

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, February 15, 1921



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

Supreme in Tone and Design

DEALERS who handle the Sonora today know why it has such a hold on the public. Sonora is extensively and forcefully advertised, but this isn't the real secret of its success. What then is? *Clear, obvious, undeniable superiority!* Sonora has always been first to introduce important improvements.

The Sonora is unique in having won the highest score for tone at a great international exposition against all competitors. It was the first phonograph to play ALL MAKES of disc records without extra attachments and *doesn't limit the owner to the products of one maker.*

Sonora has more important features than any other phonograph. Some of these are:

Extra-long-running, powerful, silent *motor.*

Tone control at the sound source, the correct place.



Minuet

Sonora was the first phonograph to have an *all wood* sound amplifier.

Magnificent *design* and cabinetry.

Effective, simple *automatic stop.*

Convenient *envelope filing system.*

Motor meter which tells how many more records can be played without rewinding.

ALL BRASS tone arm to secure the finest tone, instead of a cheap zinc-lead-tin casting.

Cabinet panels of *wood 3/4" thick* instead of 3/8" like many other makes.

Remember—Sonora is licensed and operates under BASIC PATENTS of the phonograph industry and Sonora dealers are not troubled by patent litigation.

For particulars regarding an agency write today.

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 INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



The Talking Machine World

Vol. 17. No. 2

New York, February 15, 1921

Price Twenty-five Cents

C. N. ANDREWS NOW SOLE OWNER OF BUFFALO BUSINESS

Buys Interest of His Brother in This Well-known Victor Distributing Institution—Plans Better Service for Talking Machine Trade of Northern New York Where Possible

BUFFALO, N. Y., February 4.—On February 1 Curtis N. Andrews, of W. D. & C. N. Andrews, announced to the trade that he had bought over the business from the senior partner, W. D. Andrews, and also announced that the firm would be known in future as Curtis N. Andrews. Although a change in the name has taken place, Curtis N. Andrews assures the trade generally that the same co-operation and service will be extended as formerly, only in a greatly increased way.



C. N. Andrews

The firm of Curtis N. Andrews had its birth under the name of W. D. Andrews, in 1906, when it was located at Seneca and Wells streets. W. D. Andrews, who before that time had established the corporation of W. D. Andrews Co. in Syracuse, saw the great possibility of a Victor wholesale enterprise in Buffalo. C. N. Andrews became connected with the firm at the time of its inception in Buffalo.

In 1909 the firm moved to 632 Main street,

where it occupied much larger space and was doing both a retail and wholesale business. A few years after moving to this location the firm was changed to W. D. & C. N. Andrews, C. N. Andrews becoming a partner.

The continued growth of the jobbing business necessitated the enlargement and rearrangement of its quarters, and in March, 1919, it was necessary to discontinue the retail business in order to devote every effort to wholesaling so as to give dealers the best type of service.

On July 1, 1919, the organization again moved, this time locating at Pearl and Court streets, which is in the very heart of the city. In this new building, which the firm owns, they at present occupy three entire floors, devoted exclusively to Victor wholesaling.

With the firm coming under the ownership of Curtis N. Andrews, there is no question but that better service than ever will be rendered to the Victor dealer, where this is possible. Having been born in upper New York State, and having lived there all his life, Mr. Andrews thoroughly understands the buying psychology of the people of the upper New York region. He has devoted practically his entire business career to Victor merchandising and there is no question but that Mr. Andrews is extremely well fitted to meet conditions.

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Eleven Months Ending November, 1920, Total \$7,153,487

WASHINGTON, D. C., February 6.—In the summary of exports and imports of the United States for the month of November, 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 November, 1920, amounted in value to \$63,882, as compared with \$44,488 worth which were imported during the same month of 1919. The eleven months' total ending November, 1920, showed importations valued at \$815,469, as compared with \$490,410 worth of talking machines and parts during the same period of 1919.

Talking machines to the number of 9,796, valued at \$397,426, were exported in November, 1920, as compared with 6,535 talking machines, valued at \$343,896, sent abroad in the same period of 1919. The eleven months' total showed that we exported 79,530 talking machines, valued at \$3,694,731, as against 58,871 talking machines, valued at \$2,161,295, in 1919, and 59,604 talking machines, valued at \$1,772,716, in 1918.

The total exports of records and supplies for November, 1920, were valued at \$378,087, as compared with \$488,445 in November, 1919. For the eleven months ending November, 1920, records and accessories were exported valued at \$3,458,756; in 1919, \$3,311,098, and in 1918, \$2,104,778.

MUSIC WHILE YOU WAIT

Early Morning Travelers To and From the Railroads Hear Caruso for a Nickel

Early morning workers who cross the Bay to the Jersey side have music while they wait in the terminals for trains to take them to the outlying factory towns and cities. Many of them have some time to spare and the result is music.

At the Central Railroad of New Jersey terminal there are two big automatic phonographs. Their records consist of everything from jazz to opera by musical comedy singers and famous artists. For a nickel the early workers listen to Caruso while waiting for the 7:15. A railroad attache says that every morning there is a concert, and sometimes opposition ones, for the workers always come with enough nickels to keep the machines working until the trains depart.

The Tiphany Phonetic Corp., New York, has been incorporated with capital stock of \$4,000,000, to engage in the manufacture of phonographs. The incorporators are J. R. Jentes, W. W. Staub and C. B. Bash.

TO OPEN NEW STORE IN BROOKLYN

Schwartz, Kramer & Jelling, Inc., to Open "The Brunswick Temple of Music" at Kings Highway on or About March First

Schwartz, Kramer & Jelling, Inc., represent the latest addition to the piano and talking machine houses of Brooklyn, N. Y., having just leased a large store at Kings Highway and Coney Island avenue, that city. The new concern has adopted for its store title "The Brunswick Temple of Music," but although the Brunswick phonographs will be featured very strongly, pianos and musical merchandise generally will also be handled.

The new store, which will be opened on March 1, is now being equipped and decorated. A number of soundproof booths are being installed and the general decorative design is in the Greek-Gothic style.

Milton Kramer, vice-president and general manager of the company, is well known in the local trade, having been connected with the wholesale and retail talking machine business for a number of years.

ASK RECEIVER FOR ATLANTA HOUSE

Petition Filed Against Southern States Phonograph Co. by Several Creditors

ATLANTA, GA., February 4.—An involuntary bankruptcy suit, accompanied by a petition for the appointment of a receiver, was last month filed in the bankruptcy division of the United States Court, in this city, against the Southern States Phonograph Co., Inc., a company organized in Atlanta several months ago for the purpose of manufacturing and distributing phonographs and records.

The suit was filed through Attorney William A. Fuller, counsel for the petitioning creditors, the principal one being Rhett, O'Beirne & Lockridge, an insurance partnership, with claims of \$1,165.91 against the corporation, which has offices in the Arcade Building and a large factory and warehouse on Marietta street. Judge Samuel H. Sibley set the hearing for a receiver.

Few of the golden opportunities we hear about would stand the acid test.

The Industry Is Facing a Period of Genuine Development

AMERICAN industries as a whole have just been going through a most strenuous period, and although at no time has the situation suggested a panic, there developed conditions nevertheless that shook the stability of more than one line of business. Apparently the talking machine trade has been one of those to come through the period of uncertainty with comparatively few scars, despite the talk of pending catastrophes which only a short time ago was heard frequently.

Considering the point to which the industry has developed during the past few years, and the conditions under which it developed, there has been shown a stability that is indeed gratifying. Not that there have been no failures, but these failures have been comparatively few and, with one or two exceptions, of a character to arouse little apprehension. In some quarters there has been a tendency among some of the weaker members of the trade to fold their business tents, as it were, and silently steal away, but this thinning out and a clearing up of unsound institutions will unquestionably

work to the betterment of the trade when things finally adjust themselves.

That the talking machine trade, both in the manufacturing and retail ends, has not lost its allurements for those seeking business opportunities is indicated by the number of new concerns which have announced their intention of invading one or another branch of the field. In the most places the announced capital is of sufficient size to indicate that the "shoe string" era has passed, and that these coming trade factors are working on the idea of permanence.

Having proven its stability, it would seem that the talking machine trade has before it a period of genuine development along lines that will insure the maintenance of that stability. The oft-repeated claims that the industry is still in its infancy may be considered by now somewhat exaggerated, but the man who cannot see before the trade most attractive opportunities for development is certainly lacking in vision.

Ideas for Increasing Interest in the Sales of Talking Machine Records :: :: By Frank H. Williams

Everyone who owns a talking machine is, or should be, interested in hearing the new records as they come to the dealer's store and in learning what are the favorite records of other owners of talking machines.

But the fact remains that only a comparatively small percentage of people owning talking machines make a practice of going to the dealer's store regularly every month and listening to a demonstration of the new records. It is also true that there isn't the interest there should be in knowing what are the biggest sellers among the new and old records and just what records make the biggest hit with local folks.

It would seem as though in these facts there lay a splendid opportunity for the furniture store which deals in "talkers" and records or the straight talking machine dealer to stir up a lot of interest in records which will focus a lot of attention on the store and boost the store's record sales appreciably.

Aside from personal invitations and record recitals there are a number of inexpensive and easy ways in which a store might stir up such interest and increase its sales. For instance, the store might inaugurate a school stunt along these lines:

The dealer might take an instrument around to one or two schools which didn't own talking machines and might play some of the best-known old-time songs for these schools at the regular daily assembly. This in itself would be a good stunt, as it would make the children talk about the entertainment and thereby implant in their homes the germ of a desire to own machines. The dealer would be also demonstrating to the schools the immense advantages of owning machines.

If all the schools in the city already own machines then the dealer might simply take the records to some one or two of the most prominent schools and play them on the school machines at the assembly periods. Then, while the selections were being rendered, the demonstrator would gauge the amount of applause each selection received. In this way it would be found which of the selections were most popular with the schools. After finding out which of the records were the most popular the store might make a window display of all the records

used in the demonstration and then give point to the display by the use of a placard reading like this:

"What Is YOUR Favorite Old-time Song?"

"Look at the records in this window. We played them at the Jefferson and Bloomingdale schools this week. And the records which got the greatest applause from the children were:

"'Home, Sweet Home,' and 'My Old Kentucky Home.'"

"Rather a surprising selection, isn't it? Are these two YOUR favorite selections? Which two of the records shown in this window are YOUR favorites?"

"Come in and let us play these records for

*The Dealer Who Will
Win in Record Sales
Is He Who Employs
Distinctly Original
Exploitative Methods*

you and also any other records you'd like to hear. Tell us what records you like, so that we can tell the rest of the local public what this city's favorite old-time songs are."

Such a stunt would be sure to attract a lot of attention and would also make a lot of people want to register their selections with the store. And if the store offered to give free five records to the persons naming the record which received the greatest number of votes then the interest in the affair would be quite largely increased.

Suppose, again, that the dealer interviewed some of the leading citizens of the town and secured from them expressions as to what old-time and modern songs and musical selections they prefer. And suppose that he placed in the show windows of his store the various records named by these citizens and attached to each

record a card bearing the name, address and business occupation of the man or woman naming that particular record as his or her favorite. And suppose that point is given to this exhibit by a placard placed in the middle of the window reading about like this:

"What are YOUR favorite talking machine records?"

"Here are some of the records favored by leading local citizens.

"Are these records also YOUR favorites? Or do you prefer some entirely different songs and musical selections?"

"Come in and tell us what records you like and then let us play for you the selections shown in this window. You'll be very much interested in hearing the music that especially appeals to the leading bankers, leading club women of the city and others."

Wouldn't a stunt of this kind stir up a lot of interest and make the store very extensively talked about. And wouldn't such word-of-mouth advertising be a mighty good thing for the store and tend to boost its business? And wouldn't the bringing of many new people into the store also tend to popularize the establishment and to increase its new business?"

People are always interested in stunts of this kind. They are so intimate and personal and so strictly home-town stuff that it is only natural for folks to have their attention attracted to them and to then talk about them extensively.

Furthermore, a stunt of this character is the very sort of thing that would make a splendid "feature" story for a newspaper and it is quite likely that some one of the local newspapers would be glad to seize on the idea and play it up in a special feature article.

Here's still another way in which the alert dealer might stir up additional interest in new and old-time records:

Suppose that the store from month to month told about the records of which it had sold the greatest quantity during the previous month. Such information might be given in two sections—one section telling about the best-selling old-time records and the other telling about the best-selling new records. Six best sellers in each section might be given and some of the reasons why folks purchased these records

(Continued on page 6)

NYACCO Albums At Pre-War Prices



Sacrificing entire stock at less than to-day's market prices.
F. O. B. New York or Chicago.

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

New York Album & Card Co.

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

FEATURES why NYACCO ALBUMS are the BEST as already proven by their great demand

1. Solid wood back re-inforced with cloth hinges which holds back firmly to the cover.
2. Two-in-one pockets secure each envelope from coming apart.
3. Each side edge metal piece reinforced by steel nails into the solid wood back together with staples that secure the pockets are made all-in-one.
4. Pockets can easily be removed by lifting staples from their places, new leaves can be inserted and the staples placed into position again by pressure of the thumb.
5. Specialize in making a ten-inch pocket into a twelve-inch cover, giving cabinet uniform appearance when equipped with ten and twelve-inch albums.
6. The pockets lie perfectly flat when the book is opened.

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 is self-evident

It is the supremacy of achievement---
of great things actually accomplished.

And it brings success to Victor
retailers everywhere.

"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 Ma-
 chine Co.
 The Eclipse Musical Co.
 Columbus, O.The Perry B. Whitsit Co.
 Dallas, Tex.Sanger Bros.
 Denver, Colo.The Knight-Campbell Music
 Co.
 Des Moines, Ia....Mickel Bros. Co.
 Detroit, Mich.Grinnell Bros.
 Elmira, N. Y.....Elmira Arms Co.
 El Paso, Tex.....W. G. Walz Co.
 Honolulu, T. H....Bergstrom Music Co., Ltd.
 Houston, Tex.The Talking Machine Co. of
 Texas.
 Indianapolis, Ind...Stewart Talking Machine Co.
 Jacksonville, Fla...Florida Talking Machine Co.
 Kansas City, Mo...J. W. Jenkins Sons Music
 Co.
 The Schmelzer Co.
 Los Angeles, Cal...Sherman, Clay & Co.
 Memphis, Tenn. ...O. K. Houck Piano Co.

Milwaukee, Wis. ..Badger Talking Machine Co.
 Minneapolis, Minn..Beckwith, O'Neill Co.
 Mobile, Ala.....Wm. H. Reynolds.
 Newark, N. J.....Collings & Co.
 New Haven, Conn..The Horton-Gallo-Creamer
 Co.
 New Orleans, La...Philip Werlein, Ltd.
 New York, N. Y....Blackman Talking Mach. Co.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 Charles H. Ditson & Co.
 Knickerbocker Talking Ma-
 chine Co., Inc.
 Musical Instrument Sales Co.
 New York Talking Mach. Co.
 Ormes, Inc.
 Silas E. Pearsall Co.
 Omaha, Nebr.Ross P. Curtice Co.
 Mickel Bros. Co.
 Peoria, Ill.Putnam-Page Co., Inc.
 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.Koerber-Brenner Music Co.
 St. Paul, Minn....W. J. Dyer & Bro.
 Syracuse, N. Y....W. D. Andrews Co.
 Toledo, O.The Toledo Talking Machine
 Co.
 Washington, D. C..Cohen & Hughes.
 E. F. Droop & Sons Co.
 Rogers & Fischer.



Victrola VI, \$35
Mahogany or oak



Victrola IX, \$75
Mahogany or oak



Victrola 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.



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

IMPORTANT TO THE TALKING MACHINE TRADE



SELECTING THEIR FAVORITES

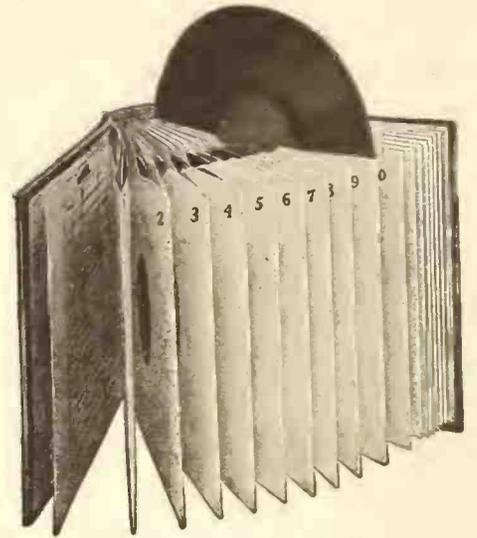
NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.
CHICAGO OFFICE: 508 South Dearborn Street

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

INCREASING INTEREST IN RECORDS

(Continued from page 4)

might be added. For instance, in the new records section it might be stated that some of the reasons given by purchasers for securing these particular records were as follows:

"I'm buying this record because it is a peach of a one-step."

"It seems to me that everybody's buying this record nowadays and I want to be on the band wagon."

"I'm simply crazy about this record."

"I think this is the catchiest tune I've ever heard."

And some of the reasons assigned for purchasing the old-time records might be summarized as follows:

"This always was one of my favorite selections and now that we have a talking machine I want to play it often."

"I heard this melody when I was a boy and I've always desired to be situated so that I can hear it frequently."

INCORPORATED

The Sterling Art Co., of Brooklyn, was incorporated at Albany recently with a capital of \$25,000 for the purpose of dealing in phonographs. Those interested are Archiland M. Llano and Wm. A. and Ruth Price, 189 East Eighteenth street, Brooklyn, N. Y.

A man's wealth depends not so much on what he has as on what he could do without.

INCREASE CAPITAL TO \$10,000,000

Heywood Bros. & Wakefield Co. Expand Capital to Conformity With Increasing Business

Heywood Bros. & Wakefield Co., manufacturers of talking machines and furniture, have certified with the authorities of the State of New Jersey to an increase in capital stock from \$7,000,000 to \$10,000,000, divided into 100,000 shares at \$100 each, 60,000 common and 40,000 preferred stock.

GETTING EYES ON THE BULLETINS

Interesting Suggestion to Attract Attention of People Who Pay Instalments on Purchases

A large majority of the talking machines bought by women are sold on instalments, says Buy at Home News, and it is usually a woman who brings down her account book and pays the monthly instalments. For that reason at either side of the cashier's window there is a bulletin of the new records for the month. The customers' eyes fall on these while their receipts are being made out, with the result that additional sales are made.

The Kingsbury Music Co., of Denver, Col., has been appointed Victor dealer. This business is owned by Miss Marion Kingsbury, who at one time was a member of the Metropolitan Opera Co., and who intends to conduct a very artistic establishment devoted to music and its exploitation.

NEW VICTOR STORE IN CLEVELAND

Nela Park Music Shoppe Opens Attractive Establishment in East End of City Which Is Controlled by A. Finesilver

CLEVELAND, O., February 5.—A very important addition to the retail Victor stores in this city is that just opened by the Nela Park Music Shoppe, which is controlled by A. Finesilver, who was formerly with the Hippodrome orchestra. The new establishment is located in the East End and is adjacent to some of the largest manufacturing establishments in the city, notably the National Lamp Works of the General Electric Co., as well as several high-class resident suburban communities. Edward B. Lyon, sales manager of the Eclipse Musical Co., Victor wholesaler, co-operated with Mr. Finesilver in the arrangements for the opening as well as the general details of the interior construction.

IN THE MARKET FOR MACHINES

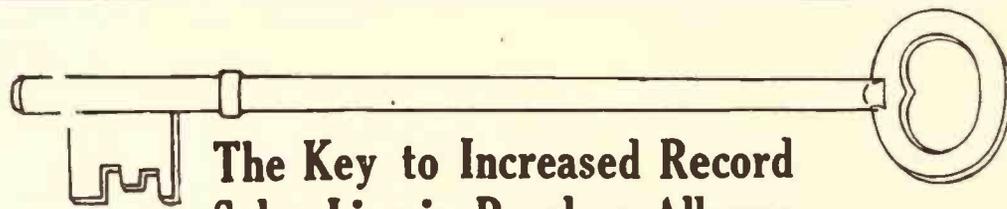
Augusto Marin, manufacturers' agent and merchandise broker, located and operating in Aguadilla, Porto Rico, W. I., writes The Talking Machine World as follows: "I am in the market for some talking machines. Please ask American manufacturers to send catalog, prices and discount to me direct." Mr. Marin's address is P. O. Box 125.

James Pawley, talking machine dealer of Pleasantville, N. J., has secured larger quarters in the Red Men's Hall Building in that town.

Peerless Metal Back Album



Write for particulars about this indestructible album.



The Key to Increased Record Sales Lies in Peerless Albums

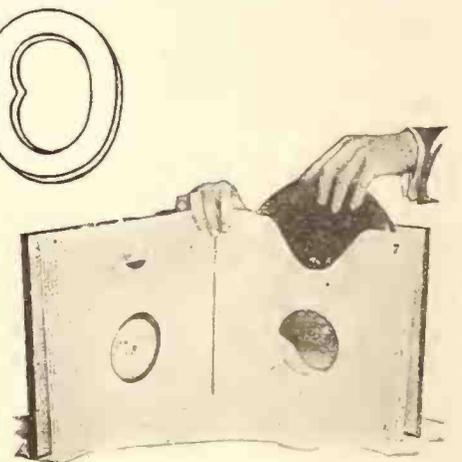
Let us show you how to increase your record business through the application of Peerless Albums and our sales suggestions.

Now that we are thoroughly established in our new home, right on Broadway, we wish to extend a standing invitation to the trade to call upon us when in town.

Our new plant and equipment marks a development which furthers our slogan of "Peerless quality and service."

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.

once the carrying out of a program that should bring definite results in a comparatively short time. After all, the dealers in everything musical, whether pianos, talking machines or ukuleles, are working in a sense to a common end, and are joined together by a certain bond of sympathy, and when there comes time for action the work of a united industry is naturally more effective than the independent efforts of several disjointed sections. This is a point worth thinking about.

As a matter of fact, the name "National Association of Music Merchants" was adopted to supersede the previous title of "The National Association of Piano Merchants" with a definite idea in mind of bringing into the association talking machine men, inasmuch as the majority of the piano retailers handle talking machines, and a discussion of talking machine problems would therefore find a fitting place in the association councils.

Just at the present time the National Association of Music Merchants is officially recognized as the retail division of the Music Industries Chamber of Commerce, with which a number of the leading talking machine manufacturers, as well as the leading talking machine jobbers, are officially affiliated. It might be that to make unnecessary the formation of a new talking machine dealers' organization certain changes in the existing association might be desirable in order to meet certain specific requirements of talking machine men. That is a matter that could easily be decided.

Meanwhile, the question is for the retailers to get together in some way or another for the purpose of protecting their interests in various directions, in the matter of Federal tax legislation, for instance, and for improving general trade conditions when such improvement seems possible. If only the spirit of camaraderie is developed among the members of the trade any association fulfils a definite and useful purpose.

CURBING ACTIVITIES OF "GYP" DEALERS

THE retail talking machine trade, in the larger cities particularly, has suffered more or less from the operations of "gyp" dealers for several years past, and despite the efforts that have been made to curb the activities of these "private house" or "storage" specialists they have continued to flourish to an annoying degree in one form or another. The enforcement of local ordinances and State laws has served to discourage the practice of using the names of standard machines to market inferior products, but false statements regarding values have still persisted.

The recent decision of the Federal Trade Commission against a group of Chicago operators working under the names of various storage companies, in which the defendants were found guilty of unfair methods of competition in interstate commerce and were ordered to discontinue their methods, should serve to discourage "gyp" dealers in other sections to a large extent. The defendants claimed that they were selling "\$250-size" phonographs which were

in storage, and of which there were only a limited number, at the "special price" of \$69.50. The Commission found that the special price quoted was the usual resale price of the instruments and that they were not in storage but were manufactured by the defendants, and that the quantity was not limited. The other advertised statements were, so far as is known, correct.

The prosecution of the Chicago people resulted from a complaint filed by the Better Business Bureau of the Music Industries Chamber of Commerce, which has on several occasions put a stop to questionable methods of talking machine advertising and selling, either through moral suasion or by the bringing of legal action. Its work in this connection is worthy of the highest praise.

SOME DEVELOPMENTS OF INTEREST

ACCORDING to authoritative reports from the great furniture market in Grand Rapids the competition in the matter of talking machine production offered by furniture manufacturers seems to have reached its peak. During the past few years furniture factories have been handling an increased volume of talking machine business, either as marketers of complete machines or as suppliers of cabinets for those who themselves market machines.

In some cases the manufacture of furniture was discontinued entirely in order that entire plants might be given over to talking machine cabinet production, and even with these great facilities cabinets for a time were difficult to obtain. It now seems that a number of furniture manufacturers have sensed a change in conditions and decided to go in again for furniture, with cabinet production largely eliminated, and the manufacture of completed instruments continued as a subsidiary enterprise.

This change in front has not come suddenly, but was heralded close to a year ago and efforts of certain manufacturers to tie up furniture plants on big cabinet contracts met with little or no success. The reason assigned for the change by some furniture men is that the newer talking machine companies who felt that their success would be permanent have either increased their own cabinet-producing facilities or have equipped their own cabinet-making plants, which meant that the furniture man was left high and dry when existing contracts ran out. To have held on to the cabinet business indefinitely would have meant that the furniture men must go back into furniture production suddenly and be called upon to re-establish their furniture markets under strong competition.

There are, of course, a number of furniture manufacturers who will continue marketing complete machines of their own production that have been manufactured along correct lines and have won a substantial reputation and a market for themselves. These are the men who had vision and faith in the talking machine industry, and who, moreover, possessed the good judgment to use their own names on the products turned out by their factories. The development is an interesting one and provides food for thought.

Ormes
Really
Means
Exceptional
Service



"HITCH YOUR WAGON TO A STAR"

is a maxim that has been handed down from generation to generation. The exclusive Victor retailer well appreciates the value of this saying.

As the year progresses we believe that the exclusive Victor retailer will reap what he has sown in energetically featuring Victor merchandise exclusively.

Ormes service will assist their dealers in every way possible consistent with good merchandising

ORMES, Inc.

103 E. 125th St. Wholesale Exclusively NEW YORK

Why People Buy by Mail, With Suggestions for Meeting Mail Order Competition :: D. G. Baird

By
D. G. Baird

The people of this country are addicted to the mail order habit. If any one doubts this statement let him consider the fact that one mail order house alone sold more than a quarter of a billion dollars' worth of goods last year. In other words, this one company did a business equal to a \$2.50 sale to every man, woman and child in the United States last year.

And this is just one mail order house—the largest one in the country, it is true, but there are many mail order houses in America. And they are all doing business. Yes, they are doing business and they are doing it in my town and in your town, Mr. Dealer.

The merchants in a small town in Kansas got together some time ago and determined to find out just how much money was leaving their town that ought to be kept there. They went to the post office, the express office and to the banks and made inquiries. And they got some astounding figures! They couldn't get the names of those individuals who were patronizing the out-of-town stores, of course, but they could get facts on the volume of business being done in their town by their absentee competitor.

One of the leading bankers of the town stated his position on the subject when he said to the committee that had called to interview him: "Gentlemen, I had rather have the amount of money sent through this one bank for goods bought out of town than to have the receipts of any one of your stores."

Why Do They Do It?

These are not pleasant facts to the honest dealer who is trying to give honest service and to earn an honest living. But, as the old saying has it, "Facts are facts and figures are figures,"

and there is no reason to deny either. Neither does it do any good to bewail the facts or to get mad and "cuss" the mail order houses or the ones who patronize them. It behooves us, rather, to study the situation and try to learn whether or not there is any cure for the affliction.

Why do our fellow citizens buy by mail instead of buying from us?

A little thought will furnish several reasons.

*A Mail Order House
Has No Method That
Cannot Be Duplicated
and Improved Upon by
the Local Dealer*

In the first place, these houses sell through their catalogs in which they have pictured and described their goods. These catalogs are sent out through the mails into the homes of the people and the people study them. Every member of the family turns through the catalog time and again, looking and looking, with an especially long look each time at some coveted article. The result is a very natural one—the looker becomes a buyer.

The ones who prepare the mail order catalogs are specialists in their fields and they turn out a product that fully meets the four fundamentals of advertising. The big book of itself catches the attention, aided, perhaps, by some curiosity to know just what it has to offer. Desire is aroused by looking at the displays and conviction is borne in upon the looker by the splendid descriptions and expositions given of the goods. The prospect is moved to action by the fact that he desires the goods and believes that he can get them cheaper from the mail order house.

A dealer in washing machines, writing in a trade periodical, tells of his experience in dealing with a citizen of his town who was known to be a confirmed patron of the mail order house. The dealer, on hearing that this gentleman was in the market for a washing machine, decided to go after the business.

He invited the customer to come to his store and look over his stock. The latter came and was shown the local merchant's washing machine and was told of its many excellent features. "At least," says the dealer, "I told him *all I knew* about it." (The italics are his, too.)

"Then," continues the dealer, "he started in by asking a few questions about the washer and in half an hour he had told me more about washing machines than I had ever heard or dreamed of. Finally I asked him where he had learned the washing machine business. He hadn't learned it, he said, but he knew all about 'em—from their most inward and basic principle to the outside finish—from reading mail order catalogs."

Yes, the mail order house advertises. And it doesn't stop with advertising through the me-

STATEMENT

Okch Records have proven themselves!

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

SUGGESTION - Try KENNEDY-GREEN service in connection with

Okch Records
DEAN NEEDLES, etc.

ANOTHER SUGGESTION - Write

KENNEDY-GREEN COMPANY

1865 Prospect Avenue

Cleveland, Ohio

AND SEE WHAT HAPPENS

dium of its catalog. In every Sunday paper in my town appears a full-page advertisement of talking machines and another of an encyclopaedia. We are not concerned about the latter, but we are about talking machines.

The fact that the mail order house advertises is not, of course, anything new or startling, but the point is this: The mail order house lets the people know that it has the goods. And how often it happens that the local dealer does not let the people know that he has the goods!

The representative of a publishing house that does some business by mail tells this story. His house had advertised a book on business management and in reply several department store executives throughout the country ordered the book by mail. In each case the store was a customer of the publisher's and carried in stock the book which the executives ordered.

From the same towns where department store officials had ordered this book came other orders in sufficient numbers to have amply justified the expense of advertising the book in the local papers. So this publicity got the business not only of the people in the communities who should have bought from their dealers, but of the dealers themselves!

Now if the head of a department store will not take the trouble to learn whether or not his own store carries in stock a book he wants, but goes ahead and orders it direct, how can we expect the customers to come looking through our dusty rows of records to learn whether we have what they want when it is so easy to order it by mail?

Still another reason why so many people buy by mail is the fact that all goods are marked in plain figures. They don't have to ask the price on one or several articles. They don't have to ask why one article is higher than another—they are told in the text. They are not hurried in making their choice. They can take their time and think things over—talk the matter over with other members of the family maybe—then make up their minds as to whether they shall buy.

And when they do buy they feel sure that they are getting the goods much cheaper than they could buy them from their dealers. This, after all, is the greatest reason why people buy by mail. Oh, yes, no doubt they are mistaken—but do they know that they are mistaken?

And, finally, when they send their orders off they know that if they are not satisfied they can get their money back without question. True, they may experience some annoyance and inconvenience in obtaining refunds, but they feel sure that it will be all right.

Wherein They Are Mistaken

The people who buy by mail are, of course, mistaken in many of their beliefs concerning mail order goods and service. They frequently do not consider the fact that prices are f. o. b. the factory and that freight and drayage are pretty high these days. Nor do they seem to understand that the mail order houses are enabled to make the prices they offer only because they buy in large quantities and employ cheap labor in their factories. In other words, the mail order house is able to sell cheaper because it buys in a big way, crowds the manufacturer on prices and then does business with a minimum overhead.

Again, the people feel sure that if they are dissatisfied with the goods they may return them and their money will be cheerfully refunded. This may be true, but as a matter of fact refunds are invariably made in the form of an order for merchandise of equal value. Then if the customer sends this back and asks for a postal money order they will probably send him an express money order or a cashier's check; or if he asks for one of these they will very likely send him a postal money order. Considerable annoyance is frequently experienced in this way.

Then, too, many a customer has ordered goods from a mail order house and has had to wait so long for them that he didn't need them when at last they did arrive.

Meeting Competition

These are true facts. But do the people know that they are true facts? And if they don't know this why don't they know it?

We don't like to "knock" any one's business, but here is a situation that demands action of some kind. The local dealer is certainly entitled to the business and has right on his side from every standpoint. Couldn't we then compare prices a little and point out a few cases in which we excel the mail order house?

One dealer who handles electric lamps and fixtures in a Western city was selling a certain lamp that cost him \$2.75 for \$5 and putting it up in the customer's home when he was surprised to learn that a mail order house was selling the same lamp for \$6.95 and the customer paid the express and had to install it himself.

This is a daily occurrence in every town in the country. The mail order house handles some standard goods, as a rule, and it usually charges as much or more for such goods as the dealer charges. Why not get a catalog and make some comparisons?

The methods adopted by the mail order houses get the business, but they have no methods that dealers cannot duplicate and improve upon.

Take the matter of creating desire, for example. The mail order house depends upon its attractive pictures and descriptions to arouse desire. But the dealer has the privilege of displaying the actual goods in his show windows and of picturing them in his advertisements.

The catalogs give good descriptions and construction talks on goods, but how much better the dealer can do this in personal conversation with the prospect! The dealer must, to be sure, know his goods. If he does not know his goods he will find himself in the predicament of the dealer who tried to sell a washer to one who knew more about the machine than he. This is the dealer's business; he should know his goods.

The local dealer can guarantee satisfaction or money back and can live up to his guarantee without inconveniencing his patrons in the way the mail order houses do.

The dealer has the advantage in every respect. Let him make the most of this advantage and the receipts of his out-of-town competitor will not be so large this year.



AN AMERICAN WALNUT PHONOGRAPH CABINET



For Phonograph Cabinets

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

Write for data for makers or data for dealers and the "Brochure de Luxe" for your salesmen.

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION, Room 1022, 616 South Michigan Boulevard, Chicago, Illinois

Here's Your Chance

Big March 59c Sale

To keep the Columbia Record Catalog within a reasonable size, we *must* retire certain records. Many of these are still popular enough to sell quickly at a popular price. Here's your chance. Never in the history of the music business have Columbia dealers been able to sell such good records at so low a price with a big advertising campaign to help them.

Limited Supply

Within a few days you will receive our Retired Record List, which will give you the full list of records to be sold at 59 cents. If you need more of these 130 numbers, you can get them from our Branches at 59 cents, less your regular discount. We have discontinued the manufacture of these records, so the supply is limited.

Recent Releases

The majority of these records have been released within the last eighteen months. You'll find on the list selections by such artists as Al Jolson, Art Hickman's Orchestra, Van and Schenck, Harry Fox, Guido Deiro, the Paul Biese Trio, Ted Lewis' Jazz Band, Henry Burr, Campbell and Burr, the Peerless Quartette, Sterling Trio, etc.



COLUMBIA GRAPHOPHONE COMPANY
NEW YORK

Columbia

How the Show Window, "Your Silent Salesman," Can Help Develop Prosperity :: By Ellis Hansen

During the readjustment now taking place in almost all lines of business, progressive dealers in the music trade have no doubt given much thought to the task of improving and stimulating their business.

The splendid article by Bruce Barton in *Printers' Ink* (reprinted in *The World* this month) showing how salesmen can make prosperity, brought to my mind another kind of salesman that is just as important a factor for good or bad for the retail store as the traveling salesman described by Mr. Barton is to the jobber. This is the silent salesman—your show window.

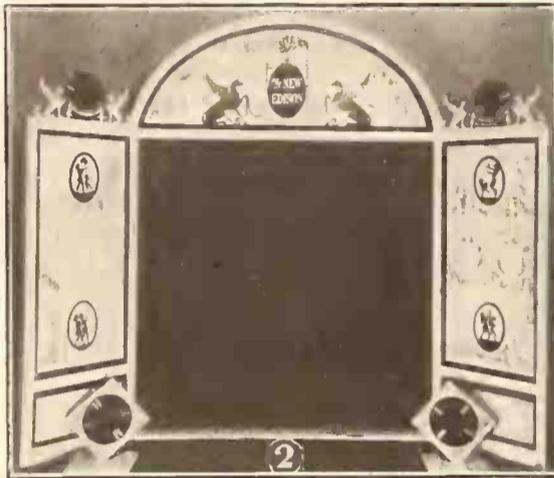
While some of the leading music stores

The makers of talking machines, records and player rolls are doing much to dispel such antiquated views and awaken the dealers' interest in making timely and interesting displays. To this end many have various kinds of window services, consisting of monthly lithographed show cards, hangers and display units that are sold to dealers at cost or sometimes

A sloppy, disorderly display, placed there perhaps by an indifferent office boy without the least regard for order, symmetry or artistic



Black and white dance record display designed by Ellis Hansen. Silhouettes cut out of black velvet, mounted on white silk panels. Background: pearl gray plush curtains. recognize the window as the most important part of the establishment and pay proper attention to their displays, there are still entirely too many dealers who only make a half-hearted

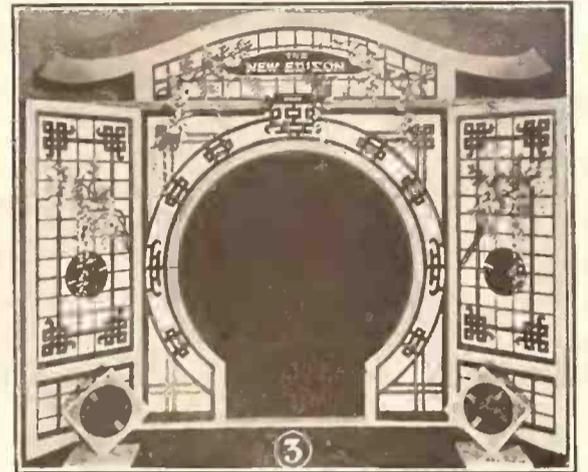


Display screen designed by Ellis Hansen for Adam period instruments. Color scheme: ivory, Nile green and black. Notice characteristic Adam ornaments.

given away. These could be of great service and very helpful to the dealer who would follow the directions given, using common sense and taste in the arrangement.

Manufacturers' Window Helps

Unfortunately the size and shape of windows differ so much that almost every dealer has a problem of his



A bit of old Japan, designed by Ellis Hansen. Color scheme: canary yellow with light green trellis. Japanese fretwork japanned black. Artificial wistaria branches over trellis with long sprays of delicate tinted pink flowers. Background: dark green plush.

conception, is a poor greeting and does not spell welcome for the music lover with money to spend for your merchandise. All these rather pertinent remarks lead up to the plan I like to suggest to dealers who believe in their "silent salesman" and would like to have really fine and attractive window displays.

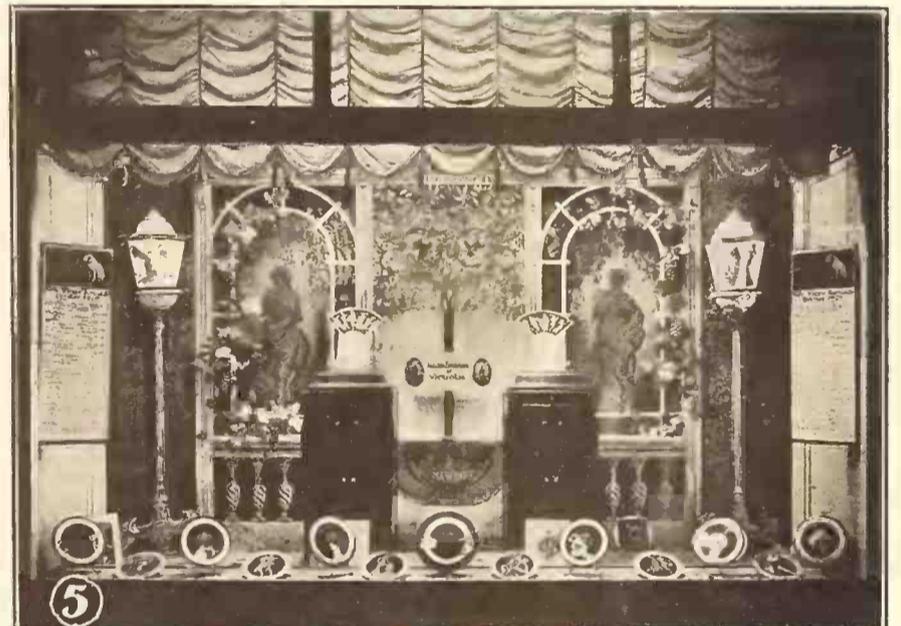
Almost every drygoods or hardware store that can boast of as few as half dozen people have their regular display man who strives to



Christmas display designed by Ellis Hansen. Corner window treatment showing two lines of instruments. Floor and all ornamentations are snow covered. Size of window 16x20 feet. Special stress is laid upon instruments to make capital on the "gift idea," eleven instruments being shown. Notice the effective use of floor lamps.

effort, if any at all, and look upon the show window as a mere concession to business—a disagreeable necessary evil that not only adds to the light bill, but makes the merchandise used for display shabby and dusty.

own. Professional jealousy makes it difficult for Brown to use the same display as Blank, his competitor, is using in the next block down the same street—and some dealers misuse these displays in a way that is positively depressing.



Fall opening display designed by Ellis Hansen, featuring records from Morris Gest's production of "Aphrodite"—the greatest feature of this extravaganza was the Russian Ballet arranged by Michel Fokine, said to be the creator of the Russian Ballet. For this reason a number of famous ballet records were shown in connection with Bakst costume color plates from Ballet Russe. The dance pictures on the floor lamps are color reproductions from the Aphrodite Ballet. The Fall panels showing Faun and Nymph were imitation tapestries. The center decoration was a "cut-out" of a conventionalized peach tree on marble background. Bunches of artificial grapes and grape leaves on the white trellis added to the Fall atmosphere. It created considerable attention.

present hardware and drygoods in most pleasing and artistic displays.

Get a Display Man From Your Own Force

With new records and player rolls every month the modern music store is fully as much in need of a window trimmer to spend at least part of his time to make the windows attractive. Dealers who read these lines will perhaps say: "Granting that all this is true, how are we going to get a trimmer even if we felt like spending a little money on display material? How could we afford to pay a salary for changing our windows a few times each month?" My answer would be—Don't get a professional trimmer that perhaps would not know the first thing about music or the line of instruments you have for sale. Select one of your own people to spend part of his

(Continued on page 16)



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.



“Look! What You’ve Done With Your Dog-Gone Dangerous Eyes,” sings Benny Davis. And the logical coupling also sung by this new exclusive Columbia artist is “Love, Honor and O-Baby.” Will they sell? Oh! Baby! A-3348.

**Columbia Graphophone Co.
NEW YORK**

SHOW WINDOWS MAKE PROSPERITY (Continued from page 15)

time on display work and get someone who has an inclination for this very interesting and fascinating work—one who is observing, enthusiastic and painstaking. Allow him a reasonable expense account as you do for any other department and encourage him as you would any other employe starting out on a new venture and the expenditure will soon justify itself.

The Mission of the Show Window

The display should create a musical atmosphere and appeal to the love of music that exists in nearly every one. It should be based on a certain idea and tell a single story easily recognized. There must be something in the window to attract attention and arouse curiosity. Finally the display must deliver a message that induces the prospective customer to enter the store. That, after all, is the true mission of the show window, and when that is accomplished the rest is up to the sales people. This may sound rather difficult until you begin to study the great library of music in all its varieties contained in the general record and player roll catalogs. Among the more than two hundred different music displays designed and made by me in the last twenty years, of which I have photographs, every one has been built around a certain idea that has dominated the display and “put over” the story strong enough to be recognized almost at a glance.

The Months of the Year in Window Displays

The different seasons should be strongly reflected. In the last months of the year special stress should be laid upon instruments to make capital of the “gift idea.” At that time window shoppers are on the lookout for suitable Christmas gifts and few other articles meet these requirements better than musical instruments. January should be devoted to record and roll displays to supply the thousands of new instrument owners. February for a Valentine display. March is the month for the great variety of Irish selections dear to the hearts of the many sons and daughters that hail from the Green Isle and make these United States their home. The latter part of March and the beginning of April is Easter week. (This year March 27). May for Spring display. June

with its roses is the month of the bride. July for its glorious Fourth. August for vacation window. The golden fruits and beautiful flowers of September should be reflected in a glorious Fall display. Hallowe’en for October. Thanksgiving for November, and the great climax should be reached not later than December 10 in a wonderful Christmas window. Other ideas that lend themselves for display purposes, and which can be used almost any time during the year, are children’s music, grand opera, dance music and the hundred and one ideas the observing display man can gather from the record catalog.

The period models now on the market open up new vistas and opportunities for the resourceful trimmer. Adam and Gothic interiors, and a bit of old Japan help wonderfully well to set off the high-class instruments made in these styles and when properly carried out add “class” and distinction to the stores that install them.

The “Why” of Backgrounds

There should be a radical change in your windows every five or six weeks. It is not enough to change the show cards—the entire background and color scheme must be changed, as only a decided change will attract attention. This can only be accomplished with special backgrounds and is one reason for their popularity. Many music houses have no background at all in their windows, with the result that if the awning is pulled down during the summertime to protect the instruments, the pianos and phonographs almost merge into the dark depths of the store as seen from the outside. If the dark-colored instruments were set off with a light contrasting background this complete waste of window space during the greater part of the day would be avoided.

How to Get Ideas for Backgrounds

The display man should send in his subscriptions for the Merchant Record and Show Window, 5707 West Lake street, Chicago, Ill., the best publication on window displays. Through the advertising pages in this journal he can get in touch with the leading manufacturers and dealers of display material who will be glad to mail their catalogs chockful of suggestions that may prove of great value. This journal contains every month some of the best examples of the window trimmers’ art and a front page in colors. With the many ex-

amples and helpful hints it should not be hard for the display man to select such ideas for backgrounds and settings to suit his particular store.

Nothing New Under the Sun

It is not necessary to make strictly original backgrounds. Few experienced trimmers can hope to emerge with absolutely new ideas, far less the beginner. A thoughtful adoption presented in a new and interesting form is far better than a poor original. Lowell says: “Though old the thought and oft expressed, ’tis his at last who says it best.”

Put Play Into Your Display Work

In conclusion I should like to make a few remarks to the coming display man. Watch every fine window in your city and try to learn something from it. Give deep thought to all details, don’t leave anything to chance. If you have any special show cards made, use as few words as possible that they may be read hastily. Never “knock” or even mention any competing line of instruments. Try to inject your individuality, which is a charm in itself. Balance your displays. This does not mean that the various instruments should be handled with geometrical precision, but if one large instrument is placed at one side of the window there should be some decorative feature on the other side to balance it, for instance, a vase of flowers on a pedestal.

Don’t be afraid to handle a saw, a hammer or a paint brush even if it is a new experience to you. Any fool can have things made for him if he has the money to pay for it. To do something useful all by yourself, something you were not trained to do, is to give yourself a new sense of mastership, which more than anything will help you over new obstacles and make you believe in yourself. I often think that the Yankee characteristic “Jack of all trades” accounts to a great degree for the mastership of the American window-trimmer who counts more than 15,000 in his profession and is acclaimed and recognized to be the most skillful in the world. A good piece of window work represents to me real happiness and pride of creation which is often far more precious than pride of possession. And when the job is finished and the display is a success, where is there any sweeter music than a few words of praise from the “boss” and the official stamp of approval from the office boy that it is “swell”? All the hard work in forgotten in the joyful determination to make a still greater effort to make the next one a “whale” of a window that will make people sit up and take notice. And you can do it. GO TO IT.

VALUE OF CO-OPERATIVE EFFORT

Men who strive to build themselves up by tearing down the work of their fellows generally succeed in undermining their own foundations and falling into the common ruin. The secret of success is co-operative effort and giving to every one credit for that which is his due.

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES,
FINISHING and
RECORDING
LABORATORY JEWELS

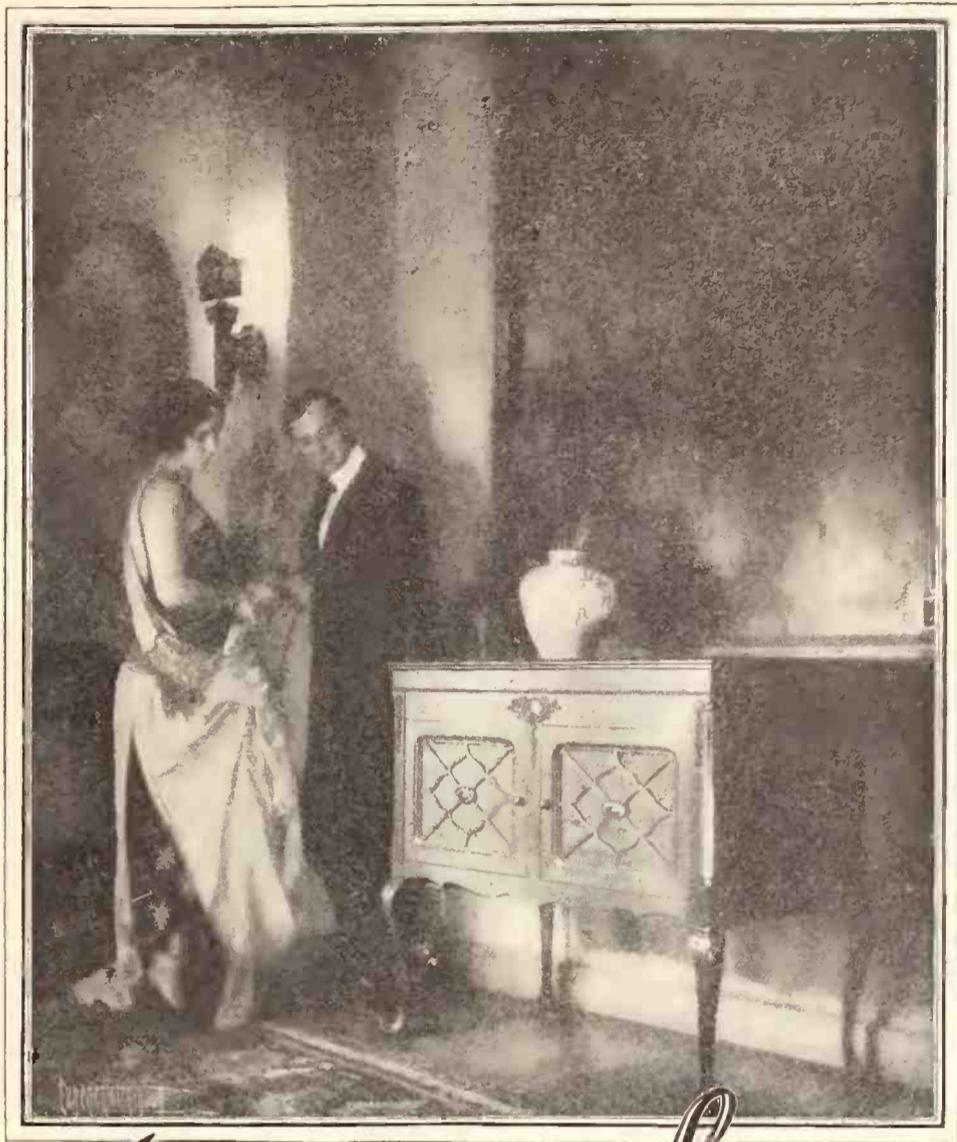
Plant No. 1
833 Broad Street
Tel. 2896 Market
NEWARK, N. J.

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.



Widdicomb

PHONOGRAPH

The Aristocrat of Phonographs

DEALERS tell us that the Widdicomb appeals to all and everyone alike. Primarily, this is due to two main facts:

First: In the Widdicomb Phonograph the Amplifying Tone Chamber does full justice to the lower as well as to the higher musical tones. When playing an orchestral record on the Widdicomb, the deeper, richer tones are given equal prominence. And because the Amplifying Tone Chamber is vibrationless there is no suggestion of metallic harshness.

Second: The simple grace of all Widdicomb cabinet work depicts the fine art of true period interpretation. In this character of workmanship, where genuine knowledge of art and decoration is essential, the fame of Widdicomb cabinetmakers is known broadcast. Yet so subtle is the adaptation that the Widdicomb is at home in any furniture setting.

Write for latest catalog showing the many styles of Widdicomb Art Phonographs.

The Widdicomb Furniture Co.

Grand Rapids

Michigan

Fine Furniture Designers Since 1865

FAMOUS ARTISTS RECORD SHAKESPEARE FOR POSTERITY

First of a Series of Recordings of Julia Marlowe and E. H. Sothern, Two of the World's Foremost Interpreters of Shakespeare, Announced by Victor Educational Department

Great interest has been aroused in both talking machine and educational circles by the announcement in this month's Victor record supplement of the first of a series of records by Julia Marlowe and E. H. Sothern, the world's greatest Shakespearian actors. Lovers of Shakespeare, students of the drama seeking unquestionable standards of interpretation, and teachers and students in the public schools of America have long hoped that the talking machine might extend its already great service to mankind by offering selections from the spoken drama recorded by masters of the art.

President Johnson, of the Victor Co., in an interview granted the magazine System, which was reprinted in the December World, expressed his views on the importance of the talking machine in education, saying that he believed that when it is fully developed the talking machine will play as important a part in education as did the printing press. He expressed his confidence that the talking machine record would greatly enlarge its bounds into reproducing plays, short stories and even novels, and that the masterpieces of Shakespeare would soon be recited on records by expert elocutionists. This latter prophecy has now come true, and the educational department of the Victor Co. is taking honest pride in the truly excellent results that have been obtained.

True to its traditions of securing the best artists in the field of music, the Victor Co. has not fallen short of its high standard in securing interpreters of the spoken drama. Julia Marlowe and E. H. Sothern stand without peers on the English-speaking stage as exponents of the works of Shakespeare. These two eminent artists need no introduction to the American public. Both Miss Marlowe and Mr. Sothern, singly and as co-stars, have behind them long and splendid records of brilliant stage successes. Their last joint tour during the season 1919-1920 was a triumph from coast to coast.

It will be of interest to readers of The World to note the ever-growing interest that so many of the world's really great people are taking in the service of the talking machine to mankind. Miss Marlowe and Mr. Sothern, not playing this season, have journeyed all the way from England solely to make these Victor records.

They realize that it is only through Victor recording (and the elaborate equipment that the Victor Co. has already firmly established for serving the schools) that they may fittingly bequeath their matchless art to the youth of America and all coming generations. They have spent many years of arduous study in the field



Julia Marlowe and E. H. Sothern
As Viola and Malvolio in "Twelfth Night"

of the classic drama, and it is with a feeling of real joy that they now know that the artistic fruits of their labor are not to be lost, but preserved as a lasting heritage to posterity.

The first records chosen to announce the series of recordings comprise the immortal balcony scene from "Romeo and Juliet." Other well-known scenes, both duos and monologues from various Shakespearian dramas, are to make their appearance in due course.

INCORPORATED

The Venetian Phonograph Co., Scranton, Pa., has been chartered with capital stock of \$25,000 to engage in the retailing of phonographs. The incorporators are Dominico Ciccotti, Ernesto Alfano and Frank Skettino.

A LIVE COLUMBIA DISTRIBUTOR

Tampa Hardware Co. Celebrates Twenty-first Anniversary With Twenty-page Supplement to the Tampa Daily Times of Recent Date

The Tampa Hardware Co., of Tampa, Fla., has won national celebrity for its progressiveness, and a further proof of its just claim to this title is to be found in the issuance of a twenty-page supplement to the Tampa Daily Times of January 8, devoted entirely to the twenty-first anniversary of the founding of this institution.

Twenty pages devoted to one single subject as a section of a daily paper is something unique. It was inspired by W. C. Thomas, the guiding genius of the Tampa Hardware Co., and one of the big farseeing business men of Florida.

The real purpose back of the stunt was not so much to tell of the rapid growth and wonderful success of the Tampa Hardware Co., but to recall to the business men of Florida the economic soundness of the State at a time when optimism can be capitalized. Incidentally the retailer was offered helpful suggestions intended to aid him in making legitimate profits at a time when the market is no longer soaring.

Mr. Thomas remarked: "When the section was first proposed to some of the biggest manufacturers in America they came back with letters praising the idea enthusiastically—many of them thinking so well of it that they authorized advertisements of their own to appear in the special section. In fact, the demand for space caused an early readjustment of the original plan to publish a six or eight page section, the final capitulations demanding a twenty-page section."

The Tampa Hardware Co. has long been a Columbia distributor, and has a strong organization for the exploitation of the Grafonola and Columbia records, under the able direction of J. A. Bryan, Jr., throughout a large territory. This company handles everything in the line of hardware and agricultural implements in addition to the Columbia line.

