot,
Joseph Knecht's Waldorf-Astoria Dance Orchestra
Toreadora. Fox-trot. Harry Raderman's Jazz Orchestra
- 4217 If a Wish Could Make It So (Intro. "We've Got Something") (From Musical Play, "Tickle Me"). Fox-trot,
Joseph Knecht's Waldorf-Astoria Dance Orchestra
The Wedding Blues" (From Musical Comedy, "Pitter Patter"). Fox-trot,
Lanin's Roseland Orchestra
- 4218 Hop, Skip and Jump (with incidental saxophone by Nathan Glantz). Fox-trot,
Rega Dance Orchestra
For Every Boy Who's on the Level (Intro. "Good-bye, When I Say Good-bye to You"). One-step.Harry Raderman's Jazz Orchestra
- 4219 In My Sweet Little Alice Blue Gown. (Intro. Chorus of "To Be Worthy") (From Musical Comedy, "Irene"). Waltz,
Joseph Knecht's Waldorf-Astoria Dance Orchestra
Pretty Miss Virginia. Waltz. The All-American Five
- 4220 Zowie. Fox-trot.Joseph Samuels' Jazz Band
Amorita. Fox-trot.Green Brothers' Novelty Band
- 4227 Sleepy Hollow (Where I First Met You). WaltzOkeh Marimba Band
The Hula Blues. Fox-trot.Okeh Marimba Band
- 4226 Colonel Bogey March.Conway's Band
Battleship Connecticut March.Conway's Band

ARTO RECORDS

DANCE RECORDS

- 9036 Beautiful Faces Need Beautiful Clothes. Intro.: "Rock-a-bye Lullaby Mammy." Medley Fox-trotErnie Cutting's Melodists
Rose. Fox-trot.Ernie Cutting's Melodists
- 9037 You Oughta See My Baby. Fox-trot. Chorus: sung by Jack Landauer.ARTo Dance Orchestra
Just Snap Your Finger at Care, From "Greenwich Village Follies of 1920." Intro.: "Love Flower." Medley Fox-trot,
Selvin's Novelty Orchestra
- 9038 I Never Knew I Could Love Anybody Like I'm Loving You. Fox-trot. Chorus sung by Bob MillerSociety Symphonic Orchestra
Why Don't You? From "Afgar." Intro.: "Feather Your Nest." Medley Fox-trot,
Selvin's Novelty Orchestra
- 9041 Left All Alone Again Blues. From "The Night Boat." Fox-trot,
Joseph Samuel's Dance Orchestra
Bo-La-Bo. Egyptian Fox-trot,
Raderman's Dance Orchestra
- 9042 Whose Baby Are You? From "The Night Boat." One-stepBilly Murray's Melody Men
Dardanella. Fox-trot.Rudy Wiedoeft's Trio
- VOCAL RECORDS**
- 9039 Ob Gee! Say Gee! You Ought to See My Gee GeeBilly Jones
Rosie, Make It Rosy for Me.Billy Jones
- 9040 My MammyErnest Hare
Bright EyesArthur Hall
- 9043 Matrimonial Difficulties. Darkey comedy conversationBilly Golden-Billy Hughes
I Want a Jazzy Kiss.Arthur Collins-Byron Harlan
Down Barcelona Way.Arthur Collins-Byron Harlan
Shades of Night.Sterling Trio
- 3053 Tell Me, Pretty Maiden. From "Florodora." ARTo Light Opera Singers
In the Shade of the Sheltering Palm. From "Florodora"Elliott Shaw

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