TO CONCENTRATE ON WHOLESALE

Frank E. Bolway & Son to Retire From Retail Business in Syracuse and Rochester

SYRACUSE, N. Y., February 2.—Frank E. Bolway & Son, Inc., wholesale phonograph piano and sporting goods dealers, who have operated a retail store here and one in Rochester and have been connected with other retail enterprises, have announced that the firm will retire at once from the retail business. The increase in their wholesale business and the desire to avoid friction with retailers buying from their jobbing departments were given as the principal reasons for the change. The Bolway sales organization extends into more than one-third of the United States.

A new site on South Clinton street has been obtained and will be opened about February 1. The present site in South Salina street, which is under lease, will be rented.

In the new building a salesmen's conference room will be arranged on the first floor, and the second given over to general offices of the company. The remainder of the building will be used as a warehouse.

USE OF "TALKER" IN THE SCHOOL

TRENTON, N. J., February 4.—At the recent meeting of the Mercer County Teachers' Club, held at the Court House, this city, Prof. J. M. Dorey gave a talk and demonstration on "The Use of the Talking Machine in the School." It was listened to with the greatest interest, and was followed by a discussion which demonstrated that the talking machine is proving to be a factor of importance in the development of musical taste and appreciation.

Some men are like small ants—always in a hurry, and about what the Lord only knows.



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



Dealer Representation

48% increase since June 1, 1920

These figures represent the new dealers gained by Brunswick in unrepresented districts in a seven months' period.

The same phenomenal growth and expansion is shown in all divisions of the business.

The increase in total sales on phonographs and records, for instance, was more than 58% over 1920.

The increase in Brunswick record production was 144% in a six months' period.

Brunswick dealers everywhere are enthusiastic about The Brunswick and Brunswick Records.

So, too, are the people who bought them. In hundreds of thousands of American homes are Brunswicks which could not possibly be replaced.

Brunswick offers the phonograph dealer not a plan or prospectus, but actual facts and figures and the experiences of dealers who have made money selling Brunswicks.

Seven great factories and two record pressing plants are working to supply the demand for 1921. Forty branch houses, located in principal cities, give the Brunswick dealer prompt and efficient service, no matter where he may be.

Brunswick national advertising, constant and dominating, creates customers for the Brunswick dealer, supplemented by the intensive local work of a Dealers' Service Department.

All combining to make the Brunswick franchise the most valuable today.

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.,
1265 Boylston St., Boston, Mass.

Canadian Distributors:
Musical Merchandise Sales Co.,
79 Wellington St., West, Toronto.

Brunswick
PHONOGRAPHS AND RECORDS



Leopold Godowsky, Master Pianist

Exclusive Brunswick Artist

The splendid records which this great genius has made for Brunswick are a revelation of what Brunswick has accomplished in reproducing the piano, the most difficult of all instruments to record. The brilliance and power of this wizard of the keys are so faithfully interpreted, with such a vivid embodiment of his art, that his warmest admirers are astonished at the fidelity of the reproduction.

His Record "Rustle of Spring" is a marked example of what Brunswick Studios have done in piano recording.

Mr. Godowsky's early appearances, as scheduled to date, are as follows:

Feb.	1.....	San Francisco, Cal.
	7.....	San Diego, Cal.
	14.....	Denver, Colo.
	15.....	Longmont, Colo.
	24.....	Detroit, Mich.
March	1.....	New York, N. Y.
	2.....	New York, N. Y.
	4..... (With Max Rosen)	Philadelphia, Pa.
	6.....	Cleveland, O.
	11.....	Joplin, Mo.
	16..... (With Max Rosen)	New Orleans, La.
April	1.....	Eureka, Cal.
July	15.....	Ithaca, N. Y.

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The Gotham

Brunswick
PHONOGRAPHS AND RECORDS



The Georgian



March Release of Brunswick Records

A well-balanced selection from the popular and romantic fields, some of them hits of the hour, some of them staples for which there is always a demand.

The next best thing for your customers—if they haven't a Brunswick—is Brunswick Records on the phonograph they have.

Any phonograph can play Brunswick Records

10026 10-inch	{	Thank God for a Garden (Del Riego) (Tenor)	Mario Chamlee
30003 12-inch	{	Ave Maria (Schubert-Wilhelmj) (Violin Solo—Pianoforte by Frederic Persson)	Max Rosen
13015 10-inch	{	Smilin' Through (Penn) (Baritone)	Richard Bonelli
	{	Mother o' Mine (Kipling-Tours) (Baritone)	Richard Bonelli
5039 10-inch	{	Christ Arose (Lowry) Easter Hymn	Collegiate Choir
	{	Come, Thou Almighty King (Wesley-Giardini)	Collegiate Choir
30004 12-inch	{	Marche Militaire (Schubert-Tausig) (Pianoforte Solo—Concert Paraphrase)	Leopold Godowsky
2068 10-inch	{	I Want To Be The Leader of The Band (Yellen-Gumble)	Amphion Male Quartet
	{	My Mammy (Lewis-Young-Donaldson)	Amphion Male Quartet
2062 10-inch	{	Beale Street Blues (Handy)	Al Bernard and Carl Fenton's Orchestra
	{	St. Louis Blues (Handy)	Al Bernard and Carl Fenton's Orchestra
25002 12-inch	{	Rigoletto (Verdi) Quartet	Vessella's Italian Band
	{	Carmen (Bizet) Selection	Vessella's Italian Band
2066 10-inch	{	Kiss-A-Miss (Baron) Waltz	Carl Fenton's Orchestra
	{	Singin' The Blues (Robinson-Conrad) Fox Trot	Bennie Krueger's Orchestra
2065 10-inch	{	Hula Blues (Noble) Fox Trot	Green Bros.' Novelty Band
	{	Hop, Skip and Jump (Dyson) Fox Trot	Rudy Wiedoeft's Californians
2067 10-inch	{	Rosie (Merkur) Fox Trot	Carl Fenton's Orchestra
	{	Caresses (Monaco) Fox Trot	Green Bros.' Novelty Band

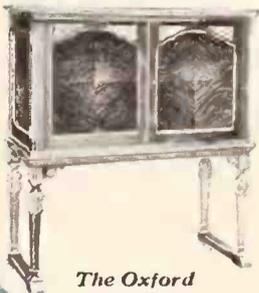
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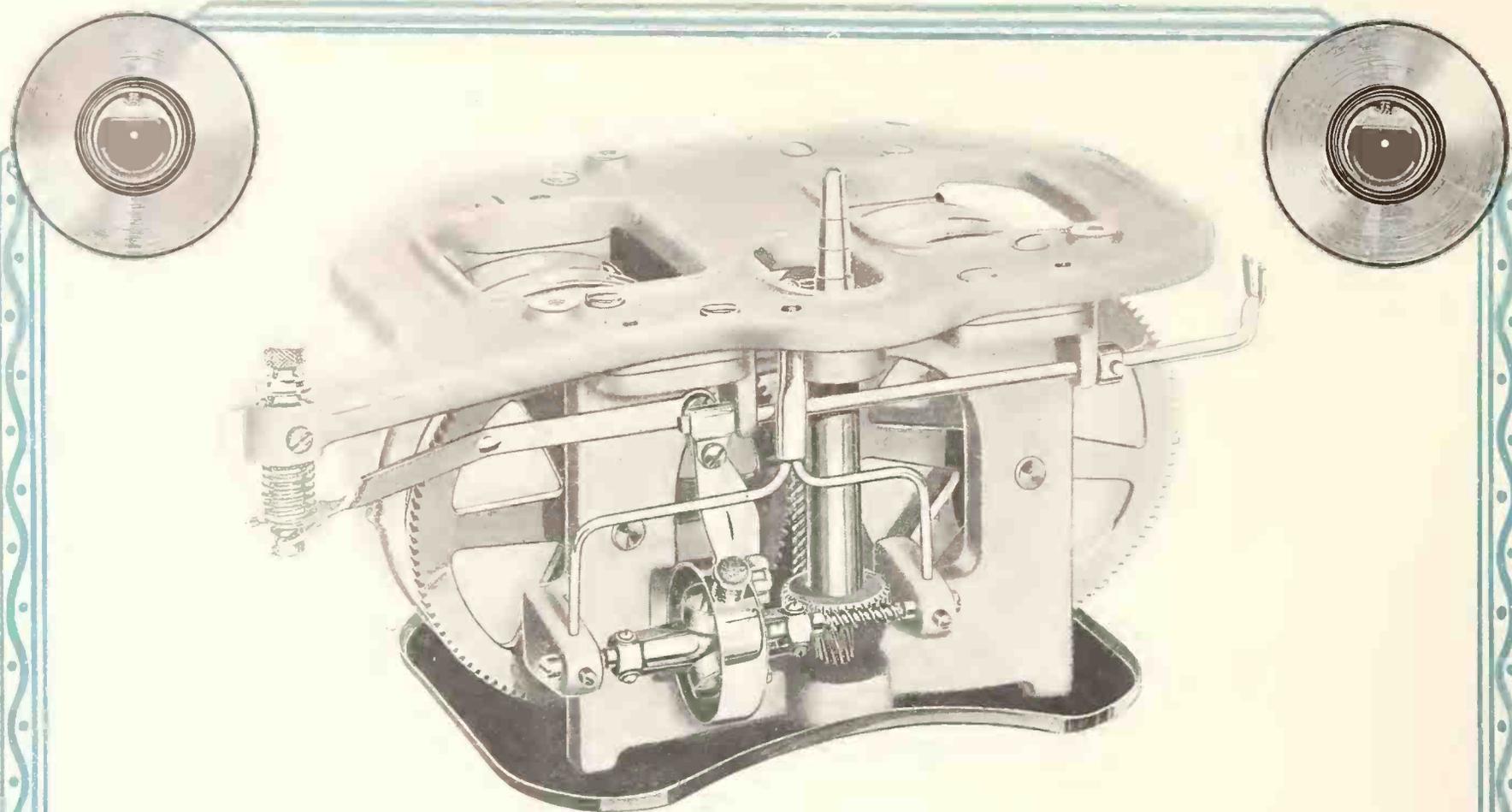
The Oxford



The Stratford

Brunswick

PHONOGRAPHS AND RECORDS



The Brunswick Motor (4-Spring)

Noiseless Vibrationless Unvarying
Accurate as a Watch

To insure a perfect reproduction a phonograph must rotate the record at an absolutely uniform rate of speed, for the slightest variation in speed will change the pitch and spoil the music.

Such a motor is a part of the exclusive Brunswick Method of Reproduction — the most exactly built and carefully fitted spring motor possible to make. It is worm-wound and winds easily while playing. It is worm-driven, to promote accuracy. Built on the vertical spring principle to eliminate vibration.

One of the other good features is the fact that the automatic stop works directly on the governor, instead of clutching the turntable, greatly reducing strain on the mechanism and making for longer life.

This motor can be obtained *only* on The Brunswick. It is made complete by Brunswick, in Brunswick factories, just as every separate part of the Brunswick Phonograph is made. The Brunswick-Balke-Collender Company is one of the few, if not the only, phonograph manufacturer in the whole world making a phonograph in its entirety.

Brunswick places no reliance upon outsiders at any stage of phonograph or record making. Brunswick operates its own timber lands in northern Michigan, is cutting its own veneer logs, slicing its own veneer, and manufacturing its own panels.

A plant is even being completed for manufacturing veneered shooks for shipping phonographs.

Every department of Brunswick business is 100% Brunswick.

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Brunswick
PHONOGRAPHS AND RECORDS

MAKER OF RECORDS IMMORTALIZED

The Art of Caruso and the Importance of His Talking Machine Records Emphasized in Interesting Editorial in the Brooklyn Eagle

The following tribute to the value and importance of the talking machine in the sphere of music to-day is taken from the Brooklyn Eagle of recent date. It emphasizes afresh that the talking machine has won a unique place in the domain of art—a position which has been recognized by the editors of our leading publications:

"A while ago Caruso was stricken with pleurisy and people began to wonder whether or not the famous voice had sounded its last beautiful note of song. Accident or death befalling great artists always arouses a sense of loss, for after all there are few artists in the world at any one time, and we do not feel that we can spare any of the art and beauty with which they surround us.

"When a painter dies his hand is forever stilled, but his pictures live, and with care, generation upon future generation can enjoy them and learn from them. It is so also with a great architect and his work, and a poet or an inventor. But until recently when a master of song died his song died with him, his voice was forever stilled and the people that came after had only the tradition that remained to help them feel the greatness of the voice that was gone. Jenny Lind, who was called the Swedish Nightingale, had a marvelous voice, but it is gone now, and lives only in the memory of those who heard her sing. So it was until recent years with all great singers and musicians—their work, their art was only for their own generation and it faded out with their lives.

"But the invention of the phonograph has changed this. Now the finest achievements of the singer, the most delicate interpretations of the pianist, the violinist and every other musical artist, are indelibly engraved on the talking machine record and can be renewed again and again.

"Caruso's voice will never die, for we have it with us for all time and the people of many years hence will enjoy it, too. The talking machine, you see, is more than a thing of pleasure—that is an end in itself—but its greatest value lies in the fact that it has enabled us to catch and hold forever the beauty of a song before it dies away on the air."

TAKES ON THE VOCALION LINE

The W. T. Crane Piano Co., Syracuse, N. Y., which recently became representative for the Aeolian Co. line of pianos and Pianolas in that territory, has just added the Vocalion and Vocalion records to its line.

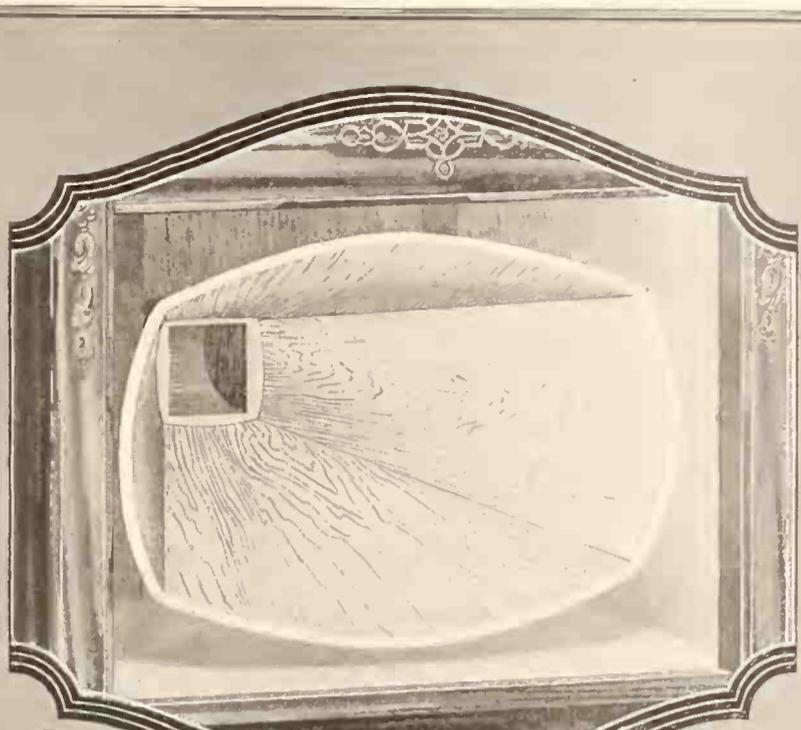
If an employer asks a salesman to make a special effort on a certain line of goods, the salesman should never come back to the house explaining his inability to succeed. He should have sold the goods.

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



HARPONOLA

WHY Harponola Dealers STICK

Harponola Dealers have first of all a splendid instrument that can be handled at a good profit.

But, fine as that is, the vital reason that Harponola Dealers stick with us is this:

WE ARE SQUARE WITH OUR DEALERS. We back them up and make good on every claim and promise we make.

A limited amount of jobbing territory now open. Get our combination proposition on Harponolas and Okeh Records

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

Consistency

1921 is proving to be the greatest Rishell year, especially because of the unfaltering pace, during the past 55 years, of the great company producing it. **The momentum of uninterrupted success is back of Rishell.** It is going forward at a pace that only great capital, great equipment, great prestige, can give to a great product. Rishell Phonographs make their market and keep it growing. Wire today for particulars of our liberal jobber contract.

RISHELL PHONOGRAPH CO.

WILLIAMSPORT, PA.

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

Why Talking Machine Trade Should Support Movement to Encourage "Buying Now"

Members of the talking machine industry, either individually, through local organizations, or through the Music Industries Chamber of Commerce, would do well, in considering the present attitude of the public toward buying and ways and means for changing that attitude, to take heed of the movement that has developed among manufacturers and merchants and even bankers in various sections of the country to promote the "Buy Now" idea.

High prices alone are not responsible for the slackening off in buying, for there has been too much talk of thrift, of buying only necessities, of hoarding money, and of preparing to meet the days of famine, as it were. Bankers particularly seem to have taken a special delight in preaching to the worker of the coming of hard times, and the necessity of rigid economy on the one hand, while preaching optimism to certain other elements of our citizenry on the other.

There has been too much talk of thrift—so much so that the term thrift has apparently been accepted as meaning miserliness. The public has been told to buy only the necessities of life, and with every manufacturer and merchant apparently endeavoring by propaganda to bring his own particular product into that category there has resulted a confusion that has moved the average man to cease practically all his buying and not waste time endeavoring to differentiate between necessities and luxuries.

The business men of the country have come to the conclusion that the time for watchful waiting is past and that a strong nationwide propaganda to "Buy Now" is necessary to overcome the effects of the constant preaching of economy and thrift. In several of the cities of the country the "Buy Now" movement has made strong headway, and has received the support of Chambers of Commerce and business men's organizations.

In New York recently there was formed a National Prosperity Bureau by a number of prominent manufacturers, merchants and bankers representing commercial interests from all over the country. The Bureau is to carry on a campaign along the lines used for promoting Liberty loans, using newspaper and billboard advertising and working directly on the public through local organizations.

The arguments put forth by the Bureau and by the "Buy Now" organizations that have been formed in various cities are that prices have reached rock bottom, that the public can buy most articles right now cheaper than ever before, or cheaper than they will ever be able to buy them in the future, and that unless there is a general wave of buying, sensible, perhaps conservative, but nevertheless steady, there will be a severe permanent blow struck to the prosperity of the Nation. Attention is called to the fact that many factories have shut down, throwing thousands of men out of employment, and that by not buying, and, therefore, failing to create a demand for the products of these factories, the individual is simply aiding in bringing about a condition of depression that must ultimately affect him and his interests directly.

It may be a while before the public can be induced to buy on a normal basis, but there is no question but that they have the ability to buy. Savings bank deposits have never increased so tremendously as during the past couple of years, and with the average of wages very little below wartime standards the question of the financial status of the ordinary individual does not enter.

Any general movement to encourage buying, and to bring the Nation back to sensible spending, must, of necessity, have some effect in

stimulating the sale of musical instruments of various sorts. It is, therefore, the wise thing for the music industry to be represented in the campaign so that the effects will be as direct as possible. It is much easier to persuade a man to resume buying as a practice than it is to preach thrift and then endeavor to persuade him

to put part of his money, saved by denying himself, into one or two particular products.

It is, of course, too soon to determine just what effect the "Buy Now" campaign will have in stimulating retail sales and consequently wholesale manufacturing, but it is a move in the right direction—one that should be encouraged.

COMPLETES A MODEL DEPARTMENT

Moser Furniture Co. Prepares for a Large Columbia Business in 1921

KNOXVILLE, TENN., February 2.—The Moser Furniture Co., Columbia dealer of this city, has recently completed a model talking machine department. There are two beautiful hearing rooms, divided by record rack and counter, all of which are finished in ivory. The fittings are luxuriant and the seating arrangements unusually comfortable. The Moser Furniture Co. is a comparatively new Columbia representative, and is starting off with a campaign of extensive proportions. This includes newspaper advertising, unique window displays, special truck service and a host of merchandising ideas, many of which were secured through the Dealer Service department of the Columbia Co. The manager of this department reports a gratifying business and expressed enthusiasm over the house-to-house canvass campaign which is now in process.

The Harris-Douglas Furniture Co., of Boulder, Col., has opened a talking machine department in which it is featuring the Victrola with great success.

MUSIC AFFORDS RECREATION

Secretary of R. C. Wade Co. Says Music Is Needed to Relieve Strain of Modern Life

Dorchester Mapes, secretary and treasurer of the R. C. Wade Co., Chicago, which concerns manufactures the well-known "Tonofone" needles, makes some interesting comments on the talking machine business in general, and the needle business in particular, in a recent letter to The World. It reads in part:

"We want to go on record on a question that is vital to you and the rest of us—the phonograph industry is not a non-essential. We have been harping on this particular subject for some time. Always, and especially in times like these, we Americans are working under high pressure and must have relief and diversion or we go to pieces. Some of us go to pieces anyway. I want to ask you how better and at such very small cost can people get needed rest and recreation than through music, and especially the phonograph in particular?"

"We, in the needle business, are in an enviable position, because, even if no more records or machines were sold for months to come, people would still use the ones they have, and they must have needles."



FAITH and PROFITS

YOU must make a profit to live. You must have faith in the goods you sell. You must have the best for your customers or—no sales—and likewise no profits. U-sav-your gives you *all*, as it is the highest class cleanser and dressing on the market. "Make no mistake about this."

Schmelzer Company, Kansas City, Mo., say: "We are more than pleased with U-sav-your."

The Horton-Gallo-Creamer Co., New Haven, Conn., say: "We have tested it ourselves and find it very satisfactory."

Collings & Company, Newark, N. J., say: "U-sav-your brings us new customers and lots of repeat business."

If we paid a thousand dollars for more space we could fill it with "words of praise."

A great inventor was not satisfied with the candle light, so he produced the electric light. U-sav-your is to the "polish" trade what the electric light is to the candle.

If you want satisfied customers, If you want to keep faith, If you want a profit,

THEN SELL U-SAV-YOUR.

Sun and air dry the wood, don't they? A "polish" will not *feed* the wood and "put in" what the elements take out—but—U-SAV-YOUR *will*.

Write for liberal terms. Repeat sales guaranteed.

U-SAV-YOUR MFG. COMPANY

33 PERKINS AVENUE

WARREN, MASS.

"A new Gennett!"



The **ELUSIVE CHARM**

—the magnetic personality of the artists' original rendition of music, is the distinctive alluring appeal in **Gennett Records.**

Hear new Gennett No. 4656 re-animate the rich colorful baritone of Ernest Hare singing the song-hit "Margie," and on the other side the same artist delights with "All She'd Say was Umh-Hum."

Your dealer will gladly give you a hearing

Gennett Records

Manufactured by

The Starr Piano Company

Richmond, Indiana

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

Have you ordered a set of actual Studio Photographs of Exclusive Columbia Favorites, framed, with artist's name and a short selling talk printed on the mat beneath each picture? They make all your customers' favorites still more familiar and enable you to tie up to their local appearances.

Columbia Graphophone Co.
NEW YORK



AUSTRALIAN EXCHANGE RULING HURTS EXPORT TRADE

Under Recent Court Ruling All Duties Are Assessed on the Commercial Value of Exchange Rather Than Upon the Mintage Value—Decision Works Hardships on Importers of American Goods

In a letter just received by The World from F. Owen French, Sydney, Australia, representative for the Jesse French & Sons Piano Co. and other lines in Australia and New Zealand, Mr. French states that the position of exchange is steadily becoming more serious, and has been a great obstacle in the handling of import trade. The latest blow has been an order of the court obligating customs authorities to assess duty on the commercial value of exchange and not, as previously, on the mintage value. This means that instead of duty being assessed on the invoice value at \$4.86 to the pound sterling it will be assessed on the ruling

rate of exchange at the date of the invoice, which rate may be \$3.40. As the duty is approximately forty per cent, the ruling works a great hardship on the importer of American goods.

On the other hand, when goods are imported from countries where the exchange rate is in favor of Australia, the Australian importer benefits to that extent. The basing of the duty upon the exchange rate is proving a strong factor toward discouraging American export business, and an effort is being made to have the court's decision in the test case either changed entirely or at least adjusted, to provide relief.

KLEIN-HEFFELMAN CO.'S NEW HOME

New Seven-story Building Being Erected by Music Concern in Canton, O., Will Be Ready for Occupancy on or About March 1

CANTON, O., February 2.—Towering seven stories over Canton's downtown business district, the new Klein-Heffelman building, at Fifth street and Market avenue N, will be ready for occupancy March 1, according to store officials. When completed the building will house the company's three big stores, one of which is its music store, long established just across the street from the new building site. Approximately \$450,000 has been expended on the building, which is to be one of the finest and most complete department stores in eastern Ohio. In the new building this company will enlarge in all its music departments and will have one whole floor devoted to the display and sales rooms for its piano, phonograph and musical merchandise trade.

RHODES BROS.' NEW SALESROOM

Prominent Department Store in Tacoma Adds New Salesroom for Victor Display

TACOMA, WASH., February 2.—Rhodes Brothers, of this city, have recently added a very attractive new salesroom to their talking machine



Rhodes Bros.' New Showroom

department, which is located on the sixth floor of this large department store. The Victor line is handled and a goodly display of the various styles is shown in this room, which is a combination rest, sales and display room. The talking machine department has a very competent sales staff and does an excellent volume of business. Although there has been some slowing up in business since the holidays there is now a steady improvement in sales which is bound to continue, as the year gets older. All connected with the Rhodes Bros. establishment expect to close a large volume of business in 1921.

NEW TRUCK FOR LANDAY BROS.

Landay Bros., the prominent talking machine and piano dealers, New York, have just added a new truck to their large fleet of motor vehicles. The new truck is equipped with a van body, and designed for use in delivering both Victrolas and pianos.

Entertaining a customer by a business talk apparently foreign to your own line, yet edging up close to your proposition and creating interest and desire, is an art in which few men excel. It pays to give it cultivation.

SUCCESSFUL SELLING ESSENTIALS

There is nothing mysterious about salesmanship. Thousands of successful salesmen have never studied psychology or the kindred sciences. To be able to sell is to be human. Successful selling is made up of a number of little things—a smile, a word of cheer, a tone of voice, a right word at the right time.

The Brush Furniture Co., of Brush, Col., which has recently been appointed Victor dealer, reports an excellent business in the territory in which it operates.

COLUMBIA BRANCH IN TORONTO

The Columbia Graphophone Co. has recently opened up its first branch house in Canada serving the retail trade direct. This establishment is located at 204 St. Catherine street, Montreal, with Hector Garand as manager.

Don't look for trouble unless you can handle it when you find it.

We Figure This Way:

The more we assist our dealers in promoting the sales of Victrolas and Victor records, the faster their business will grow. And, naturally, good business for our dealers results in good business for us.

Wouldn't you value an affiliation with a wholesaler who realizes that his success depends on your success?

C. C. Mellor Company

1152 Penn Avenue,

Pittsburgh, Pa.



PRESIDENT-ELECT W. G. HARDING
Used Magnavox Equipment During His Campaign



TELEMEGAFONES

If there is no distributor near you write for our new Bulletin MV-14

It gives complete information of the many uses of Magnavox Music and Voice Telemegafones

Both the new President and his political opponents recognized the enormous advantages of Magnavox apparatus and by means of it talked to many crowds of from 40,000 to 100,000 people.

MAGNAVOX
 MUSIC AND VOICE

TELEMEGAFONES TYPE MV-1

increase the volume of the voice or any phonograph many times. * * * * * Magnavox Special Telemegafone equipment will still further increase the volume of the voice to enormous strength for public speaking to vast assemblages of people. * * * * *

THE MAGNAVOX CO. :: Oakland, Calif.

TRADING "TALKERS" FOR FURS

Captain Krupp Tells Interesting Story of His Visit to Northern Lands and of the Popularity of the Talking Machine Among Natives

To those people residing in Siberia, particularly those centers visited occasionally by shipmasters who take seasonable loads of merchandise from the United States, the talking machine is one of the most effective instruments for closing profitable "trades" of rare furs. Captain Krupp in a recent article in one of the Sunday papers tells of his visit to Cape Nome, Unalakleet and Yukon River to exchange merchandise for furs with the Eskimos. From there he pushed into Siberia and Kamchatka and to Hokkaido, the island home of the hairy Ainu, the aboriginal Japanese, where he made new friends beyond the outposts of civilization in the neighboring Asia.

Telling of his visit to one of these fur centers Captain Krupp remarked after his luggage carrier had untied several bundles:

"I passed to the wife and daughter of the house a bundle of flashy bead necklaces and started the talking machine. While the head of the house was looking inside the talking machine for the singer, who happened this time to be Billy Golden, singing 'Turkey in the Straw,' the Indian asked how much money I wanted for the music box. I replied that I did not sell talking machines or beads for money, but I would trade them for furs.

"How many furs you catch him in trade?" the Indian asked.

"I don't know," I replied. 'Bring them out and I will look them over.'

"Whereupon the entire family began to lug in marten, sable, ermine and squirrel furs. I made several lots and traded a talking machine for one lot, a mackinaw coat for another lot, a 10-pound bucket of candy for another and three strings of beads and a calico dress for another. Before leaving I presented to the man some cheap baubles which took their fancy and our negotiations were at an end, every one being fully satisfied that a satisfactory and profitable deal had been closed."

ROEHR CO. DEPARTMENT REMODELED

Topeka Concern Makes Improvements in Order to Handle Growing Business

TOPEKA, KAN., February 1.—The W. F. Roehr Music Co., of this city, has just completed remodeling its talking machine department, which comprises a series of eight rooms on the first floor divided by one large record stockroom, with necessary equipment. This store, the oldest Victor representative in the State, has enjoyed many years of successful talking machine merchandising throughout the State of Kansas. Aside from its Victor activities it has also introduced Brunswick phonographs and records in a large way in Kansas.

The Nostrand Phonograph Co., of Brooklyn, N. Y., has announced its dissolution.

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.

SECURED VICTROLA ON BAD CHECK

Long Island News Co. Loses Victrola XVII to Swindler—Trade Asked to Be on Lookout

The Long Island News Co. reports that a man representing himself as Edward Nostrand, a resident of Flushing, L. I., called at the store of the News Co. last month and purchased a Victrola XVII, Serial No. 8437, in English brown finish, for which he gave a check. The check was later returned marked "N. G.," and investigation proved that in the house where the machine had been delivered the man had held a room only two days. The machine was traced to a tea and coffee store in New York, and there all trace was lost.

The man is described as being about five feet five inches tall, smooth shaven, florid complexion, and representing himself as a civil engineer. Dealers and repairmen are asked to be on the lookout for the machine, Serial No. 8437, and to notify the manager of the Flushing store of the Long Island News Co. at 45 Main street.

DEVELOPING IDEAS

The right kind of man material will grab an idea and make it bigger. The wrong kind will use that one idea and then sit down and wait for you to hand them another. The right kind of man will learn something new from every experience. And he will develop incidents into laws of action.

FAMOUS FRENCH CABINET

Original From Which Edison Machine Was Copied Shown on Postcard Photograph

Below is a postcard photograph just received of the celebrated cabinet dating from the reign of Louis XII, belonging to the French Govern-



41. Musée de CLUNY — Dressoir, art français, commencement du XIV^e siècle. G. B.

Historic Edison Cabinet

ment, and now to be seen in the Hotel De Cluny, Paris. The Edison French Gothic phonograph, shown in the Edison catalog at \$5,500 and one time featured in the Edison national advertising, is an exact replica of this cabinet, said to be the finest piece of Gothic furniture in the world. One of these is now in the home of Thomas A. Edison.

SOJOURNS IN SOUTHERN CALIFORNIA

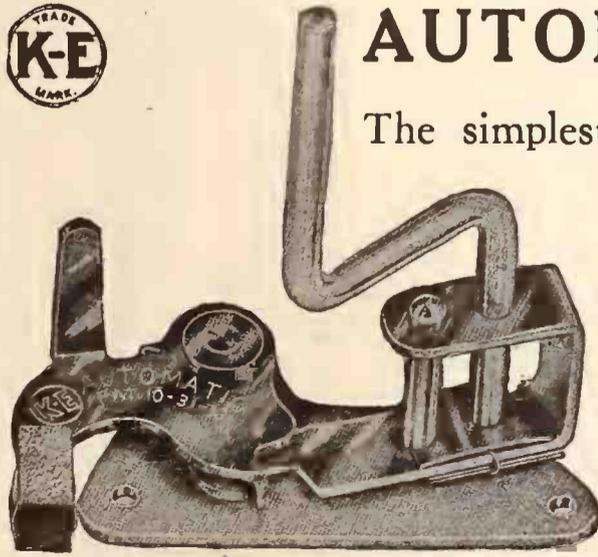
H. L. Hale, of the Hale Music Co., Marshfield, Ore., was a visitor at the offices of the Walter S. Gray Co. in San Francisco January 14 on his way to southern California and Arizona, where he will spend the Winter. Mr. Hale is a veteran of the big war, was wounded in the Argonne and put in the rest of his time as a soldier in the hospital. He spent several hours in San Francisco fighting the battle over again with some members of the Walter S. Gray Co. forces who were also there.

A salesman who decides at first sight that certain goods will not sell is assuming that his judgment is better than the judgment of all his customers.



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

The Important Part Salesmen Can Play in Bringing About Better Conditions By Bruce Barton

As a writer on business subjects Bruce Barton has set forth a number of business truths through the medium of type, but never was truth presented more forcefully or at a more appropriate time than in his booklet issued recently, "As Prophets, Are Your Salesmen a Loss?" The booklet represents a reprint of an article under that title by Mr. Barton which appeared recently in *Printers' Ink*.

It will be well for every manufacturer, wholesaler and retailer in the music industry, and for that matter in every other industry, to read and ponder over the following paragraphs. Seldom has a situation and a way to meet it been presented so clearly and forcefully.

The Apostle of Gloom

Into a country store a salesman enters, drops his bags on the floor and leaning confidentially across the counter asks:

"Well, how's business with you?" The tone of his voice indicates little expectation of an encouraging reply.

"Rotten," responds the merchant, fitting his answer perfectly to the other's mood.

"Same story everywhere," exclaims the salesman. "I just blew in from Lebanon on number forty-six. You know Ed Kidder over there; he says the last two weeks are the worst he's ever known in twenty years of business."

"Ain't been quite as bad as that here," says the merchant, struggling to retain a shred of hope.

"Well, things get worse before they get better, you can take my word for that. I'll tell you the labor situation in this country is all wrong. Those fellows have just simply forgotten how to work, if they ever knew how in

the first place. They've got to be taught a good, stiff lesson. Am I right?"

The merchant nods, turning toward a customer who had entered with the intention of spending some money. The customer restrains his impulse, however, and joins the audience instead.

"Another thing, it's going to take ten years to get the railroads into shape if it takes a day," the visitor continues authoritatively. "Why,

Salesmen Should All Preach Constructive Optimism Instead of Scattering Tales of Hard Luck and Gloom

before the war we used to ship from our factory to Kansas City in nine days; lately we've had stuff on the road for five and six weeks. Five and six weeks, can you beat that?"

By this time the audience has grown to quite a group, more intending customers having been veered from their course.

"Of course I'm an optimist, y' understand. My wife says that if I fell out of a ten-story window I'd bounce right up again; that's the

kind of a fellow I am. But when I left New York things were pretty gloomy. We'll see breadlines before this Winter is over, I'm telling you; and soup kitchens and everything. . . . Well, I suppose there's no use showing you anything to-day?"

"Not to-day," responds the merchant decisively.

"Well, so long."

The customers drift out, clutching their money a little tighter; the merchant in his solitude sits and broods upon his troubles. The salesman hurries on from store to store, and by evening time ten merchants and fifty citizens are filled with a deeper foreboding. They have met a man from New York who has told them direful things. It is time to be careful. Let every man keep a firm hold upon his purse and warn his wife to buy nothing.

In twenty days that salesman may visit twenty little towns, and who shall measure the power for good or ill that lies in his well-meaning but often thoughtless talk?

To give the impression that this man is in any way typical of the great army of American salesmen would be to do an immense injustice to as fine a body of men as were ever gathered together in business. There are unworthy members of that army, to be sure, as there are unworthy representatives of every profession; but the vast majority of salesmen are loyal, capable and intelligent in an unusual degree. The point I want to emphasize is merely this: that no other body of men have it so largely in their power to promote sound or unsound economic thinking in the United States as American salesmen, and I wonder whether this

COMMON SENSE

In Facing the Problems and Formulating Your Plans for the Year's Business, Common Sense Should Dictate That the Product Which Stands Foremost of Its Kind Obviously Stands Foremost as the Best Business Proposition.

DE LUXE NEEDLES

Have Stood the Gaff and Are as Always the Same Old Dependable Standby

Samples, Discounts and Full Particulars Upon Request

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles
ANSONIA, CONN.

Don't Forget These Facts

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



Full Tone



Medium Tone

Three for 30 cents



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.

fact has been sufficiently recognized by the salesmen themselves and the sales managers who direct them.

How many manufacturers recognize it, and take pains to provide their representatives with current economic information of interest to stimulate wholesome thinking on the part of the men they meet? How many have ever stopped to ask themselves these questions: "Haven't I a responsibility to the communities that support me beyond merely filling their stores with my product? When my men travel in and out of those towns what do they carry with them and leave behind them in addition to my goods?" . . .

What are salesmen of America carrying these days in addition to their sample cases? And what should they be carrying and leaving behind them at every call?

Tell Everybody They Must Work

Three things at least, it seems to me.

First of all, every man who travels ought to be doing his share to spread abroad the gospel of hard work as our only sure path to salvation. In every town to-day are men who are waiting in idleness for business to "pick up again," and indulging meantime in conversation that adds to their own depression and that of other men. It would put us a long way forward if every such man would to-morrow morning find some way to go to work. The kind of work makes little difference; the important thing is that he should be busy instead of idle, should have his mind turned away from his troubles and, by his example, stimulate other men to activity. If customers refuse to be lured to his counter let him wash the front windows or paint the front door. Let him put his boy Joe, or his daughter Nellie, in charge for a while and go dig in his garden or patch up the back steps, as his wife has been

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

urging him to do for the past four or five years. Let him somewhere, somehow, do something; for gloom and foreboding are frightfully contagious, and idleness is the parent germ of both. . . .

With that needed gospel, every salesman ought to carry also a generous measure of tolerance in days of stress and change like these. We're all born intolerant; we are naturally suspicious of anyone who thinks differently from ourselves. Some of us overcome that inherited tendency as we grow older; some of us are merely hardened and confirmed in its bad effects. The pages of history are stained with the record of men's cruelty to one another because of an unwillingness to entertain the new idea, and the heresy of one generation becomes the commonplace orthodoxy of the next.

Intolerance is dangerous enough in any age, but peculiarly so in a period when everything is changing so rapidly as now. The man in business who says, "We have always done things this way, and so we always will," is likely to wake up and find that the course of the river of Business has shifted overnight and left him high and dry. And the man who says "It was good enough for my father and it is good enough for me" ought to have a commission appointed to look into his mental condition.

Most of us would be a lot more comfortable if the world would quietly go back to the settled conditions of 1913, but it never will. And while we do not want to lose anything that was good in the older order we ought to be very careful that the chariot of progress does not come along and run us down, because we are standing in the middle of the road and facing the wrong way. New truth comes into the world wearing such strange clothes and covered with so many false whiskers that one has to be constantly on the lookout. I never see a crowd of queer-looking folks professing some crazy idea without remembering how queer-looking the crowd must have been that followed Jesus of Nazareth. I never see all the respectable people of a city on one side of a question without remembering that all the respectable people of Athens were on the same side of the question when Socrates was put to death. But the crowd was wrong, and the one was right.

Backing a Sure Bet

Our nerves are ragged from the war. We spend an awful lot of time in picking on each other, and denouncing each other, and calling for a return to the good old days which are gone—and weren't so awfully good at that. And what we need most of all is a willingness to believe in the general goodness of our fellow-men, coupled with a reasonable readiness to try the new thing before we condemn it because it is new. . . .

You meet men to-day who talk as if the race were going barefoot from this time forward, and there would never be any more market for shoes; they talk as if we were all going to walk forever, and there would never be any more call for automobiles. And by that foolish, useless conversation they impede the coming of the day whose coming they most earnestly desire. But men of the Morgan and Rothschild type waste no time in any such futile conversation. They go steadily forward betting on the future, knowing that there is only one way that the curve of business can point in the long run, and that is up, because the United States is marching on. . . .

Hundreds of thousands of men travel in and out of the towns of America; some of them, Mr. Manufacturer, travel for you. They ought to be apostles of sound thinking and vigorous courage. The towns ought to be better towns, and the business men in them better business men, because your representatives have called. You have it in your power to make every man, in a sense, a prophet of the gospel of hard work, of broader tolerance, and of unflinching faith.

Many salesmen already are improving their opportunity in a magnificent degree. I could name certain organizations whose men are furnished with a daily supply of wholesome, interesting information, out of which to make conversation with their customers, and so to pro-



BLANDIN

IT is indeed gratifying that music lovers should so promptly assign the Blandin Phonograph the leadership in musical re-production. You are cordially invited to come in and hear a piano, violin or voice record re-produced on the Blandin.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.



note the wider diffusion of sound economic thought. Such men render a service that is far beyond the mere distribution of goods and, coming to the end of their path, have the satisfaction of knowing that many communities are better because they have passed that way.

And I have known other salesmen who left behind them nothing better than a fund of discolored stories and an occasional new word of slang. Men of that sort are unworthy of the high calling of salesmen. They are mere recorders of orders when they might be apostles of sound thinking. As prophets they are just a dead loss.

The Mignon DeLuxe Records and Phonograph Co., New York, has been incorporated with capital stock of \$150,000 by J. A. Voskamp, I. A. Lyons and L. B. Burgas.

HITS—FIRST AND BEST ON Actuelle RECORDS

(Needle Cut Records by Favorite Pathé Artists. All Size 10)

- | | | |
|--------|---|---|
| 022492 | { | VELMA—Saxophone Solo.....Rudy Wiedoeft |
| \$1.00 | | MARRIAGE BELLS—Van Eps-Banta Trio
Banjo, Saxophone and Piano |
| 022493 | { | WITH THE COMING OF TO-MORROW
Robert Bruce, Tenor |
| \$1.00 | | DEAREST ONE
Lewis James and Elliott Shaw, Tenor and Baritone |
| 022494 | { | BONNIE LASSIE.....Charles Hart, Tenor |
| \$1.00 | | MELLO CELLO—Dance Rhythm....Elliott Shaw, Baritone |
| 022495 | { | THE ARABIAN YOGI MAN.....Crescent Trio |
| \$1.00 | | MY MAMMY.....Carlton Williams, Tenor |
| 020484 | { | CRAZY BLUES—Dance Rhythm.....Noble Sissle, Tenor |
| 85c. | | GREAT CAMP MEETIN' DAY....Noble Sissle, Tenor |
| 022497 | { | STRUT, MISS LIZZIE.....Ernest Hare, Baritone |
| \$1.00 | | HOME AGAIN BLUES—Dance Rhythm
Ernest Hare, Baritone |

LATEST DANCE HITS

- | | | |
|--------|---|---|
| 022498 | { | HUMMING—Fox-trot.....Joe Gibson and His Orchestra |
| \$1.00 | | I NEVER KNEW (I Could Love Anybody Like I'm
Loving You)—Fox-trot....Joe Gibson and His Orchestra |
| 022499 | { | O-HI-O (O-My-O)—One-step
Bennie Krueger and His Orchestra |
| \$1.00 | | LEARNING—Fox-trot....Bennie Krueger and His Orchestra |
| 020485 | { | LOVE BIRD—Fox-trot.....Casino Dance Orchestra |
| 85c. | | THE LEGEND—From "Lady Billy"—Waltz
Casino Dance Orchestra |
| 020486 | { | BRIGHT EYES—Fox-trot.....Casino Dance Orchestra |
| 85c. | | LOOK FOR THE SILVER LINING—From "Sally"
(Fox-trot).....Casino Dance Orchestra |
| 022502 | { | I NEVER REALIZED—Fox-trot.Piedmont Dance Orchestra |
| \$1.00 | | I LOST MY HEART TO YOU—Fox-trot
Piedmont Dance Orchestra |
| 022501 | { | MAKE BELIEVE—Fox-trot..Nicholas Orlando's Orchestra |
| \$1.00 | | TWO SWEET LIPS.....Nicholas Orlando's Orchestra |

Pathé Frères Phonograph Co. Brooklyn, N. Y.

HITS—FIRST AND BEST ON



LATEST DANCE HITS

- 22498 { HUMMING—Fox-trot
Joe Gibson and His Orchestra
Size 10 I NEVER KNEW (I Could Love
\$1.00 Anybody Like I'm Loving You)
Fox-trot. Joe Gibson and His Orchestra
- 22499 { O-HI-O (O-My!-O!)—One-step
Bennie Krueger and His Orchestra
Size 10 LEARNING—Fox-trot
\$1.00 Bennie Krueger and His Orchestra
- 20485 { LOVE BIRD—Fox-trot
Casino Dance Orchestra
Size 10 THE LEGEND, from "Lady Billy"
85c. —Waltz ... Casino Dance Orchestra
- 20486 { BRIGHT EYES—Fox-trot
Casino Dance Orchestra
Size 10 LOOK FOR THE SILVER
85c. LINING, from "Sally"—Fox-trot
Casino Dance Orchestra
- 20487 { PERSIA—Fox-trot
Eddie Kuhn and His Orchestra
Size 10 NOW AND THEN—Fox-trot
85c. Duane Sawyer and His Novelty Orchestra
- 22501 { MAKE BELIEVE—Fox-trot
Nicholas Orlando's Orchestra
Size 10 TWO SWEET LIPS—Fox-trot
\$1.00 Nicholas Orlando's Orchestra
- 22502 { I NEVER REALIZED—Fox-trot
Piedmont Dance Orchestra
Size 10 I LOST MY HEART TO YOU
\$1.00 —Fox-trot
Piedmont Dance Orchestra

POPULAR VOCAL HITS

- 22493 { WITH THE COMING OF TO-
MORROW... Robert Bruce, Tenor
Size 10 DEAREST ONE
\$1.00 Lewis James and Elliott Shaw
Tenor and Baritone Duet
- 22494 { BONNIE LASSIE
Charles Hart, Tenor
Size 10 MELLO CELLO
\$1.00 Dance Rhythm, Elliott Shaw, Baritone
- 22495 { THE ARABIAN YOGI MAN
Crescent Trio
Size 10 MY MAMMY
\$1.00 Carlton Williams, Tenor
- 22496 { TIMBUCTOO... Billy Jones, Tenor
Size 10 SOMETHING
\$1.00 The Harmonizers (Male Quartet)
- 20484 { CRAZY BLUES
Dance Rhythm, Noble Sissle, Tenor
Size 10 GREAT CAMP MEETIN' DAY
85c. Noble Sissle, Tenor
- 22497 { STRUT MISS LIZZIE
Ernest Hare, Baritone
Size 10 HOME AGAIN BLUES
\$1.00 Dance Rhythm. Ernest Hare, Baritone

Pathé Frères Phonograph Co.

Brooklyn, N. Y.

BUBBLE BOOKS

Tie Up Your Sales of Bubble Books with a Bubble Book Party

THIS very interesting Mother Goose novelty can be given by schools, clubs, societies, etc., as a social entertainment very easily. It makes a big hit with the children because they can all take part in it as Mother Goose characters.

There's nothing like a Bubble Book Party to stir up the sales of Bubble Books.

When you are in New York, during February or early in March, come to the Bubble Theatre in the Bush Terminal Sales Building, 130 West 42nd Street, and see for yourself just how attractive such a party is. Matinee at 4.15 P. M. daily.

Bubble Book Sales Service

130 West 42nd Street

NEW YORK CITY

Twenty-five child actors under expert direction take part in it. You are cordially invited any day that suits your pleasure.

The Bubble Books are year-round sellers because their appeal is universal. Big national advertising and genuine selling helps, intelligently and heartily gone into, create business for you.



Nora Bayes Week—from February 26th to March 5th—will make this wonderful popular star known to the comparatively few people in this country who don't know her already. You have a dozen records by her, twenty-four selections, all hits. Her latest is A-3347.

**Columbia Graphophone Co.
NEW YORK**



WHERE GREAT ARTISTS WILL MEET

Columbia Graphophone Co. to Establish "Green Room" in One of the Three Top Floors Set Aside for Their Recording Laboratories in the Gotham Building, Columbus Circle

In olden days, when theatres were few and far between, all the eminent artists of the theatrical stage used to gather in the famous "Green Rooms" of the old-time English theatres. Now that New York has more than half a hundred theatres, many concert halls and vaudeville houses and two great opera houses open every season, such a concentration of talent would seem impossible.

But it can and will be brought about, to a great extent, because of the fact that so many of stageland's present-day favorites and of the great musicians of the past three years are making records for the Columbia Graphophone Co. This company recently signed a million-dollar lease for the eight top stories of the new twenty-four-story Gotham National Bank Building at Broadway and Fifty-ninth street, and is making elaborate preparations for the reception of these artists.

The three top floors have been set aside for the Columbia recording laboratories and in addition to these recording rooms with especially prepared acoustic properties, where music in all languages will be recorded by specialists, there will be a department given over to the reception of musicians in an atmosphere that tends to develop their art.

Here such great opera stars as Rosa Ponselle, Charles Hackett, Riccardo Stracciari, Jeanne Gordon, Hipolito Lazaro, Jose Mardones, Margaret Romaine, Leon Rothier, Mary Garden, Maria Barrientos, Florence Macbeth and Cyrena Van Gordon will meet and mingle with such leading instrumental artists as Eddy Brown, Pablo Casals, Percy Grainger, Josef Hofmann, Sascha Jacobsen, Toscha Seidel, Eugen Ysaye and Duci di Kerekjarto.

Such lively popular artists as Al Jolson, Nora Bayes, Frank Crumit, Marion Harris, Guido Deiro, Van and Schenck, Bert Williams and Harry C. Browne will foregather with such dance orchestras and organizations as Art Hickman's Orchestra, The Happy Six, Sherbo's Orchestra, Sweatman's Jazz Band, Ted Lewis' Jazz Band and the Paul Biese Trio.

Some of the concert and symphony orchestra artists who will be admitted to this musical center are Lucy Gates, Louis Graveure, Hulda Lashanska, Barbara Maurel, George Meader, Alice Nielsen, Oscar Seagle Grace Wagner, Carmela Ponselle and the members of the Chicago, Cincinnati, Columbia and French Symphony Orchestras, the Philharmonic Orchestra of New York and the Gino Marinuzzi Symphony Orchestra.

The statement of a Columbia official that atmosphere to artists is almost like the air they breathe and the right atmosphere brings out musicians' God-given talent conveys a hint of the splendors to be expected in this modern

"Green Room." Its very location in the immediate neighborhood of the Metropolitan Opera House, Carnegie Hall, the theatres and vaudeville houses, brings it into a musical and artistic atmosphere.

GETTING CLOSE TO THE DEALER

Do you realize that—The jobber's salesman is largely responsible for the success of his customers? He can help his customers by suggestions and advice. If he is informed on conditions his customers soon find it out and turn to him for counsel. He should be in position to counsel with them wisely. It means much for the progress of a business.

A salesman should, first and foremost, be loyal to the house that employs him, and so long as he continues to accept its money in payment for services he is in duty bound to refrain from any action or word that will prove detrimental to his employer.

NEW POST FOR H. D. BERKLEY

H. D. Berkley, who for many years has been connected with several Victor organizations, both wholesale and retail, and who more recently was assistant general manager of the Enterprise Music Supply Co., has been appointed manager of the Victrola department of Bloomingdale Bros., Inc., New York City.

INCORPORATED TO MAKE RECORDS

New Comfort Records has been incorporated with capital stock of \$75,000 under the laws of Delaware to engage in the manufacture of phonograph records. The incorporators are C. T. Cohee, C. B. Outten and R. E. McCloskey, of Wilmington.

The Home Recorder, Inc., 222 Market street, Newark, N. J., has been incorporated with capital stock of \$400,000, to manufacture musical instruments.



Business men today are pragmatic. Their test for every idea is, "Will it work?"

That is the test we relish.

For that test brings out fully the genuine, "workable" value of the man-to-man co-operative effort behind our Service.

Elyea Talking Machine Co.
Atlanta, Georgia

Exclusively Victor *Strictly Wholesale*

An Interesting Fact—With a Moral

FROM December 1st to December 24th there were sold from the store of Phillip Levy & Company, Norfolk, Va., a city of 135,000 population---

**421 Granby Phonographs
Totalling Over \$67,000.00**

The Granby was sold in actual competition with a dozen dealers handling all makes, which speaks pretty well for Granby.

Local newspaper advertisements—not big space, but advertisements featured regularly and persistently—were valuable aids in making these sales.

The Moral

There is plenty of business in your territory if you handle the right phonograph line, and will only go after it intelligently.

Conditions in Norfolk, at present, are no better nor worse than in any other city.

If you want to know the details of the selling campaign that produced these results, get in touch with us immediately.

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

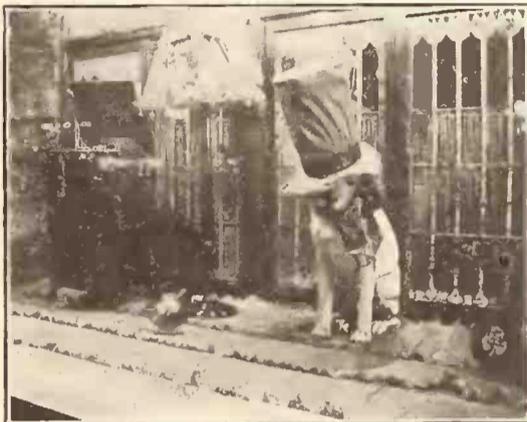
Various Methods of Increasing Talking Machine Sales Interestingly Described

By W. Bliss Stoddard

St. Patrick's Day, which will soon be with us, is one that naturally lends itself to mirth and music, as the Irish are a light-hearted musical race, and it is natural that a music dealer should seize upon it as a means of pushing his talking machines and records, especially the latter. Preparations should now be made for window or other displays of records of Irish music, instrumental and vocal, and in this connection it is interesting to set forth the very excellent display made last year by the Thearle Music Co. of San Diego, Cal., who played up "St. Patrick's Day" in a very attractive manner. Its window heralding the date caused everybody to smile and stare. The large window was floored with fluted grass green crepe paper, and the tall floor lamp had a wide spreading shade of the same color and material. Basking in the green glow of this lamp—the effect was enhanced by having green bulbs instead of the customary translucent ones—was a four-foot Victor dog, wearing a huge bow of green ribbon, and a green stovepipe hat a yard high. At either end of the room were late model Victrola cabinets, and down in front, set in wire racks, were a half dozen records, to each of which was pasted a big green shamrock on which was printed in black the name of the selections—"Where the River Shannon Flows," "The Wearing o' the Green," "That Tumble-down Shack in Athlone," and many standard Irish melodies.

A week before the seventeenth of March they sent out broadcast green cards on which were gold harps, while printed on the cards were: "Celebrate St. Patrick's Day with mirth

and music." "Get your old Irish melodies or new popular ballads from the Thearle Music Co." About the same time, too, they sent out special invitations to their regular customers, and inserted a general invitation in the papers to an hour of music. This was given in their music hall on the Saturday afternoon before St. Patrick's Day, thus giving the audience a chance to hear many of the new and old



Thearle Co.'s St. Patrick's Day Window

favorites, and lay in some special records for entertainment on the seventeenth. All of the selections were Irish, and different groups were given on the leading phonographs, with a final group of songs rendered by a local tenor. The manager of the music department was in charge of the concert, and prefaced each selection with a short talk on the composer, the history of the song and any little stories of human interest connected with the music.

While arranged to push the sale of Irish

records there were many others sold that afternoon, as the guests, both before and after the concert, were invited into the demonstration rooms, and heard a number of the new records ranging from comic to classic.

A Lure in Securing Prospects

It will soon be marble time and the fondness of the youngsters for the little spheres is well known. Accordingly, any merchant who wishes to secure a good list of talking machine prospects could do no better than follow the plan used very effectively last season by Kremer Bros., Fond du Lac, Wis. They laid in great quantities of marbles and then inserted a number of small ads in the local papers. Three of these were used, each on a different page, the sporting page, the comic section and the front pages being selected—as the ones which would attract most attention from the boys. The first of these ads was adorned with a picture of a freckle-faced lad shouting:

HEY, SKINNAY! C'MON OVER!
50,000 Marbles FREE!
 Let's go to **KREMER BROS.**, 36 N. Main St., next Saturday, between the hours of 8:00 A.M. and 5:00 P.M., where we can get a bag of 25 marbles absolutely free if we bring along the coupon below properly filled out.
KREMER BROS.

The second ad showed a group of boys playing marbles, and was captioned:

Knuckles Down! No Hunching!
50,000 MARBLES ABSOLUTELY FREE!
 Every boy and girl in Fond du Lac can get a big bag of 25 marbles, all colors, absolutely free by bringing the coupon of this ad properly filled out to our store on Saturday, April 10, between the hours of 8:00 A.M. and 5:00 P.M.
KREMER BROS.

(Continued on page 34)

Reaching Discriminating Buyers

In a bulletin announcing the new Victrola No. 80, the Victor Co. describes this model as one that will appeal strongly to the most discriminating buyers. We agree



with the Victor Co. in this belief, and know that the price of an even \$100 is psychologically right.

We have arranged a special plan to help Victor dealers introduce the Victrola No. 80 in a manner calculated to produce big sales results. May we co-operate with you?

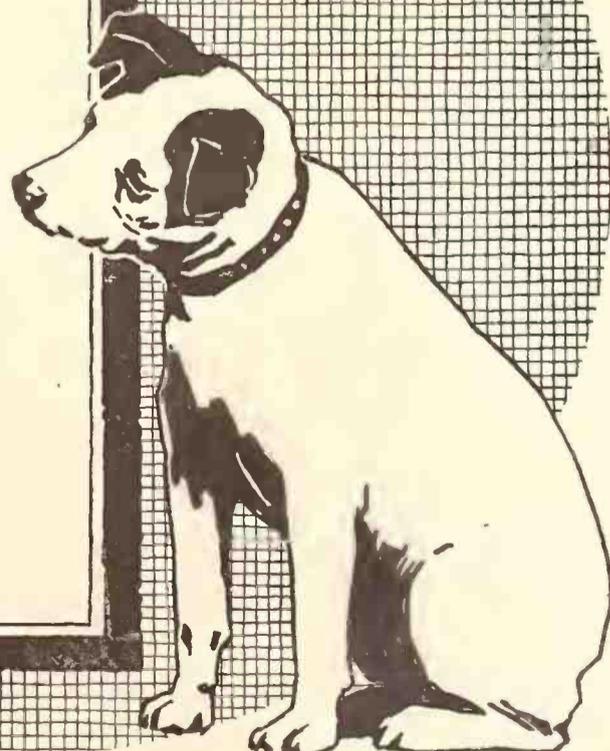
Collings & Company

Victor Distributors throughout Northern New Jersey and Northeastern Pennsylvania

PLUM BUILDING

Clinton and Beaver Sts. Newark, N. J.

Note: Use U-Sav-Your dressing and preserve the beautiful original factory finish on your cabinets.



VARIED WAYS OF INCREASING SALES
(Continued from page 33)

The third ad showed no cut, but played up the "marble" idea:
MARBLES! 50,000! MARBLES!!
FREE! FREE!
For the boys and girls of Fond du Lac
The balance of the ad was similar to the others. At the bottom of each ad was a coupon, which was to be cut out, filled out, and brought to the store. This coupon stated the name and address of the parents of the lad, and whether or not they owned a talking machine. In addition to the addresses of those who already possessed talking machines the firm secured a list of 500 prospects who did not own one. The names of all who owned machines were turned over to the record department for circularization on the monthly new records, while the other list was sent to the factory who manufactured the machine they handled, and the factory sent each of them literature on the subject. A factory representative also gave daily demonstrations of the machine, and during this one month the talking

machine department showed the healthiest growth in its history.

Music for the Winter Evenings

"As the days begin to lengthen, the cold begins to strengthen," and there are long Winter evenings when few care to stir from the house. This is the time when the phonograph is especially appreciated for its varied entertainment qualities. In order to bring this effectively to mind the Maison & Blanche, New Orleans, La., arranged a striking window display. Their window, which was a very large one, had glass extending entirely to the floor, and this was covered with cotton wadding to represent snow. The entire window pane was covered with little patches of cotton—each attached by a drop of glue—so that the effect to the passerby was that of a raging snowstorm. On an artificial snow mound was placed a Grafonola, while a mound at the other side held a Victrola. In the rear was a cardboard house, with doors and windows of waxed paper, with a strong light behind them. A card down front suggested: "Music in the home will help to make merry the long Winter evenings."

TO MAKE EXTENDED CONCERT TOUR

Mamie Smith and Her Jazz Hounds, Widely Known Through Her Okeh Records, Has Arranged to Make a Coast-to-Coast Tour—It Promises to Be a Big Success

Mamie Smith and her Jazz Hounds are answering the unanimous demand for personal appearances by going on concert tour. Under the management of the Standard Amusement Co., with offices at Suite 502, Vanderbilt Avenue Building, New York, a coast-to-coast tour is being scheduled.

The company is to be known as "Mamie Smith and Her Jazz Hounds Revue." There will be added features to the original Jazz Hounds, as Mamie Smith will carry a varied company of well-known entertainers. They will give a full evening's performance. The popularity Mamie and her Jazz Hounds have won on Okeh records has assured her managers of record-breaking audiences. The engagements she has already filled in a number of Eastern and Southern cities were played to capacity-filled houses.

The program which will be offered on tour will consist of recent selections released on Okeh records made by this organization as well as other late Broadway jazz and Blues hits. The attraction will be booked only in large auditoriums where there is sufficient seating capacity to accommodate the crowds.

IN FINANCIAL TROUBLE

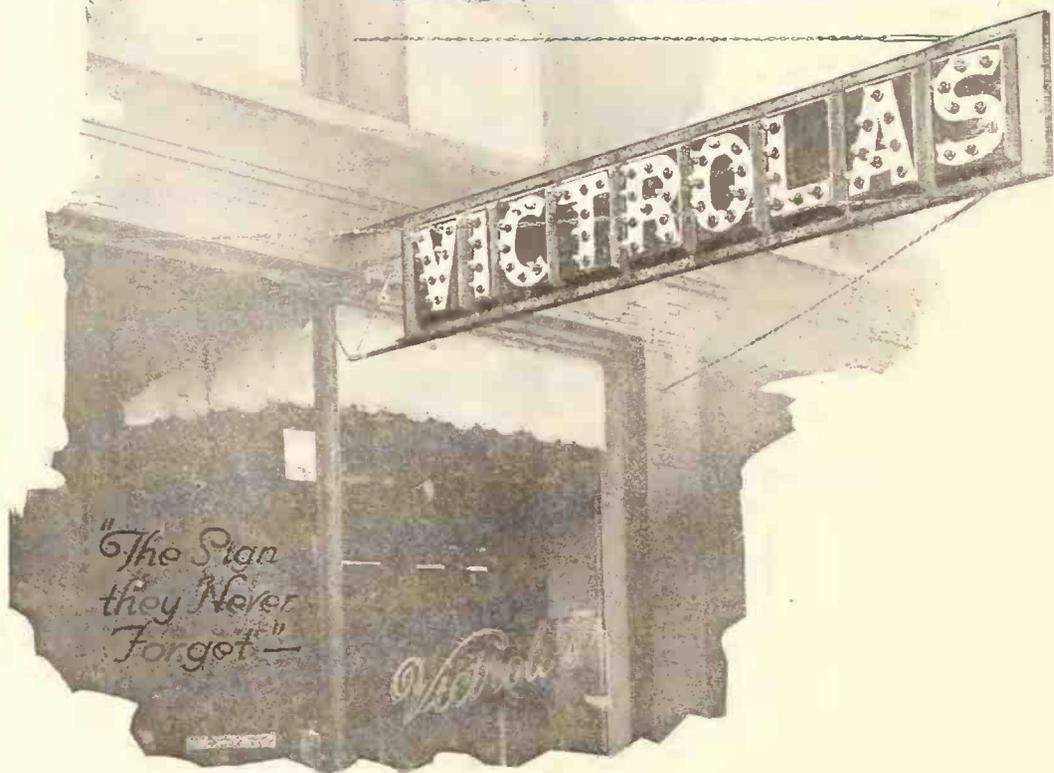
The Stratford Phonograph Co., of Ashland, O., was adjudicated a bankrupt on January 12, and the first meeting of the creditors was held in Ashland on January 27. At this meeting the creditors proved their claims, appointed a trustee, examined the bankrupt, and transacted such other business as came before the meeting.

VALUE OF ENTHUSIASM

Enthusiasm is not excitement; it is earnestness. Not frenzy, but fervor. Not arrogant braggadocio of your goods, but ardent belief in your goods. Enthusiasm is lasting, not temporary. It carries the dealer with you, not away from you. It makes him sell your goods as well as buy your goods.

The biggest interest man has to pay on a loan is on borrowed trouble.

FEDERAL ELECTRIC SIGN



Make Your Store Front Produce More Business

When you have an energetic salesman in the form of a glittering electric sign in front of your store, you sell not just the person who happens to look in your windows—but the hundreds of people who pass within a block or two in each direction.

That is where a Federal Electric Sign proves such a big business getter—its cheerful invitation is irresistible. A Federal Electric Sign pays for itself many times over for many years to come—made of porcelain enameled steel, cannot rust, rot or decay—will last indefinitely. As a progressive merchant, you should not overlook this opportunity to gain a step on competition. Send coupon today for full information and sketch showing how your sign will look. No obligation.



9 Months to Pay!

The first payment brings you your sign—you have nine months to make the final payments.

Tear Off and Mail Coupon Now

FEDERAL ELECTRIC COMPANY

Representing Federal Sign System (Electric) : 8700 South State St., 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.....

TMW-2

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

Announcing THE DANCE NEEDLE



TO THE TRADE:

A new needle known as the DANCE NEEDLE has been invented for the purpose of doing full justice to the tonal volume of dance music.

The DANCE NEEDLE is the only one of its kind in the market, and this name alone will make it an ideal selling proposition.

The DANCE NEEDLE is a decided novelty that can be featured as a direct attraction to the consumer. Every buyer of dance music is a prospect for substantial sales of the DANCE NEEDLE. Approximately 75% of all records sold are dance records, and this means that 75% of all needles sold will eventually be the DANCE NEEDLE.

There is no other needle manufactured that has such a unique and direct appeal to the consumer.

Manufactured by

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.

GIVE THE PUBLIC GOOD MUSIC

Says Albert Spalding, Who Berates Musicians for Carelessly Selected Music Programs— Says a Day of Reckoning Is Coming

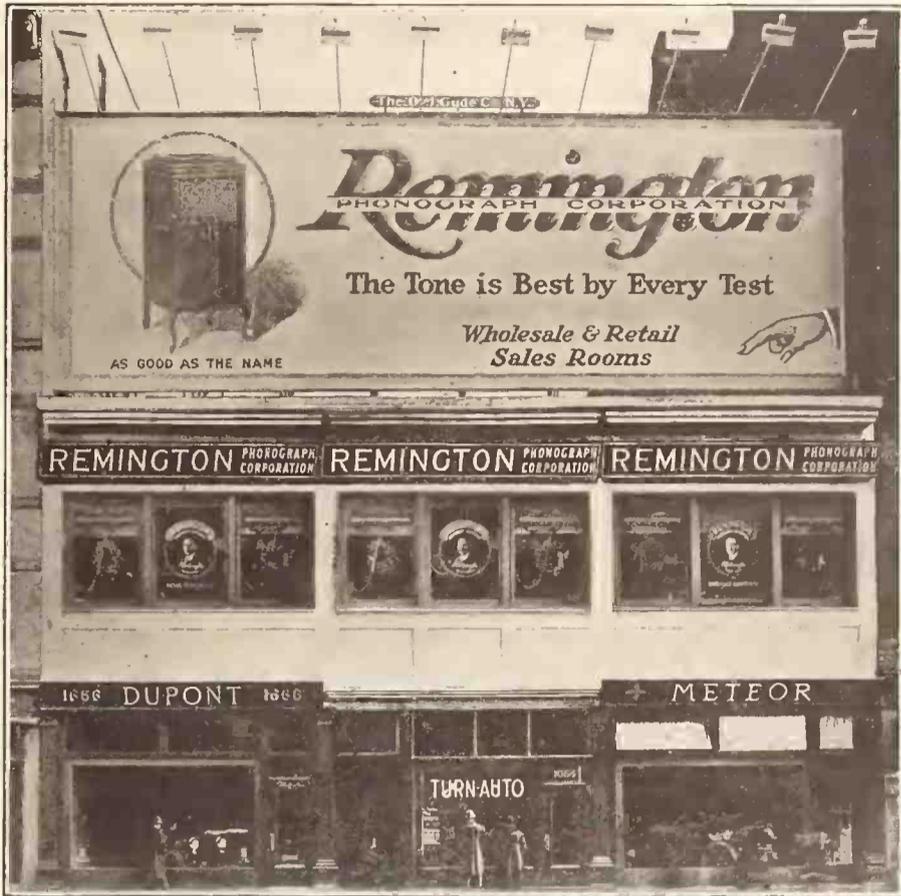
American audiences are making artists lazy. That is the opinion expressed by Albert Spalding, famous violinist and Edison artist, who declares that a day of reckoning is coming in the music world when artists will regret the careless habits into which commercialism has led them.

"In the fulfilment of the great trust which rests in great musicians, there are certain essentials," said Mr. Spalding in a recent interview. The most important, it appears to me, is the presentation of great works finely performed."

Mr. Spalding claims that in their desire to please easily satisfied audiences even the most noted musicians are getting the habit of singing indifferent works that are familiar, in order to gain the ready applause that brings recalls, consequent success and, also, consequent box office receipts.

"Public taste in art, like water, runs down hill," said the violinist. "If unchecked it will end its course in a muddy and chaotic stream. I know of no cure for it unless artists and managers co-operate and by mental stimulation of each other's efforts in the right direction institute a system of good plumbing for the art of music. If you want water pure and uncontaminated, you don't pump for it at its lowest levels. It is best when obtained as near as possible to its source. It is the same with music. And its effect on the public is the same. Drinking contaminated water is known to be poisonous to the body. Listening to bad music is no less poisonous to the mind. I have no intention or desire to preach a pessimistic sermon. I refuse to admit, or believe, that the public is more than a passive contributor to it. Public opinion is not an affirmative quality. It concurs or acquiesces in leadership."

REMINGTON ELECTRIC SIGN THAT ATTRACTS ATTENTION



The Remington Phonograph Corp. is featuring the Remington name and product in a striking manner on the Great White Way through a large electric sign erected upon the roof of the Remington Building, at 1662 to 1666 Broadway, New York City. The Remington executive and wholesale offices occupy the second floor of this building. This sign has already taken its place as a part of the lighting of the Great White Way and is becoming a familiar sight to the thousands of theatregoers as they promenade on this famous thoroughfare. The accompanying illustration gives a good idea of the size of this new sign.

SHOWS USES OF RECORD FLASHER

Standard Accessory Corp. Prepares New Booklet on Advantages of Its Product

MILWAUKEE, Wis., February 4.—The Standard Accessory Corp., 355-357 East Water street, this city, is sending to the trade a very attractive folder showing very clearly how the record flasher which it manufactures is used on talking machines; also inside the player-piano to

light up the music roll. It brings out very clearly the merit of the flasher, describing the different ways in which it can be used. The folder also shows a half-size tungsten battery which can be used in connection with the flasher when electricity is not available. Special note is made in this attractive folder of the fact that the record flasher finds a very ready market among the farmers, over 51 per cent of whom, statistics show, own a talking machine or a player-piano.

GARFORD "BABY" PHONOGRAPHS

A Popular Line of Toy Phonographs

Nothing More—Nothing Less

The "BABY" Model RETAILS AT \$6

MODEL X RETAILS AT \$12



A Splendid Dealer Proposition Is Available.

CLOSED

GENERAL PHONOGRAPH MFG. CO., Elyria, Ohio

Edison Message No. 90

It will be many years before the general level of commodity prices is as low as the present prices of Edison Phonographs.

Edison Phonographs increased in price less than 15%, including War Tax, since 1914.

“Edison Stood the Gaff”

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

MEADER SCORES IN McKEESPORT

Columbia Artist Arouses Great Enthusiasm in Recent Concerts in McKeesport

McKEESPORT, PA., February 1.—George Meader, the celebrated American tenor and exclusive Columbia artist, made a sensational showing during



George Meader

his appearance in this city recently. Mr. Meader is known throughout the United States as the boy soprano, with phenomenal gifts, and has endeared himself to the hearts of New York music lovers by singing in St. George's and other metropolitan churches. He has sung in Europe with the leading orchestras, and is one of the few boy sopranos who has realized the promise of his early youth and retained the sweetness and purity of voice which so charmed his early hearers. In the McKeesport concert there was a quality in Mr. Meader's voice that seemed to strike a responsive chord in the hearts of his audience.

In order to give the high-school students an opportunity to hear this opera star, F. C. Wampler, of F. C. Wampler & Sons, Inc., local manager, made a special price to them, with the result that a record-breaking audience thronged the hall. Mr. Wampler states that the concert was a tremendous success in every way.

SELLS FACTORY TO WATERMAN CO.

General Phonograph Corp. to Concentrate Motor and Tone Arm Business in Elyria, O.—To Continue Record Making in Newark

The factory on Thomas street, Newark, which the General Phonograph Corp., New York, has owned for some time past, has recently been sold to the L. E. Waterman Co., makers of fountain pens.

In referring to this transaction, Otto Heine-man, president of the General Phono. Corp., informed The World that the sale was made because in the future all of the motor and tone arm business of the company will be concentrated in the factories at Elyria, Ohio. The plan of concentrating all of this end of the business in one city will make for greater efficiency in manufacturing.

Okeh records will continue to be manufactured the same as heretofore, in the Newark plant, and for this purpose a large portion of the factory to which the Waterman Co. now holds title has been leased. The Okeh record business continues to grow in a substantial manner.

THE VALUE OF REPUTATION

Everybody likes to do business with a gentleman—a man who is clean, both outside and inside; who neither looks up to the rich nor down on the poor; who can lose without squealing and win without bragging; who is considerate of women and old people; who is too brave to lie, too generous to cheat and who takes his share of the world and lets others have theirs.

INSTITUTES "NO PURCHASE HOUR"

Fordham Store Sets Aside Special Time to Serve Needs of Patrons—No Goods Sold During This Time—Pres. Mangam Outlines Plan

A rather unusual and highly commendable idea has been developed by R. W. Mangam, president and general manager of the Excel-O-Phone Talking Machine Co., 12 East Fordham road, New York. In order to give his patrons the advantages of real store service he conceived the idea of having once a week a "No Purchase Hour" which should be given over entirely to the wishes of customers of the store. In discussing the workings of this plan, Mr. Mangam said:

"Positively no merchandise will be sold at our Fordham road store between the hours of 8 and 9 o'clock on Friday evening of each week, unless by special need or request. This hour shall be devoted to 'Service.'

"We want every person in this section at that time to step in and get acquainted. We believe that the talking machine is a mighty important

bit of furniture in the home, entitled to proper attention by both the owner and by us. Possibly there is some question regarding your instrument that puzzles you; you note with alarm a tone variation, a grind, a lack of clarity, or some other discrepancy regarding which you may desire to be enlightened.

"Or, possibly, there has come to your attention some device or attachment for your instrument that offers an improvement—a labor-saving device, such as an automatic stop, wind, repeater, etc. We will be glad to demonstrate and explain these articles. Then, again, maybe you are contemplating the purchase of a talking machine, but have hesitated to inquire of us, due to a belief that there might appear to be an obligation to purchase. We don't want you to feel that way. We will cheerfully demonstrate our instruments, explain their many points of superiority, and justify to you our belief in their quality, without obligation.

"Drop in. Tell us what we can do for you. We are at your service. It is the keynote of this enterprise, and our motto is: The customer is always right."

THE COLOR VALUE OF MUSIC

Cyril Scott, the English Composer, Speaks Interestingly of the Occult in Music

Cyril Scott, the English composer, who is in the United States lecturing on "The Occult in Music," says that "brilliant, flashing colors in startling and attractive forms are seen by the trained clairvoyant when beautiful music is played.

"I know at least one initiate in England," said Mr. Scott, "who knows nothing whatever about music, yet he enjoys music immensely because of the flashing, living colors and the wonderful beauty of forms that he sees with his clairvoyant vision.

"The theosophists say that musical forms and colors are sensed by the pineal gland. The colors are produced simultaneously and yet they do

not interfere one with another, but are vividly distinct and gorgeous. The modern French music of Ravel and Debussy is particularly rich in nature-spirit effects.

"The spiritual value of the music can be determined by the purity and beauty of the colors. Scriabine, in the latter part of his life, made music a definite vehicle for spiritual expression and his compositions glow so richly with color and form that clairvoyant adepts take the most exquisite delight in his music.

"The masters, or initiates, use music for their purposes, inspiring musicians and thus bringing spiritual influences directly to bear on the world."

A salesman may not know it all, but neither does the customer. The more a salesman knows about his goods the better he can sell them.



**THE
VICTOR
RECORD**

A series of

ACHIEVEMENTS

Series 2



☐ Producing the Victrola type of instrument was a forward step in the industry taken by the Victor Company, the importance of which can hardly be overestimated. In this form the talking machine immediately stepped forward as a beautiful element in the furnishing of a home—a charming piece of furniture; and all unpractical and unsightly features connected with sound reproducing were eliminated.

☐ With the development of this style went forward also the development in richness of tone, giving an instrument covering all music unapproachable for quality and service.

☐ Scarcely anything in the pioneering work of the Victor Talking Machine Company has had more wide-reaching influence than the creating of this Victrola Style.

KNICKERBOCKER TALKING MACHINE CO.

ABRAM DAVEGA, Vice-Pres.

Metropolitan Victor Wholesalers

138 West 124th Street **New York**

The public's pride of possession makes Sonora the most popular phonograph

DON'T think that because you may have difficulty in selling some make of phonograph that phonographs as a class are being neglected by the public.

People buy more carefully now. They compare. They examine. They judge. Then they buy and they buy quality.

This is a real Sonora market, because the more severe the tests, the more brilliantly does Sonora distinguish itself.

Sonora means a wonderfully complete line for one thing. A customer can choose from 24 period styles, 7 uprights and 1 Portable model---and all these are standard stock models and not made-to-order specials.

Prices are from \$75 to \$1800.

SONORA business is keeping up to a high mark because the magnificent Sonora tone makes sales. And the superb Sonora cabinets (a joy to the connoisseur of fine furniture) make sales. And the many exclusive and vital features for which Sonora is famous make sales.

It is risky to handle a phonograph the manufacture of which may be discontinued at any time.

It's another thing to sell Sonoras, world famous for their superiority, and licensed and operating under BASIC PATENTS of the phonograph industry which guarantee that Sonora's future is secure.

It's easy to sell when you offer



THE ELITE

The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



Write today regarding a Sonora agency to the distributor covering your territory

GIBSON-SNOW CO.,

Syracuse, N. Y.

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

W. B. GLYNN DISTRIBUTING CO.,

Saxtons River, 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-ANDREESSEN HARDWARE CO.,

Omaha, Nebraska

State of Nebraska.

THE MAGNAVOX CO.,

616 Mission St., San Francisco, Cal.

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

C. L. MARSHALL CO., INC.,

82 Griswold St., Detroit, 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, Can.

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.

C. D. SMITH DRUG CO.

St. Joseph, Mo.

Missouri, Northern and Eastern part of Kansas and five counties of Northeastern Oklahoma.

SONORA PHONOGRAPH CO. OF PITTSBURGH,

820 Liberty Ave., Pittsburgh, Pa.

Western Pennsylvania and West Virginia.

SONORA CO. OF PHILA., INC.,

1214 Arch St., Philadelphia, Pa.

Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia.

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, Florida and North and South Carolina.

SOUTHWESTERN DRUG CO.,

Wichita, Kansas.

Southern part of Kansas, Oklahoma (except five 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.

Each Sonora at its price represents the maximum of value

IMPORTANT CHANGES IN REGULATIONS REGARDING PAYMENT OF WAR EXCISE TAXES JUST ANNOUNCED

Treasury Department Announces Several Important Changes in Manner of Reckoning Excise Taxes Which Are of General Interest—Rulings on Certain Types of Musical Instruments

WASHINGTON, D. C., February 5.—Extensive changes in regulations 47 of the Internal Revenue Bureau covering payment of excise taxes on automobiles, musical instruments and other articles by manufacturers were announced by the Treasury Department recently.

Article 3 has been clarified to make it plain that when a manufacturer of a taxable article quotes a unit price which includes selling price and a direct statement of the portion of the total that applies as tax the tax can be reckoned on the selling price as stated and not on the total price given. Other changes follow:

Article 4—Discounts and expenses. The ruling in regulations 47 permitting an adjustment of the tax in the case of an adjustment in price on goods sold over a period of time on a quantity rebate has been extended to permit an adjustment in the tax in the case of an adjustment in price under an agreement made at the time of the sale to make such adjustment in case of a decline in the market.

Article 7—Who is a manufacturer? This article has been modified to provide that while a manufacturer is generally a person who (1), actually makes a taxable article, or (2) by changes in the form of an article produces a taxable article, or (3) by the combination of two or more articles produces a taxable article, under certain circumstances such a person is not a manufacturer for the purpose of the tax; but that if a dealer or jobber owns a patent, trademark, formula or recipe for a taxable article and contracts with another person or firm for the manufacture thereof, the contract specifying that the article can be manufactured only for such dealer or jobber and that it will be sold by such dealer or jobber as the manufacturer, the dealer or jobber is held to be the manufacturer for the purpose of the tax.

Article 15 has been made to read:

"A concern which does not manufacture for sale separately any part or accessory, but is engaged in doing strictly a repair business and makes only occasionally a part which may be needed for an immediate repair job performed by it, is not considered a manufacturer and is not required to pay any tax in respect to parts so manufactured and used.

"A person, partnership or corporation engaged in the business of building over automobile tops or bodies for installation on new or old chassis is not considered to be doing strictly a repair business, even though all such tops or bodies are manufactured as needed for an immediate job, but is held to be a manufacturer of automobile parts or accessories and subject to tax as such."

Article 17—Musical instruments. This article has been amplified to provide that so-called "toy talking machines, pianos, music boxes, etc., are taxable only if capable of use as practical musical instruments, and also to provide that orchestrions, mechanical violin players, etc., with a standard or modified piano player action incorporated therein, are subject to tax only on that portion of the price charged which represents the selling price of such action."

Article 34, on manufacturers who are also retailers, and Articles 42 and 43, covering export sales, have also been amended.

Article 41, credits and refunds, has been amplified to define in detail the difference between an "overpayment or overcollection," as distinguished from an "illegal or erroneous" payment or collection. The law permits a taxpayer to take credit for an overpayment or overcollection, whereas an illegal or erroneous payment or collection must be recovered through a claim for refund.

GRAFONOLA IN PROMINENT THEATRE

LOS ANGELES, CAL., January 25.—J. Van Grove, Columbia dealer of this city, recently made a sale of a K-2 walnut Columbia Grafonola to Sid Grauman, who is using it on the stage of his million-dollar theatre. This is one of the largest moving picture establishments in this section of the country and is one of a chain of which Mr. Grauman is proprietor.

F. E. WATKINS IN THE SOUTH

F. E. Watkins, of Watkins Bros., Inc., Hartford, Conn., is now on an extended visit to Pinehurst, N. C., where he will take part in the annual trap-shooting meet. Directly after the tournament Mr. Watkins will leave for Arcadia, Fla., where he will spend the rest of the Winter hunting.

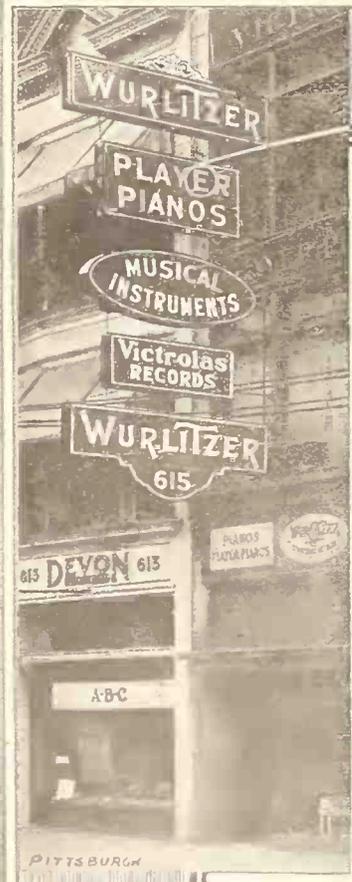
GOOD YEAR FOR LYRIC RECORDS

The American Talking Machine Co., Bloomsburg, Pa., is showing a very optimistic spirit in business conditions generally. B. W. Jury, general manager, reports a very fine business on Lyraphone and Lyric records and prophesies that 1921 will prove a banner year for everybody in the talking machine industry who works hard to make it so.

INCORPORATED IN MASSACHUSETTS

The Music Box Co., Inc., Beverly, Mass., has been incorporated, with \$10,000 capital, to deal in phonographs, pianos and musical instruments generally. The incorporators and officers are Frank A. Hayes, C. H. Phillips and W. D. Phillips.

If a salesman is capable of determining beforehand the question whether goods will sell or not he is wasting his time on the road. He is worth \$10,000 a year to any house in business, and they will not ask him to work more than half an hour a day, either.

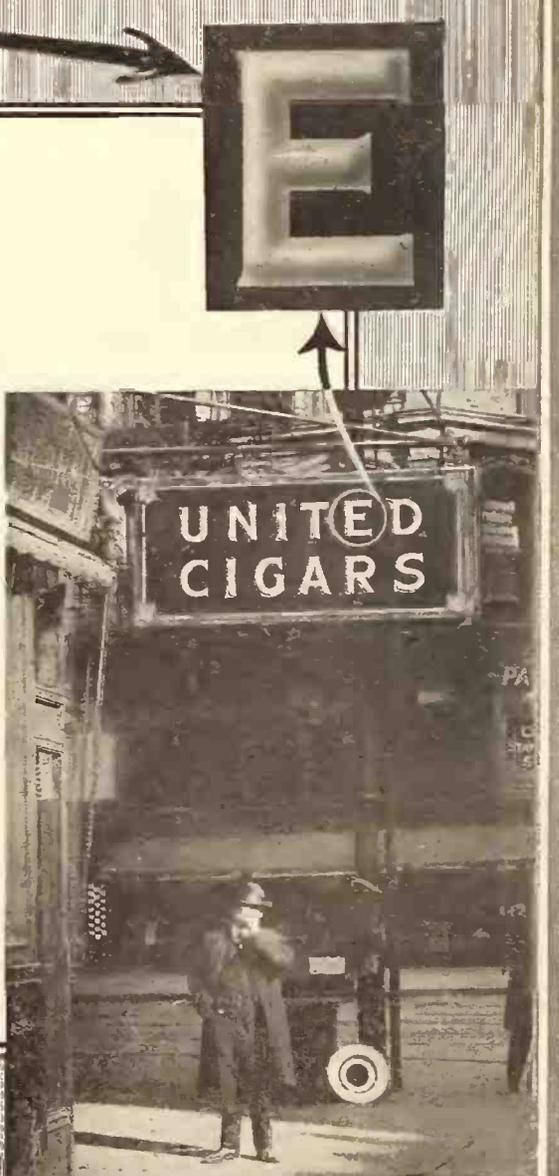


You Can Sell Musical Instruments With Oplex Signs

FLEXLUME Oplex Electric Signs are the kind with the *raised* snow-white glass letters on a dark background. This makes them excellent day signs as well as night signs. The night effect is solid letters of light standing out of the darkness.

Oplex Signs are selling musical instruments. Let us send you a sketch showing an Oplex Sign for your store.

FLEXLUME SIGN COMPANY
36 Kail Street Buffalo, N. Y.





LINCOLN
February 12



WASHINGTON
February 22

THE BIRTHDAYS OF TWO ILLUSTRIOUS AMERICANS

The country which can produce such stalwart and inspiring characters as Abraham Lincoln and George Washington, whose birthdays we honor this month, is the country to not only place your entire faith in, but your capital, meaning brains, ability and money, as well.

The business trials of to-day are nothing compared to the national trials the father and savior of America went through. And America to-day is greater and more powerful because these men have lived.

The faith in America was what prompted us to enter the phonograph field when there already were "too many manufacturers".

Also our faith in America told us to go ahead because in the

Remington Phonograph

GOOD AS THE NAME

We knew we had a sound reproducing machine that represented the greatest advance ever made in instruments of this character.

Our faith in America instilled the belief that there is always room at the top and that is the place we are headed for.

The impetus behind us is the Remington Phonograph with the Remington Reproducer, built on entirely new principles, our policy to give a dollar's worth in exchange for the other man's dollar, and the knowledge that we are here to serve and not to be served.



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

PHILO E. REMINGTON, President
JAMES S. HOLMES, Vice-President
EVERETT H. HOLMES, Sales Manager

The dealers who are not as yet familiar with the Remington Phonograph and our selling and agency proposition are invited to make inquiries.





Marion Harris sings "Yankee" and "Grieving for You." You'll have lots of difficulty deciding which side of this record is the best seller. But you'll sell so many that you won't care. A-3353.

Columbia Graphophone Co.
NEW YORK

ELECTRIC SIGNS AS AN AID TO BUSINESS

Written for The World by EINAR GRAFF

Most business men are agreed that the low ebb of the nation's buying has been passed, and that from now on we will witness a constant, steady increase in business. The United States Department of Labor officials report that national unemployment is decreasing. Many factories which were closed have resumed their activity. Advertising agencies find many calls for their assistance from business men who believe that the year 1921 will reward those who fight for business.

It was universally agreed some time ago that the "order-taking" days were over, and that to obtain business now it is necessary to go back to the old methods of real selling, as in the days before the war.

The war demonstrated the value of advertising. One of the very effective means used in all countries in fighting the war was publicity. Heads of many old conservative concerns who formerly scorned advertising are now knocking at the doors of advertising agencies. They appreciate that if they are to get their share of this year's business they must fight for it.

The retailer must do his share. The average retailer, because of the nature of his business, cannot use the advertising means of wholesalers, but he has a very effective means of publicity at his disposal, namely, the electric sign. Regardless of where he is located—on a dark side street or a brilliantly lighted business avenue—the electric sign has a value to him

worth many times its cost. It is no exaggeration to say that the retailer who does not take advantage of the advertising power of the elec-



A Sign That Attracts the Public
tronic sign is annually permitting many dollars in potential profits to go to waste.

By means of an electric sign, a retailer may advertise at less cost to a larger number of potential customers than by any other medium. The sign is located outside of his place of business, and is seen by all who pass directly

by it or within a distance of two or three blocks—persons who frequent the neighborhood of his store, and therefore logical customers.

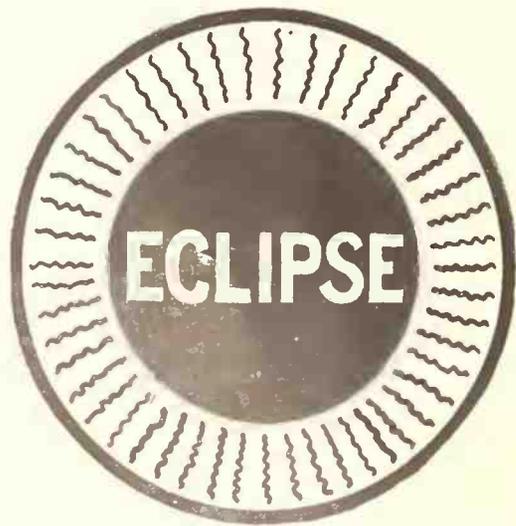
The electric sign is valuable to the retailer in other ways. It identifies the location of his store in the minds of the public. It gives his store an attractive, bright, prosperous and stable air, which increases its drawing power and instills confidence in the potential customers.

An electric sign not only advertises the store after nightfall. It has an equal advertising value during the day. As an example, consider the porcelain enameled steel blue and white signs which are familiar on the streets of most of our cities, probably because retailers have found them to be the most practical. They withstand weather. They do not fade and need never be painted. When they become soiled they may be washed with soap and water, and look like new. They last indefinitely.

This year will reward business men who fight for business. The intelligently aggressive merchant will prosper—he will take advantage of every opportunity before him, such as placing in front of his store an electric sign, and the utilization of other modern equipment that will advertise his progressiveness, as well as interest the buying public.

IN PROCESS OF REORGANIZATION

The Superior Court of Hartford County last month appointed a receiver for the Bristol Furniture Co., Bristol, Conn., which also handles talking machines. This action was taken for the purpose of reorganization and not because of insolvency.



DEFEND



THE ECLIPSE MUSICAL CO.

Victor Wholesaler

Cleveland, Ohio

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

**MOTORS
TONE ARMS
REPRODUCERS**

CASTINGS
Grey Iron
and Brass for

**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
CHERINGTON MFG. CO.
IRONCLAD MOTORS*

D. R. DOCTOROW

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

TALKING MACHINE MEN MEET

Monthly Gathering of Local Talking Machine Dealers' Association Held at Hotel Pennsylvania—Plans for Annual Banquet Now Being Made—Alfred L. Smith Makes Address

At the monthly meeting of the Talking Machine Men, Inc., held at the Hotel Pennsylvania on Wednesday afternoon, January 19, it was decided, following the presentation of the report by the entertainment committee, of which J. J. Davin is chairman, to hold the annual banquet and election of the Association at the Hotel Pennsylvania on the evening of March 29.

The committee, of which E. G. Brown, secretary of the Association, was a member, which visited and conferred with the Philadelphia Talking Machine Dealers' Association for the purpose of obtaining information as to ways and means for exchanging surplus record stock between dealers then reported. It was decided to acquaint every member of the organization with the plans proposed and a decision for the adoption of this system will be voted upon at the February meeting of the body.

The Victor Luncheon Club, composed of a number of Victor dealers who are also members of Talking Machine Men, Inc., reported that their organization had sent a bouquet of flowers to Enrico Caruso, who has been ill, with a letter expressing hopes for his speedy recovery. They received a telegram of thanks in response. The Talking Machine Men, Inc., then voted unanimously to appropriate a sum for a like purpose.

J. J. Davin, Chester Abelowitz and Cass Riddle were appointed a committee to confer with the producers of the show "Erminie," now playing at a local theatre, for the purpose of obtaining a block of seats for a theatre party to be given in the near future.

A letter was read from the Los Angeles Music Trades' Association, in which it was proposed to form a national association of local talking machine bodies for the advancement, betterment and protection of the industry.

Alfred L. Smith, general manager of the Music Industries Chamber of Commerce, then addressed the gathering on the proposed increase of taxes on musical instruments. He suggested a limited sales tax on all sales of goods, wares and merchandise from the raw material to the finished article as the principal method of raising the revenue necessary to make possible the elimination of the excess profits tax, the higher surtaxes and the manufacturers' excise taxes which, it is generally conceded, are seriously retarding business.

Mr. Smith spoke to the members on invitation of E. G. Brown, secretary, who is also State commissioner for New Jersey of the National Association of Music Merchants. He called attention to the weakness of the tax programs of the Treasury Department and of the National Industrial Conference Board, which includes an increase in excise taxes, and declared that musical instruments are not subject to an excise tax. This fact, he said, will be proved by informa-

tion which the Chamber is now gathering for presentation at Washington at the proper time.

A nominating committee was then appointed, composed of the following: William Berdy, J. Schick, Arthur Herrman, A. B. Schouler and M. Goransky.

C. H. Kolling, of the Phonograph Specialties Co., of Jersey City, N. J., addressed the gathering on the merits of his personal invention, a non-overwinding motor spring safety device.

STRANGE "DOINGS" WITH CRYSTALS

Interesting experiments with Rochelle salts at the International Communications Conference are reported in Science and Invention.

The first surprise was a demonstration with Rochelle salt crystals. "When it comes to gymnastics," explained the engineer in charge, "no one has anything on the Rochelle salt crystals." And every one agreed.

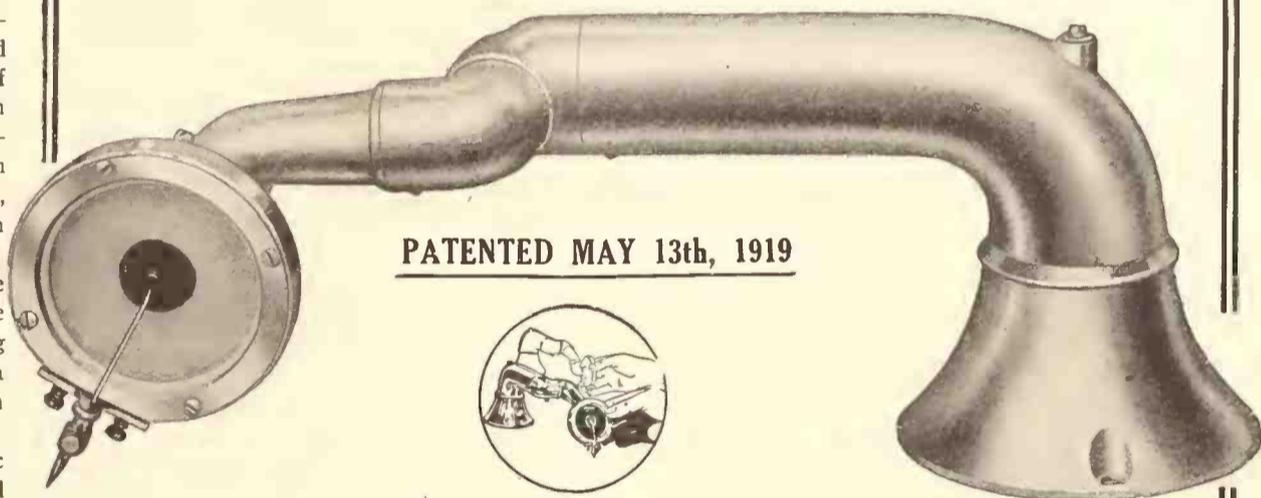
It was shown that when these crystals are twisted or pressed an electric current flows from them—is squeezed from them, as the engineer puts it. And conversely, when a current flows into them they wiggle and wobble in a most capricious fashion. There was a phonograph with the ordinary reproducer replaced by a salt crystal. From this crystal wires were led to another crystal placed in a phonographic horn, and when the phonograph was turned on the first crystal wiggled, producing currents which made the second crystal wiggle so violently that rich music poured from the horn.

How to open a safe without knowing the combination or wrecking it was also demonstrated.

**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

COTTON FLOCKS

.. FOR ..

Record Manufacturing

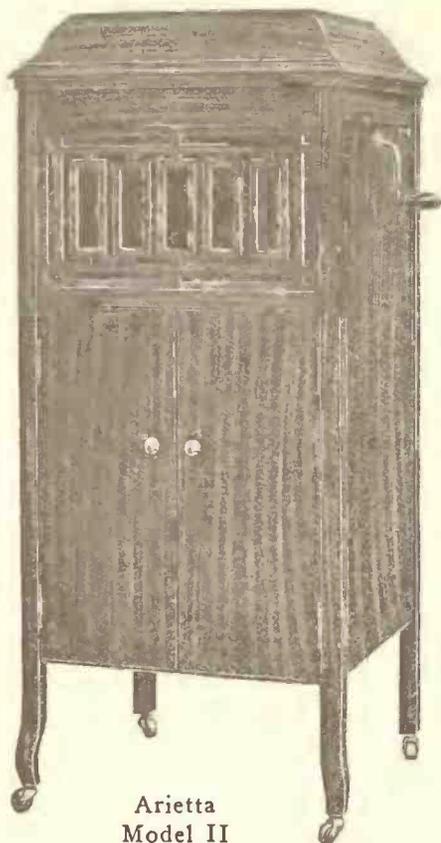
**THE PECKHAM MFG. CO., 238 South Street
NEWARK, N. J.**

THE EMPIRE PHONO PARTS CO.

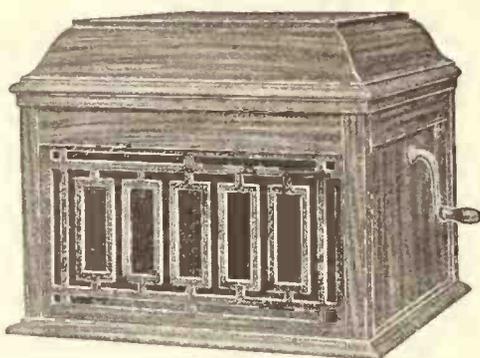
1362 EAST 3rd STREET

CLEVELAND, OHIO

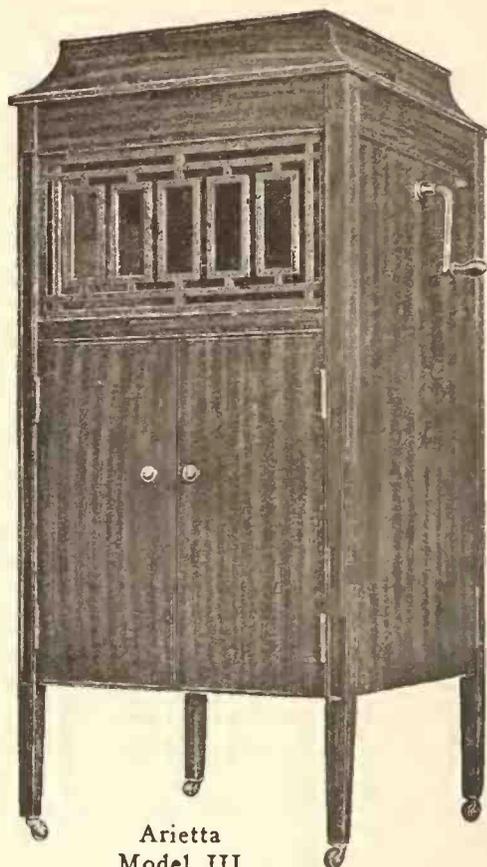
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Arietta Model II



Arietta—Model I



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Tone, Quality, Beauty, Price ARIETTA Has It All!

FIRST of all, the Phonograph you sell must have TONE. ARIETTA has it---wonderfully clear and true to life. And ARIETTA plays ALL Records with the same fidelity.

But PRICE---today, more than ever---is a mighty important factor. ARIETTA prices are RIGHT!

That's the big reason why 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!



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

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

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Address

Post Office

W-221

Rountree Corporation

Manufacturers
Richmond, Va.

THE NEW COLUMBIA CO. PRESIDENT

Van Horn Ely a Man of Wide Experience in Business Management of Large Institutions

Van Horn Ely, who was recently elected president of the Columbia Graphophone Co., New York, is a man of wide experience in the business management of large institutions. In



Van Horn Ely

addition to being president of the Columbia Co. he is president of the American Railways Co. of Philadelphia, which concern operates twenty electric light, power and trolley companies throughout the country.

He has maintained a close contact with the talking machine industry through his close affiliation with Francis S. Whitten, the former president of the Columbia Co., who is now chairman of the board of directors.

L. K. LINCOLN VISITS PITTSBURGH

Advertising Manager of Sonora Phonograph Co. Found Trade in That Section in a Generally Satisfactory Condition During Visit There

L. K. Lincoln, advertising manager of Sonora Phonograph Co., Inc., New York, recently returned from a trip during which he visited practically all the retailers in Pittsburgh and environs.

In chatting with *The World*, Mr. Lincoln stated that he found the retail merchants, in every case, imbued with a thoroughly optimistic spirit regarding the opportunity for increased business in the very near future. He called on dealers representing practically every make of instrument and found that the machine business has been holding up quite well since the holiday season, though it does not run as well proportionately as the record business.

Mr. Lincoln spent a considerable portion of his time with the new Sonora distributors, the Schroeder Piano Co. of Pittsburgh, which concern is promoting the Sonora line in a most vigorous manner throughout that section of the country.

JERSEY COMPANY GETS CHARTER

The Ware Campbell Co., Hammonton, N. J., has received a charter to manufacture talking machines. The capital of the new corporation is \$50,000 and the incorporators are Charles M. Ware, Albert Campbell and Ernest D. Ware, Millville, N. J.

APPOINTED SONNENBERG MANAGER

W. H. Tyler has been appointed manager of the Victrola department of the Sonnenberg Piano Co., in New Haven, Conn. He was formerly connected with the Landay Bros.' stores in New York

Intelligent conversation on general topics sometimes accomplishes greater results than more direct efforts to secure business.

PATHE ARTISTS IN CONCERT FIELD

Popular Record Stars Appear in Many Recitals—Extensive Tours Planned Which Cover All Parts of the United States

Pathé artists are exceedingly active in the concert field and are swinging across the entire continent on their concert tours. Thus, dealers in every section of the country are able to stimulate sales of their Pathé records through the local appearance of these popular artists. The enterprising dealer with a sense of news can always build up much publicity from the appearance of a popular artist in his city. The theatre and concert managers are usually always glad to give posters to dealers for their windows, and newspaper publicity co-ordinated with a window display and the records of the artists usually results in noticeably increased record sales.

Madame Matzenauer, contralto and celebrated opera star, has been booked for recitals in the most important musical centers in the country, from the first of the year straight through till Spring.

Paul Althouse, celebrated tenor singer and Pathé artist, is now engaged in an extensive Western tour covering the most prominent cities on the Pacific Coast.

Patricola, the versatile Pathé star, and Jacques Thibaud, eminent violinist and Pathé artist, are covering the various sections of the country, and the Tollefsen trio of violin, piano and 'cello, whose recordings on Pathé records are familiar, have completed an extensive Southern tour. The Sunday evening concerts at the Waldorf-Astoria Hotel, New York City, have proved very popular in musical circles of the metropolis and many noted Pathé stars have charmed the gatherings at this noted hostelry on Sunday evenings.

The February Pathé record supplement includes the release of numbers by Joseph Lhevinne, master pianist, who is now an exclusive Pathé artist.

An entire page in the January 5 issue of Pathé News is devoted to Pathé and Actuelle records.

MARKMAN TO COVER THE SOUTH

Well-known Traveling Man to Represent Remington Phonograph Corp. in Southern Territory—Has Large Acquaintanceship in Trade

The Remington Phonograph Corp., New York City, has announced the appointment of M. B. Markman as the Southern wholesale representa-



M. B. Markman

tive for the Remington line. Mr. Markman was for some years connected with the sales department of Becker Bros., piano manufacturers, and more recently represented a prominent line of phonographs in the Southern territory. Mr. Markman's large acquaintanceship in the Southern territory, combined with his enthusiasm regarding the Remington products, will be a combination that is destined to result in greatly increased sales for the Remington line in this territory.

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 de-
signed 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.

REAL READJUSTMENT MUST BEGIN WITH THE FARMER

No Sound Price Reduction or Adjustment Is Possible so Long as the Farming Element Continues Its Present Boycott of the Public and Industry, Says J. Harry Shale

J. Harry Shale, vice-president of the Bankers' Commercial Security Co., New York, whose wide business and financial interests make his opinions on business conditions of genuine value, holds to the viewpoint that there cannot be any downward adjustment of prices, or any marked decrease in the high cost of living, until the farming element in many sections of the country comes to a realization that the war is over and that wartime prices for farm products cannot continue. In a recent interview Mr. Shale said:

"No sound price reduction or adjustment is possible in this country so long as the farming element continues its present boycott of the public and of industries in an effort to realize exorbitant prices for farm products. So long as the farmers are able to hold such products as cotton and wheat for higher prices on a speculative basis there can be no general adjustment of living or production costs in any part of the country. The attitude of the farmer is a fundamental problem to be considered in any such adjustment. Agriculturists fail to realize that, with other countries getting their affairs into better shape, they are facing competition in the marketing of wheat, cotton, grain and other products, and are taking a chance on a sudden deflation that will undoubtedly cause more loss to them than they would suffer by taking a fair profit now on their present crops.

"In this scheme of readjusting the country's living and production status, certain losses must be taken right along the line, and if the various factors face the situation honestly the individual losses will prove more or less immaterial. If the farmer will start the ball rolling the industries will certainly follow. At the present time, with the South and West crying about the low prices being offered for grain and cotton, the fact is generally known that the people of those sections have more real money right now than ever before in their history. On top of this we find agriculturists with money in the bank asking credit from banks in order to carry their crops over to a time when they can force a better market. The solution of this problem is for the banks to insist upon the farmers financing their own

speculative operations, and refusing to extend loans for such purposes. This attitude on the part of many of the country's banks has already been made evident, and we may rightly expect to see some beneficial results very shortly.

"So-called price reductions at the present time are almost without exception fictitious and based on unsound principles. The remedy lies not in going from the top down, but in starting at the bottom and reconstructing and readjusting from the fundamentals. An honest shaving of prices cannot take place until there is a



J. Harry Shale

lessening of production costs, and these costs will be cut only when they are granted relief from underneath. In other words, it centers upon the agriculturist to realize the situation and take appropriate, and what may become necessary, action towards bearing his burden in the carrying out of the readjustment program.

"The only likelihood of a chance of price reduction from any other cause lies in the adjustment of the tax situation, and the cutting down or elimination of excess profit taxes, with

a view to eliminating the pyramiding of taxes that has been the natural result. If there is any improvement made in the tax situation it will mean that both manufacturers and merchants will be compelled to take a temporary loss covering products actually in stock, or in process of completion, and accept a certain shrinkage in assets, and the outcome will be a chance to make a slight shaving in prices generally.

Have Reached Bottom of Business Depression

"Personally, I believe we have reached the bottom of the business depression, and that we are about to return to a safe and sane basis. Every day now will see a number of changes for the better in the general business situation.

"The merchants who have held off buying stock to carry them over the next few months in anticipation of a general break in prices will find in the late Spring that they will have lost, rather than gained, by the delay, for prices will be much the same as they are now and dealers will have difficulty in getting goods promptly enough to serve their purposes. The manufacturer cannot be expected to do all the gambling, and he is not going to make up reserve stocks of instruments for the last-minute accommodation of dealers unless he has bona-fide orders on hand.

Short Terms Protection Against Deflation

"Those retailers who, in the face of the facts that are presented by manufacturers, insist upon believing that the period of deflation will be an extended one should at least arrange to protect their interests in the event of any such deflation in prices, by insisting upon short terms and, most important of all, substantial first payments, sufficiently large to cover any possible price reduction. Those who are fond of making comparisons with the automobile trade can realize what would have happened had machines been sold on the basis of a couple of hundred dollars down, and a month later the list price been reduced \$600 or \$700. Under such conditions it would pay the buyer to give up his car and sacrifice his first payment for the sake of realizing the benefit of a full price cut in the purchase of a new car. It is, of course, out of the question for such a condition to exist in the music trade, but to insist upon the buyer securing a substantial equity in the instrument at the outset will afford the dealer protection against the unexpected.

"It might be well as a last thought to again refer to the farming situation, and to advise retailers who are catering to the rural trade to watch their credits carefully."

HE IS A TALKING MACHINE DOCTOR

Syracuse Man Diagnoses and Cures Ills to Which These Instruments Are Heir

"When your talking machine gets out of order or has any symptoms of deterioration take it to a talking machine hospital. That's what you would do if you were registering illness. The talking machine is such a large contributor to your pleasurable diversions that you cannot allow its disorders to progress beyond recovery."

This is the way W. M. Goff, 119 West Onondaga street, Syracuse, N. Y., tells the public that he is an expert in repairing talking machines. He is with the Howard Piano Co., of that city.

NEW CORPORATION IN OLEAN, N. Y.

The Houghton & Rungle Music Co., Olean, N. Y., has been incorporated under the laws of New York State to do business in talking machines and other musical instruments. The capital is \$10,000 and the incorporators are J. V. and L. A. Houghton and H. P. Rungle.

THE VALUE OF ADVERTISING

The money spent on advertising, if spent sensibly, skillfully and ably, is economical. If you have good advertising and push the sale of the article you save overhead costs, says Sir Eric Geddes.

THE
CABINET & ACCESSORIES
COMPANY

145 E. 34th STREET ··· NEW YORK

THE CIROLA

Your Ears
Will Buy It!



Price Now, \$35.00
Special Introductory Discount to Dealers

Write or Phone
for Representative to call

IN THE HEART OF NEW YORK

GET ALL YOUR ACCESSORIES FROM ONE SOURCE

Lundstrom Converto Cabinets
Record Albums
Record Delivery Envelopes
Motrolas
Record-Lites
Fibre Needle Cutters
Tonofone Needles
Phonograph Cabinets
Table Cabinets, All Kinds
Talking Machine Toys
Brilliantone Needles
Fletcher Needles
Red, White & Blue Needles
Polishes and Oils
Eject-O-File Cabinets
Repeaters and Rotometers
Wall-Kane Needles
Record Cleaners
Dust and Moving Covers
Standard Phonographs
Motor Spring Safety Device

All from One Source

OTTO GOLDSMITH
President

Reduced Prices

Lundstrom CONVERTO

PATENTED DEC. 11, 1917

Talking Machine Cabinets

VICTOR DEALERS handling Lundstrom Converto Cabinets will be interested in knowing that in keeping with the times we have recently reduced our prices on all Standard Design Converto Cabinets; at the same time improving the construction by adding casters and ferrules to all of these models heretofore without same.

We are also offering wholesalers direct shipment from factory to their customers, which considerably reduces the cost of handling. These important changes will enable Converto Dealers to continue to meet competition of the low price cabinet machines by offering a GENUINE VICTROLA with cabinet type advantages at a lower price than usually charged for machines with reputation yet to be established.



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

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

CONVERTO WHOLESALE DISTRIBUTORS

- | | |
|---------------------|------------------------------------|
| Albany, N. Y. | Gately-Haire Co., Inc. |
| Atlanta, Ga. | Elyea Talking Machine Co. |
| | Phillips & Crew Piano Co. |
| Baltimore, Md. | Cohen & Hughes, Inc. |
| | E. F. Droop & Sons Co. |
| Birmingham, Ala. | Talking Machine Co. |
| Buffalo, N. Y. | W. D. & C. N. Andrews |
| Burlington, Vt. | American Phonograph Co. |
| Chicago, Ill. | Lyon & Healy |
| Cincinnati, Ohio | Rudolph Wurlitzer Co. |
| Cleveland, Ohio | Cleveland Talking Machine Co. |
| Columbus, Ohio | The Perry B. Whitsit Co. |
| Dallas, Texas | Sanger Bros. |
| Denver, Colo. | The Knight-Campbell Music Co. |
| Des Moines, Ia. | Mickel Bros. Co. |
| Elmira, N. Y. | Elmira Arms Co. |
| El Paso, Tex. | W. G. Walz Co. |
| Houston, Texas | The Talk. Mach. Co. of Texas |
| Indianapolis, Ind. | Stewart Talking Machine Co. |
| Jacksonville, Fla. | Florida Talking Machine Co. |
| Kansas City, Mo. | J. W. Jenkins' Sons Music Co. |
| | Schmelzer Co. |
| Memphis, Tenn. | O. K. Houck Piano Co. |
| Mobile, Ala. | Wm. H. Reynolds |
| Newark, N. J. | Collings & Co. |
| New Orleans, La. | Philip Werlein, Ltd. |
| New York City | Emanuel Blout |
| | Cabinet & Accessories Co., Inc. |
| | Kniekerhoecker Talking Machine Co. |
| Omaha, Nebr. | Mickel Bros. Co. |
| | Ross P. Curtice Co. |
| Peoria, Ill. | Putnam-Page Co. |
| Philadelphia, Pa. | C. J. Heppie & Son |
| | Penn Phonograph Co. |
| | H. A. Weymann & Son, Inc. |
| Pittsburgh, Pa. | Standard Talking Machine Co. |
| Portland, Me. | Cressey & Allen, Inc. |
| Richmond, Va. | The Corley Co., Inc. |
| St. Paul, Minn. | W. J. Dyer & Bro. |
| San Francisco, Cal. | Walter S. Gray Co. |
| Syracuse, N. Y. | W. D. Andrews Co. |
| Toledo, Ohio | Toledo Talking Machine Co. |
| Washington, D. C. | Cohen & Hughes, Inc. |
| | E. F. Droop & Sons Co. |

TALKING MACHINE TRADE NOW FACES SHOW-DOWN PERIOD

A Very Interesting Analysis of Business Conditions Which Prevailed During the War Period and a Forecast Regarding What Is Promised the Business Man During 1921

By J. NEWCOMB BLACKMAN, President, Blackman Talking Machine Co., New York

EDITOR'S NOTE:—Through an error on the part of our printers, who mislaid part of the copy of Mr. Blackman's article in the January issue of *The World*, we are reprinting this interesting contribution in its correct and proper form this month.

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



J. Newcomb Blackman

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.

With plenty of talking machines and records to select from, what will be the result? In 1921 the problem will not be one of production but of distribution.

The leading manufacturers—and they are really very few when properly classed—will be the ones financially able to meet new conditions. I believe that the wholesaler and dealer who have earned for themselves creditable reputations over a period of many years will get all the support needed.

It will be not only a selling proposition, but also a financial one. In other words, speaking as a distributor, I believe we must resume our true mission.

We must carry stock as production makes it possible, so that we will have on hand, to meet the needs of the dealer, a stock of instruments and records somewhat in keeping with pre-war times.

The banks are curtailing and forcing the liquidation of credits. It will be highly important for dealers to have goods that will stand the test and have proved their permanent value from every standpoint.

When the liquidation process makes it necessary to sacrifice merchandise, the effect is the same as with any security held as collateral against loans. The value of the security is depressed; more margin is called for; or liquidation, regardless of the result, must follow.

A tightening of credits on the part of the banks has opened a larger field for financing companies who have been making loans against instalment leases. They, however, are not going to see the collateral value of such leases depressed through cut-price sales, over-production, or by failures of the manufacturers, without protecting their interests.

I may be prejudiced because my company handles the product of but one manufacturer, but, as they say, "be that as it may," the fact remains that Victor supremacy was never so apparent as to-day. Victor demand was never so clearly demonstrated as permanent. Victor product is still in demand beyond supply.

An ideal condition in merchandising would be always to have enough goods to fill the de-

Interesting Facts For Progressive Dealers

No matter what you may have THOUGHT about phonographs, you can't appreciate the full significance of Tonal Qualities until you have heard

The Manophone



THE MUSIC MASTER OF PHONOGRAPHS

Dealers Wanted Everywhere



"A Manophone in
Every Home"

And the distinctiveness of this quality in the MANOPHONE is no mere accident.

The men who make the MANOPHONE have back of them 68 years' experience in the manufacture of musical instruments—a fact which means much in the realization of proper musical tones through resonance and vibration.

MANOPHONE Dealers have many points of superiority to help them in the sale of these instruments.

The story of the MANOPHONE is deeply interesting and fascinating; the quality of the instrument is unusually attractive and compelling. Such features spell profit to Dealers.

Have you had our Dealer Business Building Plan unfolded to you? If not, write us—TODAY.

The Manophone Corporation
Adrian, Michigan

**CRYSTAL EDGE
MICA
DIAPHRAGMS**
The Standard of Quality
PHONOGRAPH APPLIANCE CO.
174 Wooster St., New York

mand on a profitable basis, without over-production.

It is to be deplored that the demand for Victor goods has been so greatly in excess of the supply. The evils of over-production, however, have done and will do more damage to the general talking machine industry than an oversold product such as the Victor.

It is a good time, I believe, for the best business men and employes to assume their position as leaders. We should not be pessimistic. On the other hand, we have every reason to be optimistic. Following a temporary business depression I can see no reason why we should not enter an era of great business prosperity for at least five years.

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 necessary. 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.

IT'S NOT ALWAYS EASY

- To apologize,
 - To begin over,
 - To take advice,
 - To admit error,
 - To be unselfish,
 - To be charitable,
 - To face a sneer,
 - To be considerate,
 - To keep on plugging away,
 - To wear a smile—
- BUT IT ALWAYS PAYS.**

It is not the one who can hold out, but the one who can hold in that usually wins a hard argument.

PATHE LAYS PLANS FOR BIG YEAR

New Electric Motor Announced to Trade With the New Year—President Widmann Tells a Golf Story With a Moral for the Trade

The change in general market conditions is being energetically met by the sales organization of the Pathé Frères Phonograph Co., of Brooklyn, N. Y. Realizing the return to intensive selling conditions, this organization has already laid plans for an extensive sales campaign for 1921. Several of these plans have already been successfully inaugurated, and more will follow shortly.

The executive offices fairly hum with activity and the officials of the company, when interviewed, all concurred in optimistic predictions for the year ahead. E. A. Widmann, president, relates a story that admirably portrays the current conditions in the trade. Mr. Widmann, who is a golf enthusiast, was recently approached on the links by a fellow club member who said: "Your game is a little off to-day." "No," Mr.

Widmann modestly replied, "when I make a particularly good score I am a little off my regular playing, for it is away from normal." Mr. Widmann aptly applies this story to the talking machine trade in that during the entirely unprecedented rush of orders during wartime the trade was actually "off" its usual conditions, but that in 1921 the trade will find and keep its normal status, which promises to be satisfactory to all.

The Pathé Frères Phonograph Co. started the new year well with the presentation to the trade of the new Pathé alternating electric current motors. These new electric motors, although before the trade only a short space of time, have already proved very popular, and a regular and steady demand has been developed for them. The first issue of Pathé News of the new year devoted the entire first page to a detailed description of this new motor.

The capital stock of the La Belle Talking Machine Co., New York, has been increased from \$15,000 to \$50,000.

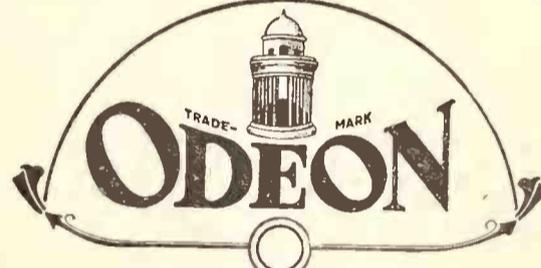


ODEON

RECORDS

from EVERY LAND

Know them by their "TEMPLE of MUSIC"
Trade Mark



AMERICAN and COMPLETE INTERNATIONAL REPERTOIRES
RECORDED IN THE COUNTRIES OF ORIGIN

English—French—Italian—Spanish—German—Dutch—Hungarian—
Turkish—Arabian—Chinese—Greek—Scandinavian—Russian—Polish—
Bohemian—Serbian—Hebrew—Yiddish—Slovenish—Roumanian—Syrian

FONOTIPIA RECORDS



by world-famous OPERATIC and CONCERT STARS

*DISTRIBUTORS will realize the value of
a connection with us*



American Odeon Corporation

100 WEST 21st ST. NEW YORK



H.K. Lorentzen

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

RED ROOSTER WINS BLUE RIBBON

Famous Pathé Trade-mark Finds Place of Honor at Omaha Poultry Show

OMAHA, NEB., February 5.—Among the novel features of the annual poultry show, held recently in this city, none attracted more lively attention than the exhibit of the stately Pathé Red Rooster who occupied a place among the blue ribbon winners and who was admired by the hosts of visitors. The exhibit was arranged by the Pathé Sales Co. in conjunction with the Wright & Wilhelmy Co., Pathé distributors, both of this city. The lordly rooster was placed on a turntable in a large cage in a way that made it continually revolve, all of the mechanism being beneath the cage, out of sight. Although the rooster was not a live bird but a large rooster statue revolving on a turntable, the secretary of the show decided that in accordance with their rules the big rooster, statue or not, was to be judged along with the rest of the Rhode Island Red entrants. The Pathé rooster was awarded a blue ribbon as being the most perfect specimen of his particular kind, age and weight on exhibition.

DIAPHRAGM CONCERN INCORPORATES

A recent incorporation is that of the Reacoustic Diaphragm Co., manufacturer of diaphragms for talking machines and telephones. The incorporators are A. E. Thomas and C. and A. J. Kegan, 231 East Fiftieth street. The new company is capitalized at \$10,000.

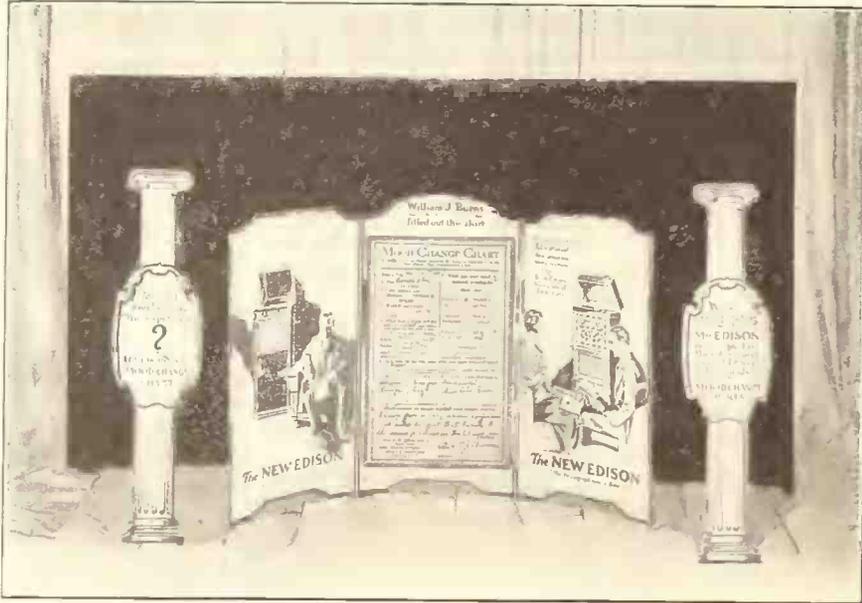
Duke's Music House, Peru, Ind., is going out of business, according to advices received.

PSYCHOLOGY IN EDISON DISPLAY

Window Display for February Based on Thos. A. Edison's Chart for Analyzing Moods

The Edison window display for February is destined to make people sit up and take notice. It appeals directly to a universal trait of human nature—curiosity.

Few people can resist the temptation to have their palm read, or their fortune told. The Edi-



Edison Window Display for February

son Mood Change Chart, upon which both the February Edison national advertising and window display are based, appeals to the same instinct—only the Edison Mood Change Chart is not bunk.

It is an established fact that all people are creatures of moods and that music powerfully affects these moods. As is announced in the February advertising and window display, Thomas A. Edison is conducting a nation-wide research for the purpose of investigating the effects of music on our various moods.

It will be noticed in the photograph that no Edison phonographs and no Edison Re-Creations are displayed in the window. In fact, there is nothing in the window but the display

strikingly brought into relief by a black screen. The purpose of this is to remove all selling ideas that might detract from the purpose of the display and to arouse curiosity and induce inquiries concerning the Mood Change Chart.

BACHARACH HAS A BRIGHT PLAN

Member of Ways and Means Committee Would Provide General Sales Tax While Continuing Excise Taxes on Musical Instruments

WASHINGTON, D. C., January 29.—Members of the music trade might do well to watch for activities of Representative Bacharach, of New Jersey, who, as a member of the Ways and Means Committee, has submitted a plan for a general sales tax of one per cent to be levied on final gross sales. In addition to the general sales tax, however, Mr. Bacharach would continue excise taxes on automobiles, musical instruments, jewelry, etc., while eliminating from the excise tax list candy, wearing apparel, perfumery, etc. Should the plan be considered seriously it would mean that the music trade would have to meet a general sales tax while continuing to pay excise taxes, and thus be subjected to strong discrimination. This is not a fair or square proposition.

THE POWER OF A SONG

We are the music-makers
 And we are the dreamers of dreams,
 Wandering by lone sea-breakers
 And sitting by desolate streams—
 World-losers and world-forsakers
 On whom the pale moon gleams;
 Yet we are the movers and shakers
 Of the world forever it seems.

With wonderful fearless ditties
 We build up the world's great cities,
 And out of a fabulous story
 We fashion an empire's glory;
 One man with a dream at pleasure
 Shall go forth to conquer a crown;
 And three with a song's new measure
 Can trample a kingdom down.

—A. O'SHAUGHNESSY.



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



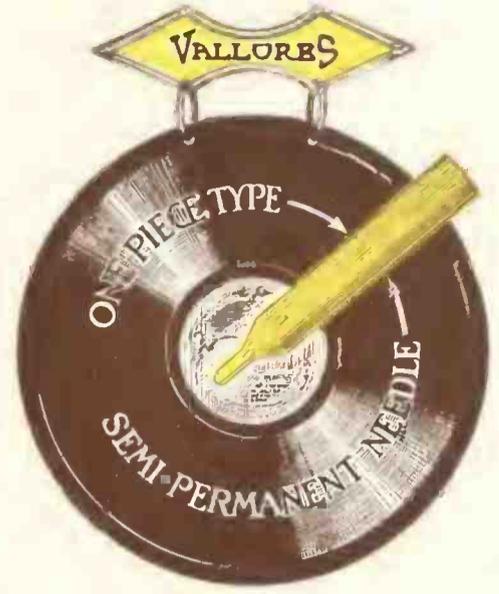
JOBBERS AND RETAILERS —FOREWORD—

Phonograph needle business knows no depression. Quite the contrary. The million or more new phonographs that were sold during the past few years are only now beginning to create an enormous demand for needles.

Aggressive jobbers and dealers know that, if anything, these phonographs will be played more and more. Back it up with a determination to cut a big swath in your overhead expenses by your needle profits.

The big demand for auto tires developed as an aftermath to the sale of autos. Similarly, we are only now on the crest of the largest demand for needles.

The needle to pin your faith to, for big profits, is the ultimate needle, i. e., the Semi-Permanent, which in turn finds its highest development in

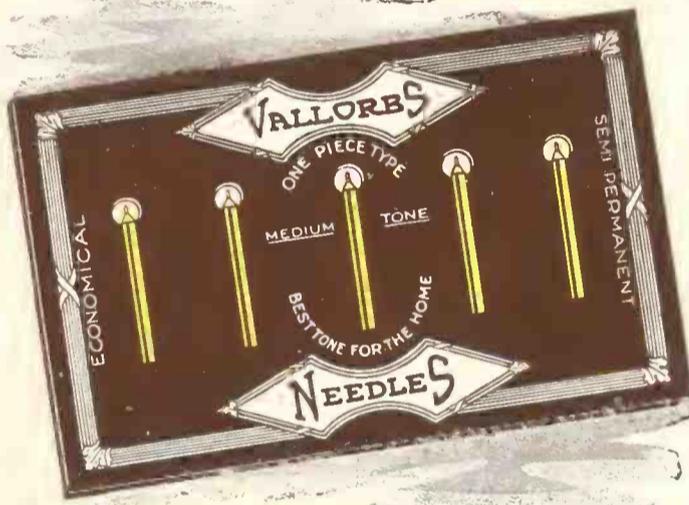


VALLORBS ONE PIECE TYPE SEMI-PERMANENT PHONOGRAPH NEEDLE

FOR IT IS THE

"BEST TONE FOR THE HOME"

The Vallorbs One-Piece Type Semi-Permanent Needle is the product of a company closely affiliated with the phonograph industry for 15 years, during which time it has been called on to make master recording jewels for recording laboratories, besides regular commercial products, and for the benefit of new dealers in the phonograph field, who perhaps do not have mature technical knowledge that only comes with years of contact. You cannot judge or appreciate the tonal qualities of Vallorbs Needles until you and your friends try them in the home with a representative home stock of records, under home environment, for conditions are different in the store, where the acoustics are different and where only brand new records are played that exert far greater wearing influence upon all kinds and types of needles. Vallorbs Needles for long-wearing and beautiful quality are superior and constructed particularly for "the best tone for the home."



Vallorbs one-piece type semi-permanent needles are supplied in three volumes—loud, medium, soft—in boxes of 100 cards. The most handsome needle display box yet devised. Everybody is attracted to it.

The largest and most attractive show window and counter advertising cards, that certainly pull the inquiries from all who see them.

At 25 cents per card of five needles they are most ready sellers, and your profit is greater.

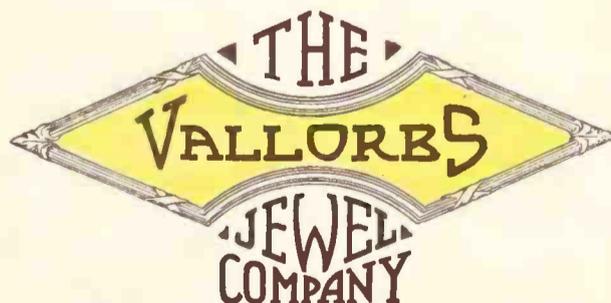
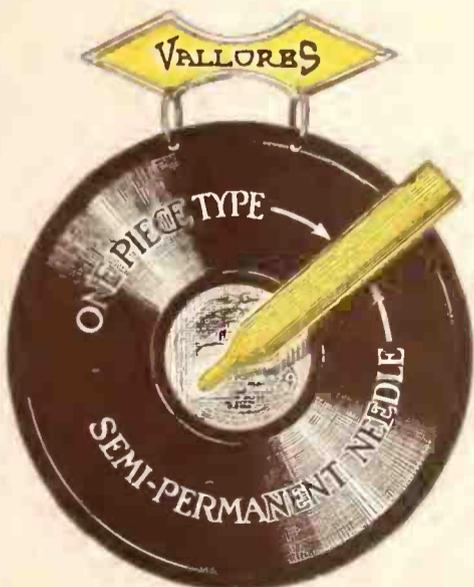
Vallorbs needles are "persona grata" to all dealers and advertise no competing make of record or phonograph.

RETAILERS

Order a box of 100 cards assorted tone volumes—loud, medium, soft—with a handsome display card for your window. Place box on full display in your store and the cash register will ring a tingling jazz melody.

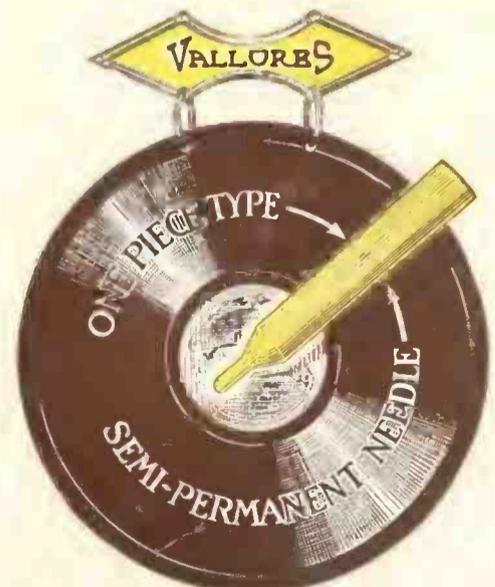
JOBBERS

Don't wait until you hear others say "Business is 'picking up.'" Pick it up yourself. Write Vallorbs for their irresistible proposition from which the "kick" is removed, for it is strictly law-abiding. "Everything to gain and nothing to lose."



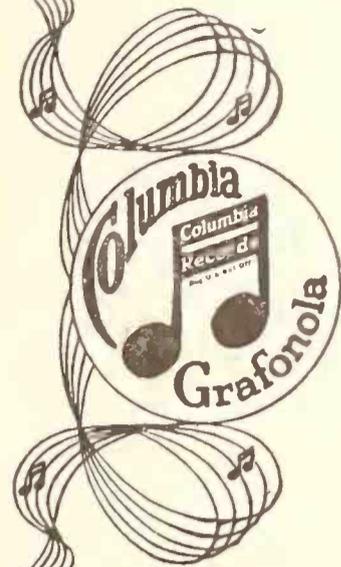
LANCASTER, PA., U. S. A.

DIAMOND POINTS FOR EDISON RECORDS
SAPPHIRE BALL JEWELS FOR PATHE RECORDS



In Rosa Ponselle's rendering of "Maria, Mari!" (Marie, Ah, Marie!) you have a pure Neapolitan melody sung by a marvelous princess of song. This record will be selling steadily more than a score of years from now. Columbia 49870.

Columbia Graphophone Co.
NEW YORK



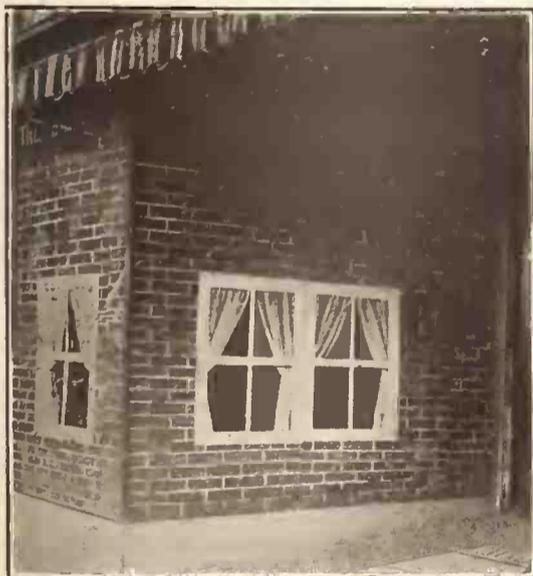
EXCELLENT WINDOW DISPLAY IDEA

Edison Shop, Dallas, Tex., Arranges Two Special Windows at Holiday Time That Combine Originality and Attractiveness

The Edison Shop, Dallas, Tex., of which C. H. Mansfield is president and manager, featured a window display at Christmas time that



Night Scene Showing Cottage on Christmas Eve was artistic and attention-compelling. As a matter of fact, it was really two displays in one, for one window of the store was arranged as a sort of sequel to the other. The pictures,



Another Display, Showing Cottage at Close Range

unfortunately, were received too late for the January issue, but are presented herewith.

The first window, an exterior scene, showed a little cottage on Christmas eve, with Santa Claus landing in front of it in his airplane and about to deliver a Chippendale model Edison. The father can be seen standing on the porch holding the door open for Santa, while mother is inside decorating the Christmas tree. A "property" moon cast a beautiful glow over the window, and a number of stars helped in the illumination.

The second window was arranged to represent the exterior of the cottage, with real windows, through which the interior of a cozy

living room was revealed, with the Christmas tree in place, and the New Edison underneath just after Santa had left it. Both windows attracted large crowds throughout the holidays, and the idea is one that might be adopted with profit not only for some other holiday season, but perhaps at other times during the year.

RECEIVER FOR TALKING BOOK CORP.

Creditors File Petition Against New York Record Book Manufacturing Concern

On January 26 a petition in bankruptcy was filed against the Talking Book Corp., New York, manufacturer of talking machine records and appliances at 1 West Thirty-fourth street. On January 27 Judge Hand appointed Jacob Scholes and Thomas H. Matters, Jr., receivers in \$1,000 bond. It was said at that time that the liabilities exceeded \$75,000 and that the assets might exceed \$5,000.

RECORD FACTORY IN DENMARK

The first factory for the manufacture of talking machine records was established recently in Drammen, Denmark. The factory is equipped throughout with the latest American machinery. The product will be for home consumption with possible export to the neighboring countries.

A salesman should not feel alarmed when he learns that competitors are ahead of him on his route. There are just as many behind him.

IMPORTANT APPOINTMENTS MADE

A. C. Mayer Becomes General Sales Manager of the Unit Construction Co.—A. W. Deas, Jr., Eastern Sales Manager, with J. N. Hallinan as Assistant—Efficiency Bench Makes Debut

PHILADELPHIA, PA., January 27.—Several new appointments have been made in the sales organization of the Unit Construction Co., of this city, manufacturer of Unico demonstrating rooms, record racks and counters. A. C. Mayer has been appointed general sales manager of the company. Arthur W. Deas, Jr., has been appointed Eastern sales manager of the Unit Construction Co., with headquarters at 299 Madison avenue, New York City. The territory under the direction of Mr. Deas will be New York State, east of Buffalo, and New England. Mr. Deas has already started intensive work in the development of the territory and recently covered New England as far as Portland, Me. J. Neil Hallinan has been appointed assistant to Mr. Deas with the title of Assistant Eastern Sales Manager, and will make his headquarters in the same office with Mr. Deas.

The announcement of a new Unico product is made at this time. The Efficiency Bench which has just been presented to the trade by the Unit Construction Co. is a repair bench. It is the result of much careful study and, as its name implies, it is said to be one of the most efficient benches for the repair man that have yet been produced. Plans are under way to push this product during the year.

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.

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"



"Stratford"



"Blackstone"



"Astoria"



"Majestic"



"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

TOSCANINI AND LA SCALA ORCHESTRA SCORE TRIUMPH

Noted Musical Organization Under Great Conductor Received Enthusiastically in New York—
Makes Records for Victor Co.—Now on Extended Concert Tour of the Country

The announcement made in The World last Fall to the effect that the great La Scala Orchestra, under the baton of Arturo Toscanini, would, upon its arrival in the United States for



Arturo Toscanini

a concert tour of the country, make a number of records for the Victor Talking Machine Co., has been followed by the appearance of the orchestra here and the actual making of the first of the records.

The status of Toscanini and the La Scala Orchestra in musical circles is fully proven by the enthusiasm that evidenced itself when the or-



The La Scala Orchestra Now Touring the United States

chestra gave its several concerts at the Metropolitan Opera House and Carnegie Hall in New York. The Metropolitan and Toscanini are far from being strangers, inasmuch as that conductor spent some important years as the musical leader of the Metropolitan Opera Co. As a matter of fact, it was the breaking out of the war which caused him to give up his work here to go back to Italy, where he was assigned to direct the military music and concerts for the soldiers, in which work he won high honors.

With the La Scala Orchestra now recording for the Victor, the Victor Co. has added to its permanent record library the works of one of the greatest musical organizations of the world. The La Scala Opera House is known as the traditional home of Italian opera, and probably saw the opening performances of more masterpieces than any other structure in the world. For more than 140 years it has held a dominant place in opera, and it is therefore but natural that the permanent orchestra of such an institution should be an organization of unusual calibre.

The first Victor recordings of the La Scala Orchestra are formally announced in the March list and will be eagerly awaited by the trade and the public. As a matter of fact, the La Scala Orchestra is now on an extended tour of the country, having completed a series of concerts in New York, and through the medium of this tour and the personal touch brought about thereby with the music lovers of the country at large there should be, and unquestionably will be, created an exceptional demand for the records of the organization.

It is understood that Victor dealers in cities to be visited by Toscanini and the La Scala Orchestra will put forth special efforts to see that the appearance of the orchestra receives due recognition and particularly that the public is made acquainted with the fact that La Scala records will soon be available for their libraries. For the information of the trade in general, who are naturally anxious to keep in touch with the La Scala organization, we append herewith the itinerary of the orchestra from the time it left New York on January 31 until its return to the metropolis on March 6. It will be noted that few of the principal cities in the East and Middle West have been overlooked in the itinerary, which in full is as follows: February 1, Rochester; 2 and 3, Cleveland; 4, Detroit; 6, Indianapolis; 7, Louisville; 8, Cincinnati; 9, Columbus; 10, St. Louis; 11, Springfield; 12, Milwaukee; 13, Chicago; 15, Grand Rapids; 18, Davenport; 19, Des Moines; 20, Kansas City; 22, Tulsa; 23, Wichita; 24, Topeka; 25, Omaha; 27, Chicago; March 1, Pittsburgh; 2, Philadelphia; 3, Washington; 5, Scranton; 6, New York (Hippodrome). The orchestra is making the tour under the management of Loudon Charlton, the prominent New York impresario.

BUFFALO DEALER FILES PETITION

BUFFALO, N. Y., February 5.—A voluntary petition in bankruptcy has been filed in the United States Court here by William Turner, Inc., dealer in talking machines, records and musical merchandise. In the petition filed by Wesley C.

Pettit, vice-president of the corporation, the liabilities were given as \$8,967.53 and the assets as \$7,275.20.

BRUNO

Depending upon your memory, Mr. Victor Dealer, is a risky proposition. Eliminate all hazard by using the indispensable Victor Record Order Stock Book—a Wonder Book at trivial cost.

BRUNO

GRAND RAPIDS STORES IMPROVE

Dealers Adding Booths and Making Preparations for Big 1921 Trade

GRAND RAPIDS, MICH., February 5.—The Friedman-Springs Co., owner of a large department store here, has installed a talking machine department on the fourth floor, with four individual booths for the record department. Pathé machines and Pathé records are handled exclusively. The Winegar Furniture Co., handling Victor talking machines and records exclusively, plans to build two new booths in February. Nine booths are now used for demonstration.

"We handle the Victor exclusively and a comparison of sales shows that we did a better business in Victrolas in 1920 than we did in 1919. And sales since January 1, 1921, have compared very favorably with the same period of a year ago," says W. M. Winegar, manager.

The Young & Chaffee Furniture Co., of this city, completed the building of eight new booths in January, giving them a total of thirty booths in the record department, which is said to be the largest record department in Michigan. This firm handles the Victor exclusively.

Ready Dealer Sales

Purchasing Agents can better co-operate with their own Sales Departments by supplying accessories and fittings of distinctive designing. Dealers in turn appreciate the advantages in handling 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.

Not Written For You— But Send For a Copy

THERE are a good many reasons why you should read this book, even though you personally are not supposed to be the "ultimate consumer" of its pages.

Scores of our dealers have written us highly appreciative letters regarding it. One of them summed up the general opinion of all when he said: "Aside from its being the most interesting, convincing, and beautiful bit of consumer literature I've ever seen, the reading of it has been of direct benefit to me. I've read between the lines and gained some real pointers on phonograph merchandising."

The book was written for dealer distribution to prospective purchasers of



The Phonograph Instrumentized

A SIDE from the fact that the book is everything the above-mentioned dealer says it is, it will give you a bird's-eye view of the Dalion merchandising plan—and it will show you the exclusive sales features of the instrument—it will give you a general idea of how whole-heartedly we co-operate with our dealers to make their phonograph department the most profitable part of their business.

Send for it—TODAY. The book is worth having on its own account, and the postage stamp that carries your inquiry may turn out to be the best investment you ever made.



Milwaukee Talking Machine Mfg. Co., Milwaukee

FEATURES VICTOR OPERA FIGURES

Kansas City House Finds Drawing Power of These Display Features to be Great

KANSAS CITY, Mo., February 4.—The J. W. Jenkins' Sons Music Co., of this city, has been using to very good effect the small figures of famous grand opera characters recently put out by the Victor Co. These small figures make an attractive window display feature and are always interesting to the music-loving public.

The Jenkins Co., by the way, has found these window displays very effective in moving goods, and its experience bears out the words recently published in the Voice of the Victor, which said:

"The figures attract crowds. That has been demonstrated. Crowds mean curiosity. Curiosity means that people want to know what things are all about. When they find out, if the things are good, they want to possess them. And the pride of possession is a human characteristic that never will change so long as humanity exists.

"The idea of these figures is to move little-known as well as well-known opera records. It is one of the misfortunes of popular taste that some of the very finest records do not sell as well as those better known. People stick to two or three favorite numbers from each opera because they know them. But if they become familiar with others they will buy and enjoy them."

INCORPORATED IN BROOKLYN

The Mutual Phono Parts Corp., New York, has been incorporated at Albany with a capital of \$15,000. The incorporators are H. Segal, H. Stahl and N. Garfinkel, 319 Lincoln place, Brooklyn.

CUBA NOW IMPORTS MANY TALKERS

Smaller Types of American Instruments Growing in Popularity With Islanders—Canada Takes Second Place and Australia Is Third

Cuba is coming to the front as an importer of American talking machines. A glance at the latest report of the Department of Commerce (November, 1920) shows that out of a total of 9,796 talking machines exported by the United States during that month, Cuba took 3,600, or more than one-third. The country importing the next highest number was Canada, which took 2,723 instruments. Australia followed in third place with a score of 484.

The value of the exports of talking machines to Cuba in that month was \$96,805, to Canada \$133,009, and to Australia \$31,776. An examination of the values of these instruments shows that the average cost of each instrument exported to these countries went in inverse proportion to the number of instruments. The average value of each machine sent to Cuba was \$27; to Canada, \$50, and to Australia, \$65. To all appearances the higher-priced instruments were imported by Australia, and Canada and Cuba preferred smaller talking machines.

LEWIS STERLING VISITS NEW YORK

Official of London Columbia Branch Crosses Ocean for Brief Visit

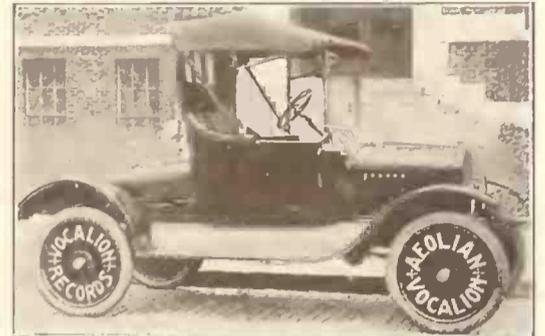
Lewis Sterling, managing director of Columbia Graphophone Co., Ltd., of London, made one of his periodical visits to the Columbia executive offices in New York last month. He was accompanied on his trip from England by Mrs. Sterling.

Many of the qualities that make a man a good salesman are born in him. It is possible for him to learn a few things, nevertheless.

PAINTS ADS ON AUTO WHEELS

Sanders & Stayman, Connellsville, Pa., Use Ford Wheels to Good Advantage

What is the use of having nice disc wheels on a Ford runabout if you don't put them to practical use? That was the thought that struck the manager of the Sanders & Stayman store in Connellsville, Pa., with the result shown in the accompanying photograph. Whenever and wherever the runabout stops the names Vocalion records and Aeolian-Vocalion are presented strongly to the gaze of those who stop to look, and the idea of the lettered wheels, being new in Connellsville, never fails to attract a full measure of interest. Sanders & Stayman attribute several sales to these revolving advertisers.



Note the Novel Advertising on the Wheels. Vocalion records and Aeolian-Vocalion are presented strongly to the gaze of those who stop to look, and the idea of the lettered wheels, being new in Connellsville, never fails to attract a full measure of interest. Sanders & Stayman attribute several sales to these revolving advertisers.

A VERY SIGNIFICANT FACT

"Eighty-four per cent of the business failures of 1920 were firms which did not advertise." This figure is the outcome of a country-wide investigation made by one of the greatest financial agencies in the country.

A good salesman can get as good a price for his goods as anyone, and better prices than a poor salesman can. A man who has to cut prices to get an order does not understand selling.

Advertisement for Curtis N. Andrews, Buffalo, N.Y. featuring a large ribbon graphic with text: 'W.D. & C.N. ANDREWS BUFFALO, N.Y.', 'extending the same service & satisfaction', 'will be known in the future as', 'CURTIS N. ANDREWS BUFFALO, N.Y.', and 'Victor Wholesale' with a Victor logo.

PETER G. SPITZ JOINS PARAMOUNT

Well-known Talking Machine Man to Be Factory Representative for Wisconsin Territory—Has Many Plans for Coming Year

PORT WASHINGTON, Wis., February 4.—Peter G. Spitz, who has been long acquainted with the talking machine and record trade and has established a host of friends in western Iowa and Nebraska, has been appointed factory representative by the Paramount Co. for this territory.

Mr. Spitz has had extensive experience, is well versed in all the details of the business



Peter G. Spitz

and is in a position to give valuable information and assistance to his dealers.

Now with the Paramount staff, Mr. Spitz was connected with the selling force of the Victor Co. for a number of years. He has also handled the Edison, Columbia and Brunswick lines and has just recently severed his relationship with the Carpenter Paper Co., of Omaha, Neb., for whom he was traveling as a special representative selling Emerson phonographs and records.

Mr. Spitz is very enthusiastic about the talking machine industry and feels sure that a good volume of business will be secured in 1921 with the Paramount line.

FRAUDULENT SALES PRACTICES STOPPED BY COMMISSION

On Information Submitted by Better Business Bureau of Music Industries Chamber of Commerce the Federal Trade Commission Issues Restraining Order Against P. Tyrrell Ward

Another mail order phonograph dealer whose advertising appeared in newspapers throughout the country has been ordered to stop certain practices by the Federal Trade Commission.

Following is the form of the advertising complained of: "\$69.50 takes beautiful \$250 size mahogany cabinet grand phonograph, one diamond and one sapphire jewel point, everlasting needles, 200 regular steel needles and records. Absolutely new. Will ship C. O. D. on approval. Act quick. Household Storage Co., Wilmette, Ill."

(1) The Federal Trade Commission, acting upon information submitted by the Better Business Bureau of the Music Industries Chamber of Commerce, found that the respondent, in competition with other persons, firms and corporations engaged in the sale of phonographs throughout the various States and Territories of the United States and the District of Columbia, sold phonographs to purchasers, directly, by means of advertising matter, catalogs, correspondence, and such other ways peculiar to what is known commonly as the mail-order business.

(2) That the advertising matter used by respondent in the course of his business contained certain false and misleading statements, among which were the following, viz.:

(a) That respondent was regularly engaged in the storage and warehouse business and by reason of conducting such business came into possession of a single phonograph or single lots of phonographs which had never been removed from the cases in which such phonographs were crated when they left the factory.

(b) That such phonographs were of a value vastly in excess of the price at which respondent offered them for sale to purchasers and prospective purchasers; that such offers of sale were limited to a single phonograph or to a lot of single phonographs that would not again be made.

(3) That respondent in the period from November, 1918, to and until the month of March, 1920, during which period he was engaged in the sale of phonographs in the manner hereinbefore described, was not engaged in the storage or warehouse business, but was regularly engaged in the business of selling phonographs of a grade and quality which were manufactured to sell at resale and were customarily sold at resale by respondent in the regular course of his business at less than one-third of the resale

price (\$250) at which such phonographs were listed in the advertising matter of respondent; that the phonographs dealt in by the respondent in the period hereinbefore mentioned were not stored and the number of phonographs offered for sale by respondent's advertisements were not limited as advertised, but were taken from respondent's regular stock, to replenish which the respondent had made arrangements with the manufacturer.

(4) That the trade name, "Household Storage Co.," was used by the respondent for the purpose of deceiving purchasers and the public generally into believing that the respondent was conducting a business principally of storing household goods and incidentally selling phonographs.

The practices of said respondent, under the conditions and circumstances described in the foregoing findings, are unfair methods of competition in interstate commerce and constitute a violation of the Act of Congress, approved September 26, 1914, entitled "An Act to Create a Federal Trade Commission, to define its powers and duties, and for other purposes."

Following the findings of the Commission the following decision was rendered:

It is now ordered that the respondent, P. Tyrrell Ward, and his agents and employes do cease and desist from using in the sale in interstate commerce of phonographs the trade name of Household Storage Co. or any other trade name which might have a tendency to lead the public into the belief that the business conducted by the said P. Tyrrell Ward is that of storing household goods.

And it is further ordered that the said P. Tyrrell Ward shall, within sixty days after the service of a copy of this order upon him, file with the Commission a report in writing, stating in detail the manner in which this order had been complied with and conformed to.

The Dulciphone Shop, Brooklyn, N. Y., has been incorporated with capital stock of \$25,000. The three incorporators are L. Levy, E. L. Rockmore and F. X. Goette.

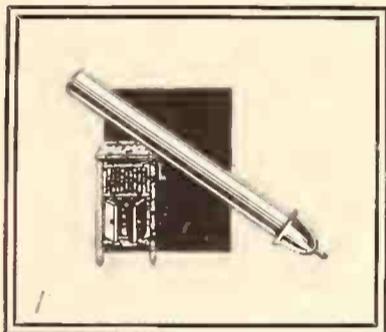
A salesman should have a good memory for names and faces, or do as the German army officer who, berating his subordinate for forgetfulness, said: "If you are such a d—d fool as to forget everything, why don't you put it down on paper as I do?"

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

FREE - To Dealers Who Do Not Sell Tonofone Needles



SEND Coupon for Sample Package of Needles NOW!

New "12 for 25c" Package a Big Success!

To introduce our new, bigger value, bigger profit package, which gives your customers 12 Tonofone needles for 25c, we are offering you, for a limited time, 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.

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.

ORDER BLANK

R. C. WADE CO.
110 So. 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.....

Street.....

City..... State.....

Above is purchased subject to your positive Guarantee.

If you are not yet selling Tonofone Phonograph Needles, mail us the coupon below, so we can send a package FREE for you to try at our expense. When they come test them on all kinds of records. Note how wonderfully they play popular songs and instrumental records as well as grand opera records. How they reproduce them as never before.

Over 3,000 dealers know the Tonofone Flexible Point has standardized a new degree of needle 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 noise and prolongs the life of records.

If you already know Tonofone quality, send the order coupon at left for carton of the new, easy-selling, bigger value, bigger profit package—which gives your customers 12 needles for 25c. Note the special introductory prices to dealers.

Mail one of the coupons at once.

R. C. WADE CO.

110 So. Wabash Ave., Chicago, Ill.

Tonofone

The Phonograph Needle With the Flexible Point

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

Gentlemen:—Please send FREE sample package of Tonofone Needles for us to test at your expense.

Firm Name.....

Street.....

City..... State.....

TAX EXPERTS FAVOR SALES TAX

Sales Taxes vs. Excise Taxes Form Topic of Discussion at Third Tax Conference of National Industrial Conference Board at Hotel Astor—Alfred L. Smith Represents Music Industries

The idea of a sales tax particularly in a limited form to apply to all sales of commodities, as a substitute for excise taxes, was given a big impetus at the Third Tax Conference of the National Industrial Conference Board held at the Hotel Astor, New York. That most of the tax experts gathered to discuss the tax question were becoming favorably inclined to some sort of a sales tax was evident in spite of the fact that the revised report of the conference board's tax committee still recommended increases and an extension of excise taxes. The Music Industries Chamber of Commerce was represented at the conference by its general manager, Alfred L. Smith.

The report of the tax committee, which was the subject of discussion, embraced a great variety of tax recommendations adopted after exhaustive investigation relative to abolition of excess profits tax, surtaxes, increases in corporation income taxes and a number of remedial changes in the law having little effect on revenue; but practically all of the discussion, during both days of the session, centered on the question of sales versus excise taxes.

The proponents of the sales tax brought out conclusively the fact that excise taxes are sales taxes in every sense of the word and must have practically any disadvantages which can be properly said to exist with sales taxes. The question, therefore, resolved itself into that of whether or not it is better to raise revenue by sales taxes at high rates upon a few selected industries rather than by a very small tax upon all sales.

Early in the conference the discussions were concerned chiefly with the question of a general sales or turnover tax as a substitute for all taxation on business versus the recommendation of

the board's tax committee, but as the session progressed there were indications that advocates of the general sales or turnover tax would agree with the advocates of a limited sales tax upon the general principles that a tax on the sale of all commodities should be the chief method of raising revenue to offset the elimination of excess profits taxes, certain surtaxes and excise taxes.

SOUTHERN VICTOR DEALERS MEET

Hold Two-day Convention in Memphis and Are Guests of O. K. Houck Piano Co.—Twelve States Represented and 100 Delegates Present

MEMPHIS, TENN., February 3.—Memphis was host on January 20 to about 100 music men, members of the Southern Victor Dealers' Association, representing twelve Southern States, in convention at Hotel Chisca. Atlanta, Birmingham, New Orleans, Nashville and other cities sent delegates.

The afternoon session was featured by a talk on scientific selling by F. A. DeLano, of the Victor School of Salesmanship. Delegates were guests of the O. K. Houck Piano Co. at an 8 o'clock banquet. A special program of music and entertainment had been planned to make the event memorable to all those who attended.

The second day was given over to business sessions and an automobile tour of Memphis parks and points of interest. Officials of the association who had charge of the convention plans were B. B. Burton, president; R. G. Brice, vice-president; W. E. Cumming, treasurer, and R. P. McDavid, secretary.

INCORPORATED

The Opera Disc Co., New York, has been incorporated with capital stock of \$10,000 to manufacture and sell sound reproducers. The incorporators are C. G. Galston, M. Hesslein and C. Rose.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsey's Lubricant makes the Motor make good
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.
Put up in 1, 5, 10, 25 and 50-pound cans for dealers.
This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

INTRODUCES THE CERTIFIED NEEDLE

Reflexo Products Corp. Announces Gilt-edge Certified Needle—Its Construction Described

And now comes the certified needle. The Reflexo Products Corp., New York City, which introduced the Reflexo needle to the trade over a year ago, has announced the advent of the gilt-edge certified talking machine needle. This new needle has a Brilliantone base, thus guaranteeing its uniformity of length and quality and has a gilt plating which is guaranteed never to tarnish. Each needle will play ten records. Simultaneously with the announcement of this new needle the Reflexo Products Corp. has evolved the slogan: "You've Bought the Rest, Now Buy the Best." Every box in which these needles are shipped will provide the dealer with an excellent counter display to bring these needles forcefully and attractively to the attention of his customers.

HAS GOOD RECORD FILING SYSTEM

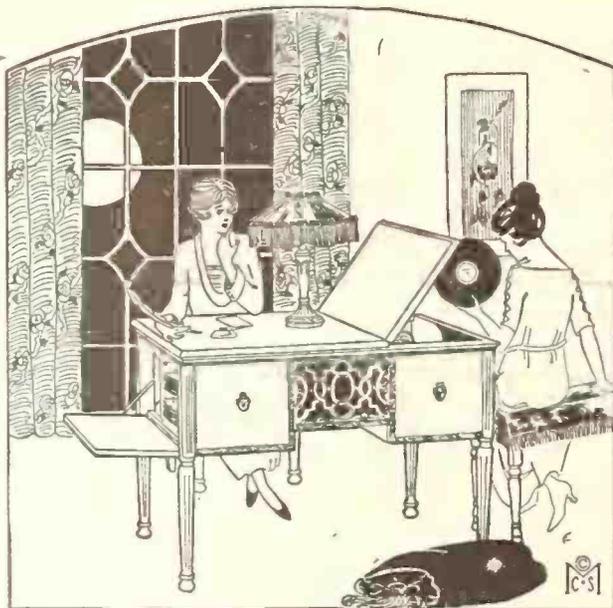
Brooklyn Dealer Uses 3,000 Individual Compartments for Records—Claims Saving of Time to Salesman as One of Many Advantages

The Arthora Talking Machine Co., Brooklyn, N. Y., now has in operation a filing system for records which, according to Manager Ruchgaber, has many advantages. The records are located in 3,000 individual compartments. Each compartment is labeled with the number of the record and only a small number of the same record is kept in the file at one time. One record is in a master envelope, which is turned around when the record is out of stock. Although this system of filing requires more frequent replenishing of records in the individual compartments, it, however, enables the salesman to locate desired numbers with greater speed and accuracy and enables the dealer to keep constant track of his stock.

Judgment has been filed against Meyer S. Greenberg (United Phonograph Co.) in New York County Court by I. Flatow for \$139.81. The United Phonograph Co. conducted its business in a store on the Bowery, New York City.

PERIOD MODELS
Louis XVI Model—also Queen Anne Period
Now Ready for Delivery

To
Retail
at
\$150.00



Write
for
Dealers'
Discounts

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

Complete Your Line with These High Class Models

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

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

SEABURG MANUFACTURING COMPANY
JAMESTOWN, NEW YORK

Stewart
Talking Machine Company

JOBBERS
for the
Victor
Talking
Machine
Company



Indianapolis



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

TREMAINE GIVES MOTION PICTURE MEN FACTS ON MUSIC

At Conference of Motion Picture and Musical Interests in New York Last Month C. M. Tremaine Declares That More Money Was Spent for Music Than for All Higher Education

In an address before the First National Conference of Motion Picture and Musical Interests at the Hotel Astor, New York, on January 25, C. M. Tremaine, director of the National Bureau for the Advancement of Music, astonished a large audience by declaring that more money is spent in this country for musical instruction than for all other higher education combined. He spoke to the movie men from the dollars and cents point of view and declared that it was to their interest to introduce music in their theatres.

"I do not wish to bother you with statistics," Mr. Tremaine said, "but it may surprise many of you to know that the people of the United States are spending more money on musical instruction than on all other higher education combined. According to the United States Census Bureau the following sums were spent for higher education in 1913:

Public high schools	\$64,199,952
Private high schools	13,949,195
Other private and public schools of similar standing	13,198,033
Colleges and universities	89,535,110
Normal schools	14,956,105
	<hr/>
	\$195,838,395

"The amount spent for musical education of all kinds is given as \$220,000,000. This figure is not taken from the census, but is taken from a speech of an ex-president of the National Music Supervisors' Association in a Rochester convention, and I am uncertain as to the year to which it referred."

Mr. Tremaine told of the increased amount of space devoted to music by the press of the country, the greater attention given to it in the schools and the remarkable spread of the Music Week idea. Speaking of music in its relation to interests of the moving picture industry in this country, he said:

"Music is an attraction. Of this there is no doubt. It even attracts people who are unconscious of the pleasure music gives them. A few of the progressive men in the motion picture world have been quick to realize this fact and have made music more and more a feature of their appeal to the public. The proof of my argument is conclusively demonstrated by the fact that the men in the motion picture world who have done this are the conspicuous successes.

"The time surely is coming when all should utilize music for their like benefit. They should do this for the increased profit which will accrue to them, but the time is also coming when they will need to do so to maintain their relative position. Take two houses showing equally good films. The one which has the more attractive music program will steadily increase its patronage at the expense of the other. Part

of the audience will come specifically to hear the music. Many others will come without being conscious of the reason, but will find themselves gravitating there because they enjoy going without knowing why. To get the full benefit of this you should exploit your musical achievements in your advertising. Build up an individuality about your house, both by the distinctiveness of your musical program and by the prominence of this feature in your public announcements. Identify yourself conspicuously with the Music Memory Contests and the Music Weeks. Help them and be helped by them.

"Personally I wish to see the motion picture houses improve their musical offerings because I believe they will be one of the chief factors in making America a musical nation. It is the only agency which brings music to many people who would not otherwise go to hear music. But in your own interest I urge every manager here not to leave without learning something which will aid him to utilize music to make his house more attractive to his local public."

Don't put your good nature in the same class with the fire escape—to be used only in an emergency.

SHEPARD CO. HAS NEW DEPARTMENT

Providence Victor House Now Has Fine Salon With All Modern Improvements

PROVIDENCE, R. I., February 4.—What is declared to be one of the handsomest talking machine departments in this section of the country has just been completed by the Shepard Company, which handles the Victor line. The new department is 135 feet in length, thirty-five feet wide, and has a complement of twenty demonstration booths of mahogany and glass. A large record library offers a wide selection of Victor records and the sales force, under the direction of Manager John D. Elliot, has been trained to give the best of service to patrons. A special children's corner is a feature which appeals to the little folks. The Shepard Co. is now an exclusive Victor dealer.

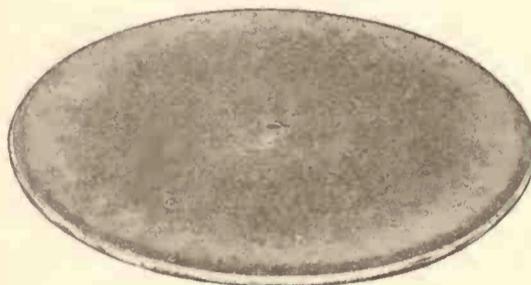
G. W. HOPKINS VISITS BRANCHES

Columbia General Sales Manager Finds Conditions Among Dealers Good

George W. Hopkins, general sales manager of Columbia Graphophone Co., New York, has just completed a trip, during which he visited the Columbia branches in New Haven, Boston, Pittsburgh, Philadelphia and Chicago. The reports made and facts presented by the different branch managers indicate a steady picking up in both the machine and record demand.

VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.
Boulevard
 VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

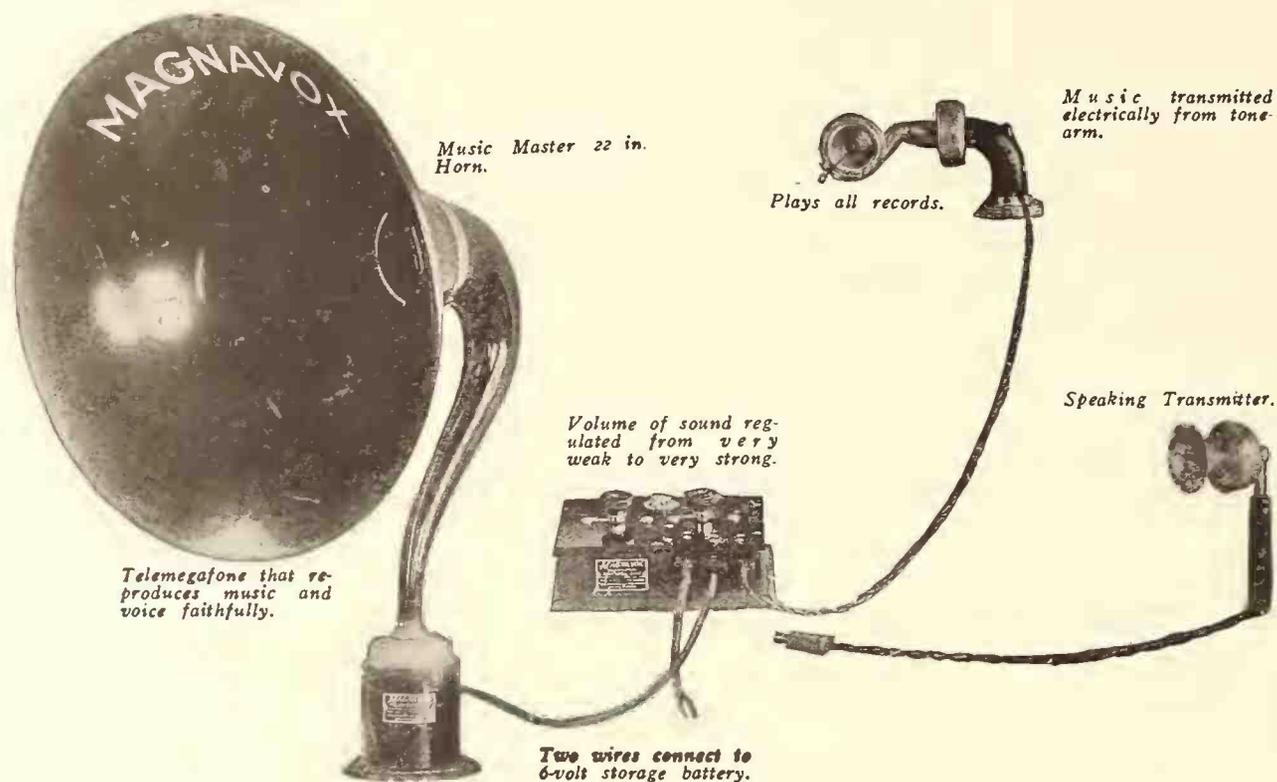
A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

A. WIMPFHEIMER & BRO., Inc.
 450-460 Fourth Avenue, New York

ESTABLISHED 1845



Magnavox

The Magnavox Multiplies Phonograph Sales

Because it raises the usefulness of phonographs to a degree never before attained.

CONSIDER it a moment. With a Magnavox attachment a phonograph can be heard in the farthest corner of a vast hall distinctly and clearly. At a big dance you can have band music without the expense of a band. At the theatre you can have orchestra music without an orchestra.

For school, summer camp, community center and playground the Magnavox is in great demand. It can be attached to a phonograph

easily and quickly, and the volume of sound regulated to the exact degree desired—extremely loud or a mere whisper.

The Magnavox is operated by a small storage battery so that it can be used in the wilderness, where there is no electric current, just as easily as in the city.

The Magnavox will increase your sales and add a handsome profit.

Full particulars on request

J. O. MORRIS CO., Inc.

Distributors for New York and New England

1270 Broadway, New York City

EXPANDING TRADE IN ATLANTA

Trade Conditions Show Improvement—New Store for Phillips & Crew—Okeh Record of "Crazy Blues" a Big Hit—Myers-Miller Increase Sales Force—Dealers Optimistic

ATLANTA, GA., February 6.—There has been considerable activity in the talking machine and record business locally since the first of the year, and several of the older firms are planning entering into the business on a much larger scale. Specifications and plans are being made by at least two of the more important dealers for new stores to be occupied as soon as they can be made ready. The trade generally seems to be in a healthy condition, and while many, in fact, most, dealers have rather full stocks on hand, they do not seem to be worried by the fact and are pushing advertising and sales plans for all they are worth.

The Phillips & Crew Piano Co., Victor dealer, has taken a modern store on Peachtree street, the main fashionable shopping and residential center of the city, and will begin extensive alterations shortly in order to make this the most modern, fully appointed Victor retail salesroom in the South. It is understood from Harvey Phillips, firm member, that the plans for the new store contemplate a complete installation of booths adequate to care for the constantly expanding business, and that there will be a concert hall in connection with the store sufficiently large to seat three to four hundred as an audience.

The Wilson Music Co., Inc. (The Delpheon Shop), Columbia dealer, is enjoying a most satisfactory business. President Wilson has just returned from New York, where he visited the Columbia Co.'s general offices, and found them in a most optimistic mood. His trip covered also Philadelphia, Richmond, Va., and other cities north of here.

The Edison Shop states through Mr. Bingham, manager of the retail store, that they have had a nice business of late and that a continuation of same is expected.

Mr. Bingham has recently enjoyed a trip of two weeks to Florida.

The Myers-Miller Furniture Co., Columbia dealer, has added to its sales force in the past few weeks and has benefited by this strengthening of the personnel. The record business has continued to grow nicely.

Theodore Steinway, of Steinway & Sons, New York, was a recent visitor to the city.

Miss Lila Gordon, in charge of the Myers-Miller Furniture Co.'s Columbia department, recently married Paige Lewis, of this city.

It would not be fitting to close this letter without some mention of the marvelous sales of the record "Crazy Blues," issued by Okeh and recorded by Mamie Smith, of Atlanta, a lady of the colored persuasion. To say that the Atlanta colored population has gone "crazy" about this record would be putting it mildly. Your correspondent has never in many years' experience known a hit to "go over" so big.

A salesman of intelligence will understand that he has something to learn, and will be a good listener. He will be ready to accept suggestions from all sources, and profit by them wherever he may.

CLAUDE BUCKPITT BUYS BUILDING

Piano and Talking Machine Dealer of Elmira, N. Y., Will in Future Be Housed in His Own Business Property in That City

ELMIRA, N. Y., January 29.—Claude Buckpitt, dealer in pianos and talking machines, of 113 North Main street, practically has completed details whereby he acquires title from Adam Mander to the Mander or Lyceum Block at 156 and 158 Lake street, the first floors of which are occupied by W. H. Miller and James Falsey, respectively. It is expected that the deal will be completed within a day or so and Mr. Buckpitt will take possession at once. The price to be paid is approximately \$40,000.

Mr. Buckpitt will remove his business from Main street to the store occupied by Mr. Miller, using the second and third floors as well. Later he also may occupy the other store.

Mr. Buckpitt plans extensive improvements to the property. He will tear out the north

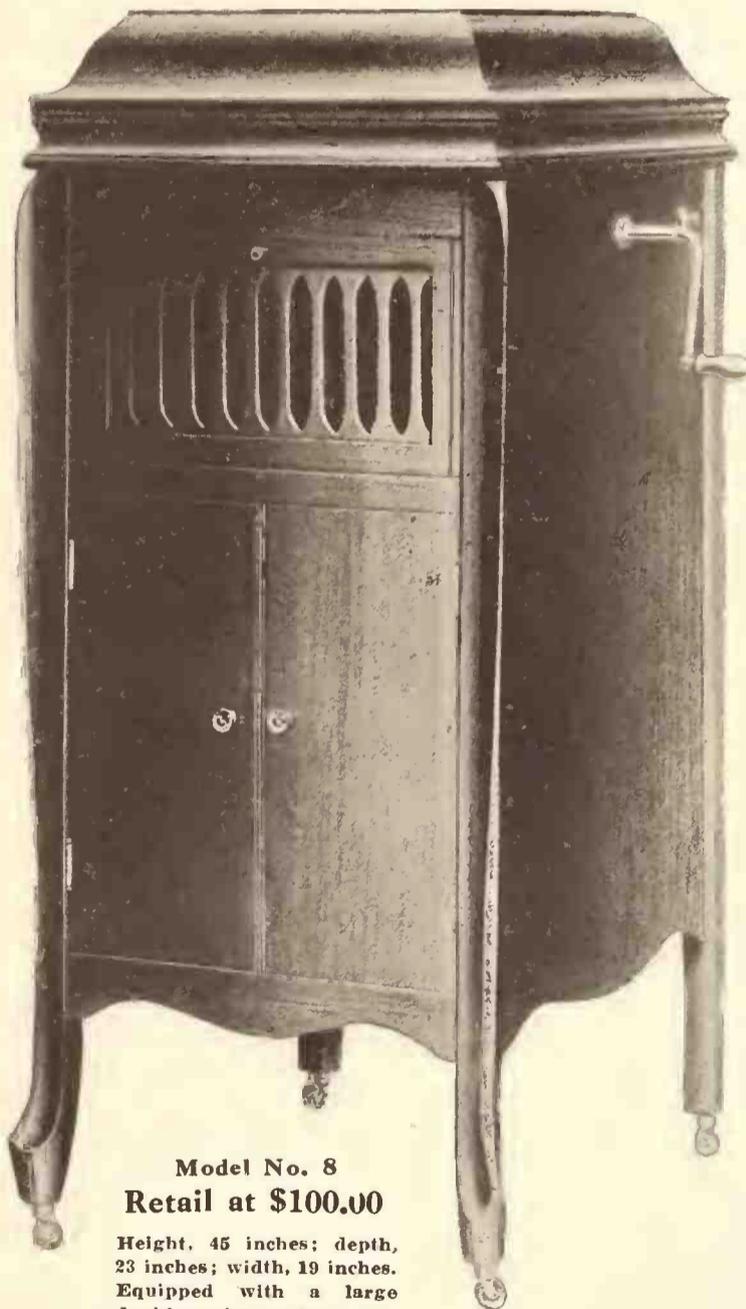
wall of the Lyceum Theatre entrance on Lake street and construct a handsome show window. Later he will install a passenger and freight elevator, and it is likely that new fronts will be added to both stores.

Mr. Buckpitt came to Elmira in 1907 from Schenectady, where he conducted a music store. He maintained a store in the Merchants' National Bank Building for two years, removing to the Snyder Building in 1909. His rapidly increasing business now necessitates a further expansion.

STANDARD CO. OFFERS SALES HELPS

The Standard Talking Machine Co., Victor wholesaler of Pittsburgh, Pa., in the interests of promoting for its dealers the sales of Victor goods, has sent out a folder containing constructive ideas and sales helps, which also serves as a source of information concerning the various business supplies and sales promotion material offered by the company.

GET IN ON THE PROFITS



Model No. 8
Retail at \$100.00

Height, 45 inches; depth, 23 inches; width, 19 inches. Equipped with a large double-spring motor.

Here is a sales creator that will bring profits into your store.

This quality machine, designed to sell, attracts immediate attention.

Now is the time to place the fast-selling Charmaphone line on your floors.

We have a dealer's proposition which will pay you to investigate.

Write for our Price List and dealers' arrangement.

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.

CHARMAPHONE COMPANY

39 West 32nd St., N. Y. City

Factory: Pulaski, N. Y.



Hulda Lashanska with Eddy Brown accompanying her in that tender song of sentiment "Happy Days"—this is a record that only Columbia could give you! This is a record that will never grow old! Columbia 79213.

**Columbia Graphophone Co.
NEW YORK**

A TRIBUTE TO SALESMANSHIP

Reporter of Fort Wayne Paper Awards Prize for Politeness to Miss Bentz After a Visit to a Number of Stores in That Thriving City

FORT WAYNE, IND., February 1.—After making the rounds of the music stores of this city the politeness-seeking reporter of a Fort Wayne newspaper awarded the paper's prize for politeness to Miss Beatrice Bentz, clerk in the music department of the Wolf & Dessauer store.

"The most accommodating set of folks yet met," was the verdict of the reporter after he had spent hours in music stores sitting through programs of music especially put on for his benefit. Record after record was brought out, he says in his report of the search, with never a hint of impatience, and it was only after the most difficult sort of a test that Miss Bentz was declared the winner.

The reporter wrote that it was with a feeling of satisfaction that in his search through the music stores he found that Fort Wayne music lovers were turning to other selections than the extreme popular variety. Records of the classics, opera selections and numbers by leading artists were in most cases, he said, displayed as prominently in the stores as the jazz type of music.

Writes the reporter concerning the prize-winner:

"Miss Bentz first attracted the attention of the sleuth when she was seen to be especially gracious in searching for a record desired by a customer. Replies to questions and suggestions were given with a pleasant emphasis invariably being accompanied with an agreeable smile.

"While listening to several records, the reporter closely observed the work of the clerks. Although the special demonstration booths were all in use, Miss Bentz would have been 'pleased to put on any record on one of the machines in the outer room,' but the reporter decided to wait for a booth. The incident which brought the money to Miss Bentz occurred after the re-

porter had been observing her exceedingly courteous treatment of customers for some time when a man came in and handed the young lady a long list of records which he wanted. Although it was decidedly a hard nut to crack, Miss Bentz took the list with a smile and proceeded to fill the order, displaying a cheerful disposition despite the fact that it was an unusually busy hour and that her immediate task was frequently interrupted by customers desiring to know if this or that record was kept in stock. A pleasant reply was the rule in each case and the smile was always in evidence.

"Finding that a number of the records wanted were not in stock, the clerk expressed sincere regret and gave the customer suggestions and directions leading to the purchase of the missing numbers in other stores."

TONOFONE JOBBERS IN NEW YORK

E. H. Wade, manager of sales for the Tonofone needle made by the R. C. Wade Co., of Chicago, Ill., has appointed Maurice Richmond, Inc., Broadway and 47th street, New York City, and the Eastern Phonograph Corp., 100 West 21st street, New York, distributors to represent the Tonofone needle in New York and surrounding territory. These two jobbers are in addition to Robert Clifford and Cabinet and Accessories Co., which were appointed a few weeks ago, in accordance with the policy of the R. C. Wade Co. to push vigorously the sales of their needles through the East.

E. H. Wade, who recently visited the trade in New York, states that the demand for these needles in all parts of the country is very gratifying and that 1921 promises to be a banner year for the company.

The Howard Stowers Co., Bronx, has been incorporated with a capital of \$25,000, to do a business in all kinds of musical instruments. The incorporators are B. Bamonte, M. Petrane and N. F. Babino.

HANGS ON TO THE PHONOGRAPH

Judge's Remarks Indicate That Repossessions of Talking Machines Are Uncommon

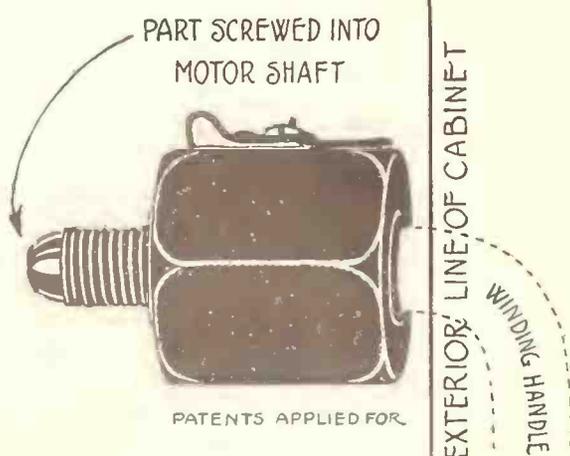
A Brooklyn judge remarked to one of Sonora's officials: "I've been going over some repossession notices and I observe that there are very few phonograph items among them. It seems that when goods are bought on the instalment plan the purchaser is not particularly averse to having the instalment man come and take this furniture back, if it is a table, chair, sofa or other article of household use. But when it comes to the phonograph it is a different story and even though the other articles go back to the concerns which sold them, somehow, somewhere, the purchaser manages to scrape up the amount necessary to pay up the instalments and the phonograph hangs on though everything else disappears.

"It is for this reason that phonograph paper is held in high esteem and instalment dealers can raise money on it without great difficulty."

HE OWNED FOUR TALKING MACHINES

Negro Farmer of Georgia Kept Young Folks at Home by Providing Them With Music

The fallen price of cotton seems to have had its effect on the music business in the South if we may believe the story of a pawnbroker of Macon, Ga., who tells of a negro farmer who sought to pawn four talking machines, all instruments of high grade. The negro declared that he felt the pinch of hard times and would redeem the loan as soon as he found a market for his cotton crop. When asked why he had bought four talking machines the negro said that he had purchased one instrument for one of his girls and later found that the only way to keep his other children at home was to provide each of them with a talking machine of their own.



RETAIL PRICE \$3.75

Samples sent post paid on receipt of \$2.25
LIBERAL DISCOUNTS TO THE TRADE

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.

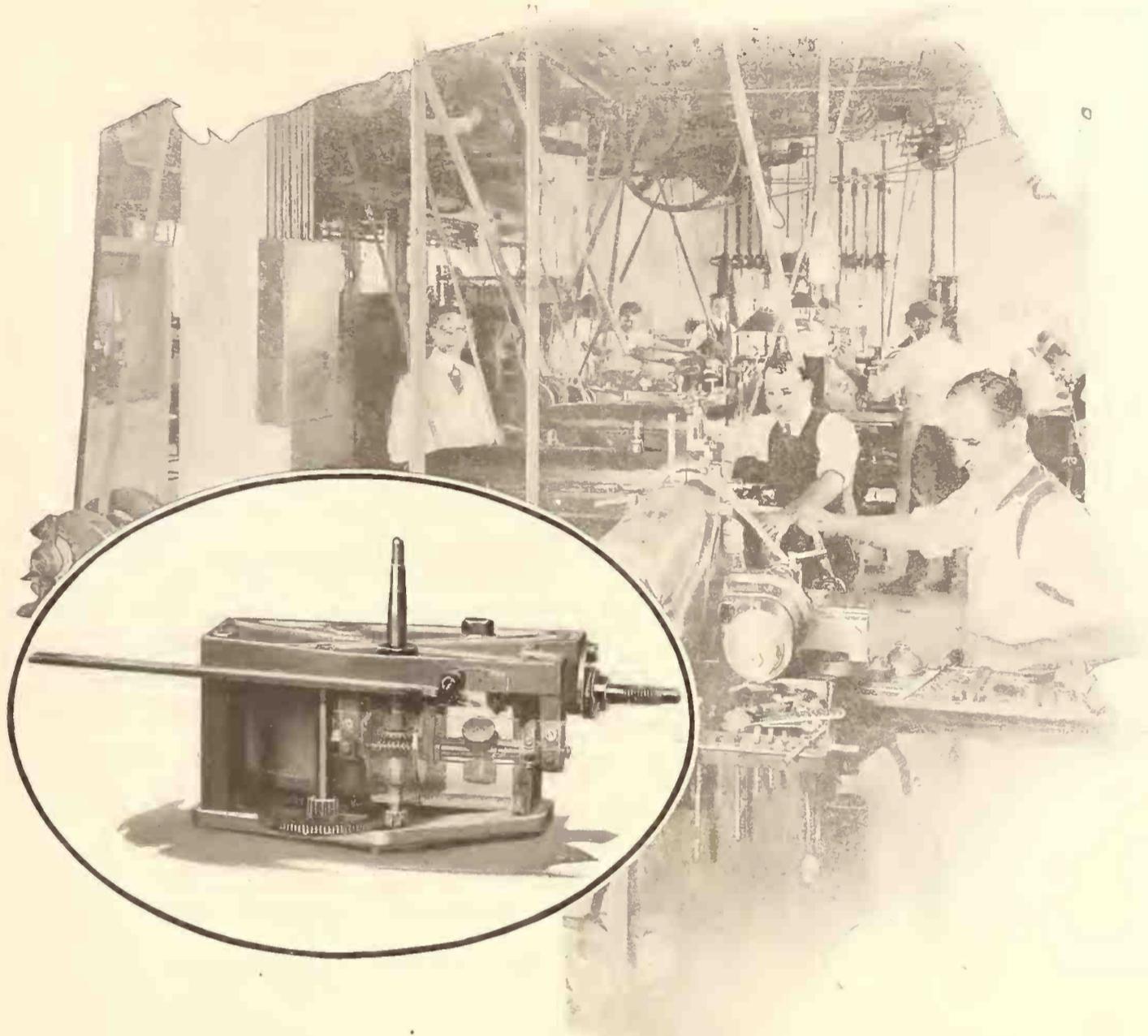
A Simple Fool-Proof Device —Fills a Long-Felt Want—

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.



The Cheney Motor Is the Heart of the Instrument

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

The **CHENEY**

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

THE CHENEY TALKING MACHINE CO.
New York Chicago



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

CLEVELAND TRADE PREPARES FOR ASSOCIATION REUNION

Meeting and Banquet Take Place Late in February—Reorganization of Brunswick District Branch—New Establishments Opened Up—Record Artists to Appear in Concert—Other News

CLEVELAND, O., February 2.—The annual banquet of the Talking Machine Dealers' Association of Northern Ohio will be the biggest event of its kind ever held in this section of the country. This is the opinion of officials and entertainment committee, following announcement of

kept secret until the night of the entertainment.

Officers of the organization for the coming year are: President, Grant Smith, Euclid Music Co.; vice-presidents, R. Svehla, Svehla's Music House, and B. Ptak, Ptak's Music House; secretary, Ed B. Lyons, Eclipse Musical Co.; treasurer, W. E. Shay, Elyria.

Opening of Spence Music Co.

City officials and persons prominent in the social life of Zanesville attended the opening there of the Spence Music Co., of which E. O. Callender is manager. Twelve booths and equipments and decorations in keeping with the size of the store have been installed. An orchestra and local talent rendered musical numbers and several thousand persons were present. The opening was aided by George H. Deacon, traveling representative of the Cleveland Talking Machine Co.

Talking machine interests here planning events in which artists who make records would appear have had their plans set back by the burning of Gray's Armory, popular hall for these gatherings. City officials promise speeding up on the construction of Public Hall, however, and it is expected the latter will be ready for first use early in August.

Important Brunswick Changes

Developments of this territory by the Brunswick-Balke-Collender Co. is seen in the reorganization of the Cleveland district branch and the naming of new heads of departments here. F. S. Buttweiler comes from the Indianapolis branch as branch manager here. P. H. McCulloch, formerly at Chicago, becomes phonograph division manager. Both have had long experience in their respective divisions. Mr. Buttweiler has been with the company forty-two years and managed eight different branches. He

is treasurer of the company's Merit Club, attained in sales competition. Mr. McCulloch is not only well versed in Brunswick activities, but is considered an authority on talking machine business developments.

Colonial Music Shoppe Opens

Among the first of new retail establishments to open this year is the Colonial Music Shoppe, in the extreme eastern end of town. A. Finesilver, recently in other business and formerly with the Hippodrome Theatre orchestra, is head



F. S. Buttweiler

tentative plans in connection with the annual meeting of the organization held January 26. The festivities will be under the capable direction of Louis Meier, L. Meier & Sons; C. C. Lipstreu and Ford Young, the Lakewood Music Co. The gathering will take place late in February and several novel features are on the program, all of which will be held in reserve and



P. H. McCulloch

of the enterprise. The new store is located in a growing suburban district and is close to many industrial establishments, including the National Lamp Works of the General Electric Co. Ed B. Lyons, sales manager, the Eclipse Musical Co., Victor jobber, assisted Mr. Finesilver in establishing the new business. A record for equipment installation was made by the Unit Con-

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

The Name

DOEHLER

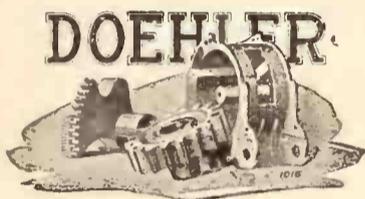
has become synonymous
with **DIE-CASTING**

to America's most discriminating manufacturers

A preference earned by the quality of its goods, its knowledge of the business and the service rendered by its three big Die-Casting Plants at Brooklyn, Toledo and Chicago.

If you are thinking of die-castings to cut the cost of manufacture, to eliminate complication or to speed production,

Die-Casting Headquarters can help you.



White Metal and Aluminum Die Castings—"Do-Di" Finished Brass Castings—Doehler Babbitt Lined Bronze Back Bearings—"Do-Lite" Babbitt Lined Aluminum Back Bearings.

THE WORLD'S LARGEST MANUFACTURERS OF DIE CASTINGS
DOEHLER DIE-CASTING CO.
HEAD OFFICE AND EASTERN PLANT: BROOKLYN, N.Y. CENTRAL PLANT: TOLEDO, OHIO. WESTERN PLANT: CHICAGO, ILL.
SALES OFFICES IN ALL PRINCIPAL CITIES

struction Co., which had booths and other accessories in place in less than a week from the time the order was sent from this city.

Celebrates Columbia Week

Columbia week was to be celebrated by the Cleveland Columbia Graphophone Co. officials and dealers. About February 1 exclusive Columbia artists were to appear in concert here, including Josef Hofmann, Happy Six, Hulda Lashanska, Ed Brown and Kerekjarto.

To Install Victrolas in the Schools

The Cleveland Talking Machine Co. has endorsed the plan of the Magazine and School Co-operative Association, which calls for the installing of Victor machines in all schools in the country. The move has been approved by former Governor Cox, of Ohio, and President-elect Harding. Irwin Dunlap is head of the Association. It is planned to create much uplift work through the use of talking machines in schools.

A Great Achievement

After several years' effort it remains for the Yahrling & Rayner Co., Warren, O., to accomplish the hitherto impossible, the recognition of music in the news columns of daily newspapers the same as other activities are recognized as news. This has been attained without any special event being put on at the store. The result is a one-column story telling about musicians, their music and how music is an aid to more satisfactory living, with mention of the development of music through the talking machine.

Cortot Scores in Recital

Among artists to be seen and heard at close range by members of the trade here has been Alfred Cortot, French pianist, noted alike in concert and records. He was invited to address the salesmanship classes conducted under direction of Miss Grazella Puliver, educational director of the Cleveland Talking Machine Co.

Some Edison News

New dress for an old method of attracting consumer interest to new and large machines is being used by Harry Tucker, the Phono-

graph Co., Edison distributor. Lists of owners of small models have been prepared with the prices paid for the machines. These owners have been approached with judiciously worded and illustrated pamphlets, pointing out in each individual case the opportunity to use their small machines as a partial down-payment on new and larger models. The exact amount that is allowed on each machine is mentioned. Immediate response and several sales followed the announcement in the first few days of the plan.

A series of unusual tone-test concerts by Cleveland Edison dealers was being planned for early in February. Through the co-operation of Phonograph Co. officials, artists were to be brought here, the plan calling for a large tone-test for every day during the week, each at a different dealer's store. Among artists who were planning to come here was Glenn Ellison.

Levy Acquires Phillips Store

A. R. Levy, for eight years identified with the talking machine industry here, has acquired the Joe Phillips store in East Seventy-ninth street and will conduct it as his own business.

Kennedy-Green Co. Expansion

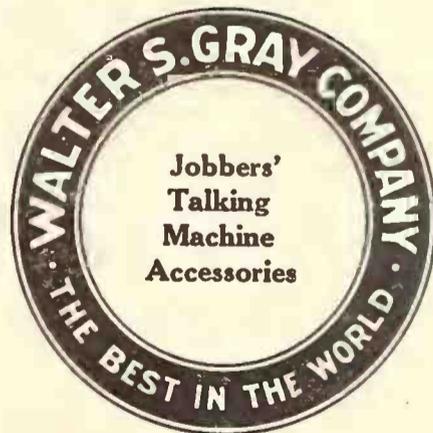
Development of foreign record business on a large scale is being planned by the Kennedy-Green Co., Okeh record jobber in northern Ohio. Through co-operation with the General Phonograph Corp. the best compositions of Europe will be procured and developed under American manufacturing skill. The listing calls for seventeen foreign languages and the initial distribution will include Polish, Italian and German records, the others being added as fast as they can be produced.

Famous Record Artists in Concert

Concerts by record-making artists are getting to be the correct thing in music here. In November came the Eight Famous Victor Artists and early in February will come Marion Harris and the Columbia Saxophone Sextet and Yerkes' Novelty Orchestra, representative of Columbia music. This group was to appear at Gray's Armory, under the sponsorship of Columbia

dealers, including N. Speilman, B. Salzman, M. Chiaken, M. Bernstein and A. Sognick. All Columbia dealers have been co-operating in the sale of tickets. A similar event is planned by Harry Webber, Akron dealer.

Another similar event was being planned by the Brunswick-Balke-Collender Co., co-operating with George S. Dales, Akron dealer in Brunswicks, for the appearance there of Theodore Karle, exclusive Brunswick artist, who was to appear at a hall there and later hold a reception at the Dales establishment. Autographed records were to be distributed. Personal assistance in the event was to be given by P. H. McCulloch, phonograph division sales manager, and Jack Kennedy, of the Cleveland staff.



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.

EFFICIENT MERCHANDISING HELPS

Members of Sales Staff of Bruno Attend Victor Salesmanship School—Harris Tells of Service Values—Mr. Landau a Recent Visitor

Edward G. Evans and Joseph C. Schlick, of the sales staff of C. Bruno & Son, Inc., Victor wholesalers, New York City, attended the Victor Salesmanship School at Camden, N. J., during the month of January. Both Mr. Evans and Mr. Schlick were enthusiastic in their praise of the value of this course. Jerome Harris, secretary of the company, is energetically promoting the Bruno policy of service to the dealer, and in this respect is enthusiastically recommending that the dealer take advantage of every facility offered by the Victor organization in efficiently merchandising the great line which they carry. Mr. Harris specifically calls attention to the ready reference labels and stock record book. Both these systems Mr. Harris classes as providing unequaled help in the modern efficient merchandising of Victor products.

Among recent visitors to Bruno headquarters was H. Landau, of Wilkes-Barre, Pa. Mr. Landau's Victor business in this city has progressed remarkably, due to his intense enthusiasm over the Victor line and his energetic salesmanship. Mr. Landau has conducted a number of drives with exceptional success on "Last Opportunity Records," cut-out records in the Victor list.

USING PROPER JUDGMENT

A salesman who receives a sample of goods from his house, and upon first view determines that it "won't sell," and places his judgment flatly against that of his house without exerting his best efforts on a trial, is giving exhibition of a deplorable lack of common sense, and offering an insult to the intelligence of his employer.

W. A. Winkler, Dover, O., has taken on the Victor line of talking machines and records.

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.

CATALOG OF MUSICAL MERCHANDISE

Buegeleisen & Jacobson have demonstrated their enterprise in the musical merchandise field through the prompt publishing during the early part of the year of their 1921 catalog of musical merchandise. This catalog is said to be the first catalog printed containing the new scale of prices. Although the prices listed therein are the latest, the policy of the house of Buegeleisen & Jacobson to correct prices to the date of invoice assures the purchaser of the advantage of any possible further reduction.

The new catalog consists of forty pages and lists instruments from all parts of the world and contains the merchandise of old and established standing, such as Durro violins, Duss band instruments, Lester accordeons and Stewart banjos.

SEQUOIA LINE APPEARS ON COAST

New Instrument Is Manufactured by Southern California Hardwood & Mfg. Co.

LOS ANGELES, CAL., February 1.—The Southern California Hardwood & Mfg. Co., which has been making the Hawthorn phonograph for some time, has announced a new line of instru-

ments to be known as the Sequoia phonographs. A record-filing device will also be manufactured. A. C. Einstein, formerly with the Manophone Corp. and also the Hobart M. Cable Co., has been appointed general manager of the Sequoia division.

"STICK TO FACTS"

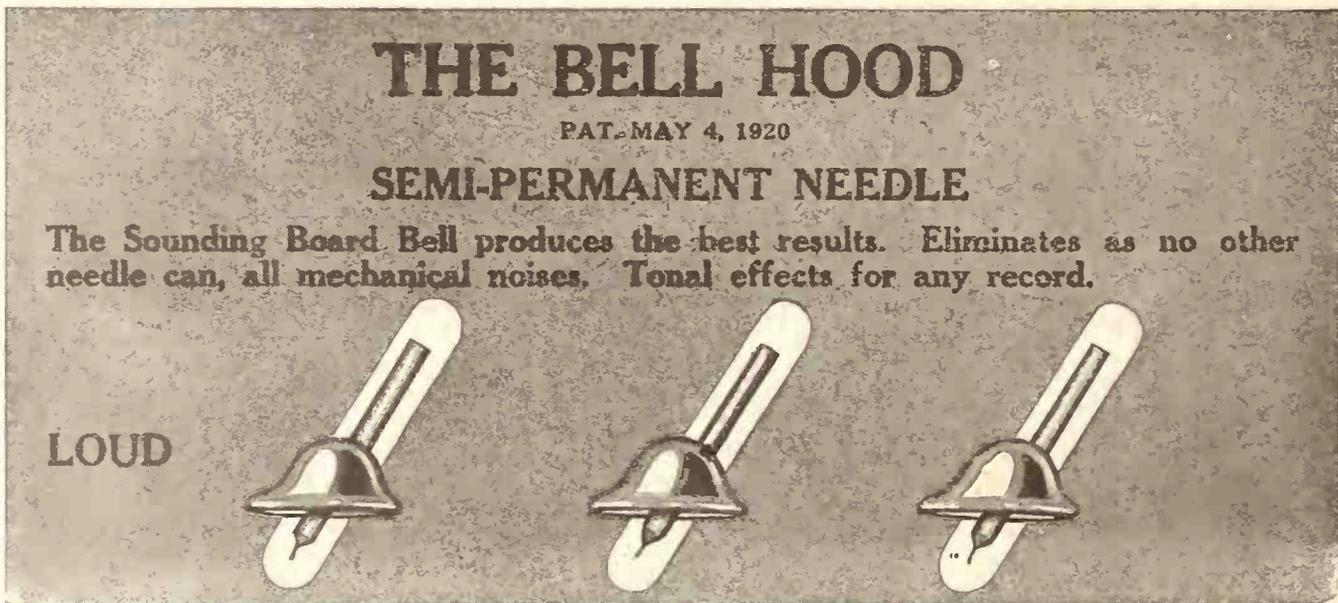
When you start to advertise,
Stick to facts!
Good business isn't built on lies—
Stick to facts!
No matter what you have to sell!
The truth is good enough to tell!
Boost your goods and boost them well,
But stick to facts!

When tempted to exaggerate,
Stick to facts!
Tell the truth, don't overstate—
Stick to facts!
If the truth is not enough,
Something's wrong about your stuff,
Anyway, don't try to bluff—
Stick to facts!

Makers, merchants, middlemen,
Stick to facts!
Pick your points with pungent pen,
Stick to facts!
The others make their figures lie,
Boasting of their values high,
Causing trade to pass you by,
You stick to facts!

BELL HOOD *Semi-Permanent Needle*

THE NEEDLE WITH TONE QUALITY



Made by the Bell Hood Needle Co., New Haven, Conn., U. S. A.

IMPROVES YOUR PHONOGRAPH 100 PER CENT
"The Bell Does It"

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*

Announcing

JOHN McCORMACK

ON

OKeh Records

We have great pleasure in announcing that we have secured the right to market wonderful recordings of the voice of

JOHN McCORMACK

*The World-famous Irish tenor
The greatest tenor on the concert stage*

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

These records are McCormack himself. No more need be said.

Ready about February 20th

50001 } I HEAR YOU CALLING ME (Marshall), Orchestra Accompaniment
12 in. }
\$1.50 }

50005 } CELESTE AIDA, (From "Aida") (Verdi), Orchestra Accompaniment
12 in. }
\$1.50 }



GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street

New York City, N. Y.



CABLE ADDRESS REG'D
"FILASSE—PHILA."

THE MARK OF

LONG DISTANCE 'PHONE
BARING 535

ANY { Size
Quantity
Quality

SERVICE AND
Phonographically Speaking



SATISFACTION

Quotation
Delivery
Product } **RIGHT**

They Talk For Themselves

IMICO INDIA RUBY MICA DIAPHRAGMS

INTERNATIONAL MICA COMPANY PHILADELPHIA, PA.
U. S. A.

INTERNATIONAL MICA CO., 106-110 W. Lake St., Chicago, Illinois

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.

Write for "IMICO" representation in your territory—domestic or foreign. Special facilities for Export Business.

"IMICO" and "SERVICE" are SYNONYMOUS

OUTSIDE SALESMEN GETTING RESULTS IN LOS ANGELES

Talking Machine Houses Going After Business and Getting It—Educational Plans Discussed—Magnavox on Tour of the World—Local Association Holds Meeting

LOS ANGELES, CAL., February 1.—Talking machine business for the first month of the year has been fair. Record sales would have been considerably larger, of course, if stocks had been more complete—there is still a considerable shortage among the old standard numbers, and many of the late hits are soon sold out, while records of the most famous artists have been unobtainable for months. The engagement of crews of outside salesmen has been inaugurated by a few firms, which serves as a reminder of old times when house-to-house canvassing was in vogue. With the increase of stocks of machines urged by jobbers and manufacturers on the dealer there is no doubt that greater efforts will be made toward sales than ever before during the present year, and many persons who have no thought of owning a talking machine at the present time of writing will find themselves proud possessors of reproducing instruments before the passing of many moons has taken place.

Educational Representative Entertained

A dinner which was attended by sixty-five persons was given at Christopher's on January 18. Mrs. Greenwood, manager of the record department of the Wiley B. Allen Co., presided, and the guest of the evening was Miss Cross, special representative of the educational department of the Victor Talking Machine Co. A majority of the record salesmen and saleswomen from the various Victor record departments in Los Angeles were present, as well as managers and the heads of departments. After a sumptuous repast Mrs. Greenwood made a neat speech and introduced Miss Cross, who, she said, would relate some of the methods which were employed in educating children along musical lines through the Victrola. Miss Cross then gave a most interesting demonstration with charts and a school Victrola, which had been provided for the occasion. Then, after the tables and chairs had been placed on one side instruction was given in folk dancing, and Miss Cross soon had the satisfaction of seeing the entire company engaged in a rousing Danish folk dance. Everybody declared the evening a most delightful and instructive one and all were unanimous in their praise of the charm and skill shown by their fair guest.

Magnavox to Go Around the World

A trip around the world which will occupy two years commenced last week when the twenty-eight-foot boat Wisdom 2 left the port

of Los Angeles for the South Seas. The Marquesas, Fiji and Samoa Islands will first be visited, and subsequently the Antipodes, Sumatra and Borneo, and thence to China and India. The voyage is undertaken for scientific research work and included in the equipment are motion picture machines and a Sonora phonograph equipped with a Magnavox. The Sonora with the Magnavox is in charge of G. A. McNeil, who was formerly a member of the sales force of the music department of Barker Bros. The effect of grand opera, sacred music and jazz on the natives of the various countries should add considerably to the interest and results of the expedition.

Sherman, Clay Manager Visits San Francisco

Charles Ruggles, Los Angeles branch manager of Sherman, Clay & Co., Victor distributors, left last week for a visit to San Francisco. Mr. Ruggles anticipates a wonderful year in business and looks forward to an increased supply of records and the elimination of the back orders for hundreds of thousands of records which he has placed with the factory during the last few months.

Music Trades Association Meets

The monthly meeting of the Music Trades Association of Southern California was held on January 12 at Ye Bull Pen Inn. There was a large attendance present. E. A. Geissler, president, occupied the chair.

Spends Night on Ocean in Hydroplane

Newton Hancock, of the Hancock Music Co., had an unpleasant experience recently which might have ended still more seriously. He was invited to attend a ball at San Diego, together with three other musicians, in order that they might dispense sweet music to the dancers. It

was arranged that they should be taken down the coast over the sea in a Navy hydroplane. Unfortunately the machine developed engine trouble and they were obliged to descend two thousand feet to the ocean. This proved a difficult task because it was dark, but it was accomplished safely. However, in spite of search parties in the shape of submarine chasers being sent out, they were not found until 6 o'clock next morning and were compelled to spend the night baling a leaky boat—seasick, cold and hungry.

Blue Bird Company Speeds Up

Increased production of Blue Bird phonographs, including some new period models, is taking place at the factory. General Manager Fybush recently appointed D. G. Sunderland as superintendent of sales, and aggressive sales plans have been inaugurated and it is anticipated that still further additions to the plant will be necessary.

A LOWELL STORE THAT IS BUSY

LOWELL, MASS., February 1.—The Lowell Commission House, located at 374 Middlesex street, which carries the Emerson line and that of the General Phonograph Corp., has been having a good business and apparently this is one of those houses that refuses to be "downed" by alleged business conditions. The manager of the talking machine department of this large establishment, which as a larger proposition carries a fine line of rare antiques, has been taking on a large stock of goods in anticipation of better days, which condition is warranted by present sales, which are growing fast.

BUYS THE TRIPLETT STORE

The Triplett Phonograph Store, Osgood, Ind., has been purchased by Dr. Freeman, who is perfecting plans for its enlargement and improvement.

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.



DORAN CO.
44 MICHIGAN AVE.
DETROIT

Pamphlets with fac-simile illustrations and prices mailed on request.



THE PHONOGRAPH CO.
1240 HURON ROAD (Entre Deso Ave)
PHONES - PROSPECT 2400 - 21 ST 1404
CLEVELAND

SOLD BY
HURTEAU WILLIAMS & CO.
MONTREAL - OTTAWA



Kuhl Piano Co.
MONTREAL

SMITH-SCHIFFLIN CO.
149 Church Street New York City

SOLD BY
WALTER D. MOSES & CO.
103 E BROAD STREET
RICHMOND, VA.

SOLD BY
J. E. STRATFORD
AUGUSTA, GA.

G. W. HOPKINS SAYS DEPRESSION IS DUE TO PESSIMISM

General Sales Manager of Columbia Co., in a Vigorous Talk on "Business To-day" Before the City Club of Boston, Gives Some Selling Advice Which Is Both Timely and Needful

In an address made by Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., at the City Club of Boston late last month he very pertinently pointed out that the period of "business hesitation" should be charged up to those "bankers and newspapers who, beginning last May, spread broadcast that pessimistic drool—'Don't buy; prices are coming down'." He bearded one of these bankers and forced him to admit that "never in one hundred years has the country suffered a panic when such crops have been gathered as those of 1920."

Mr. Hopkins' subject was "Business To-day—What Are You Going to Do About It?"—and his sallies of wit and forceful arguments aroused much applause. As readers of *The World* know, Mr. Hopkins is a one hundred per cent believer in newspapers and in advertising, but he remarked when "such pessimistic drool" appeared in columns parallel to the advertising the latter availed little.

Draws Golf Analogy

He declared present conditions artificial, when pessimism prevails without reason, and likened the situation to the "water hazard" on a golf links, when three players in a foursome draw old balls or "floaters" out of their pockets, preparing for a failure, but the fourth, with confidence, tees an absolutely new ball, and drives over, the only winner.

"Grit gets" is his motto, and his cure for prevailing pessimism is the breaking of precedents and the doing of the unusual.

Dodging orders has become a habit, he asserted, because for three years the factories have not been able to catch up. "The pitiful thing about the retailer," he said, "is that as he has gradually withdrawn he has come to think himself grown to be a great man; but he hasn't grown; he has only swelled, and then last May the bubble was pricked." The Italian fruit vendor Mr. Hopkins pronounces a natural salesman, for when you ask: "How much are half a dozen bananas?" he promptly puts them in a bag and, holding them out, says: "Twenty-five cents."

The speaker stressed the value of "phrenology, graphology, psychology and mental analysis" in determining the potential value of a salesman and confided to his auditors that he does not pick a man with strong home ties, "for when Friday night comes he'll want to be traveling towards his family, with a resultant loss of forty-eight hours to the firm." The automobile salesman should be advised not to demonstrate a higher speed than twenty miles an hour to a man with high cheek bones, "for they indicate caution strongly developed."

Picking Stenographers

There was a burst of laughter when Mr. Hopkins exclaimed: "Lots of stenographers are picked for form," but when it died away he

explained: "I don't mean what you think I mean. There's a mark right here in the forehead that tells whether the girl will get her pothooks all mixed up." As for graphology, he alleged that "fifty words of handwriting will enable you to read even whether the writer likes music." He added that "there are ninety-two points on every man's face to tell character," but advised that questioning be also resorted to, since he admitted that sometimes some of the points contradict others.

Illustrating his recommendations for the resort to unusual methods he declared that "Dodge Bros. began to beat the bushes in May and were the only automobile concern that came through to December 15 with increased sales." He also told of increasing sales of Columbia records in one Lawrence store 400 per cent by introducing a dancing couple in the windows with the sign: "Come in and learn the new dances to music of the Columbia Grafonola."

Window Display Work

He found a grocer selling crackers at nine cents a pound and remonstrated. ("This was before the war.") The grocer explained that it was a window display to attract trade and challenged Mr. Hopkins to do better. The next week Mr. Hopkins put the same article in the window with a sign—eleven cents—and sold four times as many. "The public believed that it was a cut of four cents—something back from the one coin piece."

In conclusion he warned against "paper profits," and the looming up of volume, a possible 100 per cent profit, pointing out that the really successful man is the one who turns over his goods six times a year, even though he gets only 40 per cent. One of his final aphorisms was: "Selling is like the measles. It is catching; but a lot of salesmen don't expose themselves."

At the dinner in Mr. Hopkins' honor John H. Fahey presided, and F. Warren Kimball paid tribute to Mr. Hopkins' success while in the employ of the Chase & Sanborn Co. and in the Y. M. C. A. evening law school. Likewise Nelson B. Todd, secretary of the class of '08, William F. Rogers and George W. Coleman complimented the guest of honor as one of the leading advertising men in the country.

JOIN REFLEXO CO. FORCES

Julius and Nestor Roos to Devote Entire Time to Selling of Reflexo Products

The Reflexo Products Co., New York City, producers of the Reflexo polish for talking machines and the Reflexo needle, have added to their sales organization through the appointment of Julius and Nestor Roos. Both of the Messrs. Roos are well known in talking machine circles as men who do things.

COAST FURNITURE MEN ORGANIZE

Talking Machine Interests Represented at Recent Convention Held in Tacoma, Wash.

Furniture interests on the Pacific Coast have organized in order to better the conditions of their trade. Recently the Furniture Manufacturers' and Jobbers' Association met in Tacoma, Wash., and agreed upon advertising and selling campaigns designed to bring the industry to the front. Among the directors of the Association is W. H. Beharrell, of the Heywood Bros. & Wakefield Co., makers of the Heywood-Wakefield phonograph. The Stradivara Phonograph Co. was represented at the meeting by W. S. Klein. It was decided to organize the trade into units for each city and Mr. Beharrell was chosen vice-president of the Portland group.

PERIOD MODELS SELL QUICKLY

Fifth Avenue Sonora Salons Close Phenomenal Business—Many Patrons Purchase Several Instruments at One Time

An interesting report was received recently from Mrs. Edmund J. Brewster, manager of the Fifth avenue salons of the Sonora Phonograph Co., who gave the Sonora sales division an accurate idea of the unlimited sales possibilities afforded the Sonora dealer in New York territory. In this report Mrs. Brewster stated that one customer, a New York City broker, purchased the following Sonoras: one \$775 Sonora as a present for his wife and one \$425 Colonial model for his Summer home, and as gifts for friends, one \$1800 Sonora for a city home, one \$975 Sonora for a country house and four Sonoras, ranging in price from \$215 to \$250 each, making a total of eight Sonoras for this one customer.

A music lover residing in Brooklyn purchased three Sonoras at one time, selecting an Italian Renaissance model, and two Nocturnes for his nieces. A New York business man purchased three Sonoras, selecting a Hepplewhite-Pembroke for his own use, and two Nocturnes as gifts for the members of his family.

The New Year started well at the Fifth avenue salons, one customer, on January 3, taking only a half hour to select two Sheraton De Luxe models, one for himself and the other as a gift for his mother. On January 4 two Queen Anne standards were sold to a visitor.

Practically all of these sales were cash transactions, and Mrs. Brewster well deserved the congratulations which she received from Geo. E. Brightson, president of the Sonora Phonograph Co., and the members of the executive and sales organization.

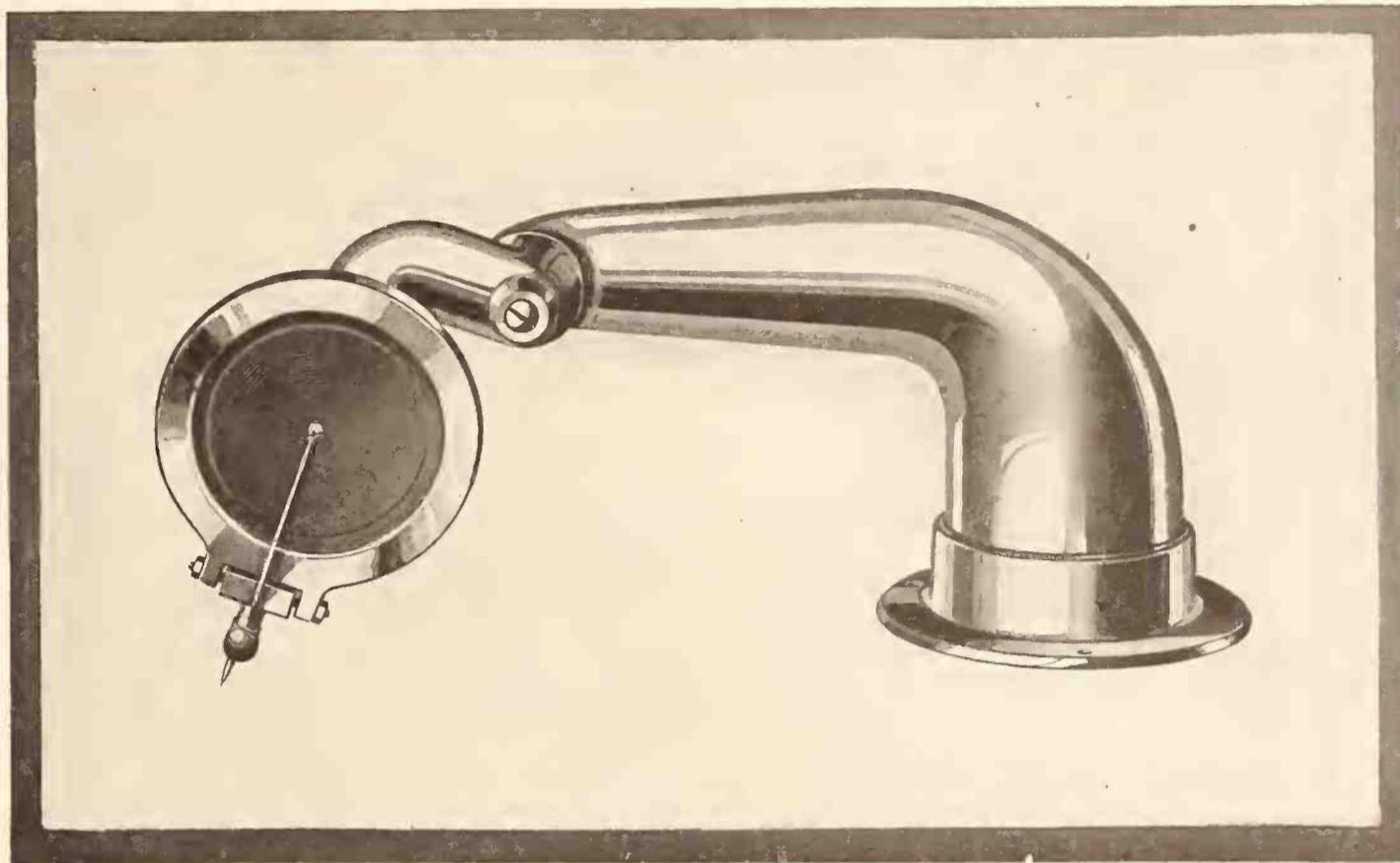
There is nothing in the world that will shut off instructions from the house so quickly as an abundance of orders sold at the right price.

THE TOLEDO TALKING MACHINE CO. TOLEDO, OHIO

WHOLESALE



EXCLUSIVELY



The Jewel Tone Arm and Reproducer 8½ inch length
 We have changed the name and improved the product.

EDISON

Universal Attachments

VICTOR

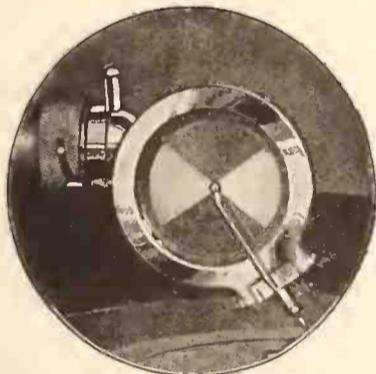


Fig. A

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 "Jewel."

Victor Position

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

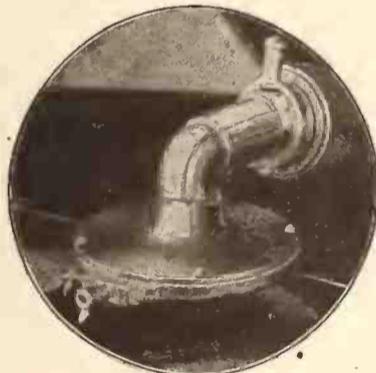


Fig. B

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

Edison Position

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

W
R
I
T
E

Today
for
S
A
M
P
L
E
S

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 Jewel Reproducer in position for playing Edison and other hill and dale records.

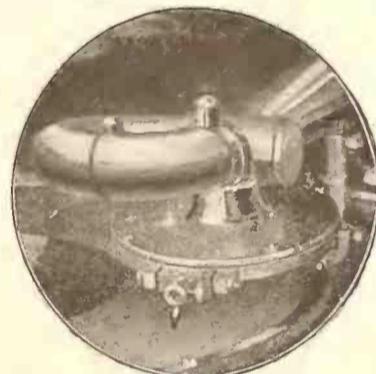


Fig. C

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

Victor Position

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

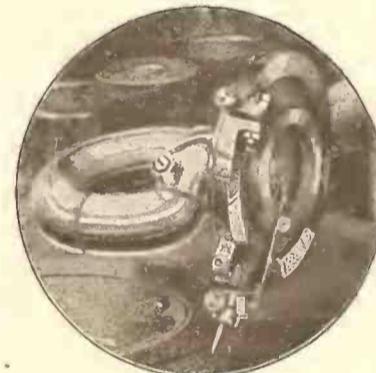


Fig. D

Send for a sample of our new Non Taper Tone Arm

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

Jewel Phonoparts Company
 670 W. Washington Blvd. Chicago

The New
JEWEL
AUTOMATIC STOP
 is now ready



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



Frank Crumit gives her "60 days" when he proposes to "Rosie." You'll reorder in much less time than that unless you double your initial order. "My Gee Gee (From the Fiji Isle)," a tenor solo by Tod Weinhold, is the coupling. A-3346.

Columbia Graphophone Co.
NEW YORK

INDIANAPOLIS A BUSY TALKING MACHINE NEWS CENTER

Hendricks Succeeds Rosner as Manager of Pearson's—Stewart Pointers to Dealers—Artists' Visits Help Record Sales—Leading Jobbers and Dealers Tell of Trade Betterment—Other News

INDIANAPOLIS, IND., February 5.—T. W. Hendricks, former manager of the Boice Voice Shop at Kansas City, Mo., has succeeded M. C. Rosner as manager of the talking machine department of the Pearson Piano Co. Mr. Rosner has entered the trucking and storage business. Prior to his connection with the Boice Voice Shop Mr. Hendricks was for several years assistant manager of the wholesale and retail departments of the J. W. Jenkins' Sons Music Co., of Kansas City. He is reorganizing the Pearson Co.'s talking machine department with a view of making more prominent the service features. He is adopting a distinctive form of advertising that drives home the idea of Pearson service.

Miss Frances Coyl, formerly of Wideners' Grafonola Shops, has been employed as a saleswoman in the talking machine department of the Baldwin Piano Co. C. P. Herdman, manager of the department, says the outlook for business is much brighter than it has been for many weeks and that the number of inquiries and prospective purchasers increases each week. He has added two women canvassers and two salesmen to his outside force with satisfactory results.

W. G. Wilson, of Wideners' Grafonola Shops, reports the business of the last half of the month to be much better, with every indication of an early revival of normal conditions. He has added Dell Masters to his sales force.

"Our January business has been much better than we anticipated, both in instruments and Re-creations," says H. G. Anderson, general sales manager of the Kipp Phonograph Co., Edison distributors. "Some sections of our territory report excellent business, while in other sections business still is slow. These conditions,

we believe, depend a good deal on the activity of the various dealers."

Among the Indiana Edison dealers who visited the Kipp Co.'s plant during the month were: G. W. Guthrie, Princeton; Mr. Kelleher, of the Thompson Drug Co., Danville; Mr. Osbon, of the Osbon Dry Goods Co., Noblesville; William M. Moore, of the William M. Moore Co., Brazil; Mr. Rupert, of the New Home Furniture Co., Linton, and Mr. Calvin, of Sadie Calvin & Sons, Nashville.

As throwing an interesting sidelight on the general business conditions, Edgar Eskew, of the Pathé Shop, reports that during the second week in January sales were fewer than in any other week in the history of the shop, while at the same time collections were the best. The last two weeks of the month, Mr. Eskew reports, showed a marked improvement over the business of the last few months, and he anticipates an early return to normal.

"The Pathé Actuelle steel needle record is meeting with more and more favor in this territory," says C. O. Mueller, manager of the wholesale Pathé department of the Mooney-Mueller-Ward Co. "We have passed the experimental stage now and this record is very hard to beat."

Mr. Mueller says he is receiving better reports from central and northern Kentucky, which is in the tobacco belt. He says the reports show that the tobacco is being sold after a long fight between the tobacco raisers and the tobacco companies. The consequence of this, according to Mr. Mueller, is a decided improvement in the talking machine business, which for some time has been very dead in that territory.

With the Pathé prices guaranteed up to July 1 the dealers throughout the Indiana territory

are doing better business, says Mr. Mueller. He reports that the Lamb-Zink Furniture Co., of New Albany, Ind., has just taken on a larger Pathé contract and is going after the phonograph business in a big way.

Charles Herring, Brunswick dealer of Elwood, Ind., has arranged through the Indianapolis branch of the Brunswick-Balke-Collender Co. to have the Isham Jones Orchestra play for a dance at the Elks Club in Elwood February 10. Herring, of course, is letting the people of his town and county know that the Isham Jones Orchestra plays exclusively for Brunswick records.

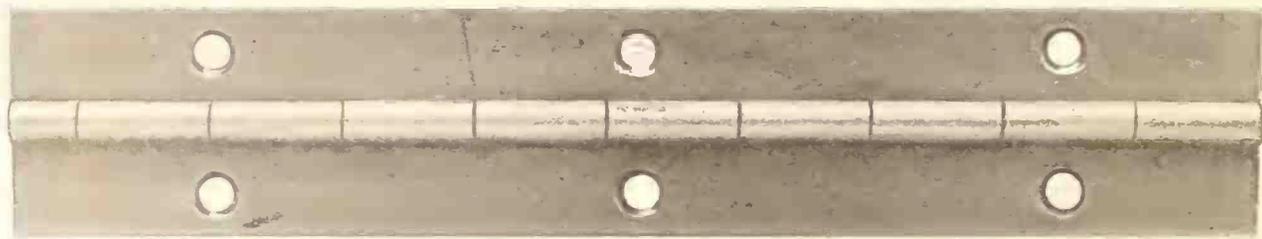
Jensen Bros., of Terre Haute, carload buyers of Brunswick phonographs, entertained at dinner W. J. Baker, manager; A. G. Burr, sales manager, and W. E. Pierce, all of the Brunswick Indianapolis branch, and their wives. After the dinner the company was entertained with vaudeville and dancing in the concert room of the Brunswick Shop. Mr. Burr reports the C. W. Damm Music Co., of Brazil, Ind., as a new distributor of the Brunswick phonograph and records.

The Brunswick dealers of Fort Wayne are planning to book the Isham Jones Orchestra for a dance some time in February.

W. O. Hopkins, of the Edison Shop, made a "tie-up" of newspaper advertising and window display with a Rachmaninoff concert at the Murat Theatre that brought immediate results in the way of numerous requests from prospects who wished to hear the Edison Rachmaninoff Re-creations. Mr. Hopkins featured the affair in half-page newspaper advertisements.

Under the direction of Miss Caroline Hobson, head of the educational department of the Stewart Talking Machine Co., plans are being made for educational classes to be held February 22, 23 and 24. The classes are conducted as preparatory for the larger sessions at the Victor factory.

C. C. Supplee, Victor field representative, has



WE DO NOT MAKE MOTORS

But we can supply you any other Phonograph Hardware or Fittings

Let Us Make Your

HINGES
LID SUPPORTS
NEEDLE CUPS

KNOBS
TONE RODS
DOMES OF SILENCE

AUTOMATIC STOPS
DOOR CATCHES
NEEDLE RESTS

WEBER-KNAPP CO.

Jamestown, N. Y.

Stewart
Talking Machine Company

JOBBER
For the
Victor
Talking
Machine
Company



Indianapolis

returned to the Indianapolis territory and is actively engaged in helping dealers to prepare for a big year. One of the suggestions which he is carrying to the dealers is that arrangements be made for improved finances.

George E. Stewart, of the Stewart Talking Machine Co., has returned from a trip to the Victor factory.

The house organ of the Stewart Co. prints the following comparison and comment on the Victor advertising done in Indianapolis newspapers during December:

"Hoping to reap the benefit of the talking machine harvest which falls to the hand of the good reapers every December, dozens of pre-

viously inactive talking machine advertisers leaped into the columns of the Indianapolis newspapers just previous to the last holidays.

"Figures show that 84,000 agate lines of newspaper advertising were used by all makes in competition with Victor in this locality.

"The total lineage used by the Victor Co. and its dealers in the Indianapolis papers was 42,000. The closest approach to this figure by any group representing a single line of musical instruments totaled 22,000 lines. The next mark was 12,950 lines, set by a group which, at the present time, is practically out of the newspapers altogether.

"In some months the Victor dealers of Indianapolis have used 60 per cent of the advertising space devoted to phonographs and talking machines in the Indianapolis papers.

"The fact that they used last December only 33 1/3 per cent indicates purely that other makes outdid themselves in strenuous efforts to increase business."

The Vigilance Committee of the Stewart Co. had occasion recently to stop the use of Victrola electrotypes in advertising of stencil instruments by dealers in Connersville, Brownstown and For, Ind. The dealers were warned they were making a serious mistake in using any of the exclusive advertising assets of Victor dealers to promote the sale of other machines.

The Victor dealers of Indianapolis have largely increased their record sales by recent visits to the city of Tetrizzini, Galli-Curci and Rachmaninoff. They are prepared to take advantage of a coming concert by Toscanini and his La Scala Orchestra, of Milan. Dealers in other cities are laying plans to take advantage of open dates for the Eight Famous Victor Artists who appeared in Indianapolis last Fall. All Indianapolis Victor dealers report a marked increase in record sales following these concerts.

GIMBEL BROS.' BRUNSWICK DISPLAY

Large Show Window of New York Department Store Devoted to Interests of Brunswick

Good publicity was recently given the Brunswick phonograph by Gimbel Bros., New York, in a specially designed window display, as shown in the accompanying picture. The window was situated on a corner and consequently offered unusual opportunities for attractive display.



A Recent Brunswick Display at Gimbel's Models of the Brunswick were placed in this window, one instrument having the grill removed to show the tone amplifier, which is a special feature of the Brunswick. In each case the lid of the instrument was raised in order to show the different positions of the Ultona reproducer in playing all makes of records without extra attachment.

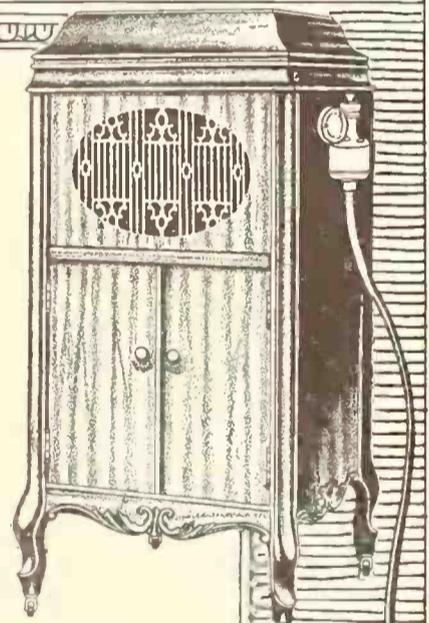
As Gimbel Bros.' store is placed in the heart of New York's shopping center and is constantly surrounded by great crowds, the Brunswick received some very valuable publicity.

There are more traveling men than there are salesmen. Moral: A traveling man should aspire to become a real salesman.



Brunswick

and the Motrola



Since the Brunswicke-Balke-Collender Co., have unreservedly indorsed the MOTROLA, all Brunswick distributors carry a complete stock of these electric self-winding instruments, hence can give your orders immediate delivery.

The Columbia Graphophone Co., The Starr Piano Co., and other prominent phonograph manufacturers have also heartily indorsed the MOTROLA and placed it with their distributors, because it is equally adaptable to all makes of machines, and can be simply and easily attached.

Insure the lives of your demonstration phonographs by electrically winding them to

the proper tension instead of having them jarred and possibly overwound. Then when your customers drop in to try the latest record they will get MOTROLA-WISE by actually operating it themselves.

Once they have touched the magic button, they will never be satisfied to go back to the hand-cranking process of old—your \$30.00 sale is made, and at a handsome profit!

Tie up with the National Advertising Campaign by MOTROLA window displays and store demonstrations;—show it to those who are daily reading about this marvelously convenient self-winder.

DETROIT
83 E. Woodbridge St.

ATLANTA
226½ Peachtree St.

JONES-MOTROLA, Inc.
29 West 35th Street, New York, N. Y.

KANSAS CITY, MO.
1104 Walnut St.

CHICAGO
57 E. Jackson Blvd.

LOS ANGELES
6019 Hollywood Blvd.

DEATH OF CHARLES J. ORTH

Passing of Prominent Talking Machine Jobber and Music Merchant of Milwaukee Greatly Regretted—Widely Recognized as Composer

MILWAUKEE, Wis., February 5.—Charles J. Orth, distributor of the Puritan phonograph and Puritan records in the Wisconsin and Upper Michi-



Charles J. Orth

gan territory, and one of the best-known musicians and music merchants of the Northwest, died Tuesday, February 1, after an illness of several months with organic trouble. His death was a great shock, for after a siege of severe illness immediately after the holidays he was reported to be improving rapidly and expecting to return to his desk within a short time.

Mr. Orth was born in Milwaukee fifty-four years ago and made this city his lifetime home. As a youth he came into prominence as a musician and as a composer, which, about twenty-five years ago, led to his entering the music trade as a business. He continued his musical activities and produced a number of notable compositions. "In a Clock Store," a descriptive piece, has gone into thousands of American homes on the Columbia record. Other noted compositions are "Draper Hall March" and "Romance," a symphonic poem which was placed on the program of the famous Boston Symphony Orchestra.

After devoting about twenty years to the retail piano and talking machine business Mr.

Orth, five years ago, entered the jobbing field as well, becoming distributor of the Sonora. About two years later he was appointed exclusive distributor of the Puritan line in the State and Upper Peninsula. He continued in the retail business, the headquarters being at 504 Grand avenue, Milwaukee.

Mr. Orth was prominent in Masonic circles, having been a member of Kilbourn Lodge, Calumet Chapter, Ivanhoe Commandery and Wisconsin Consistory, 32d degree Scottish Rite, as well as Tripoli Temple of the Mystic Shrine. He also was a life member of Garfield Lodge, Knights of Pythias. Funeral services were conducted February 4 under the auspices of Kilbourn Masonic Lodge.

V. W. MOODY VISITS NEW YORK

Popular Victor Wholesaler Calls Upon Victor Trade—Makes Interesting Comments Anent Business Outlook in His Territory

V. W. Moody, general sales manager of the Buffalo Talking Machine Co., Buffalo, N. Y., Victor wholesaler, was a visitor to New York last week calling upon his many friends in the trade. While here Mr. Moody visited the editorial offices of The World and gave an interesting account of general conditions in Buffalo territory and his observations anent the retail situation as a whole were illuminating.

In a chat with The World Mr. Moody commented upon the fact that Victor dealers everywhere are preparing energetic and aggressive Spring campaigns, which will undoubtedly produce excellent results. Included in these campaigns are practically every form of high-grade and effective publicity, and the jobbers are co-operating with the dealers in every possible way.

Mr. Moody emphasized the fact that those dealers who are going after business along efficient lines are reporting very satisfactory sales totals. Here and there a dealer complained that January business was not up to his expectations,

but upon inquiry Mr. Moody learned that this particular dealer had not instituted any definite sales campaign after the close of the holiday season, but had depended upon the momentum of Fall and holiday trade to carry him through the Winter and Spring months. Needless to say, he was disappointed with the sales figures, but this mistaken sales idea is rapidly disappearing and practically in every instance Mr. Moody was furnished with data by the dealer which indicated that Victor representation this year will reflect in every detail the fame and prestige of Victor product.

Commenting upon the situation in his own territory Mr. Moody stated that there exists a feeling of optimism and confidence which is most gratifying. Victor dealers are utilizing every means at their command to increase their sales totals, and with the hearty co-operation of the Victor factory and the Victor jobbers the results for the first six weeks of the new year have been pleasing and satisfying.

S. Rinaldo, proprietor of the Rinaldo Grafnola Shop, Meriden, Conn., who has been looking for a suitable location in order to expand his business, has announced that he expects to be installed in a new building before the end of the month.

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

MODEL No. 2150 D.D.
2 UNITS ILLUSTRATED

LOCKING ROLL TOP PREVENTS DUST AND THEFT ALSO SUPPLIED WITH SPANISH LEATHER CURTAIN

350 10" or 10 1/4" RECORDS ON EACH SHELF FILED IN SALES SYSTEM COVERS AND WITH INDEX GUIDES

350 10" OR 10 1/4" RECORDS ON THIS SHELF, ALSO 3 SHELVES ABOVE

SOFT FLAT SUPPORTING SPRINGS PREVENTS WARPING (PATENTED), HOLDS 350 10" OR 12" RECORDS.

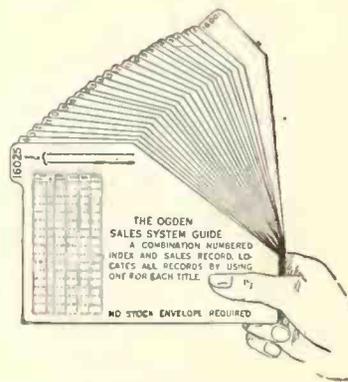
10" AND 12" RECORDS FILED ON SAME SHELF, HELD FLUSH AT THE FRONT BY PATENTED ADJUSTERS

2150 THIN RECORDS IN EACH UNIT. STOCK FINISHES: 4300 RECORDS IN 2 UNITS. WHITE IVORY & PEARL GRAY MAHOGANY & CAK

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

Immediate Shipments

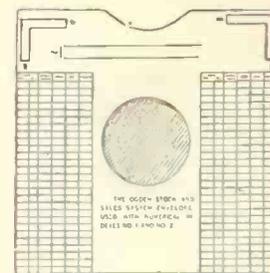
on all models in standard finishes. Light and Golden Oak, Red and Brown Mahogany, Enamels, White, Old Ivory and French Grey.



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.

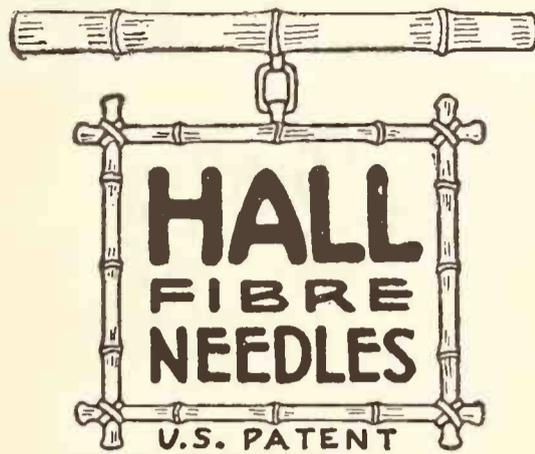


SALES SYSTEM ENVELOPES keep track of what you sell and what you need—an automatic inventory, showing profitable and slow sellers. Arranged for upright or flat filing and will fit any system.

Sectional Models Fit Any Size Stock and Help You Grow.



THE OGDEN SALES SYSTEM IS EQUIVALENT TO AN EXTRA CLERK AND INCREASES SALES



Announcement

The Hall Manufacturing Co.

Succeeds the

B & H Fibre Manufacturing Co.

The product hereafter
will be known as the

HALL FIBRE NEEDLE

In order to better identify the needle which has won so great popularity in the homes of talking machine owners throughout the country, and for the protection of our dealers, jobbers and ourselves against inferior substitutes, the B & H Fibre Mfg. Co. have decided to make the above change in name.

Office and Factory - 33-35 W. Kinzie St., Chicago

Is Your Sales Service Taken for Granted or Do You Know It's Right? :: :: :: By Frank M. Knowles

"Nope, we ain't got that record." "Nope, I don't know when we'll get any." "Nope, I ain't able to tell where you can find one."

Tell the average talking machine dealer that one of his snappy sales women had given those three answers in sequence to three direct questions from a prospective customer, and had then turned her back and walked away to resume an interrupted conversation with a fellow employe, and the dealer would more than likely question one's veracity. It might have happened in a competitor's store, he'd admit, but in his own store, never.

And the case is not an exceptional one, more's the pity, for a tour of an even dozen retail talking machine establishments made by the writer in search of a mere eight records brought forth the fact that really efficient retail sales organizations—that is, efficient in every detail, regardless of whether or not the boss happens to be about—are surprisingly few.

Would it seem possible that a customer with money in pocket could remain standing for an average of five minutes in each of three talking machine stores before any inquiry was made regarding his desires? Yet that happened in three out of twelve stores, twenty-five per cent, to be exact. In the first store—a really beautiful place—it was about luncheon time and the establishment was apparently in entire charge of a young woman. When the writer entered she was at the telephone. He waited quietly on the theory that business was being transacted, but soon learned from hearing snatches of the conversation that it was merely a social visit over the wire. Did the young woman acknowledge his presence by a smile or nod of the head to indicate politely

that she would be with him in a minute or so? She did not. She simply glanced at him casually once or twice and went right on talking to "Mabul." The exit of the prospective customer was accomplished without interruption, and the telephoning kept right on.

On another day two or three sales people in a store were busy when the writer entered, but a young fellow, apparently a bookkeeper, sat

Sometimes There Is a Wide Difference Between the Sort of Service Planned and the Sort That Is Rendered

figuring at a desk. The writer stood and stood and then stood some more, first on one foot and then on the other. He made his nervousness quite evident. The bookkeeper glanced up but said nothing. Two salesmen could be seen in booths talking to customers, but neither one had even a smile to spare. Here, too, the prospective customer walked out without interference. Admitting that the bookkeeper knew nothing of selling, and that the salesmen themselves were busy, it would have been a simple

matter for the former to have explained the situation and asked the customer to be seated for a moment until a salesman should be free. Or it would have been equally easy for one of the salesmen to have excused himself from the booth long enough to explain the circumstances to the customer and make him feel that his business was wanted even though there were no facilities at the moment for taking care of it. In either case, had the customer been forced to leave without being served, he would have held no ill feelings. Being simply neglected he went out feeling sore.

In the third instance two men and a girl, all apparently salespeople, were in a booth enjoying the reading of what was apparently a letter or circular of some sort. The laughter was hearty and continuous. When the door slammed after the writer's entrance all three looked up, gave him a glance, and then went on enjoying themselves. The prospective customer stood there for about a minute, although it seemed longer, and then decided to move along. As he opened the door one of the salesmen came hurriedly out of the booth with a loud "Hey," but the customer felt that he would do better making hay out where the sun was shining. This was the most flagrant neglect of a customer that came to the writer's attention, and was so flagrant as to be little short of criminal.

It is a generally recognized fact that giving the customer what he wants is not salesmanship—it is simply filling an order. The selling comes with the presentation and sale of records for which the customer has not asked, but are of sufficient interest to him to warrant their purchase. One of the elementals of talking

MERCHANDISING VALUE



Style K4—Top 40 $\frac{5}{8}$ "x22"; Height 35"



Style K5—Top 41"x22 $\frac{1}{2}$ "; 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.

**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

machine salesmanship would seem to be to call the customer's attention to the new current releases, if not to the standard, or popular, numbers in the regular catalog. If he asks for a violin solo, the logical thing would seem to be to call his attention to other violin solos, to new numbers by stringed quartets, etc. In the face of all this, in four of twelve stores, although the customer received more or less prompt attention and was privileged to read and study the advertising on the walls and in the booths, he was permitted to leave after purchasing one record, and after answering in the negative the simple question, "Anything else to-day?"

The fact that the writer finally came home with twelve instead of eight records proves that he was in a receptive mood and might have listened to a suggestion that he hear one or two worth-while records demonstrated for his benefit.

In another of the twelve stores the attention received from the salesman was so strong as to be little less than embarrassing. He used every trick in the trade, and then some more. He talked records, records, and records, from the time the customer passed inside the door, and so anxious was he to build up a sale that he hardly took time to demonstrate records which he recommended and with which the customer was not familiar. The customer asked for one particular record on his list. He came out with his head swimming and with the requested record and three more unrequested records under his arm, and on leaving him at the door with an urgent plea that he at least listen to "Margie," the salesman acted as though in purchasing only four records the customer had really wasted his time and was altogether rather unappreciative of the salesman's interest. That particular man was a salesman, but in his enthusiasm he had developed the fault of crowding his customer too much. When the writer wants to buy some more records he is going to a store where there are real salesmen, but where he will not be rushed off his feet. The sensation isn't pleasant.

In the four remaining stores the service might be described as fully up to the standard. In two cases this was due probably to the fact that the proprietor himself did the serving and naturally took a personal interest in cultivating the customer's friendship with a view to getting his permanent trade. In two other stores, and they were not big main street establishments, either, the sales people, one salesman and one saleswoman, to be exact, managed to send the writer out with an extra record or two and a general feeling of satisfaction. The young lady, who apparently was in direct charge of the record selling, was busy when the writer entered, but stole a moment from her first customer to offer the writer the latest supplement and some special literature and asked him to be seated for just a moment until she was free. She was so pleasant about it that one seemed almost under obligation to stick around until he could receive the desired attention.

This particular young woman, as well as the young man in the next store, knew records; not only those they handled, but competing makes, which made possible comparisons of recordings that were calculated to be strongly in favor of the records at hand. The writer is addicted to string music and to choruses, and when he made that fact evident in his request for two or

three records they were offered him by both sales people, not jazzy fox-trots, crashing band selections or saxophone sobs, but music of the sort he favored. It made the selection of some extra records a simple and pleasant matter and the feeling upon leaving the store was that the salesman had really conferred a favor by calling attention to recordings that might otherwise have remained unknown.

It is to be taken for granted that every talking machine retailer wants his people to give the sort of service that will build up business and win appreciation and that he tries earnestly to develop his organization to that end. When he is in sight it is most likely that the sales people "snap to it," as it were, and endeavor to work along proper lines. The test of the service, however, is the sort that is rendered when the boss is out of sight and out of hearing. If a dealer in another character could come back into his store as a customer at a time when he is supposed to be absent he probably would find some things to surprise him. It is not always the fault of the salesman. The dealer in his

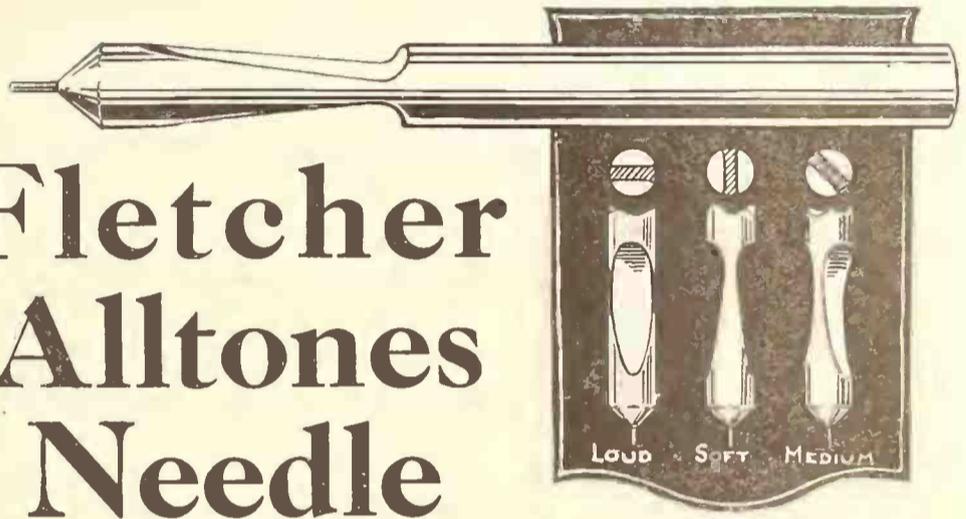
talks and in his training has gone at them from the angle of the employer and has not had a chance to test out that knowledge from the angle of the customer. Spying, of course, is to be condemned because it upsets morale and breeds discontent, but the adoption of some friendly method that will provide a guide to the salesman's methods from the customer's angle should prove helpful to both dealer and salesman.

As a matter of fact, one large concern in the West has engaged a capable woman whose duty is to circulate through its own and other stores for the purpose of observing ways and means for improving the general merchandising and selling tactics of the organization. This plan is worthy of emulation.

VOCALION AGENT IN SALAMANCA

A. L. Niles, talking machine dealer of Salamanca, N. Y., has recently been appointed an authorized representative for the Aeolian-Vocalion line of phonographs and records.

**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

BETTER TONE IS EVIDENT IN THE CALIFORNIA TRADE

Anti-Crab Society Organized to Combat the Pessimists—Columbia Co. Branch Settled in New Quarters—Some Recent Trade Visitors—Talking Machine Dealers Plan Fancy Dress Ball

SAN FRANCISCO, CAL., February 1.—The San Francisco trade is pretty well satisfied with January business, which was somewhat better than was expected. Some concerns report more sales this month than the same month a year ago, but, taking the business as a whole, perhaps there is a slight falling off. A decidedly better tone is evident and the leading purveyors of musical merchandise are confident that the year will turn out all right. Panic talk is at a discount and membership in the Anti-Crab Society is increasing by leaps and bounds. Billy Morton, manager of the retail talking machine department of Sherman, Clay & Co., is president of the new organization and he has been empowered to appoint an anti-gloom committee whose business it will be to investigate all cases of commercial pessimism coming up before the society. Believing in the potency of a cheerful philosophy in the conduct of business, the society will seek to banish all unwholesome whimpering from the ranks of the San Francisco talking machine fraternity. Real grievances will be accorded serious consideration, but imaginary ones will be ruthlessly laughed out of court.

Savings Bank Deposits Increase

The California banks report a great increase in savings deposits for this month. There is more money of this kind on hand than ever before, hence it does not seem reasonable to suppose that the lovers of music will not continue to patronize the shops with the usual readiness when prices and goods are satisfactory. The hold-off attitude is not so strong as it was. The percentage of non-employment in California is much lower than in the East and there is good cause to expect a big revival in building the coming Spring. The housing problem is acute in some sections of the State and new homes must be provided for the people. Population is increasing here at a greater ratio than at any time since before the war.

Columbia Co. Is Now in New Quarters

The San Francisco branch of the Columbia Graphophone Co. has at last got moved into the new building on Bryant, near Second street. The new quarters are not completed as yet, and the place is rather upset, but business is going on as usual. The offices on the second floor are exposed to a flood of sunlight and are most pleasant in their appointments. The model shop, for the benefit of the Columbia patrons, is located on the same floor as the offices and is indeed a truly model shop. Meetings of an educational character will be held periodically in the shop and the dealers will be invited to attend. The company will also launch a new house-to-house canvass campaign very soon in order to co-operate with the dealers in stimulating business. Mr. Wilcox, the manager, is gratified with the present business out-

look and is naturally pleased with the new building, which offers so many modern advantages in the matter of handling business. The new violin records of Kerekjarto, which have just arrived on the Coast, have made a wonderful impression on those who have been privileged to hear them and it is a foregone conclusion that they will make a wide appeal out this way to music-lovers. The recent song recital of Louis Graveure, the famous baritone, stimulated not a little the demand for his exclusive Columbia records.

A. S. Garbett Visits Fresno

A. S. Garbett, formerly editor of Etude and the Victor Monthly Supplement, was a recent visitor at the Fresno store of Sherman, Clay & Co., and while there he gave several talks on salesmanship for the benefit of the store force.

Remick Shop Uses Magnavox

Ben Adkins, manager of the Remick Song Shop on Market street, has adopted the Magnavox as an auxiliary in his publicity department. The latest Remick song hits are transmitted to the passing public through the strenuous medium of the Magnavox, and everybody is minded to "stop, look, listen." The instrument carries a melody above the noise of the street.

Coast Likes Policy of Victor Co.

O. N. Rothlin, in charge of the San Francisco record division of the wholesale Victor department of Sherman, Clay & Co., says the Coast business is good, and better than Eastern business. Records are arriving a little better and he hopes to have sufficient stock to accommodate all the trade in the near future. The policy of the Victor Co. to back up popular record hits will mean much to the Coast trade. Three of the most popular hits on the Coast are: "Whispering," "Feather Your Nest" and "Coral Sea." The last named is by King Zaney and Herb Brown, both residents of and popular in California.

Brunswick Gains Growth Fast

The San Francisco office of the Brunswick-Balke-Collender Co. reports fine progress with the Brunswick records on the Pacific Coast. The demand is growing fast and steadily in all parts of the Coast territory. The stock of Brunswick machines in San Francisco is ample for the requirements of the trade at the present time, and during the holidays there was no shortage except on a few numbers. Clark Wise, accompanied by Mrs. Wise, will leave next week for a ten-day trip to Los Angeles and vicinity on business and pleasure.

Big Time Promised at Fancy Dress Ball

The talking machine dealers of San Francisco are planning for their annual fancy dress ball, to be held soon, and it is the ambition of the association to put over something this year which will make a big smoke. The trade

Well Rated Dealers
Can Discount Their

PHONOGRAPH INSTALLMENT CONTRACTS

WITH US

Thereby Turning Their Accounts
INTO WORKING CAPITAL

Mercantile Finance Company
COMMERCIAL PAPER
COLLATERAL LOANS

459-465 Montgomery St.
San Francisco, Cal.

is getting so blasé that it takes a sensation to get them together socially these days. Billy Morton has his brains working on the project.

Batkin Finds January Normal

A. A. Batkin, of Byron Mauzy, says January business is normal and that the people are showing a keen though discriminating interest in the best of offerings. Buying is careful, but there is plenty of buying. Rollin V. Astra, office manager for Byron Mauzy, is receiving the congratulations of the trade upon the advent in his home of an eight-pound baby daughter.

ORDERS SONORA IN UNIQUE WAY

Customer of Drug Store Includes Order for Nocturne Model in His Drug List—An Unusual Method of Purchasing a Phonograph

A search for orders recently took A. C. Marugg, of the sales staff of the Minneapolis Drug Co., Minneapolis, Minn., Sonora distributor, into the store of F. J. Warner, at Marietta, Minn. Business was pretty brisk and the owner of the drug store and both of his clerks were busy serving customers. Mr. Warner was attending to the requirements of a customer of ordinary appearance, probably a prosperous farmer. The visitor had a piece of rough wrapping paper, from which he was reading with slight difficulty, the notes having evidently been made hastily with a soft pencil stub. "One can Mennen's talcum powder," he read from the list, and Mr. Warner immediately brought it down from the shelves. "Calox tooth powder," the customer continued, reading from his notes, "a large chamois, one Sonora Nocturne model, and let me see some hair brushes."

The proprietor helped the customer load the Sonora into his car without showing any unusual symptoms, but Mr. Marugg hurried to the telegraph office to advise his house that the dealers in his territory were "selling Sonoras like packages of chewing-gum."

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 502 \$145.00



Model 503 \$165.00



Model 509 \$235.00

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.

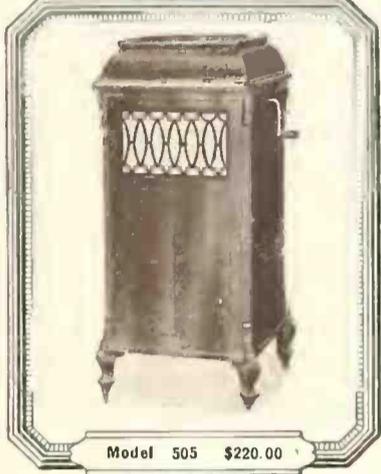
The Steger Phonograph is as beautiful in finish and design as it is charming in its tone-reproducing qualities. There is a variety of artistic styles at a wide range of attractive prices.

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.



Model 505 \$220.00



Model 504 \$200.00



Model 501 \$115.00



Model 510 \$290.00



Model 500 \$95.00

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"



GREAT DEMAND FOR RECORDS IN MILWAUKEE TERRITORY

Wholesale and Retail Trade Expanding—Dealers and Jobbers Optimistic Anent Outlook—Death of C. J. Orth Regretted—Sales Promotion and New Ideas of Merchandising Prominent—Other News

MILWAUKEE, Wis., February 11.—A demand for talking machine records that overshadows anything ever experienced in the local trade is the most conspicuous feature of current business conditions. The sales of instruments are satisfactory, but, as usual at this time of the year, the demand is of a scattered nature and dealers are obliged to go further into the highways and byways than at any other season to seek out willing prospects. While stocks of instruments are generally reported to be ample to meet current requirements, record merchandise is still below par, and it is a constant battle for dealers to keep an adequate stock on hand, especially of the popular numbers. This situation, however, is slowly being relieved.

The wholesale trade has received a great deal of encouragement, especially in the last two or three weeks, from the improvement in orders from the retail trade. For a number of weeks immediately following the holidays retail requisitions were of rather small volume and confined mainly to "high spot" selections to fill in or round out stocks. Ordinarily the post-holiday time is one of considerable buying to overcome stock depletion through holiday shopping, but conditions unfavorable to broad consumer buying in November and December made this less necessary than customary. Still, in respect to some styles, new buying by retailers was of a relatively high order.

"Business is growing better every day," is the cheerful report of Sam W. Goldsmith, vice-president of the Badger Talking Machine Co., Victor jobber. "Our retail trade likewise is very hopeful, and it looks as if the Easter season this year will be quite important from a talking machine standpoint. The holiday comes much earlier than normally, so that we already are

beginning to get some effect of buying in anticipation of a good demand at that time. As far as records are concerned we have never had a more wonderful business than that which we are enjoying right now. We simply can't keep abreast of the demand."

The trade was inexpressibly shocked to learn of the death, on February 1, of Charles J. Orth, one of the best-known men in the Wisconsin music trade, who has been especially prominent as the distributor of Puritan phonographs and Puritan records in the Wisconsin and Upper Michigan territory. Mr. Orth had been in poor health for more than two months, but his condition was improving steadily and his passing, therefore, came as a sudden blow to a vast host of friends. A biography of Mr. Orth will be found on another page of this issue.

Brunswick instrument and record business in the first six weeks of the new year has surpassed that of the same period of 1920 by a comfortable margin, which is especially gratifying in view of the fact that, earlier, the hope had been to reach last year's volume. "That we should go ahead of 1920 was beyond our expectations, still we feel it augurs well for healthy increases during the rest of the year," said T. I. Kidd, manager of the Milwaukee branch of the Brunswick-Balke-Collender Co., 275-279 West Water street. "We feel sure this will be the best Brunswick year in the northwestern territory that we have ever known."

The Phonograph Co. of Milwaukee, 49-51 Oneida street, is getting excellent results from its special sales campaign in Wisconsin as a follow-up of vigorous promotion during the holiday season.

The Yahr & Lange Drug Co., 207-215 East Water street, distributor of the Sonora in Wis-

consin and Northern Michigan, is reaping the benefit of an elaborate advertising campaign carried on during all of 1920 and being continued in even a broader way this year. Besides extensive newspaper and magazine advertising the Yahr company is using billboards to good advantage. This publicity is regarded as some of the finest and most striking billboard advertising that has ever been done in this part of the country. The dignity and elegance of the boards are especially appealing and the cause of much favorable comment to supplement praise of the instrument.

According to H. M. Hahn, sales manager of the Paramount phonograph department of E. R. Godfrey & Sons Co., 293 Milwaukee street, this Made-in-Wisconsin instrument and Paramount records as well are establishing some new records. The company handles five Central States and also wholesale talking machine store equipment, accessories and supplies.

The Columbia branch continues to exert a notable sales promotion effort, the feature of which is the close co-operation given its dealers in the Milwaukee and Wisconsin territory. As a rule the large display advertisements give the full list of dealers, which is highly appreciated by them and is resulting in an identification of dealers with a pioneer and popular instrument and records which is building up a most advantageous position for the line. Columbia record business, as reported by representative downtown dealers, is bigger and better than it has ever been before.

A striking piece of Columbia publicity was done recently during the two-weeks' engagement of the "Greenwich Village Follies" at the Davidson Theatre. One afternoon Ted Lewis and his famous jazz band appeared at Waldheim's, 210-214 West Water street, and gave a program before nearly 2,000 people—all that could be crowded into the big store. More than 500 had to be turned away.

The Kesselman-O'Driscoll Co., 517-519 Grand

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.

avenue, originally established as a small Victor retailer on the northwest side, and now one of the largest general music stores in the Middle West, has recently effected further notable extension of its organization. The talking machine division, featuring the Victor and the Edison, continues under the management of L. J. Monroe, with A. J. Althaus as assistant. This division also handles all record, player roll and small goods sales.

The R. H. Zinke Music Co., 425 Milwaukee street, one of the leading East Side Victor dealers in Milwaukee, has experienced a splendid growth in the first nine months of its existence. The business was established on May 1, 1920, and under the efficient administration of Richard H. Zinke, a veteran Victor man, has become one of the best-known stores in Milwaukee. The Victor record department is particularly a feature and has built up a large clientele.

Miss Julia Wolff, manager of the talking machine and record department of the Edmund Gram Music-House, 414-416 Milwaukee street, has been introducing some new ideas in merchandising the Aeolian-Vocalion and the Cheney. Miss Wolff is a firm believer in keeping in constant touch with present customers and with prospects as well. This not only has made the Gram house as widely known as a talking machine house as it has been known for years as the home of the Steinway, but built up a very large volume of record business for the Aeolian line, particularly among the more discriminating.

The Milwaukee Better Business Bureau, conducted as part of the activities of the Association of Commerce, has accomplished splendid work in checking what threatened for a short time to lead to a flood of unethical advertising, in as well as out of the music trade. The latest report of complaints and results of handling them mentions the case of a pharmacy house which advertised: "We have the largest stock of phonographs in the county." The same house was accused of violating an agreement in cutting the price of a certain phonograph by giving away a number of records with each instrument. "When appealed to the company agreed to discontinue such tactics and to cooperate with the Better Business Bureau," is the conclusion given in the report of the case.

Oscar H. Morris, secretary and manager of the Bureau, is also serving his first term as a member of the State Senate from the fifth district, comprising the highest-class residence district in Milwaukee.

Clarence C. Warner, 428 Eleventh avenue, vice-president of the Milwaukee Association of Music Industries, recently was featured in a special article in one of the local newspapers as a veteran Victor dealer who has been in this line for twenty years.

The Fred Leithold Music Co., 325 Main street, La Crosse, Wis., has recently completed important improvements and enlargements of its store, which make it one of the most expansive as well as attractive in any part of the State. Fred Leithold, president and manager, is a vice-president of the Wisconsin Association of Music Industries and an enthusiastic member of the National Association. A feature of the rebuilt store is the talking machine department, which represents the Victor exclusively. Eight booths have been installed and the record library has been enlarged to accommodate 15,000 to 16,000 numbers.

To Sell a Victrola as an ordinary talking machine is to belittle its great value.

To display any other talking machine alongside of the Victor divides the customer's interest and your selling argument too, lessening your chances of selling either machine.

We can help you sell the Victor.

Write us

BUFFALO TALKING MACHINE CO.

Wholesale Victrola Distributors
BUFFALO, N. Y.

CANADIAN MUSICAL IMPORT DATA

Complete Figures as Published by Dominion Bureau of Statistics for November Last

OTTAWA, ONT., February 5.—During the month of October, 1920—the last month for which figures are available—Canada imported musical instruments and parts to a total value of \$365,698, of

which \$232,394 is credited to talking machines and records. This latter figure, while considerably lower than that for October, 1919 (which was \$370,908, to be exact) is \$68,799 greater than the import figure for September, 1920. To translate these figures, which have been compiled by the Dominion Bureau of Statistics from records supplied by the Department of Customs, into words, it is equivalent to saying that Canada imported more talking machines and parts in October, 1920, than in September, 1920, and yet, as compared with the imports of October, 1919, there has been a considerable falling off. The import figures are as follows:

	Talking Machines and Finished Parts Thereof					
	Sept. 1920	Oct. 1920	Oct. 1919	6 Mos. Ending Oct. 1919	Ending Oct. 1920	
United Kingdom ..	\$1,334	1,116	1,131	2,995	10,431	
United States	\$138,193	208,753	329,134	1,286,005	1,066,477	
Japan	\$234	1,116	1,336	
Switzerland	\$116	593	5,049	14,634	6,269	
Other Countries ..	\$165	20	377	
Total	\$140,042	210,462	335,314	1,304,770	1,084,890	

	Records (Disc and Cylinder)					
	Sept. 1920	Oct. 1920	Oct. 1919	6 Mos. Ending Oct. 1919	Ending Oct. 1920	
United Kingdom ..	\$272	40	126	\$99	1,523	
United States	\$23,281	21,892	35,463	222,704	152,399	
Japan	110	1,301	
Other Countries	489	
Total	\$23,553	21,932	35,594	223,713	155,717	

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.



New Unico Establishment—O. K. Houck Piano Co., Memphis, Tenn.

CONSTRUCTIVE SALESMANSHIP THE BATTLE CRY FOR 1921

This is a selling year. Never, in our history, has there been greater need for Sales Effort. Potential Selling Efficiency is the keynote of the Unico System.

Unico Equipment is the surest guarantor of retail sales known to the Talking Machine Industry—1700 successful dealers attest this fact.

Unico Equipment is a permanent asset and not subject to the usual depreciation of ordinary store equipment. There are many instances of resale of Unico Equipment after several years' use, at prices higher than the original cost.

Unico Service covers every angle of your Merchandising problem, from efficient department layout to accomplished sales, and is available to every Talking Machine Dealer, no matter where located.

Unico Service operates with marvelous rapidity. Speed—Yes, but not at the expense of quality, efficiency and permanent value.

The Battle is to the Strong—and the Quick. Make your Selling Equipment 100 per cent Strong and do it Quickly.

*Wire, write or phone today to our nearest office.
Your problem will receive immediate expert attention.*

Unico Demonstrating Rooms, Counters, Record Racks and Decorations are available in twelve designs and standard finish for immediate shipment.

*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

SOPRANO SCORES SUCCESS

Miss Cyrena Van Gordon, Exclusive Columbia Artiste, Receives Ovation in Role of "Brunhilde"—Newspapers Give Enthusiastic Praise

Miss Cyrena Van Gordon, exclusive Columbia artist and prominent dramatic soprano, attained phenomenal success in the role of "Brunhilde" in the production of one of Wagner's famous operas given recently by the Chicago Opera Co. in Chicago. The performance given by this renowned dramatic soprano was the subject of general praise by all the Chicago newspapers, and Columbia dealers took advantage of her success to feature her records prominently in their advertising.

In the Chicago Herald-Examiner Miss Van Gordon's superb rendition of this difficult role was accorded enthusiastic praise, the musical



Miss Cyrena Van Gordon

critic of the paper stating in part as follows: "A wonderful performance! A great triumph for a young American artist; a victory for opera in English! This was the consensus of opinion after the 'Valkyrie' last evening. It was one of the most brilliant successes of the season, an occasion marked by breathless attention on the part of the huge audience, which filled the Auditorium to its utmost capacity and then broke loose after every act to express in no uncertain terms of approval how it was affected by this splendid achievement.

"Miss Van Gordon met the test easily and triumphantly. She was dramatically powerful and vocally superb. Even her English was all one could ask, and the picture she made as the maid in shining armor, with her silver shield and scarlet cloak, will not soon be forgotten, especially when she came on the stage leading her milk-white steed.

BRUNO

Victor Ready Reference Labels make slow-moving records speedy sellers. Just put them into your record rack, Mr. Victor Dealer, and watch the record racket.

BRUNO

"By what she accomplished last evening, Miss Van Gordon takes her place among the foremost singers of the day. She is fulfilling the late Maestro Campanini's prediction: 'You will one day be one of the greatest dramatic sopranos of the age!'"

DINNER TO F. C. HOWARD

Head of Company of That Name and Members of Staff Guests at Testimonial Dinner

SYRACUSE, N. Y., January 31.—The testimonial dinner to F. C. Howard, head of the F. C. Howard Piano Co., and members of his staff, by A. D. Ogden, the company's road man handling the Howard account, was a great success in every particular. The guests included Mrs. Howard, wife of the proprietor; Mrs. Ogden, R. O. Ainslie, assistant treasurer of the Hallet & Davis Co., who devotes his attention to the Pathé line, and who came over from Boston for the occasion; E. B. Dryden, traveling representative of the Pathé; E. C. Adams, the Pathé dealer at Cato, N. Y., who started in October and who has built up a most creditable business; William Goff, of the Howard staff, and Mrs. Goff; Miss Louise Howard, Mr. and Mrs. Howard's daughter, and J. H. Persee, S. J. Seckner, E. N. LaRose, Florence Souders and Morris Souders, all members of Mr. Howard's staff.

Mr. Ogden was toastmaster, and there were interesting talks by Mr. Howard, Mr. Dryden, Mr. Adams and Mr. Ainslie. The latter, in recognition of the excellent upbuilding of the Pathé business in this territory, presented Mr. Ogden with a Pathé Actuelle, the gift coming from the Hallet & Davis Co.

W. S. GRAY CO. ANNUAL MEETING

John L. McNab, Prominent Attorney, Now One of Directors of San Francisco House

SAN FRANCISCO, CAL., January 27.—The stockholders of the Walter S. Gray Co. held their first annual meeting at the offices of the company, 942 Market street, January 25, at which time the first dividend checks were distributed, the corporation having been in existence just one year. The president submitted a statement of condition and report on business for the year and stated that, while he was fairly well satisfied with the volume of business and profits for 1920, he was of the belief that 1921 would see both largely increased.

Only one change was made in the Board of Directors and Mr. Gray, the president, believes he has greatly strengthened the board by the addition of John L. McNab, a prominent attorney of San Francisco, as he is a man of large affairs and very well and favorably known throughout the Pacific Coast. The new Board of Directors consists of Walter S. Gray, John L. McNab, Robert G. Gray, G. Victor Strain and A. M. Gray.

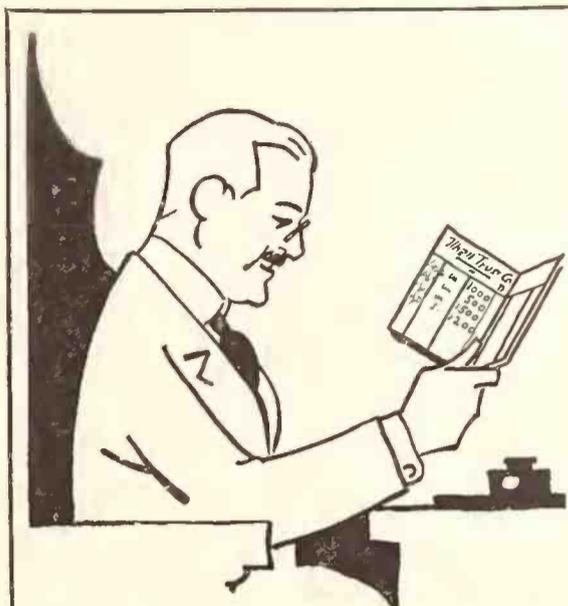
The officers elected are: Walter S. Gray, president; Robert G. Gray, vice-president; M. F. Olson, secretary, and A. M. Gray, treasurer.

BUY MINNEAPOLIS DRY GOODS CO.

W. C. Whitney and W. S. MacGregor Now in Complete Control of Large Concern

MINNEAPOLIS, MINN., February 5.—W. C. Whitney and W. S. MacGregor, who have for some time managed the affairs of the Minneapolis Dry Goods Co., have purchased the company and will change the name to the Whitney-MacGregor Co. The new owners have announced that there will be no change in the established merchandising policies of the company. Plans for bigger business, however, are under way and improvements to the store arrangement and equipment are now being carried out.

The man who can do things, and do them right without being continually instructed, is the man who is appreciated in business.



25c+25c+25c., etc. means good profits!

EVERY sale of Sonora needles rings up at least a quarter in the cash register. And it is the easiest thing imaginable to sell these needles. Just call your customers' attention to them!



Semi-Permanent

NEEDLES

deserve to be placed in the best position on your counters. They give unequalled satisfaction in service and bring buyers back to your store again and again for more.

Because of their superior quality these needles are preferred by the public. Send in your order today if your stock is incomplete.

Loud — Medium — Soft

25c. per card of 5 (40c. in Canada)

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, President
279 Broadway NEW YORK

Canadian Distributors
I. Montagnes & Co.
Toronto

CAUTION! Beware of similarly constructed needles of inferior quality.

BUFFALO SEEKS LAW AGAINST MISLEADING ADVERTISING

Chamber of Commerce Back of This Movement—W. D. Andrews Purchases—Wallace New Columbia Dealer—V. W. Moody on Trip—Rice Store Destroyed by Fire—News of Month

BUFFALO, N. Y., February 2.—Legislation which would make it an actionable offense for a concern dealing in musical instruments to publish misleading advertising, which gives the customer an enlarged impression of what he is getting for his money, is now being sought by the music trades group of the Buffalo Chamber of Commerce. The group is now working on a campaign for such a law, and is seeking to enlist the aid of the whole Chamber.

This comes as the result of certain advertisements of talking machines which have come to the notice of the group. Samples of the advertisements were displayed at a recent meeting of the music men, and after giving them careful consideration it was decided that some of them were misleading and deceptive. In these alleged deceptive ads, it was held, the customer was given the impression that he was getting more equipment at the price named than was really the case. And so the music trades group is now working for a law which will make misleading advertising a punishable offense.

Announcement that he had purchased the interest of W. D. Andrews, his senior partner, was made February 2 by Curtis N. Andrews, of the firm of W. D. & C. N. Andrews, the prominent Victor wholesalers. W. D. Andrews will look after interests which he has in Syracuse. This matter is referred to elsewhere.

A serious fire in the business section of the city occurred on January 17, originating in the talking machine store of Herman Rice. The building burned to the ground and several adjoining buildings were destroyed before the fire was gotten under control.

V. W. Moody, of the Buffalo Talking Machine Co., finds that dealers throughout his territory are maintaining a good level of sales and he expects them to increase steadily. Mr.

Moody recently made a trip to New York and called on his friends in the trade there.

Much interest in the new foreign language Okeh records is reported by the Iroquois Sales Corp. This city has a large Polish population which should purchase many of the records in their own language.

Charles Hoffman, Sonora and Brunswick dealer, had a narrow escape from serious injury recently. He was driving his auto in Delaware avenue and swerved sharply to avoid hitting another car. His car brought up against the curb, smashing two wheels. But outside of a shaking up, Mr. Hoffman was uninjured.

A number of dealers in this district were callers at the Columbia Buffalo branch office. Among them were Frederick Jense, of Jense Bros., Lockport; H. S. Miller, of Avon, and Robert Mann, of Warsaw.

E. L. Wallace is the new Columbia representative in Rochester. He takes the place of D. A. Little, who has taken charge of the Palace Music Shop there. Through Mr. Little, Marion Harris and the Columbia Saxophone Sextet will appear at Rochester February 11, playing at a concert and for a dance there. The artists will also come to Buffalo and Niagara Falls. Arrangements are being made for a concert in this city.

W. P. Duffy, merchandise supervisor at the Columbia branch office here, and formerly in the dealers' service department at the Philadelphia office, became a benedict last month. The bride was Miss Martha Hurlock, of Philadelphia.

N. A. Taber, manager of the local Pathé office, reports that business is going very well with him. Many sales are being made by Pathé dealers and a number of new agencies established. Among the new Pathé dealers are

Robert E. Schwalb, of 285 Genesee street, and Gerald Arndt, of Town Line.

Charles Markham, local manager for the Brunswick phonograph, has just returned from a trip through his territory, and reports that he finds business is good. Among the cities visited by Mr. Markham in the course of his trip were Syracuse and Utica.

ODD SITUATION IN NEW ZEALAND

Country Has Plenty of Money but Needs Credit—Condition Arises Because of Hold-up in Gold Exportation—Bonds for Imports

American exporters to New Zealand are advised by Consul-General Winslow, at Auckland, to meet in a generous way the economic situation which has developed there. He explains that there are plenty of good, conservative, reliable business houses to whom, it would seem, a reasonable amount of credit can be safely extended, and with profit. It is suggested, in view of the prohibition on the exportation of gold, that American business houses take in payment, or as security for payment of imports, bonds and Government debentures.

Money is plentiful in the dominion, the banks really holding more than can be put to good use, but there is difficulty in establishing credits in London and New York, because gold cannot be exported. The trade balance has steadily gone against the country since the beginning of 1920, and toward the end of the year the banks announced that they would discourage the importation of non-essentials, such as motor cars, high-priced millinery, jewelry, confectionery, etc., and would not finance such importations unless exceptionally good reasons existed for them at the time. Though this policy was exceedingly embarrassing for both bankers and importers, its adoption seemed essential, in view of the necessity of allaying possible panic as a result of the most trying period experienced in the dominion since the beginning of the war.

The Brooks Automatic Repeating Phonograph

is justly termed The Wonder Instrument. It has all the good

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.



Model 145

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 165

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

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.

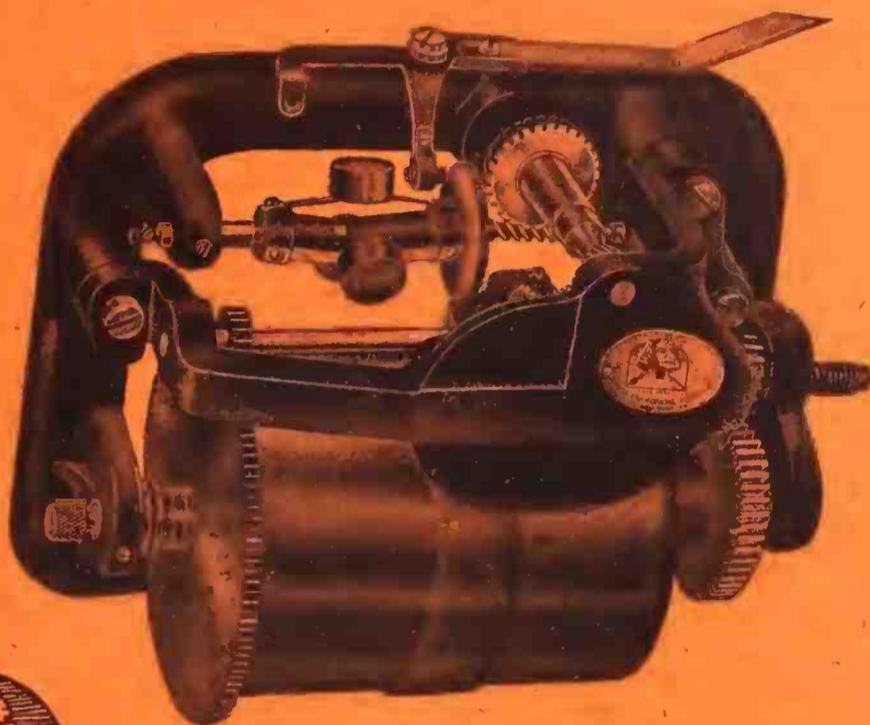
Brooks

The Wonder Instruments

Automatic Repeating Phonographs

BROOKS MANUFACTURING COMPANY, SAGINAW, MICH.

The SPHINX MOTOR



Reg. U. S. Pat. Off.

*The Standard By
Which All Phono-
graph Motors
Are Judged and
Valued.*

QUALITY plays an important role today in successfully marketing a phonograph—whether building up a clientele for a new product, or extending distribution on one well established. The first requisite quality feature of any good instrument is its motor.

THE Sphinx Motor possesses advantages that can instantly be appreciated on sight and demonstration. It concentrates on quality. It instills confidence, tears down sales resistance and makes the entire phonograph more quickly salable—by offering an effective sales “approach.”

BACKED by the resources and reputation of an organization responsible for many institutional developments in the phonograph field, the Sphinx Motor should receive a prominent place in your phonograph sales efforts for the ensuing year.

SPHINX GRAMOPHONE MOTORS, Inc.
512 FIFTH AVENUE, NEW YORK

Concentrates on Quality

Repossessions

are now stacking high in warerooms. What are you going to do with those YOU have? **KNOCK OFF \$50.00 to \$100.00?**

Don't Do It!

Buy a few dollars' worth of **LESLEY'S PATCHING VARNISH** and other needed finisher's supplies and make them look better than new, at an average cost of \$3.50 each: **THEN MAKE THE PROFIT YOU SHOULD HAVE.**

LESLEY'S FINISHER'S SUPPLIES are the best possible and are sold on a **MONEY BACK GUARANTEE.** Write a letter today and tell us how much trouble you have and we will tell you how little it will cost you for the stuff to **FIX 'EM UP.**

Lesley's Chemical Co.

10 S. New Jersey St.
Indianapolis, Ind.

WALTER SCANLAN SCORES A HIT

Popular Irish Tenor Attains Success in "Hearts of Erin"—Emerson Records in Active Demand

The Emerson Phonograph Co., New York, has received interesting reports from Pittsburgh in connection with the appearance of Walter Scanlan, the popular Irish tenor, in the musical comedy "Hearts of Erin." Mr. Scanlan has scored a phenomenal success in this musical



Walter Scanlan

play, and according to the present schedule "Hearts of Erin" will probably open in New York during April. Emerson dealers in Pittsburgh have taken advantage of Mr. Scanlan's appearance in their city to feature his records to excellent advantage. The Emerson records of the two hits in this show, "Nora" and "On Sweetheart Shore," have met with an active demand, particularly as these records reflect in every detail Mr. Scanlan's superb voice.

BYRON DAVEGA FORSTER ARRIVES

Almost simultaneously with the advent of the new year arrived Byron Davega Forster. B. R. Forster, president of the Brilliantone Steel Needle Co., is the proud father and is enthusiastically telling his many friends in the trade of the Brilliantone of the youngster's cries. Mrs. B. R. Forster, it will be remembered, is the daughter of I. Davega and sister of Abram Davega, president and vice-president, respectively, of the Knickerbocker Talking Machine Co. B. D. Forster is the first male arrival in the Forster family and has two older sisters.

Dave Roth, proprietor of Roth's Music Store, 186 South High street, Columbus, O., has taken on the Okeh line of records. He is also adding six demonstration booths for the hearing of these records.

NEW BUILDING FOR LANDAU'S

Victor Dealers of Wilkes-Barre, Pa., Purchase \$130,000 Property to House Business

WILKES-BARRE, PA., February 3.—Landau's, Victor retailers of this city and Hazleton, Pa., have recently purchased the large Hurwitz Building at 34 South Main street. This deal is said to be one of the most important real estate transactions in this city of recent years, the consideration being quoted at \$130,000. After extensive alterations and improvements have been made, Landau's will take possession of the building and will have one of the largest and best equipped music houses in this section of the State.

The new building runs 225 feet deep and has three floors with large display windows facing on Main street. In the rear of the building is an alley which will provide excellent facilities for the expeditious receiving and shipping of merchandise. It is planned to have thirty demonstration rooms installed in the Victor department, which will place this department among the largest in the Keystone State. With the acquisition of the new building it is planned to open a piano department. Five well-known makes will be carried. Ample space will also be devoted to player roll and sheet music departments.

Landau's is one of the oldest music houses in the city. Under the able direction of Hyman Landau and Harry Michlosky, the affairs of this firm have met with continued success and the business has grown to the point where the foregoing change has been made an absolute necessity. The new location is but a half block distant from the present location at 70 South Main street, which this firm has occupied for years.

COLUMBIA STORE IN BATTLE CREEK

P. E. McMurphy last month opened a Columbia Shop in Battle Creek, Mich., at 60 East Main street. The store equipment includes five demonstration booths and a large record rack and record counter.

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.

(No Shipment Made Less Than Six Springs)

	Lots of				
	6 each	12 each	25 each	50 each	100 each
No. 24 1/2"x.018x8 feet, for small toy motors, pear shape hole	.20	.18	.17	.16	.15
No. 25 5/8"x.020x8 feet, for Sonora, Swiss, Pathé, pear shape hole	.22	.20	.19	.18	.17
No. 26 5/8"x.020x11 feet, for Edison Gem, loop end	.30	.28	.27	.26	.25
No. 28 3/4"x.022x9 feet, for Carola, Triton, Melophone, etc., pear shape hole	.38	.37	.35	.33	.31
No. 29 3/4"x.022x10 feet, for small Columbia, Universal, Heineman, Harmony, Vanophone, Pathé, pear shape	.43	.42	.40	.38	.35
No. 30 7/8"x.022x10 feet, for Blick, Wonder, Premier, Meisselbach, Nos. 9 and 10, square hole	.47	.46	.44	.42	.40
No. 31 1"x.025x9 feet, for Swiss motors, small Columbia, Stewart, pear shape hole	.54	.52	.50	.48	.45
No. 32 1"x.020x13 feet, for small Victor, pear shape hole	.54	.52	.50	.48	.45
No. 33 1"x.025x12 feet, for Pathé, Heineman, Mandel, Aeolian, Meisselbach, Vitanola, pear shape hole	.70	.67	.60	.55	.50
No. 34 1"x.025x14 feet, for Sonora, Saal, Thomas, Silver-tone, oblong hole	.75	.70	.65	.60	.55
No. 35 1"x.028x10 feet, for all styles Columbia machines, pear shape	.54	.52	.50	.48	.45
No. 36 1"x.025x9 feet, for Meisselbach, No. 12, Thomas, oblong hole	.54	.52	.50	.48	.45
No. 37 1"x.025x16 feet, for Meisselbach, Saal, Thomas, Silver-tone, Modernola, Rishell, Widdicomb, Sonora, Stephenson, oblong hole	.85	.83	.80	.75	.70
No. 38 1"x.025x16 feet, for Vitanola, pear shape	.85	.83	.80	.75	.70
No. 39 1"x.028x11 feet, for Edison Standard, pear shape	.59	.57	.53	.50	.47
No. 40 1 3/16"x.028x16 feet, for Heineman, Pathé, Rex, pear shape	.90	.88	.85	.80	.75
No. 41 1 1/2"x.027x25 feet, for Edison Diamond Disc, pear shape hole	1.80	1.70	1.65	1.55	1.50

(If the above are desired in assorted sizes, the quantity price will be allowed.)

TERMS: 2% 10 days or 30 days net, to houses with satisfactory commercial rating. To others, 3% discount, cash with order. Please enclose Parcel-post charges, if wanted that way.

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

BELIEVES IN HIGH-GRADE BUSINESS CANTON TRADE SHOWS BETTERMENT

S. B. McLaughlin, Manager of Baldwin Piano Co. Department, Tells Why That Class of Trade Is the Best for the Dealer

CINCINNATI, O., February 3.—Sherman B. McLaughlin, manager of the talking machine department of the Baldwin Piano Co., is a firm believer in going after high-grade business on a high-grade basis, and in an interview with *The World* says he is heartily in sympathy with the stand taken by C. S. Hammond, manager of the talking machine department of Loeser & Co., Brooklyn, N. Y., in his interesting article which appeared in *The Talking Machine World* January.

"If talking machine dealers as a whole would see the ethics of good business by interesting the customer in the quality and musical advantages of the instrument instead of advertising the fact that one could purchase the instrument on ridiculous terms, the instrument itself would mean more to the purchaser, business placed on a higher scale, and dealers would become more able to withstand financial storms," said Mr. McLaughlin.

"A salesman has a stronger line of sales argument by showing the superior quality and advantages of the machine on sales than by treating the customers as if they were non-music lovers and simply desired to buy any machine providing the terms were the lowest and the payments easiest.

"The average Victrola prospect is too much educated to-day along the lines of talking machines to believe that ridiculous 'dollar down and dollar a week' terms must be used in order to sell an instrument so high in the public opinion as the Victrola, and dealers who resort to these tactics not only cheapen their place of business, but degrade the instrument which they offer for sale, in the mind of the customer.

"We represent ourselves as high-grade dealers in every respect, which right is certainly ours, for we carry on our business in a high-grade way and handle a high-grade instrument. Our term sales are based on the ten to twelve-month plan, not over. Our sales force is educated along the lines of a good substantial down payment.

We have no difficulty in securing these terms, as our patrons visit us to purchase an article of quality and therefore expect to pay for that which they receive. Terms are seldom discussed until after the sale is made on the merits of the machine."

The Derwin Music Co., New York, has been granted a charter at Albany. The capital of the new corporation is \$10,000 and the incorporators are: V. T. Folmer, L. and J. J. Derwin, 203 West 103d street.

Resumption of Big Industrial Plants Has Beneficial Effect on Business—Klein-Heffelman Co. to Move Into New Building—Other News

CANTON, O., February 3.—With partial resumption of two of Canton's largest steel plants music dealers declare there has been a slight improvement in business. The majority of the dealers report a good January, especially the Alford & Fryar Co. Sales of this company for the month of January were in excess of the December business, according to A. M. Alford. W. H. Woomer, proprietor of the Canton Phonograph Co., told *The World* representative that business with his concern during the month of January was better than past months and that indications were that February would be still better. S. B. Van Fossen, new manager of the J. W. Brown Piano Co., says there is a noticeable improvement in business at this store and that he believes, with more plants resuming, that business for Spring will be nearer normal than for a year.

All downtown stores, including the Klein-Heffelman Co., George Wille and the Alford & Fryar Co., declare record sales the past month better than the average. The engagement of "Irene," the popular musical show, here helped music dealers and stimulated record sales, according to W. H. Woomer.

Preparations are being made by the Klein-Heffelman Co. to vacate its present quarters for the new and spacious \$450,000 building, just across the street. It is hoped that this will be ready for occupancy early next month. Special attention is to be given the musical department, according to E. J. Heffelman, president of the company.

Music dealers at Alliance report much improvement in sales of talking machines and musical goods generally. Many of the factories, which have been idle for several weeks, are resuming and dealers anticipate a business revival in the Spring. It is understood that the Alford & Fryar Co. will establish a branch in that city in the Spring.

The Ideal Co. at Massillon, which is to move into the newly completed \$1,000,000 Snyder-Hess building, will maintain a music department in its big department store, according to Charles Wagoner, of the firm. The Ideal Co. will occupy, besides the basement, five of the eight floors.

The D. W. Lerch Music Co., of Canton, recently opened an attractive new store on Main street in Massillon.

REMODELING WORCESTER STORE

The Steeres Music Store, Worcester, Mass., which handles Sterling and Mathushek pianos, Sterling players, Columbia Grafonolas, Melodee rolls, etc., is now being remodeled, and when the operation is completed the store will be one of the most attractive in the city.

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

MELODEE ROLL WINDOW DISPLAYS

First of Attractive Series of Window Cards to Be Shown in February

The new monthly window display service to stimulate interest in, and sales of, Melodee music rolls is now in operation, and the Melodee Music Co. has already distributed the first of the displays which will be seen in dealers' windows in February. Two cards are included in the first showing, one featuring "Mother's Songs," played by Florence Beebe and Cliff Hess, and the other four popular numbers, including "Bright Eyes," "Down by the Ohio," "My Mammy" and "Rosie." The signs are most attractive in design, and are of the sort calculated to attract attention.

IMPROVED PACKING FOR BENCHES

Boston, Mass., February 5.—The Lansing Sales Co., of this city, has inaugurated a progressive innovation in the shipping of piano benches which, in the future, are to be shipped in veneer packing cases similar to those used for Victrolas. This will be a marked improvement over the former crates. A. J. Cullen, president of the company, expects to leave in the very near future for a trip covering New York, Philadelphia and the Middle West.

THE PHONOSTOP

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

Give us your trade—we will hold it by **MERIT**

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

WESTERN REPRESENTATIVES: CHICAGO

Harry Engel, McClurg Building, and Jewel Phonoparts Co., 630 W. Washington Street



Order early—
we will ship
promptly



INVESTMENT vs. SPECULATION

Do you know the difference between Investment and Speculation? Have you had any experience in the stock market in the last few years? If so, you ought to know the difference. If not, ask a few friends who have had experience.

You will find Investment much safer and more profitable in the end than Speculation.

Victor Talking Machine Co.'s products represent the highest class type of Investment for Victor dealers who require safety of principal combined with dependable income.

Ask your banker or your broker what tests are applied to determine whether a security is an Investment or a Speculation. Apply these tests to the Victor Talking Machine Co. and its products.

You may only need to review your own experience or that of dealers who have speculated with other lines.

If you must be assured of the best supply and service as a Victor Dealer then you should choose as your Victor Distributor one to whom you can apply the same Investment tests.

The greatly increased supply of Victor Victrolas and records will enable dealers to be more discriminating.

As Victor Distributors we strive to reflect Victor Supremacy.

Avoid Speculation, Mr. Victor Dealer, if you value the good-will of your trade.

The Victor line, in combination with Blackman as your source of supply, will prove to be a most profitable Investment for Victor Dealers.

J. NEWCOMB BLACKMAN.



Blackman
TALKING MACHINE CO.
81 READE ST. NEAR CHURCH ST. NEW YORK
VICTOR DISTRIBUTORS EXCLUSIVELY WHOLESALE



SOUTHERN VOCALION DISTRIBUTORS

Company of That Name Organized in Birmingham, Ala., With W. H. Shire as President, to Distribute Vocalion Machines and Records, as Well as the Melodee Music Rolls

The Aeolian Co. announced last week that it had appointed the Southern Vocalion Distributors, Inc., as distributors of Vocalion machines in the Southern territory. The new company will be headed by William H. Shire as president



Wm. H. Shire

and general manager. Mr. Shire is well known in the phonograph industry, as he had charge of the Emerson phonograph distribution in this territory for over three years, as well as covering the territory west of the Mississippi. The company has opened offices at 226 North Twentieth street, Birmingham, Ala., but has plans to open headquarters at Atlanta just as soon as a suitable location can be obtained.

Mr. Shire's life work has been the distribution of merchandise, and with the full knowl-

edge that he has of the needs of the dealers he is making plans for service to Vocalion agents that is going to solve many problems that face phonograph dealers. A very important one is giving them a quick turnover on their stock. He is leaving Birmingham in the near future for a trip through the Southern territory so he may come in personal contact with the problems of each dealer.

Southern Vocalion distributors will also distribute Melodee rolls and a large stock order has already been placed and stock is en route to the Birmingham office.

MODERNOLA CO. IN NEW PLANT

New Factory Building in Johnstown, Pa., Occupied Without Halt in Production

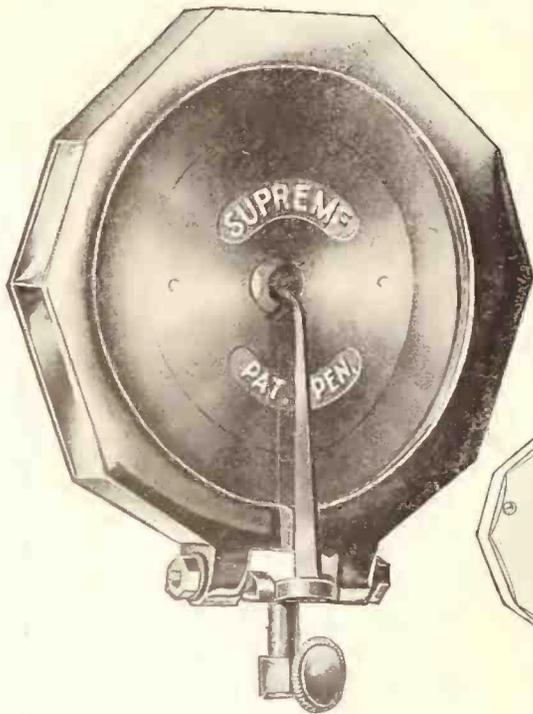
JOHNSTOWN, PA., February 5.—The Modernola Co., of this city, has now taken possession of its new factory, the transfer to the new plant being accomplished with practically no hindrance to production. The new Modernola factory has three times the capacity of the former plant and is built according to the best approved plans and is equipped with the most modern machinery. George Seiffert, president of the Eastern Phonograph Co., Modernola distributor for the East, was in Johnstown during the early part of the month and was enthusiastic over the facilities of the new factory.

RECEIVER FOR ACKOLET MFG. CO.

VINCENNES, IND., January 31.—On the petition of Lucius R. Henley the Knox circuit court has appointed John A. Schild receiver for the Ackolet Manufacturing Co., 1810 North Second avenue. The company manufactures specialties, principal among which is an automatic stop.

The petitioner is a stockholder and says that the company's liabilities are about \$20,000 in excess of its assets. He says he is the endorser on notes of the company to the extent of \$10,000.

SUPREME No. 5 SOUND BOX



An extra word in regard to this box. It represents the latest development in the art. Tone is both loud and mellow. Although new, it is taking well and making friends fast.

Although the quality of its tone is the strongest talking point it possesses, yet its shape and design is different. Octagonal in design, cone shaped back, heavily plated, it is a thing of beauty.

In the cone shaped back is the resonator, upon which the calculations have been made to a scientific nicety. The secret of the tone of this box

lies here, and is designed to give that deep, rich tone that so many strive for.

*Send for a sample and listen to it once. It hits you right away.
Sample, Nickel \$5.00, Gold \$7.00*

Tone arms for every talking machine at revised prices

The William Phillips Phono Parts Corp.
145 WEST 45th ST. NEW YORK

BRUNO

Having proven to be one of the greatest educational factors the world has ever known, the Victor Talking Machine is destined to be a necessary requisite in every school and home. Consider, Mr. Victor Dealer, what this means to you.

BRUNO

PLAN STRONG DRIVE ON NEEDLES

Brilliantone Steel Needle Co. to Carry on Intensive Campaign During Current Year

An intensive sales campaign is being conducted under the direction of Byron R. Forster, president of the Brilliantone Steel Needle Co., New York, and H. W. Acton, secretary of the company. Despite the fact that both Brilliantone steel needles and Reflexo needles, of the Reflexo Products Co., Inc., have already attained a tremendous sales volume, it is planned to make a special drive during 1921 that will eclipse all former campaigns.

The Brilliantone Steel Needle Co. is the sales agent for the old established firm of W. H. Bagshaw Co., of Lowell, Mass. The product of this company has been well known to the trade for many years through its uniform high quality. In describing their plans for the coming year, B. R. Forster, president of the Brilliantone Steel Needle Co., stated in part: "The Bagshaw Co. for more than fifty years has centered its activities upon the production of needles and is the greatest single producer of steel needles in the world. C. H. Bagshaw and his associates have decided to center their activities entirely upon the manufacturing of talking machine needles. The Brilliantone Steel Needle Co. is sales agent and our prices are exactly the same as the factory prices. No commission or brokerage is added.

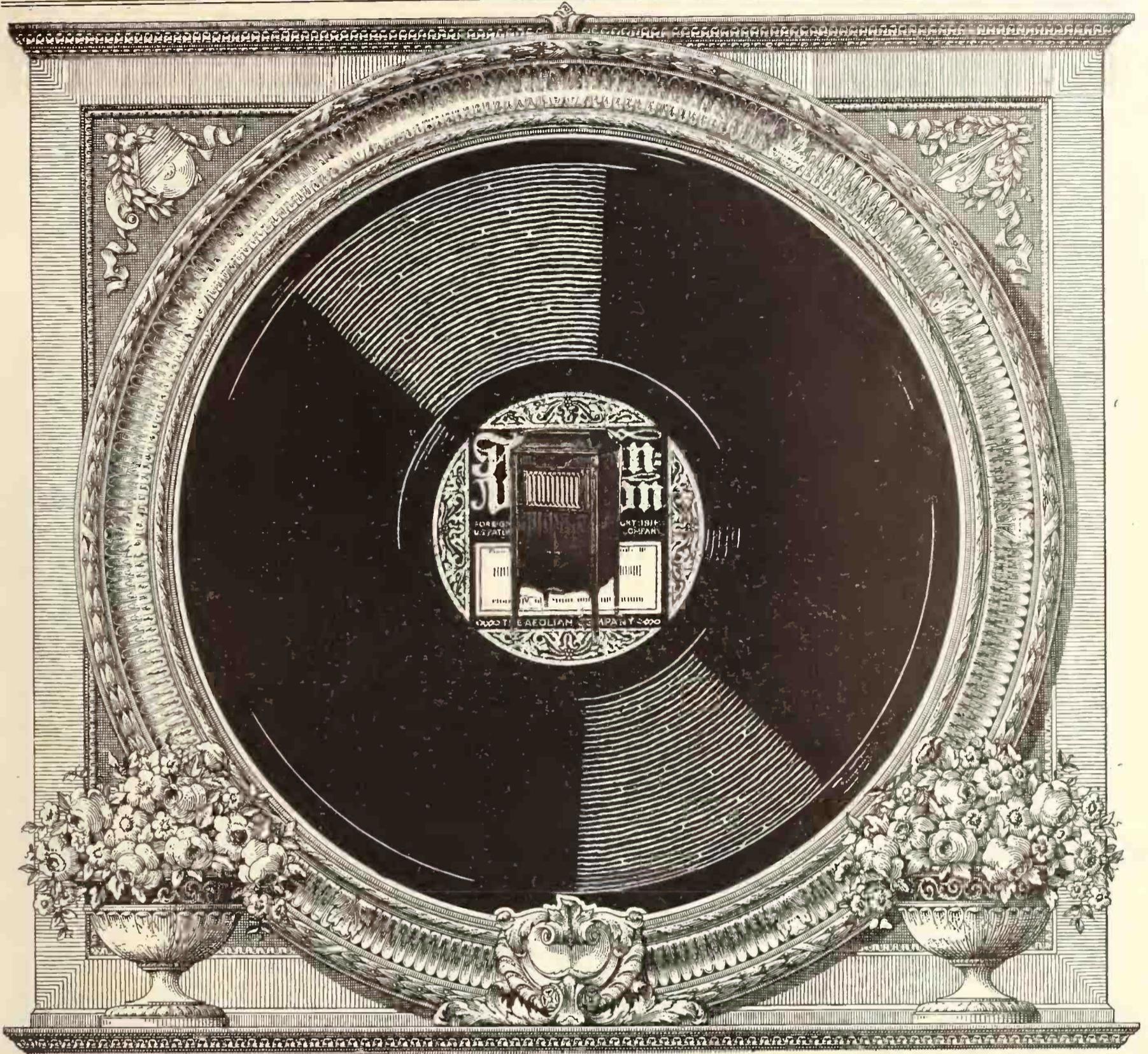
"The Brilliantone Steel Needle Co. has achieved exceptional success and with the announced increase of manufacturing facilities at the Bagshaw factory at Lowell, combined with the intensive campaign to be carried on, it is expected that even greater heights will be attained in the year that is to come."

WILL ENTER RED SEAL SCHOOL

PORTLAND, ME., February 7.—Miss Gertrude Longley, of F. E. Tainter & Co., Lewiston, Me., well-known Victor dealers, will be a member of the Red Seal school at the factory of the Victor Talking Machine Co., Camden, N. J., starting the course on February 14. Miss Longley is well known in the New England Victor trade and is most enthusiastic regarding the value of the Red Seal course.

NEW YORK RETAILER IN TROUBLE

A petition in bankruptcy has been filed against Sam Zitterer, trading as Lenox Phonograph Shop, at 113 West 116th street, by Samuel Spiro, a creditor. Judge Hand has appointed John L. Lyttle receiver in \$1,000 bond. Liabilities are said to be about \$10,000.



The Phonograph Situation Today

THE phonograph business is today approaching the normal—is steadying into a sound and permanent industry.

Like the bicycle of many years ago and the automobile of later days, it has passed through its period of hectic and unnatural stimulation.

The maelstrom concerns, brought into existence by the inability of established manufacturers to supply an abnormal demand, are passing. The present year will see their end.

Phonograph dealers have already seen the handwriting on the wall.

They are also beginning to feel the "sales resistance" of a more careful public—the public that is being gradually educated—not alone from the performance of unknown phono-

graphs, but also from their comparative value after a year or so of use.

Now is the time for shrewd phonograph dealers to found their business upon the rock of genuine merit. Tie up to a line which is already established, one which is selling because of inherent qualities, which enables it to overcome all competition—one whose musical and artistic qualifications are above all criticism.

The Aeolian Company is the largest manufacturer of musical instruments in the world. The Vocalion is more than a phonograph—it is a supreme musical instrument, and the Vocalion (red) records have achieved the highest place of honor with the music-loving public.

THE
Aeolian Hall

THE AEOLIAN COMPANY

New York



ACTIVE "TRADE DOINGS" IN THE PITTSBURGH TERRITORY

Urge Enactment of New Law—Talking Machine Men Meet—New Brunswick Representatives—Edison Dealers to Assemble—Business Steadily Bettering—Drake Tells How Business Can Be Had

PITTSBURGH, PA., February 7.—Talking machine dealers of Pittsburgh and vicinity are keenly interested in the proposed law for the protection of the trade that will be presented to the Pennsylvania Legislature for enactment at the present session. The attention of the talking machine and music dealers' fraternity here was called to the proposed law by Charles L. Hamilton, of the S. Hamilton Co., Victor and Columbia Grafonola dealer, who is an active member of the Talking Machine Dealers' Association of Pittsburgh and a former president of the organization.

Ask Dealers to Interest Themselves

Mr. Hamilton had letters sent to all of the trade and others interested in talking machines, in which he urged that the members of the Legislature from Pittsburgh and vicinity be petitioned to see that the bill is enacted into a law. In part his letter reads as follows:

"How many pianos have you lost because your customers failed to pay rent for their houses and the landlords seized and sold your pianos to satisfy rent claims? The answer to that question should be 'None,' for there is a law in Pennsylvania which gives you adequate protection if you do as directed.

"How many talking machines have you lost for the same reason? The answers to that will vary because there is now no law protecting our talking machines against seizure and sale by landlords to satisfy rent claims.

"George W. Pound, the energetic and capable general counsel for the Music Industries Chamber of Commerce, has been instrumental in having introduced in the State Legislature 'An Amendment to the Laws of Pennsylvania,' which, if passed, will make it possible for each and every one of us to put our talking machines out on monthly payments without having the constantly pressing fear and possibility of the landlords seizing and selling them to satisfy their rental claims. This amendment is thus worded:

"An act to exempt talking machines, phonographs and musical instruments of every description, leased or conditionally sold to, or hired by, any person or persons residing in or having a place of business in this Commonwealth, from levy or sale on execution or distress for rent."

In closing the letter Mr. Hamilton makes the

following timely and pertinent admonition:

"We merchants in talking machines, phonographs and musical instruments of every description are alive to the importance of such protection as this act will afford, but the State legislators are not. It is up to us to impress upon them the importance of making this suggestion a law of the State.

"Do not forget that the landlords of the State and some of the real estate agents are going to be busy against this amendment, as some of them rest easy when they know they have a talking machine belonging to you or to me in the house of one of their tenants, for, if the tenant does not pay up, the talking machine will pay all or a large part of the back rent."

It is expected that when the bill is reported in committee a delegation of talking machine dealers and other musical merchandise dealers will visit the State Capitol at Harrisburg in favor of the proposed amendment.

Talking Machine Dealers' Association Meets

The January meeting of the Talking Machine Dealers' Association of Pittsburgh was held at the Hotel Chatham, Tuesday evening, January 25. The usual dinner preceded the business meeting. The latter part of the time devoted to the assembly was marked by a full and free interchange of opinion as to the outlook of the talking machine trade in this section. There was a marked feeling of optimism reflected in the various statements made by representative talking machine dealers from different parts of the city and county. Among the speakers were: F. C. Wampler, of McKeesport; Clark Wright, of East Pittsburgh; French Nestor, of the Standard Talking Machine Co.; George H. Rewbridge, manager of the wholesale Victrola department of the W. F. Frederick Piano Co.; A. R. Meyer, of the Joseph Horne Co. talking machine department, and the well-known president, John H. Phillips, the Northside Victor dealer. The sentiment of those who spoke was very strongly in favor of maintaining an optimistic view of the future of the trade. As far as business in the Pittsburgh district is concerned, it was emphasized that energy and ambition plus common sense and good salesmanship would bring the desired results to the talking machine dealers.

In the matter of the Association affiliating with other Allied Music Trade organizations,

a committee of three was named, consisting of Messrs. Nestor, chairman; Wright and Leo Half, of Homestead, to investigate the matter and make a report to the association at a future meeting.

President Phillips named the following as an executive committee or board of directors: C. L. Hamilton, Messrs. Rewbridge, Wright and Half, J. C. Roush, William Wampler, Thomas T. Evans, N. Spear and John Henk. The officers are also members of the directorate.

Edison Dealers to Meet in Pittsburgh

The Buehn Phonograph Co., Edison distributor, has made an advance announcement of the convention of Edison dealers in the Pittsburgh zone, on February 23 and 24, at the Fort Pitt Hotel. Among the speakers will be William Maxwell, vice-president of Thomas A. Edison, Inc. There will also be a number of helpful papers read by various Edison dealers, followed by discussions. The two days of profitable conferring will be wound up by an elaborate dinner and dance. All of the dealers have been urged to bring their wives and employes with them. A. A. Buehn, treasurer of the company, stated to The World representative that the convention will be one of the largest and most important ever held under the auspices of the Buehn organization.

Miss Lillian A. Wood a Busy Woman

Miss Lillian A. Wood, manager of the Victor educational department of the C. C. Mellor Co., will spend two weeks during this month at the Victor School of Salesmanship, at Camden, N. J. Miss Wood has been a very busy person the past few weeks promoting the educational work by appearing before various teachers' institutes in western Pennsylvania demonstrating the practicability of a Victrola in the schoolroom. In addition to this Miss Wood gave a series of "selling" talks to groups of saleswomen in talking machine shops. On her way to Camden Miss Wood will stop at Harrisburg to attend the State School Directors' Convention. In her very admirable work Miss Wood has the capable and efficient assistance of Miss H. H. Taudte, of the Mellor Victor staff.

F. J. Drake Says "Business Can Be Had"

Fred J. Drake, manager of the C. C. Mellor Co.'s retail Victor department, is positive that there will be ample business in his department due to his system of promoting sales with the aid of his staff of salespersons. Mr. Drake is inclined to view the talking machine situation with satisfaction and believes that the business can be secured by "going after it."

Elated Over Sonora Outlook

H. Milton Miller, manager of the Sonora Co., distributor of the Sonora phonograph in this territory, is elated over the outlook for business and feels that sales this Spring will show a marked increase over the same period a year back. He has two men on the road whose reports, he asserts, are highly gratifying from a sales standpoint.

Represents the Modernola Co.

J. A. Endres, formerly with the Brunswick sales organization, is now the Pittsburgh representative of the Modernola Co., of Johnstown, Pa. He has offices and show rooms in the Fort Pitt Hotel.

Returns From Extended Trip

H. J. Brennan, manager of the Pittsburgh Talking Machine Co., Pathé distributor, returned from a trip to the Pathé dealers in western Pennsylvania, eastern Ohio and West Virginia. Mr. Brennan stated that the outlook for increased Pathé business was very encouraging in the Pittsburgh territory.

New Brunswick Representatives

J. A. Scanlan, sales manager of the phonograph division of the Brunswick-Balke-Collender Co., stated to The World representative that the advance sales for Spring delivery of Brunswick phonographs and Brunswick records were most pleasing. He believes that Brunswick dealers have taken his suggestions and are "pushing" the line with gratifying results. Among the new Brunswick dealers in Mr. Scanlan's territory are: W. S. Morrison, Somerset.

(Continued on page 90)

READJUSTED PRICES

SPRINGS

No. 200— $\frac{5}{8}$ -inch x 8 ft.	\$.27
No. 201— $\frac{3}{4}$ -inch x 7 ft.29
No. 202— $\frac{7}{8}$ -inch x 10 ft., Meisselbach..	.35
No. 203— $\frac{3}{4}$ -inch x 9 ft.35
No. 204—1-inch x 10 ft., Col. all styles	.50
No. 205—1-inch x 9 ft., Meiss No. 2..	.45
No. 206—1-inch x 12 ft., Pathé, Heineman, Meisselbach55
No. 207—1-inch x 13 ft., Small Victor	.55
No. 208— $1\frac{1}{4}$ -inch, New Victor85
No. 209— $1\frac{3}{16}$ -in. x 16 ft., Heineman & Pathé90
No. 210— $1\frac{1}{2}$ -inch x 11 ft., Edison Diamond Disc	1.50

OTHER SIZES UPON REQUEST

SAPPHIRES

GENUINE EDISON TYPE SAPPHIRE POINT NEEDLES

In lots of.....	12	25	100	500
	11c	10 $\frac{1}{2}$ c	9 $\frac{1}{2}$ c	8 $\frac{1}{2}$ c

GENUINE PATHE TYPE SAPPHIRE POINT NEEDLES

In lots of.....	12	25	100	500
	10c	9 $\frac{1}{2}$ c	9c	8 $\frac{1}{2}$ c

GENUINE EDISON TYPE DIAMOND POINT NEEDLES

In lots of.....	12	25	100	500
	1.50	1.40	1.25	1.15

We also handle a complete line of

MOTORS, TONE ARMS, REPRODUCERS, Etc.

SPECIAL QUANTITY PRICES. WRITE TODAY

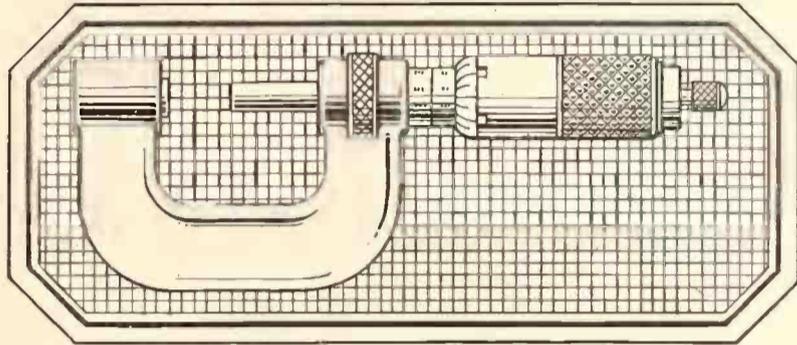
THE ARGUS PHONOGRAPH SUPPLY CO.

30 EAST 23d ST.,

Tel. 1749 Gramercy

NEW YORK CITY





Precision

*T*his word, Precision, was not connected carelessly with the Stephenson Phonograph Motor, nor was it chosen as are many trade names, simply as a distinguishing mark. But, rather, it grew with the product, naturally, slowly, even as character develops in a man.

And Precision . . . Exactness . . . Accuracy . . . these mean much in any mechanical appliance -- less wear, quiet running, longer life. And these in turn mean greater service and greater satisfaction.

The Stephenson Precision-Made Motor through service rendered and satisfaction given has earned this word, Precision, even as character must be earned. And always will it be guarded carefully—always will the Stephenson Motor be a Precision-Made Motor.

STEPHENSON
DIVISION
DE CAMP & SLOAN INC.
One Hundred and Seventy Pennington Street
Newark, New Jersey



DOINGS IN THE PITTSBURGH TRADE

(Continued from page 88)

Pa.; S. A. Phillips Music Co., Morgantown, West Va.; Seneca Mercantile Co., Chambersville, Pa.; L. B. Vaughan, Columbiana, O.; M. P. Wagner, Brownsville, Pa.; M. P. Ritchie, Verona, Pa.; J. C. Wishart & Son, Washington, O.; Martin & Schiller, 822 Wood street, Wilkesburg, Pa., and L. C. Millheim, Butler, Pa.

W. C. Hamilton Honored

At the request of Alfred L. Smith, general manager of the Music Industries Chamber of Commerce, W. C. Hamilton, president of the S. Hamilton Co., and also president of the Piano Merchants' Association of Pittsburgh, named a legislative committee, Mr. Smith having requested Mr. Hamilton to be the chairman. His associates are as follows: W. C. Dierks, of the C. C. Mellor Co.; E. B. Heyser, of the W. F. Frederick Co., both Victor distributors; E. G. Hays, of E. G. Hays & Co., Brunswick and Modernola dealers, and Theodore Hoffmann, of the J. M. Hoffmann Co., Brunswick dealer.

January Business Flattering

"Our January business was most flattering and we are positive that February will make as good, if not a better showing in the sale of Columbia Grafonolas and Columbia records," said S. H. Nichols, the well-known manager of the Pittsburgh office of the Columbia Graphophone Co. Mr. Nichols is very optimistic relative to Columbia business this Spring and is of the opinion that with the coming of April there will have been reached a readjustment in business circles that will permit of unlimited business opportunities.

A recent visitor to the Pittsburgh offices was George W. Hopkins, the well-known live wire general sales manager of the Columbia organization, with headquarters in New York. He presided at a salesman's conference while here.

Paramount Grows in Popularity

H. W. Cross, manager of the talking machine department of the Shipley-Massingham Co., Paramount phonograph distributor, stated that the sales of Paramount phonographs and Paramount records for January were much greater than had been anticipated. A four-day service for records has been inaugurated between the factory in Port Washington, Wis., and Pittsburgh. Mr. Cross is confident that the Paramount line will be a winner in 1921 in his territory.

J. C. Roush in Florida

J. C. Roush, the well-known president of the Standard Talking Machine Co., Victor distributor, with his family, is spending the Winter season at Palm Beach, Fla.

Reports an Increasing Demand

J. A. Pentz, manager of the Pittsburgh office of the Philadelphia Show Case Co., Aeolian-Vocalion distributor, reported a very brisk season in January and stated that orders were coming in with marked regularity from the three roadmen that the Pittsburgh office has in

THE FINEST OF CORE STOCKS

For Phonographs and Record Cabinets

Are supplied by the

GERMAIN BROS. CO.

Makers of the Famous
"Germain Piano Backs"

SAGINAW

MICHIGAN

the field. "The outlook for the sale of the Vocalion and the Aeolian-Vocalion records in this section is very bright," said Mr. Pentz. The Vocalion-Mel-O-Dee Shop, where the retail end of the trade is handled, is also doing a very satisfactory business according to Manager Doel. Sales of Aeolian-Vocalion records and the Bubble Books have been a feature.

MONTHLY KNICKERBOCKER RECITAL

Abram Davega Discusses Value of Various Accessories—March Victor Records Played

The Knickerbocker Talking Machine Co., Victor wholesaler, held a monthly recital of advance records on Wednesday morning, February 2, in the auditorium of Knickerbocker headquarters, New York City. In spite of the inclement weather a representative number of Knickerbocker Victor dealers were present. The entire advance list of March Victor records was played. The stage was attractively set with the new period model Victrola which also served to demonstrate the new records. In the forefront of the stage were two of the new copper electric signs produced by the advertising department of the Victor Co. and which were later verbally called to the attention of the visiting dealers. These signs are equipped with changeable slides and a permanent display of the Victor trade-mark. At the present time four changes of slides are available.

During the course of the recital Abram Davega, vice-president of the company, followed his usual custom of giving helpful ideas to the assembled dealers. Besides calling attention to the new copper Victor signs, Mr. Davega spoke enthusiastically on the Victor record stock book. Mr. Davega urged the use of this book by the dealer and outlined its many advantages. In concluding his address, Mr. Davega reviewed present business conditions and prophesied that the retailer who used every facility offered him and energetically stimulated his sales would find 1921 a very profitable year. J. J. Davin, of the Reincke-Ellis Co., was present and had set up two advance displays that the Binger Co. will shortly produce, in the model windows adjoining the Knickerbocker auditorium. One display realistically depicted the interior of the Metropolitan Opera House and the other was a patriotic display covering Lincoln's and Washington's birthdays.

Following the recital, all repaired to the Hotel Theresa, where the Knickerbocker Talking Machine Co. again played host to the dealers in the serving of a sumptuous luncheon. The Reincke-Ellis Co. distributed, through the Knickerbocker Talking Machine Co., an attractive novelty to all present, consisting of a pocket mirror, the reverse side of which simulated a Victor record. The appropriate title of this record was, "Her Bright Smile Haunts Me Still."

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

Kerekjarto's playing of Sarasate's "Jota de Pablo" is the most phenomenal violin record ever made. It will have steady sales for years. Columbia 49903.

**Columbia Graphophone Co.
NEW YORK**



SUIT AGAINST PULLMAN COMPANY

Failure to Deliver \$300,000 Worth of Edison Period Cabinets Starts Action

On February 2 the Edison Phonograph Works brought suit against the Pullman Co. in the Federal District Court, at Chicago, Ill., to recover \$300,000 damages, for the Pullman Co.'s failure to deliver a large quantity of Chippendale and Inlaid Sheraton cabinets, which it had contracted to deliver within a specified time.

NEW REMINGTON CORP. TREASURER

Harry F. Sieber, Well-Known Banker, Elected to That Office—Everett H. Holmes, Secretary

At a recent meeting of the directors of the Remington Phonograph Corp., Harry F. Sieber, late president of the Parkway Trust Co., Philadelphia, Pa., and at present president of the United States Acceptance Corp., was elected treasurer of the corporation. Everett H. Holmes was elected to fill the office of secretary.

SITUATION IN THE NORTHWEST

C. R. Stone, of the Stone Piano Co., Minneapolis and Fargo, Tells of Manner in Which the Wheat Crisis Has Affected Trade

C. R. Stone, of the Stone Piano Co., Minneapolis, Minn., and Fargo, N. D., was a visitor to Aeolian Hall this week and brought with him an interesting report regarding the general business situation in the Northwest, and particularly in the wheat belt.

Business is practically at a standstill in that section, declared Mr. Stone, owing to the fact that the wheat growers are refusing to release their crops except at high prices. This means that the farmer's credit has been utilized to the limit, and he has no free money either to invest in new goods, or to meet payments upon goods already bought in anticipation of the income from the last harvest. The situation is beginning to adjust itself slowly, however, but unless these prices advance materially there is little hope for any rapid improvement.

Meanwhile, the music men in the Northwest are going after business with renewed vigor, finding customers among those who are not directly affected by the tying up of wheat.

MARKET NEW MODEL SOUND BOX

The Mutual Phono Parts Mfg. Corp., New York City, which was recently formed to take over the assets and production of the former Mutual Talking Machine Co., has recently placed on the market a new sound box known as No. 5. The men identified with this new company are Herman Segal, president, and N. Garfinkel, secretary and treasurer. Mr. Segal has had eighteen years' experience in the talking machine industry and will devote his particular attention to the production activities of the new company.

GRANBY MANAGER IN NEW YORK

E. C. Howard Brings Encouraging Report From Norfolk Headquarters

E. C. Howard, general sales manager of the Granby Phonograph Corp., was among the recent visitors to the metropolis and stayed in New York for a week looking after Granby interests. A number of new dealers have been appointed in Greater New York who are featuring the Granby phonograph with much enthusiasm. Mr. Howard reports that the distribution of the Granby phonograph throughout the entire country has progressed at a rapid pace and that a steady volume of reorders is being received at the headquarters in Norfolk.

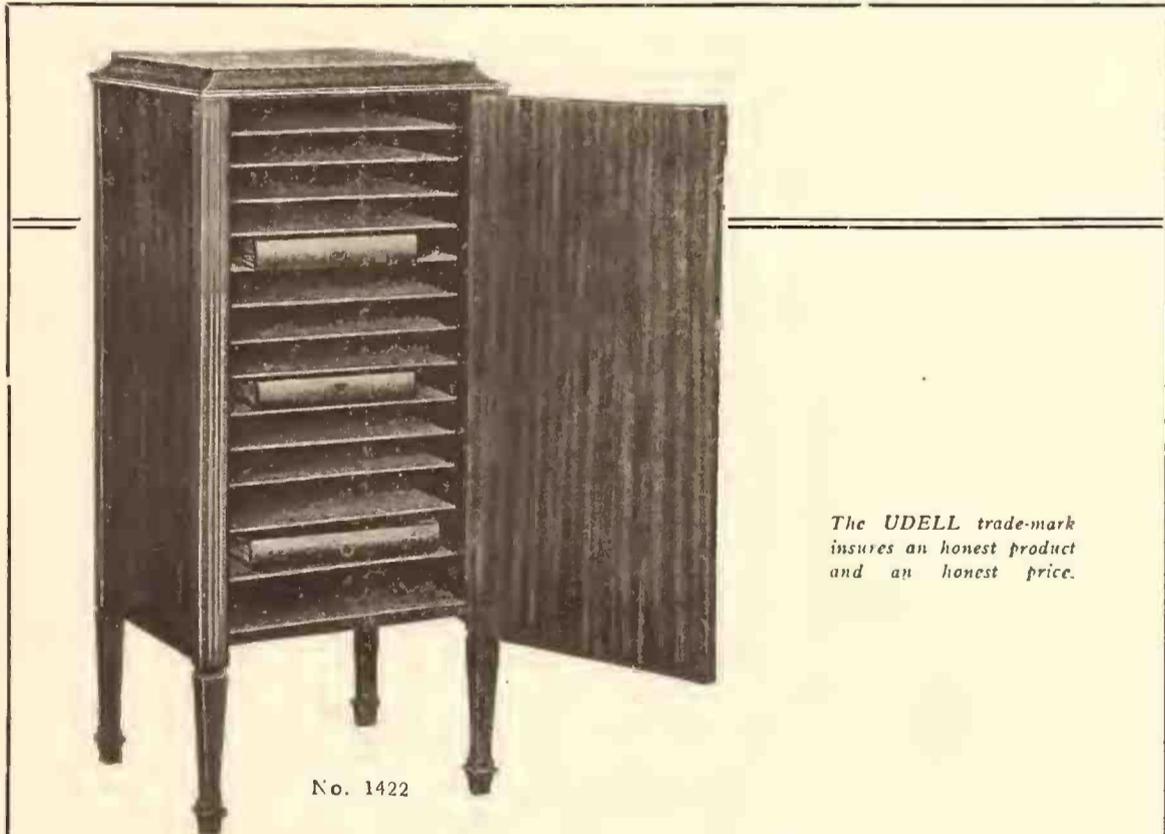
Mr. Howard is devoting his time both night and day to the Granby proposition and has brought Mrs. Howard and his young daughter to Norfolk, Va., where they are making their residence.

JOINS CRESSEY & ALLEN STAFF

E. P. Johnston Now Connected With Prominent Victor Wholesaler—Well Known in Trade

E. P. Johnston, who has had extensive experience in the talking machine business, has recently joined the traveling staff of Cressey & Allen, Victor distributors, Portland, Me. Mr. Johnston has a host of friends in the trade who wish him success in his new post, and his thorough knowledge of the industry will enable him to co-operate efficiently with the dealers.

C. R. Cressey, of the firm of Cressey & Allen, and C. B. Snow, manager of the company's wholesale Victor department, have just returned from a visit to the Victor factory at Camden, N. J., imbued with renewed optimism and enthusiasm for the coming year. En route to Portland, Me., they spent a few days in New York, visiting their many friends in the talking machine trade.



The UDELL trade-mark insures an honest product and an honest price.

No. 1422

Auxiliary Cabinet

YOU doubtless have many customers who have bought floor types of Talking Machines but they have an overflow of records that they do not know what to do with. We accordingly have made pattern No. 1422 to fill this demand. The design is such that it will harmonize in any surroundings. It can be used with any floor type Talking Machine to splendid advantage. Write today for our new Blue Book of Record Cabinets.

The UDELLWORKS
Indianapolis—1250 West 28th St.

REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

FACTS THAT SAVE TIME AND MONEY

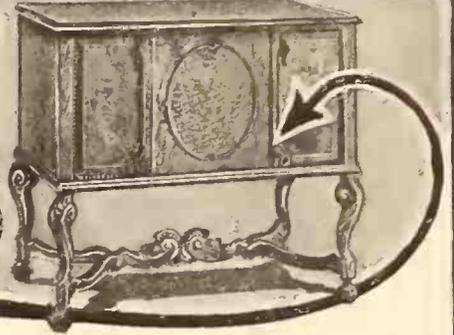
The repairman should be very careful in his handling of machines in the homes of the customers. Very often the complaint will be over some trifling matter—such as a brake leather squeaking, automatic stop not working or speed adjusting screw not going down far enough. Rather than go ahead and take the motor apart to find the trouble, always make it a point to first ask the customer what the complaint is, and then be guided accordingly. You will find, in the course of a month, that this one little question will save you hours of work. Another point—don't be too quick to tell the customer what the actual trouble is—that this part is broken or that this part is worn out, or you will give the impression that the machine is not a good one, and consequently will soon wear out. This idea often leads the customer to demand an exchange of motors, and once you do that, whenever anything happens to the machine they look to you to make another exchange rather than repair the old motor.

The dealer will find it a good plan, and a great saver of time for his repairman, if, at the time he makes a machine sale, he calls the attention of the purchaser to the following:

1. That a machine must be oiled at stated times.
2. If used to any great extent, make a point of going over the governor spring screws and tightening them up about once every six months; also the motor board screws and nuts.
3. Take out the winding key, oil the threads on the winding shaft and also oil the winding key where it rubs against the escutcheon plate.
4. Put vaseline on the spiral cuts of the turntable spindle and governor spindle.
5. See that brake leather is properly held in place, and that turntable does not hit or rub against any part of the motor board attachments.

These little hints, if given, and followed by the machine owner, will save him trouble and expense and will certainly conserve for other purposes the time of the repairman.

SOSS INVISIBLE HINGES



Soss Invisible Hinges

preserve beauty. The fine cabinet work which is required in many instances to preserve the disguise of talking machine cabinets requires that hinges be as inconspicuous as possible. Soss Hinges are invisible.

Write for Catalogue T.

SOSS MANUFACTURING COMPANY
Grand Avenue and Bergen Street, Brooklyn, N. Y.

EIGHT VICTOR ARTISTS ON TOUR

Covering Leading Cities in the West and South
During February and March

The Eight Famous Victor Artists are continuing their tour of the United States, meeting with success at every turn. Despite the so-called slump in attendance at theatres generally, the "Eight Famous" seem to be enjoying even better success at this time.

Their tour in February will be through Arkansas, Louisiana and Texas, covering the following points on these particular dates: February 16, Texarkana, Ark.; 17, Shreveport, La.; 18, Beaumont, Tex.; 19, Port Arthur, Tex.; 21, Houston, Tex.; 22, Austin, Tex.; 23, Waco, Tex.; 24, Brownwood, Tex.; 25, San Angelo, Tex.; 26, Abilene, Tex.; 28, Fort Worth, Tex. March 1, Wichita Falls, Tex.; 2, Dallas, Tex.; 3, McAlester, Okla.; 4, Muskogee, Okla. These data will aid in dealers' co-operation.

SONORA MOTION PICTURE SLIDES

The advertising department of the Sonora Phonograph Co. has prepared two attractive motion picture slides which are now being fur-



One of the Sonora Slides for Dealers

nished to Sonora dealers. This method of publicity is being used generally by Sonora representatives throughout the country, and the advertising department at the executive offices



Another One of the Series

has received many letters of commendation regarding the distinctiveness and artistic design of these slides. Dealers should avail themselves of this means of bringing their house to the attention of the people of their town.

Next month ends the Winter. Then will come Spring and with Spring comes a busy season. Are you ready for it?

"Thrift," "Prosperity" and Einson Lithography

IT is more than a coincidence that "Einson" Service and "Einson" Lithography should be playing an important part in the two great public-spirited campaigns now under way—the National Thrift Drive and the National Prosperity Campaign.

For "Thrift" the Einson Organization was called upon to lithograph the posters used in the campaign. Execution was the test, and Einson performance won.

For "Prosperity" the Einson Organization was commissioned to create, design and lithograph all the units in the campaign—from outdoor posters, window displays to poster stamps. Vision, ideas, originality and execution were the tests, and again the Einson Organization proved itself in actual performance.

The same initiative, fertility of ideas, clearness of vision and quality of lithograph production are at the service of national advertisers who want to help their dealers sell more merchandise.

EINSON LITHO INCORPORATED

Executive Offices and Art Studios
71 West 23rd Street, New York, N. Y.

Factory and Plant
327 East 29th Street, New York, N. Y.

We Will Do for You What We Have Done for Others

"I consider your Service and your policy the finest thing I have ever run into in all the years I have been in business. I consider the Service you give worth many, many times its cost, and would not give it up for anything. We find that our phonograph and piano business has grown to nearly three times what it was last year, since using your Service.

"We desire to say right now that the sympathetic penetration of your Service into our individual needs has brought a sustaining element of originality and power of inestimable value to our organization, especially at this time of expansion. We received a great many favorable comments on our advertising. It sure brings the best customers into our store.

"Hats off to the Talking Machine World Service that makes the cash register work overtime!"

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. 2-15-21.

Mail the above coupon today.

TALKING MACHINE WORLD SERVICE
373 FOURTH AVENUE
NEW YORK CITY

NOVEL FIRE OR BURGLAR ALARM

New York Fireman Perfects Device Utilizing Talking Machine and Telephone

Some time ago The World told of an invention patented by William J. Lush, a New York City fireman, which provided for a means of giving an automatic alarm over the telephone. The idea embodied seemed a practicable one and the device promised early completion. Mr. Lush has now placed his finished contrivance on exhibition in Grand Central Palace.

The alarm system may be applied to both burglary and fire. A telephone instrument is placed before a small talking machine, which is connected with wiring throughout a building. For fire alarm small devices very highly sensitive to heat are distributed. Upon any increase of temperature, such as might be caused by a fire, a current is transmitted to the alarm box. This releases the weight. The falling weight lifts the receiver of the telephone. Simultaneously the talking machine is set going, and repeats again and again into the telephone mouth-piece:

"A fire has broken out (in such and such a place)."

The Central operator relays the call on to the fire station.

For burglary, any disturbance to wiring such as might be caused by a robber, or a cashier's pressing a button with his foot, starts the machinery. Instead of the fire alarm record a burglar alarm record has been placed on the instrument. The telephone operator is told:

"A robbery is occurring (at such and such a place)."

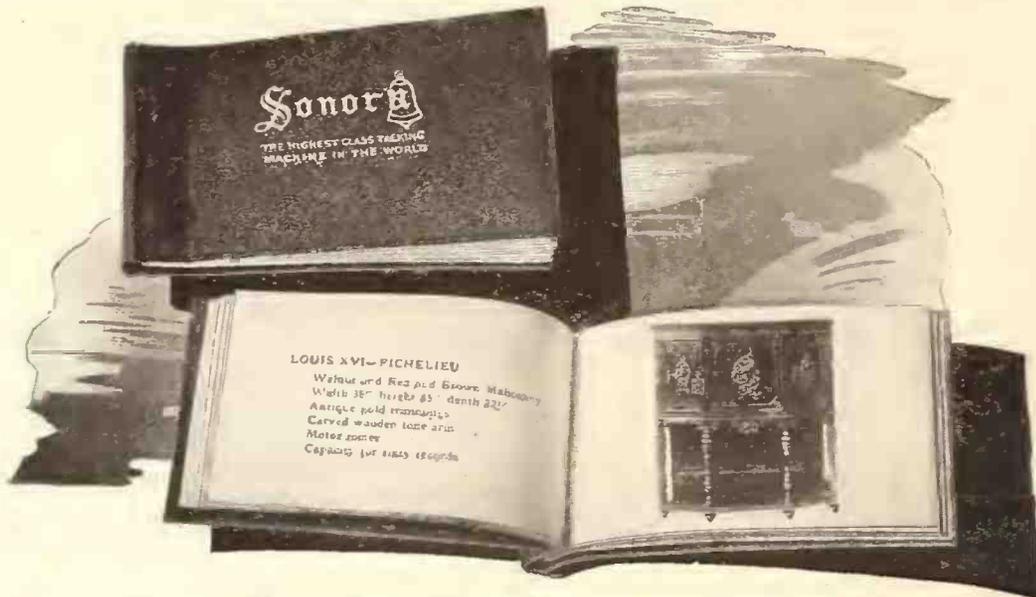
An ordinary telephone instrument suffices for the device. It may be used for conventional purposes and placed in the alarm box when desired.

The opening of the new Columbia branch in Baltimore has been set for April 1, according to a recent announcement.

HANDSOME VEST-POCKET CATALOG

Sonora Period Models Illustrated in New Catalog—Hand-colored Illustrations are Unique and Attractive—Convenient Little Volume

A leather-bound, vest-pocket size catalog of Sonora period models has just been issued by the advertising division of the Sonora Phonograph Co. This catalog, which is unique in many respects, will be a welcome addition to the



Vest-pocket Edition of the Sonora Catalog

library of high-class publicity matter introduced by this progressive advertising department.

A full page is devoted to illustrating each model in the Sonora period line and every illustration is hand-colored. This miniature catalog reflects dignity and quality in every detail, and Sonora dealers and jobbers who have visited advertising headquarters in New York are most enthusiastic in praising this new book.

On the reverse side of the illustration there is given a brief description of the model that is illustrated. as, for example, the Louis XV-DuBarry is described as follows: "Walnut and

mahogany; width, fifty-three inches; height, thirty-eight inches; depth, twenty-three inches; antique gold trimmings; carved wooden tone arm; motor meter; capacity of 100 records"

Among the instruments presented in this handsome catalog are the following Sonora period models: Jacobean, Jr.-Lancaster; Sheraton-Kenilworth; Heppelwhite, Jr.-Pembroke; Louis XVI-Royale; Louis XVI-Richelieu; English Renaissance-Edgemoor; Colonial-Mt. Vernon; Chippendale-Windermere; Queen Anne-

Queensboro; Jacobean-Robespierre; Gothic-Normandy; Gothic, Jr.-Notre Dame; Heppelwhite-Traymore; Adam-Hartford; William and Mary-Raleigh; Italian Renaissance-Milano; Heppelwhite-Canterbury; Louis XV-Lorraine; Heppelwhite, Jr.-Islington; Adam-Westminster; Italian Renaissance, Jr.-Luzerne; Duncan Phyfe-Fulton; Italian Renaissance-Verona.

RAISING THE LID WINDS MOTOR

Unknown Efficiency Fan Offers Suggestion to Do Away With Bother of Winding Spring

A musical efficiency expert has suggested something new for inventors to puzzle over. In order to do away with the usual winding of the motor after every few selections have been played, he suggests some sort of device which will rewind the motor by the simple action of raising and lowering the lid. The motion of raising the lid to insert a record will wind the motor half way and the closing of the lid will complete the job. In this way he claims that it is entirely possible to wind the motor to a tension sufficient to play one record. Why all this "efficiency"? If he really wants to save himself trouble, why not get an electric motor? He wouldn't even have to lower the lid then! That ought to appeal to him!

WILL MARKET AUTOMATIC STOP

The Sterling Devices Co., Chicago, Ill., will soon announce a new non-set automatic stop adapted to all makes of talking machines, and preparations for an intensive advertising campaign are now under way. The unique feature of the Sterling non-set automatic stop is the fact that it forms an integral part of the tone arm and is not a part of the motor, thereby giving it a universal application. The executives of the company are enthusiastic regarding this new addition to their line, and full details will be offered to the trade at an early date.

Fred Wenzel was recently elected treasurer of the Sterling Devices Co., assuming his new duties several weeks ago.

PEERLESS ALBUM CO. MOVES

The Peerless Album Co. moved early this month to its new home, 636-638 Broadway, New York. As announced in the January number of The World the new quarters are centrally located and visiting buyers will find the new address a most convenient one.

To Phonograph Engineers

Today the average citizen, not alone the technical expert, knows that the Reproducer makes or mars the phonograph. Practice, not theory, has long demonstrated that the reproducer is *the fundamental* which governs the musical value of the instrument.

Quality in the Reproducer is the *foundation* on which quality performance *must* be based.

Combined with scientific amplifier construction

The Newton Reproducer

stands unrivalled; the high light of achievement in sound reproduction and a worthy foundation for the phonograph par excellence.

Sample for inspection and test forwarded promptly

(Standard hub 11/16" opening)

Price—G. P. \$5.00—N. P. \$4.00

W. L. NEWTON & CO., INC.

SCRIBNER BUILDING
397 FIFTH AVENUE, NEW YORK CITY

BRUNO

DIG!!

COMMERCIALLY, Mr. Victor Dealer, you enjoy a distinct and enviable position, one that will be maintained only just so long as you keep your "shoulder to the wheel." Keeping your shoulder to the wheel means that you have a definite objective, without which you are maneuvering poorly, and are destined to defeat. Having a set purpose, you, as a conscientious and worthy Victor Dealer, have an unobstructed and direct road to still greater success.

Put into practical use Victor "equipment," such as Ready Reference Labels, Stock Record Books, Electrical Signs, Advertising Copy, Window Displays, Operatic Figures and other Victor Business Builders; utilize the helps that assure a prosperous future, and which must eventually be in the scheme of all successful Victor Dealers.

It has been "easy picking" for the Victor Dealer during the last six years, a veritable joy-ride, so to speak—and now, well—let's get down to real work.

Thousands of talking machines of questionable quality and dubious origin are now being urged upon the public—a public that has not been educated as you have been—and it now becomes your moral duty to impress upon the people in your community the reasons for VICTOR SUPREMACY.



Determination, courage, originality and resourcefulness are elements that will decide whether you are to be or not to be successful in a big way.

All we have said in the foregoing is expressed or implied in just one little word, a word of but three letters, "DIG." Let this be your pass word.

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

Victor Distributors to the Dealer Only

J. J. REILLY MADE SALES MANAGER

Advanced to Important Post in Melodee Roll Department of Vocalion Co. of Pennsylvania

PHILADELPHIA, Pa., February 5.—John J. Reilly has been made sales manager of the Melodee roll department of the Vocalion Co. of Pennsylvania, located in this city, formerly the Philadelphia Show Case Co., wholesale distributor of



John J. Reilly

the Vocalion instruments, Red records and Melodee music rolls.

"Jack" Reilly, as he is familiarly known to the trade, has been closely associated with both the music roll and phonograph industries for many years and, being thoroughly familiar with every phase of music roll merchandising and conversant with all the details of this industry, is particularly well qualified to fill his new post.

He started his music roll experience at Lyon & Healy's, Chicago, and shortly after was placed in charge of the music roll department of the George P. Bent Co., Chicago, and was also placed in charge of the Victor department of that company when it was opened. Next he went with Grinnell Bros., in Detroit, and then with John Wanamaker, in Philadelphia, as music roll department manager.

The wholesale field offering opportunities for wider activities, Mr. Reilly joined the traveling staff of the Universal Music Co., and for the past two and one-half years has represented this company, and later on the Melodee Co., in all the large cities in the Eastern territory, also visiting the Vocalion phonograph dealers.

NEWS OF EMERSON TRAVELERS

Sales Manager Morrison Now on Pacific Coast Co-operating With Jobbers

H. E. Morrison, sales manager of the Emerson Phonograph Co., is now on the Pacific Coast, and during the past ten days has spent considerable time in Seattle and Spokane. At the latter city Mr. Morrison co-operated with the Northwest Phonograph Jobbers, Inc., Emerson jobbers, in connection with their sales plans for the coming year.

C. F. Usher, field representative for the company, has been calling on the trade in Ohio, working in conjunction with the Emerson Ohio Co., Cleveland, O., in the development of 1921 business. His reports indicate that dealers in this territory are preparing for an active Emerson trade.

Morton Lucas, field representative of the company, is now in Chicago, co-operating with the sales staff of the Emerson branch in that city in stimulating the demand for foreign language records.

Owen Logan, field representative, is working with the sales staff of the Emerson Products Co., Syracuse, N. Y., Emerson jobbers, and the outlook in this territory is very gratifying.

EDMUND BRANDTS TO EUROPE

Prominent Manufacturer to Make Extensive European Trip and Desires to Be of Assistance to Those Desiring European Connections—Widely Acquainted in Foreign Lands

CELINA, O., February 3.—Edmund Brandts, who is well known in the talking machine trade and furniture circles as sales manager and partner in the Mersman Bros., Brandts Co., of this city, plans to embark on an extended European tour the latter part of April. His itinerary includes a large portion of the European continent.

Mr. Brandts came to this country from Gladbach, Germany, about seventeen years ago and is identified with several very successful manufacturing enterprises in this city. While Mr. Brandts was first prompted to make this trip because of his European family ties and his inability to visit the land of his nativity during the war, he plans to combine business with pleasure by taking care of special trade assignments on the other side for a number of American manufacturers. Mr. Brandts is well acquainted with many influential business and professional men in France, Germany, Holland, Belgium, Spain and Italy and plans to use this acquaintanceship in forming advantageous European connections.

ENTERS THE FIELD AS WHOLESALER

The Argus Phonograph & Supply Co., New York, has recently been formed to wholesale talking machine specialties, and it will particularly concentrate on the sale of main springs for motors and sapphires and diamonds for reproducers. The company will be incorporated very shortly with Charles Alweis as president and Alfred Sondheim as secretary and treasurer. Both of these men are well-known in the talking machine trade, and the new company has already established a number of excellent accounts in the 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 \$7.50 per share

Write for further information

BOENNING, GARRISON & CO.

BANKERS & BROKERS

MEMBERS PHILADELPHIA STOCK EXCHANGE

904-9 Stock Exchange Building

Philadelphia, Pa.

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note:—This is the fourth 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.]

LET'S GET BACK TO MUSIC

Dealers in all parts of the country are finding it necessary to devise new and more effective methods of selling. Nobody claims that the people of the United States are short of cash, or that they have lost the interest they were showing a year ago in music and musical instruments. Dealers who understand the truth about the situation know that the present reluctance is relative. It looks very big when compared with the crazy extravagance of a year ago; but it is not at all big compared with the sort of coyness that had to be overcome five years ago. In other words, salesmen have lost their keenness after a period of two years of sellers' market; and now they are finding it hard to get back the old "pep."

But some things have changed meanwhile. For one thing, since 1914 the number of dealers who sell talking machines has enormously increased. Hundreds of piano merchants have taken on talking machines, and they above all are the persons who are just now complaining that sales are slow. The regular talking machine specialists on the other hand, although they are not occupied merely in trying to allot an insufficient stock of machines among a crowd of eager would-be purchasers, nevertheless are selling machines. The truth of course is that the latter have learned by experience

that there is only one sure way to get retail talking machine business, irrespective of other conditions. That way is to dig out the prospect and then demonstrate until the desire for music has been aroused.

Arouse Desire

When, in fact, this desire for music has been definitely aroused there will be little or no serious difficulty in making sales on reasonable terms and at the right prices.

It is just at this point that these remarks begin to square with the general purpose of these articles. If we do not feature the musical possibilities of the talking machine we shall not be able to arouse a desire for music. If we do not arouse a desire for music then we shall have nothing to fall back on but prices and terms. Now, at a time like the present, the worst possible argument is prices and terms. For those who are likely to be good risks are the very persons who will now be willing to wait "till prices come down," as they put it. They will wait because they are careful in money matters; and so long as the only language in which they are allowed to think of the proposed talking machine are money terms they will do the very natural thing and wait. Who can blame them?

On the other hand, those who will bite eagerly now at easy terms are likely to be those who will buy anything if only it is to be had "on time." Just at the present moment business of this kind is not desirable.

Now, therefore, the wise merchant will work as never before to interest his prospects in music, in the musical side and the musical possibilities of the talking machine.

Work of this kind must begin, of course, with the canvasser who first digs up the prospect, and must be simultaneously developed in newspaper advertising. That which is vital just now is to surround the idea of the talking machine with the atmosphere of musical entertainment. There is nothing so important as this, and unless it is persistently carried out the merchant may wonder in vain what is the matter with business. In fact, he will never find out.

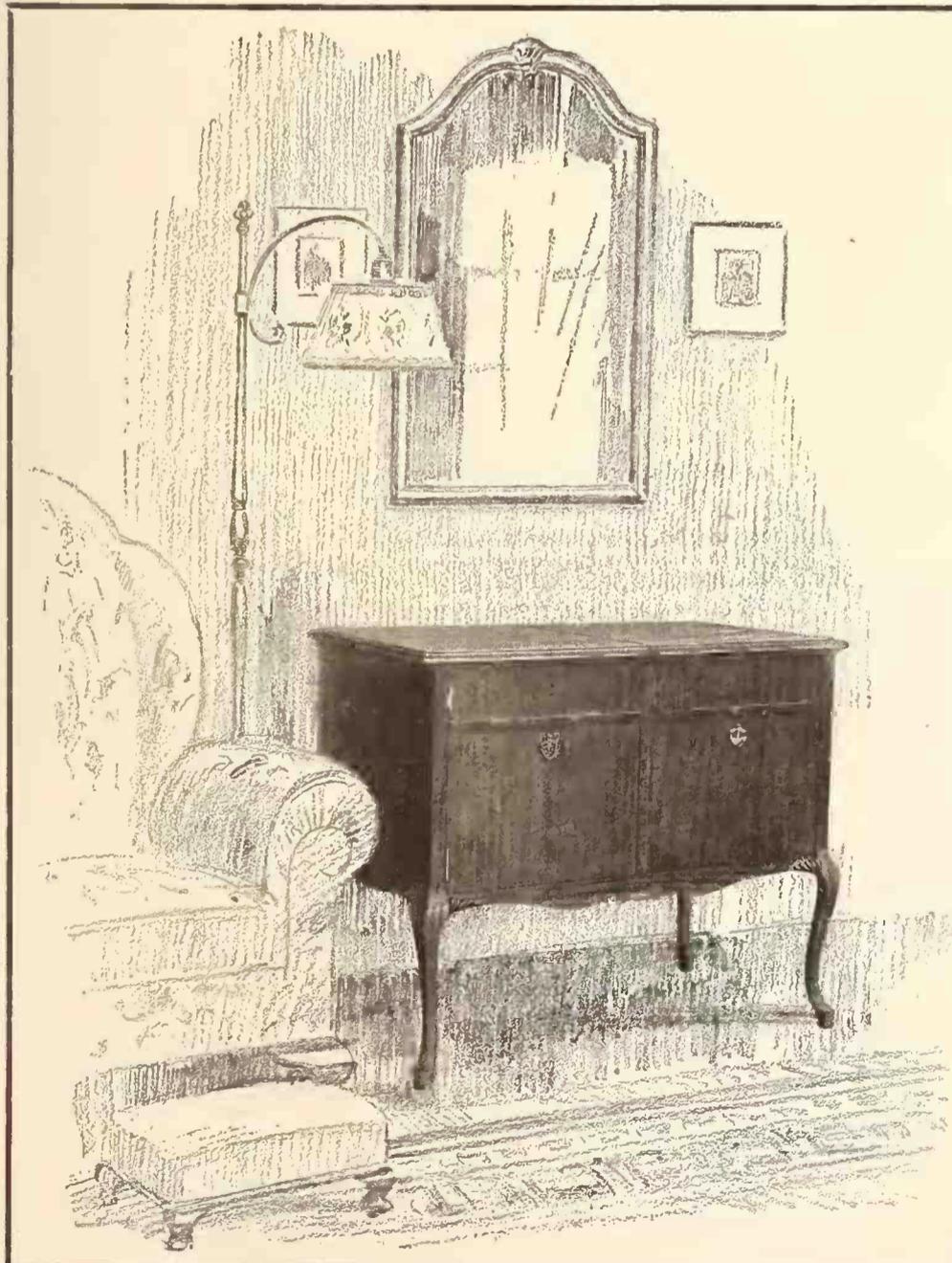
The Most Interesting Thing

Now, what is the most interesting thing which can be said about the talking machine, from the musical standpoint? The answer should scarcely be needed at all, but one notices that merchants have been getting out of the habit of thinking of music lately and have manifested a deplorable tendency to think only in terms of furniture and instalments. Therefore let every one remember now that the most interesting statement you can make about the talking machine is that it comprises all musical instruments and all music, that it is "all music" brought to the purchaser's home and fireside, that it is all that you can ask for in a musical way, and that it has the power to satisfy every musical desire, from the desire for a dance to the desire for the classics of violin literature.

That is the most interesting thing one can say and some snappy presentation of the statement should stand somewhere in every newspaper advertisement and be repeated in every canvasser's talk as well as in the closing talk in the store.

"Music All the Time"

If I were writing newspaper copy for the re-
(Continued on page 98)



This Exquisite Queen Anne Console

is one of the models in the Jewett line of popular-priced consoles. It is a musical instrument of acknowledged superiority in tone, design and cabinet work.

The fact that this model retails for practically one-third less than other consoles of the same high grade gives a clear conception of the possibilities in store for those who become dealers or distributors of the Jewett line of popular-priced quality phonographs.

Details of agency proposition furnished on request.

JEWETT

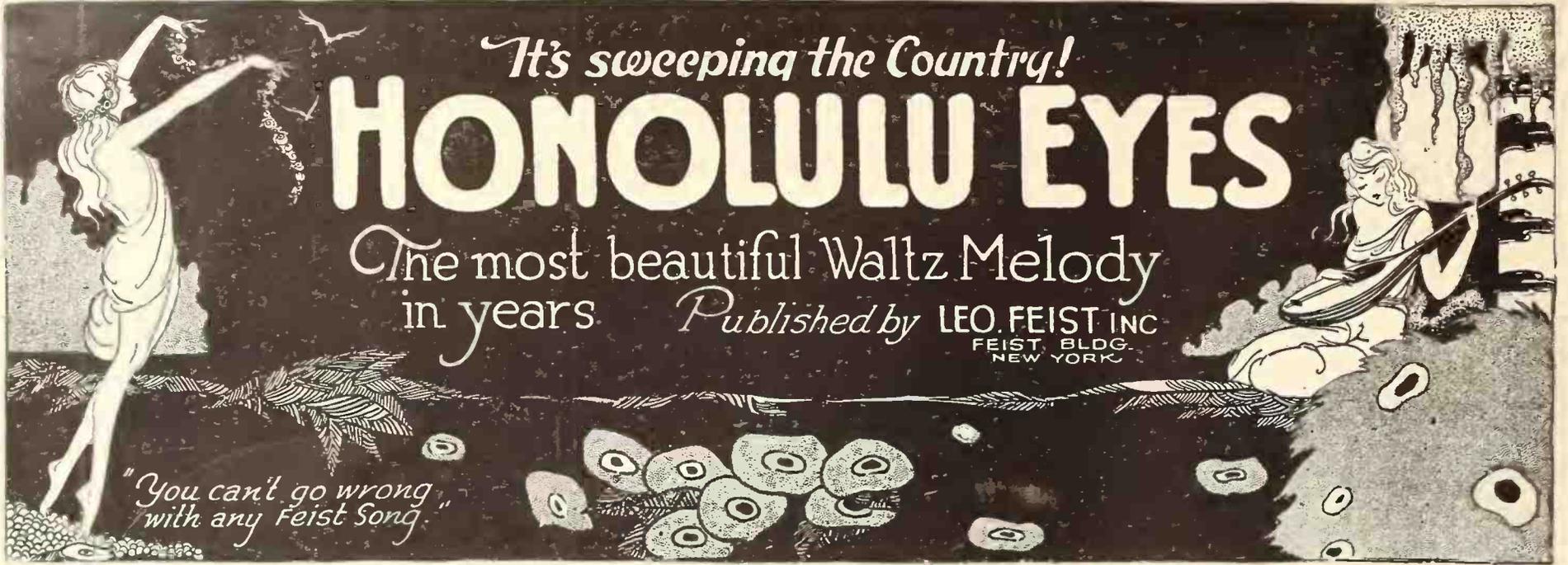
PHONOGRAPHS

JEWETT PHONOGRAPH COMPANY,
1730 Penobscot Bldg., Detroit, Mich.

Please send me details regarding your agency proposition in this locality

Name

Address



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."

FEATURING THE MUSICAL POSSIBILITIES OF THE "TALKER"
 (Continued from page 98)

tail talking machine trade just now, I should talk music all the time. That does not mean classical music, or operatic music, or vocal music, or dance music, or jazz music, exclusively or specially. It means just music in general. And I should talk the universality of the talking machine and the universal appeal of music till, figuratively, the cows came home. Then I should take very good care that the canvassers talked everything or anything else save prices and terms. I should make them, in fact, talk music all the time, pointing out to every one that, indeed, a good talking machine is neither very expensive nor hard to buy; but not claiming for a moment that a good talking machine can in any circumstances be a "bargain," in the ordinary sense of that abused term.

Letting Them Listen

And I should go further. I should insist that the sales talk in the store be a musical talk and a musical demonstration. I should insist that from the moment the prospect and his family arrived in the store their time should be kept occupied with music, music, music, chosen at their command in the beginning, but gradually worked over so as to concentrate their attention upon the tone and the general musical beauty of the talking machine. I should insist further that such a variety of music, after the

original choices had been played, should be placed before the prospect, so as to ensure that the wonderful possibilities of entertainment and fun residing in the great catalogs of records should be at least dimly sensed, to the end that not only a desire for a machine, but a lasting desire for new records, as often as possible, should be implanted.

The Universal Love

It is the unanimous opinion of all who have to do with the teaching of music in the schools or with community music in any form that the love for music is by all odds the nearest to being universal of any passion not utterly animal. At the present time, those who are merchandising the means for satisfying this love are making the mistake of their lives in not uniting upon a general preaching of the gospel of music in their advertising and in their selling. Prices and terms are necessary enough, of course, but they do not belong in the forefront of the argument. And in fact they belong very much in the background just now.

"Getting Them In"

It will be said that the main difficulty now is to get the people into the store. That may be true, but it is also true that the people will come wherever there is an attraction. During the present peculiar period through which we

are rapidly and most successfully passing some of our largest retailers of talking machines have kept themselves busy without any let-down by the expedient of running some continuous attraction of a musical sort calculated to keep the people on the alert and to "bring them in." The great house of Lyon & Healy in Chicago has been running daily concerts for a long time past in its recital hall, with splendid results. Men and women drop in, hear the talking machine under the most perfect conditions, find that they are not solicited or bothered, go away, think about it, wonder if the possession of such a machine could be managed in some way, and then, ten to one, the lady of the home is visited by a clever young outside salesman from the same great house. The result can be foreseen, can it not?

There are plenty of variants to be worked out by the wise and active salesmanager or merchant. There are some general thoughts calculated to impress upon all concerned the great text "If you want to sell just now sell that the value of which cannot be estimated in dollars, but which is more and more desired in proportion as it is made more and more familiar: sell music, and nothing else!"

TAKES ON NEW LINES

The Cabinet & Accessories Co., New York City, has added to the large list of accessories which this firm carries the Tonofone needle, manufactured by the R. C. Wade Co., of Chicago. Otto Goldsmith, president of the company, has experienced a decided demand in the territory which he covers for a semi-permanent needle of high quality and has already found that the Tonofone needle is meeting with much success among the dealers he supplies.

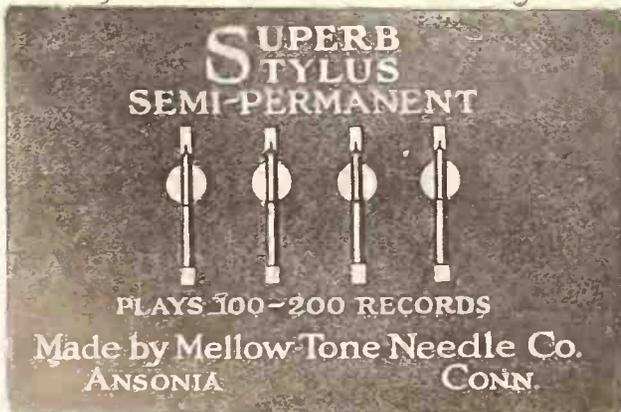
The Cabinet & Accessories Co. has also been appointed exclusive metropolitan distributor for the Cirola phonograph. Mr. Goldsmith plans to feature this portable phonograph extensively in the months to come. The exclusive territory extends within a radius of twenty-five miles in each direction from the Grand Central Station.

STRATFORD PHONO. CO. AFFAIRS

In the matter of the Stratford Phonograph Co., bankrupt, the trustee has filed a petition for authority to sell the present property of the bankrupt located at Ashland, O., at public auction, and this petition was scheduled to come up for hearing before the Referee in Bankruptcy on February 14, and it is announced that if not then otherwise ordered this sale will be ordered and held on February 19, 1921, as advertised.

Miss Ruth Howard, who was until recently manager of the phonograph department at Byron Mauzy, of Oakland, Cal., has been given charge of the record department of Long's Music House, Pasadena.

MR. RETAILER:
 Do you know that one card of



Plays all Records **Saves all Records**

will play **500 to 800 RECORDS**
 Think what it means to be able to tell a customer that.
 Retail 25c. per card.

LOUD MEDIUM SOFT
 SEND FOR SAMPLES AND DISCOUNTS

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

OKeh Records

MARCH RELEASE

4228 { MEM'RIES OF YOU MAMMY (Popular Blues)
10-in. (Vocal) . . . Mamie Smith and Her Jazz Hounds
\$1.00 IF YOU DON'T WANT ME BLUES (Popular
Blues) (Vocal)
Mamie Smith and Her Jazz Hounds

4229 { BROADWAY ROSE (Tenor with Orch.)
10-in. Billy Jones
85c. LITTLE CRUMBS OF HAPPINESS (Tenor with
Orch.) Lewis James

4243 { ONE, TWO, THREE, FOUR (Vocal Trio with
10-in. Hawaiian Guitars) Crescent Trio
85c. MAUI ALOHA (Hawaiian Guitar Duet)
Ferera-Franchini

4244 { COUNTY KERRY MARY (Tenor and Quartet
10-in. with Orch.) Sam Ash & Shannon Four
85c. BONNIE LASSIE (Tenor and Quartet with Orch.)
Charles Hart & Shannon Four

4245 { LIKE WE USED TO BE (Baritone with Orch.)
10-in. Elliott Shaw
85c. THERE IS ONE GIRL (Will She Ever Be Mine)
(From the Musical Play, "Hearts of Erin")
(Tenor and Quartet with Orch.)
Sam Ash & Shannon Four

4246 { ONE SWEET DAY (Tenor with Orch.)
10-in. Lewis James
85c. IN THE HEART OF DEAR OLD ITALY (Vocal
with Orch.) Crescent Trio

4247 { PICKANINNY ROSE (Baritone with Orch.)
10-in. Ernest Hare
85c. LINDY (Vocal with Orch.) Shannon Four

4248 { ANNIE LAURIE (Scotch Ballad) . . . Shannon Four
10-in. CARRY ME BACK TO OLD VIRGINNY (Vocal
85c. with Orch.) The Three Virginians

4249 { TURKEY IN THE STRAW (Comic Vocal)
10-in. (Baritone with Orch.) Billy Golden
85c. RABBIT HASH (Monologue) Billy Golden

4230 { JUNE (I Love No One But You) (Fox-trot)
10-in. Joseph Knecht's Waldorf Astoria Dance Orch.
85c. DROP ME A LINE (Intro. "My Husband's
Dearest Friend") (From Musical Play,
"Honeydew") Orlando's Orchestra

4231 { CARESSES (Fox-trot) . Lanin's Roseland Orchestra
10-in.
85c. HINDOO HOP (Fox-trot) . . Rega Dance Orchestra

4232 { PALESTEENA (Fox-trot)
10-in. Green Brothers' Novelty Band
85c. HONOLULU EYES (Waltz)
Green Brothers' Novelty Band

4233 { NO WONDER I'M BLUE (Fox-trot)
10-in. Joseph Samuels' Jazz Band
85c. SOMEBODY'S EYES (Fox-trot)
Harry Raderman's Jazz Orchestra

4234 { HUMMING (Fox-trot) Rega Dance Orchestra
10-in. ROSIE (Make It Rosy for Me) (Fox-trot)
85c. All Star Trio

4235 { ROSE (Fox-trot) Rega Dance Orchestra
10-in. BEAUTIFUL FACES (From "Broadway Brevi-
85c. ties") (Fox-trot) Vernon Trio

4236 { SHOW ME HOW (Fox-trot) Vernon Trio
10-in.
85c. SWEET LOVE (Fox-trot) Orlando's Orchestra

4237 { NOW AND THEN (Fox-trot)
10-in. Harry Raderman's Jazz Orchestra
85c. DOLLY, I LOVE YOU (Fox-trot)
Harry Raderman's Jazz Orchestra

4238 { LOTUS FLOWER (Waltz)
10-in. Joseph Knecht's Waldorf Astoria Dance Orch.
85c. MIDNIGHT (Fox-trot) Orlando's Orchestra

4239 { NIGHTINGALE (Fox-trot) . Rega Dance Orchestra
10-in.
85c. ALGIERS (Fox-trot) Rega Dance Orchestra

4240 { YOU'RE JUST LIKE A ROSE (Introducing,
10-in. "Hello Imagination") (From Hippodrome
85c. Show, "Good Times") (One-step) (Accor-
dion) Perry
IT ISN'T WHAT SHE DOES THAT MAKES
ME LOVE HER (Introducing, "I Told You
So") (Fox-trot) (Accordion) Perry

4241 { EL CAPITAN (March) Conway's Band
10-in.
85c. THE NEW COLONIAL 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.





The Trade in **BOSTON** *and* **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., February 5.—Not a few local talking machine houses report business as having been spotty during the past month. Five days of a week, for instance, would be quiet, then there would be a spurt on Saturday, only to have the quiet regime return on the following Monday. Most places report the record business as very good, but the buying of machines has not been especially conspicuous. The feeling is pretty general, however, that the current month will show an improvement in conditions and that from now on there will be an appreciable advance, for it is conceded by the leaders in the talking machine business that the corner has been turned and that everything is on the upward move to better times.

Optimistic Over the Outlook

Manager Fred E. Mann, of the Columbia Co., became quite cheery the other day when The World correspondent dropped in and listened to him read extracts from a recent issue of a Wall street magazine in which the Columbia was put in a very favorable light. Taking his cue from some of the optimistic statements wherein the 1920 business was reported to have shown such a big increase over the previous twelve months, Mr. Mann proceeded to express himself very confidently anent the business that is ahead for the company, in part basing his remarks upon his own near-at-hand experience right here in his own field. He said that after a dullness following the first of the new year, there being a natural stagnation every January, things began to pick up, and all the dealers were looking forward to an era of good business on which the larger dealers in particular already have made a start. With the facilities that the company has to turn out the goods he believed the time was not far off when the entire output of the factory would be speedily taken as fast as put out.

New Pathé Representation

The Pathé department of Hallet & Davis has begun the new year under most auspicious conditions. Stephen A. Colahan, who has been for eight months manager of the retail department of the Pathé, is now more closely associated with Wholesale Manager R. O. Ainslie, and will

**Optimism, Confidence
and
Steinert Service**

Overcome and surmount any and all
obstacles or difficulties and help make

LOYAL



DEALERS

VICTOR-IOUS

M. STEINERT & SONS CO.

VICTOR WHOLESALERS

35 Arch Street :: :: :: :: :: :: Boston

STEINERT SERVICE SERVES

devote most of his time to traveling through the New England field. Toward the latter part of January he and Mr. Ainslie spent several days looking over the Providence and Pawtucket, R. I., territory. Some new concerns with which the Pathé has lately signed up are Doyle & Mitchell, Amesbury; Henry Baker, Hyannis; Raphael Seney, Plainfield, Conn., and J. & M. Company, Pawtucket, R. I.

A Visitor From Nova Scotia

Colonel E. C. Phinney, of the firm of N. H. Phinney, Ltd., of Halifax, Nova Scotia, was a recent caller on Manager Mann of the Columbia. Col. Phinney had been in New York and spent

several days in the laboratories of the company. His house is the largest Columbia jobber in the Province, and it operates eight stores. Mr. Mann speaks of Colonel Phinney as a real live wire.

Two other callers at the Columbia headquarters here have been H. S. Root, of the H. S. Root Co., of Newport, Vt., where he is an exclusive Columbia dealer; and J. P. Middleton, who also conducts an exclusively Columbia shop at Pittsfield.

Toward the latter part of January the local headquarters of the Columbia had with it two of the company's auditors from New York, here to pay their regular semi-annual visits—W. G. Westenfeld and H. L. Brewster.

Leaves the Hub for Mineola

H. L. Pratt, who has been with the executive office sales department of the Columbia Co. in New York, has finally got his family moved over to the metropolis, having found a home at Mineola, Long Island. The family home has been in Newton Centre, which is a suburb bordering on Boston.

New Puritan Agents

Manager Ellsworth, local manager for the Puritan, made by the United Phonograph Corp., says that he finds business decidedly picking up. He has lately taken on several new dealers in New England, among them Ordway & Dalton, at White River Junction, Vt.; the Farrar Furniture Co., at Bangor, Me., and the Cornell Music Store, at Middleton.

New Store in Roxbury Section

A new shop just opened in the Roxbury district to be devoted exclusively to the Puritan is the Harmony Shop, 2413 Washington street. The store has a good frontage, is 110 feet deep, and is in charge of J. H. Duffy, an enterprising young man.

To Represent the O. K. Records

A. J. Delaurie, formerly with the Emerson Co. and well known around Boston, has associated himself with the E. B. Shiddell Co., jobbers for the Okeh records, and will devote his time to the Massachusetts territory. Mr. Townsend, who has been handling the Greater Boston territory for some time, is meeting with

(Continued on page 101)

EASTERN
SERVICE

"NEW ENGLAND SERVICE
FOR NEW ENGLAND DEALERS"



TODAY'S success-
ful Victor dealer
is careful, determined
and persistent. He be-
lieves that satisfactory
service helps progress. He
knows that Eastern Service
specializes for his best
interests by using every
power to maintain and im-
prove his profits.

Eastern Talking Machine
Co.
85 Essex Street
Boston, Mass.

W·H·BAGSHAW·COMPANY·



The Triumph of the Talking Machine Needle Industry

SINCE the founding of the company in 1870 Bagshaw has taken a most active and prominent part in the upbuilding of the Talking Machine Needle industry.

The progress of the company from the beginning has been markedly influenced by the firm belief of every member of the institution in its plans, purposes and products. Harmony of effort, intelligent work, confidence in the company and in one another—these influences have combined to build Bagshaw to its present great proportions.

The rounding out of its first half century finds the organization full of youth and determination, alive to the promises of the future and strengthened by the good will and good faith of customers whose patronage has been earned and held through merit.

W. H. BAGSHAW CO.
LOWELL, MASS.

Oldest and Largest Makers of Talking Machine Needles in the World

Established 1870

Incorporated 1917

Selling Agents

Brilliantone Steel Needle Co. of America
347 Fifth Avenue New York City

marked success. Mr. Shiddell reports an unusually prosperous season and adds that he is well pleased at the way the New Year has started. His quarters, at 142 Berkeley street, are getting big supplies of records, but they are taken by the trade almost as fast as received, he says.

F. C. Howard a Visitor

F. C. Howard, the talking machine dealer of Syracuse, N. Y., who was honored by a big testimonial dinner the early part of January, was a welcome visitor to Boston later in the month, coming here with R. O. Ainslie, the wholesale manager of the Pathé, who was one of the guests at the Syracuse banquet. Mr. Howard was pleasantly entertained while in Boston.

West End Phonograph Co. Opens New Store

The West End Phonograph Co., located in Leverett street, has opened a new store in Causeway street, opposite the North station. It will be devoted exclusively to the Victor product. At the Leverett street store only the Columbia line will be carried.

Unit Construction Men Visitors

Three of the Unit Construction Co. staff visited the Boston trade during January. First came Rayburn Clark Smith, the president, who was accompanied by Gus Mayer, the sales manager, and they remained in town several days. The following week Arthur W. Deas, Jr., the company's Eastern manager at the New York office, came to Boston and he got the same cordial handshake that is always accorded popular members of the trade. Mr. Deas, on leaving Boston, went on to Portland, Me., for a visit among the trade.

Plan to Visit Bermuda

President Charles H. Farnsworth, of the Eastern Talking Machine Co., is planning a trip to Bermuda, and if he can make the proper arrangements, he will start in a short time.

Prepare for Concert of Eight Victor Artists

Kenneth Reed, wholesale manager of the Steinert's Victor headquarters, will soon be busy on the plans for the Spring tour in New England of the Eight Famous Victor artists. These concerts will be limited to six or less and will take place the first week in April. Those places where arrangements have already been definitely made are: Worcester, Lawrence, Providence, R. I., and Bangor, Me. The latter part of January Manager Reed made a trip into the Western Massachusetts territory and New York; and later he took a trip over to the Camden factory.

Vocalion Artist Attracts Big Crowd

John Charles Thomas, the baritone of "Apple Blossoms," lately given at the Colonial Theatre, and who is one of the artists featured by the Vocalion, gave a largely attended concert in Jordan Hall on the afternoon of January 20, and his voice was described by one daily newspaper as having fluency, richness and warmth and "one of the most beautiful baritones heard here in years." Such praise should make for great popularity with his Vocalion records.

John Maguire Broadens His Scope

John Maguire, who has been a valued employe of the Eastern Talking Machine Co. for a number of years, is no longer inside the establishment. Instead he is now on the road, having taken the place of Edward J. Dunham, who resigned lately. Mr. Maguire's territory is in eastern Massachusetts, and he is making good in

HORTON-GALLO-CREAMER CO

NEW HAVEN  **CONNECTICUT**

VICTOR SERVICE SPECIALISTS

THE Year 1921 is before us. We can largely make it what we will. Let us help you make it a banner year.

every way, thanks to a pleasing personality, an intimate knowledge of the business and a convincing way of presenting his Victor line.

Sympathy for Herbert F. La Roe

The local trade learns with regret of the bereavement which has come to Herbert F. La Roe, of La Roe's Music Store, at Woonsocket, R. I., in the loss of his wife, who died about the middle of January.

Hammond Buys a Puritan

A recent purchaser of a Puritan talking machine from the warerooms at 429 Boylston street was John Hays Hammond, Jr., the famous inventor, whose royalties on inventions controlled by the United States Government brings him a small fortune annually. Mr. Hammond had examined the mechanics of the Puritan but a short time when he pronounced the system on

which this talking machine was built as nearly perfect. The features that made their special appeal were the long wooden horn and the resonant sound board, a combination that he believed was capable of giving the purest tone. The horn, too, had points of superiority in his estimation.

Wilbur W. Longfellow's Plans

Wilbur W. Longfellow, who came back to Boston several months ago to become manager of the Barite Company in Boylston street, is no longer connected with that house, and it may be that he will go into some other line of business.

Visiting the Trade in the West

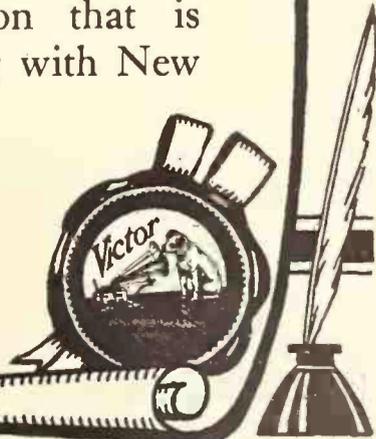
Mr. Cullen, of the Lansing Sales Co., is in the West on a business trip. He has been in
(Continued on page 102)

Dealers' Cooperation

Dealers' problems are quickly solved by the house of Cressey & Allen

Our earnest desire to promote dealer sales is well known throughout New England. From every corner Victor dealers come to confer, for experience has proven that we DO help materially. It is this cooperation that is building our prestige and standing with New England Victor dealers.

CRESSEY & ALLEN
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

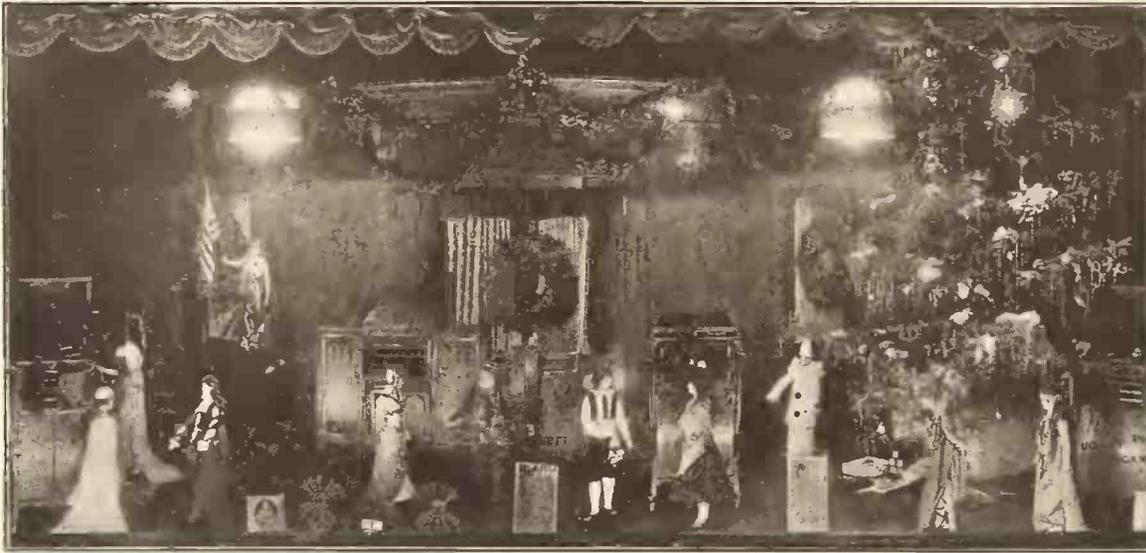
THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 101)

Chicago and, according to his original itinerary, he was to have gone as far as Kansas City. During his absence the business is being efficiently cared for by R. G. Lipp, a new acquisition to the company, who came East a few weeks ago from Chicago, where he was president of the All-in-One Corporation. Mr. Lipp says business through January was very good.

Burke in Optimistic Mood

Joe Burke was over in New York a while ago attending a directors' meeting of the Mu-

dow in the Boylston street warerooms of the M. Steinert & Sons Co. It was one of the most attractive windows on this thoroughfare, in fact, it was one of the most artistic creations seen anywhere in the city during the holidays. Scattered about in the foreground were the beautiful operatic figures which are recognized as the output of the Penn Phonograph Co., of Philadelphia. Stopping to enjoy the window, in one corner of which was a tall and beautifully decorated and illuminated tree, one saw that the



An Artistic Steinert Window, Showing Use of Grand Opera Figures

sical Supply & Equipment Co. Since then President Morris, of the company, has been here in town. Manager Burke reports the Sonora and Magnavox business has shown a marked improvement during January, and the latter is finding especial favor among the managers of halls.

A Beautiful Steinert Window

The accompanying picture was taken during the Christmas holidays and shows the large win-

whole idea was to feature the Red Seal Victor records which, through this clever display, enjoyed an enormous sale through the medium of the Steinert house.

R. G. Clarke With Cluett

Raymond G. Clarke, who was one of Manager Wheatley's staff at the Vocalion headquarters, is now located at Albany, N. Y., where he has associated himself with Cluett & Co., which house handles the Vocalion.

MAKES FULL RESTITUTION

BOSTON, MASS., February 6.—In the cases of Herbert L. Royer and Charles Lowell, who were sentenced in the municipal court several weeks ago to six months each in the House of Correction, full restitution has been made. Lowell pleaded guilty to Henry P. Fielding, the assistant district attorney, when the cases came up in the superior court, and the latter recommended probation.

Royer pleaded nolo contendere and Assistant District Attorney Fielding recommended his case be placed on file. The full restitution made included the paying by Royer and Lowell of the costs of the trial and the return of the machines which had been taken. The original charge included seven counts for receiving stolen goods.

The story of the cases against these two men was told in last month's issue of The World. Having taken an appeal from the lower court's finding of guilty Royer and Lowell were out on \$2,000 bail awaiting disposition in the upper court.

MANY COMPLIMENTARY OPINIONS

WARREN, MASS., February 1.—B. D. Perkins, manager of the U-Sav-Your Mfg. Co., manufacturers of U-Sav-Your dressing for Victrolas, has received many highly complimentary reports from distributors of U-Sav-Your polish. The Horton-Gallo-Creamer Co., of New Haven, Conn., has had exceptional results in the distribution of this line and states that repeat orders are coming in very satisfactorily. The Schmelzer Co., of Kansas City, Mo., made an equally encouraging report and both these firms expect that by the Spring a large business will be developed with this line. Collings & Co., Newark, N. J., were among the first distributors

KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

Brunswick

PHONOGRAPHS AND RECORDS

Could You Become a Brunswick Dealer?

JUST as Brunswick factory, materials and methods must conform to absolutely rigid standards, so, too, Brunswick dealers must prove their desirability. They must show that they appreciate the fact that The Brunswick is a high-class specialty, and that they will always present it to the public as such.

There is no mystery about the astounding success of The Brunswick—built up in four years' time against keen competition. The Brunswick Method of Reproduction has several basic improvements which no other phonograph has or ever can have. The Brunswick Ultona, for instance, is the only reproducer ever invented which actually plays all makes of records just exactly as they should be played, and without using attachments.

The Brunswick offers the most profitable phonograph franchise obtainable, not only because of the excellence of The Brunswick itself from the buyer's viewpoint, but also because of the faster turnover for the dealer.

For The Brunswick has not been and will not be cheapened by cut-price and easy-term devices which tie up the dealer's money in long-time payments.

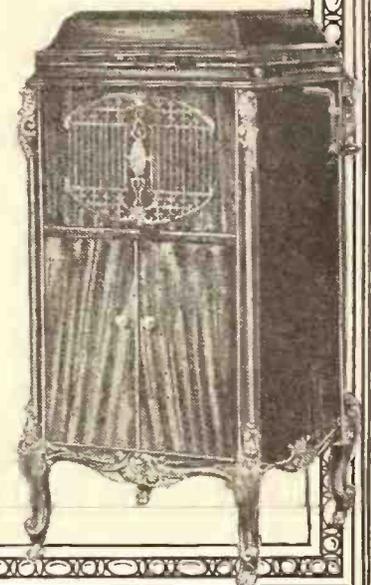
KRAFT-BATES & SPENCER, Inc., 1265 Boylston Street, BOSTON, MASS.
NEW ENGLAND DISTRIBUTORS

Steel Needles

Albums

Record Brushes

Khaki Covers



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 102)

of the U-Sav-Your cleanser and dressing and have therefore already developed very satisfactory business with this product. During the month of January every dealer in New Jersey was called upon in reference to the U-Sav-Your polish. The result of this canvass is reported entirely satisfactory.

NEW MUSIC SHOP OPENED IN BOSTON

Copley Square Music Shop, on Huntington Ave., to Handle Columbia Exclusively

BOSTON, MASS., February 1.—The accompanying picture shows the interior of the Copley Square Music Shop, located at 40 Huntington avenue, this city. The interior is finished in French



Interior View of New Music Shop

gray and between the windows down one side are French plate mirrors. It is an exclusively Columbia shop and from the first it has handled a large amount of goods, its machines and records constantly finding a ready sale. E. A. Carr is the president of the company operating the store and E. B. Sewall is the treasurer. Mrs. A. W. Graves is in charge of the sales work. Mr. Carr is a newcomer in the talking machine field, having heretofore been identified with other lines of business. In his home city of Gloucester he is associated intimately with its musical life and is the leader of the local orchestra.

URGES MEMORY CONTESTS

Mrs. Oberndorfer Points Out Advantages of Music Memory Contests in Address Recently Delivered at Meeting in Boston

BOSTON, MASS., February 4.—That music memory contests should be started in every community of America by women's clubs was one of the declarations made at a meeting in the Museum of Fine Arts a few days ago by Mrs. Anne Faulkner Oberndorfer, of Chicago. Mrs. Oberndorfer is chairman of the music department of the General Federation of Women's Clubs, and wife of Max Oberndorfer, member of the Chicago Symphony Orchestra, and through her efforts the school children of that city hear the best compositions through the frequent visits of players to the classrooms. In the course of her talk Mrs. Oberndorfer said:

"Briefly, the plan is to enlist the support of the clubs, board of education, superintendent of schools, supervisor of music, newspapers and music dealers. A list of fifty good instrumental compositions is made. These selections should be available on records, player-piano rolls, and in simple piano sheet music, which the children can play themselves. Newspapers should be asked to publish the lists, and possibly a short analysis of each number. At the end of six weeks, or two months, these fifty good compositions will be known by every child and in every home in your community. Then the contest should be held, with preliminary contests in each school. Eight or ten of the compositions should be played, without programs, the children writing down the name of the composition, composer, and possibly when and where he lived, and the meaning of the selection. The twenty-five best papers should constitute the school team, and then the final contest of teams should be held in a big hall, under the auspices of the community musical interests.

**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.**

**The "Perfection" Universal Ball-Bearing Tone Arm
No. 6 With New Pur-i-tone Reproducer (attached)**



Set in position for playing "lateral" cut records



"Set in position for playing "hill and dale" records with diaphragm facing front of machine

The "Perfection" Universal Ball-Bearing Tone Arm No. 6 with New Pur-i-tone Reproducer attached plays Victor, Columbia and all other makes of disc records on all types of Edison Disc Machines, producing with clarity and volume of tone excelled by no other attachment. This attachment is manufactured in Gold, Nickel and Oxidized finish (William & Mary) with the best of India Mica Discs.

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.**

"Americans have had the wrong attitude regarding music for so many years that it is difficult for us to grasp quickly the full realization of its power. As a nation we have treated music as a thing apart from, instead of a part of, our daily life. The General Federation has pledged its support to all good American music. What are we to do about it? First, we must familiarize ourselves with the music that is being used in our homes, clubs, schools, churches, Sunday schools, theatres, moving picture houses, and the music that is being advertised in our shops, magazines and newspapers. We shall be surprised; we may even be horrified with what we find, but it is time we knew."

"Nameplates With a Personality"

For Manufacturers and Dealers of Talking Machines, Phonographs, Musical Instruments, etc.

E. V. YUELL CO., Malden, Mass.

*When You'll Think of Nameplates
You'll Think of Yeuell.*

Bright Eyes, Rosie, Margie, Palesteena, Feather Your Nest, Rose, Why Don't You, Grieving For You, Broadway Rose, Oh Gee! Say Gee!, and all the other latest dance and song hits ready for immediate delivery on

Grey Gull Records at 85c. Retail

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 Weighing Machine Co.
Topeka, Kan.

Seidel Music Publishing Co.
Indianapolis, Ind.

Smith & Phillips Music Co.
409 Washington St.,
E. Liverpool, Ohio

T. & H. Specialty Mfg. Co.
Charleston, W. Va.

United Music Stores
619 Cherry Street,
Philadelphia, Pa.

Dance Hits

BRIGHT EYES—Fox-trot.....Bennie Krueger's Orchestra } L-1045
TOODLES—Fox-trot.....Joseph Samuels' Music Masters } 10-in.
85c.

FEATHER YOUR NEST—Fox-trot.....Banjopators } L-1037
I'O LOVE TO FALL ASLEEP AND WAKE UP IN } 10-in.
MY MAMMY'S ARMS.....Banjopators } 85c.

MARGIE—Fox-trot.....Selvin's Novelty Orchestra } L-1036
BIODY—Fox-trot.....All Star Trio } 10-in.
85c.

GRIEVING FOR YOU—Fox-trot.....Banjopators } L-1038
BEAUTIFUL ANNABEL LEE—Waltz.....Banjopators } 10-in.
85c.

ROSIE—Fox-trot.....Sung for Dancing by Ernest Hare } L-1039
OH GEE! SAY GEE!—Fox-trot..... } 10-in.
Sung for Dancing by Ernest Hare } 85c.

YOU OUGHTA SEE MY BABY—Fox-trot, } L-1042
Banjopators, with vocal chorus by Ernest Hare } 10-in.
WHY DON'T YOU?—Fox-trot, } 85c.
Banjopators, with vocal chorus by Ernest Hare }

PALESTEENA—Fox-trot, } L-1040
Banjopators, with vocal chorus by Ernest Hare } 10-in.
MY HOME TOWN IS A ONE-HORSE TOWN—Fox-trot, } 85c.
Banjopators, with vocal chorus by Ernest Hare }

WHISPERING—Fox-trot.....Joseph Samuels' Music Masters } L-1031
KISMET—Fox-trot.....Joseph Samuels' Music Masters } 10-in.
85c.

ROSE—Fox-trot, } L-1041
Banjopators, with vocal chorus by Ernest Hare } 10-in.
LOOK WHAT YOU'VE OONE WITH YOUR OOG-GONE } 85c.
DANGEROUS EYES—Fox-trot, }
Banjopators, with vocal chorus by Ernest Hare }

I NEVER KNEW—Fox-trot, } L-1044
Banjopators, with vocal chorus by Ernest Hare } 10-in.
JUST LIKE A ROSE—Fox-trot.....Gilt Edge Four } 85c.

AVALON—Fox-trot.....Starita Saxophone Sextette } L-1027
CUBAN MOON—One-step..Krueger's Melody Syncopators } 10-in.
85c.

JAPANESE SANDMAN—Fox-trot, } L-1032
Joseph Samuels' Music Masters } 10-in.
LOUISIANA—Waltz.....Paragon Dance Orchestra } 85c.

Song Hits

BROADWAY ROSE.....Sung by Charles Harrison } L-2043
BLUE DIAMONOS.....Sung by Henry Burr } 10-in.
85c.

TRIPOLI.....Sung by Charles Hart and Louise Terrell } L-2034
HIAWATHA'S MELODY OF LOVE } 10-in.
Sung by Charles Hart and Louise Terrell } 85c.

FEATHER YOUR NEST.....Sung by Charles Harrison } L-2044
WHEN HE GAVE ME YOU (Mother of Mine), } 10-in.
Sung by Henry Burr } 85c.

MY LITTLE BIMBO, OOWN ON THE BAMBOO ISLE, } L-2015
Sung by Billy Jones } 10-in.
TIOOLE-OEE WINKS.....Sung by Billy Murray } 85c.

LET THE REST OF THE WORLD GO BY, } L-2017
Sung by Henry Burr } 10-in.
WONO'RING.....Sung by Charles Hart } 85c.

I'LL BE WITH YOU IN APPLE BLOSSOM TIME, } L-2020
Sung by Henry Burr } 10-in.
LITTLE TOWN IN THE OULO COUNTY OOWN, } 85c.
Sung by Henry Burr }

AVALON.....Sung by Ernest Hare } L-2040
LIKE WE USED TO BE, } 10-in.
Sung by Charles Hart and Louise Terrell } 85c.

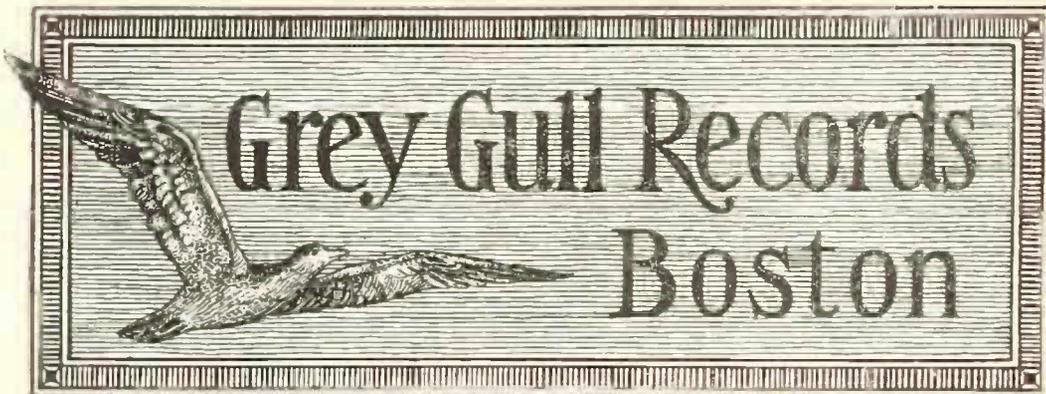
JUST LIKE A GYPSY.....Sung by Ernest Hare } L-2042
DON'T TAKE AWAY THOSE BLUES, } 10-in.
Sung by Ernest Hare } 85c.

I'O LOVE TO FALL ASLEEP AND WAKE UP IN } L-2029
MY MAMMY'S ARMS.....Sung by Billy Jones } 10-in.
DOWN IN CHINATOWN, } 85c.
Sung by Billy Jones and the Harmonizer Quartet }

OLD PAL (Why Don't You Answer Me?), } L-2036
Sung by Charles Hart } 10-in.
PRETTY KITTY KELLY.....Sung by Charles Hart } 85c.

CHILI BEAN.....Sung by Billy Murray } L-2018
MARIELLA.....Sung by Patricola } 10-in.
85c.

OOWN THE TRAIL TO HOME, SWEET HOME, } L-2025
Sung by Charles Hart } 10-in.
WHEN I LOOK IN YOUR WONDERFUL EYES, } 85c.
Sung by Henry Burr }



INCORPORATED

295 HUNTINGTON AVENUE, BOSTON, MASS.

BRUNO

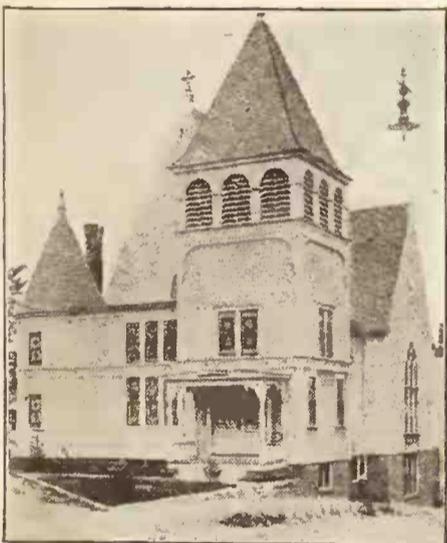
Like a new broom,
Victor Ready Reference
Labels sweep
clean. Cobwebs never
form where these little
trojans are. Let them
work for you, too,
Mr. Victor Dealer.

BRUNO

UNIQUE RETAIL ESTABLISHMENT

Sonora Dealer Purchases Church as Retail
Headquarters—Unusual Means for Display

In these days of "blue laws" it is interesting
to learn that someone is actively engaged in an
opposite direction. In the city of Franklin,



Novel Retail Sonora Headquarters

N. H., it was decided that one of the churches
was not needed, and an enterprising Sonora
dealer, H. E. Rainville, purchased the church
and turned it into a retail home for the Sonora.

This home for the display of the Sonora
product is not only unique but has possibilities
for display which are thoroughly unusual. On
the opening day Mr. Rainville gave a concert,
and no less than a thousand people from Frank-
lin and the vicinity called to inspect this Sonora
retail establishment.

Mr. Rainville, who is one of Franklin's best-

**No. 35217--Basket
filled with flow-
ers each 75c., per
dozen \$7.50.**

My Spring Cata-
logue No. 35 with il-
lustrations in colors
of Everlasting Deco-
rative Flowers,
Plants, Vines, Shrub-
bery, etc., free for
the asking; write for
it to-day.

FRANK NETSCHERT
61 BARCLAY ST. NEW YORK, N. Y.

known business men, came to this country from
Canada in 1890, and three years later began
work for C. C. Paige, continuing with Mr. Paige
for sixteen years. Eight years ago Mr. Rain-
ville bought out Mr. Paige, and the business
under his management has grown to be one of
the leading concerns of its kind in this territory.

ANNOUNCE COLUMBIA RECORD SALE

Selected List of Retired Columbia Records to
Be Offered to Public at Fifty-nine Cents
Each in Order to Reduce Size of Catalog

The Columbia Graphophone Co. announced
this week that, effective March 1, Columbia
dealers may offer their trade a list of 130 re-
cords (260 selections) which will retail at fifty-
nine cents.

In making this important announcement the
company stated as follows: "To keep the Co-
lumbia record catalog within a reasonable size
we must retire certain records. Many of these
are still popular enough to sell quickly at a
popular price. Within a few days you will re-
ceive our retired record list which will give you
the full list of records to be sold at fifty-nine
cents. If you need more of these 130 numbers
you can get them from Columbia branches at
fifty-nine cents, less your regular discount. We
have discontinued the manufacture of these re-
cords, so the supply is limited.

"The majority of these records have been
released within the last eighteen months. You
will find on the list selections by such artists as
Al Jolson, Art Hickman's Orchestra, Van and
Schenck, Harry Fox, Guido Deiro, the Paul
Biese Trio, Ted Lewis' Jazz Band, Henry Burr,
Campbell and Burr, the Peerless Quartet, Ster-
ling Trio, etc.

"We are going to advertise this sale in all
parts of the country in the daily papers. The
publicity value of this sale to your store will
depend upon the degree of energy and en-
thusiasm with which you back it up. We will
supply you with advertisements that will pull
if you want to advertise it on your own account."

The 130 records on the retired record list in-
cluded in this fifty-nine-cent sale are all ten-inch
double-disc Columbia records, and these records
will be eliminated from all future editions of the
Columbia record catalog, and will not be pressed
at the Columbia record plant in the future. The
sale applies only to these 130 records, each one
of which will carry a suitable label advising the
public that the record is on the special retired
list, retailing at fifty-nine cents.

PROSPECTS BRIGHT IN CHICAGO

H. B. Levy, Aeolian Co. Manager, Brings En-
couraging Report From the West

H. B. Levy, manager of the Chicago branch
of the Aeolian Co., who was at headquarters at
Aeolian Hall, New York, last month, had the
following to say regarding the business situa-
tion in the West:

"Retail Vocalion business in Chicago over and
since the holidays was very satisfactory. The
Christmas Club carried on by Mandel Brothers,
who retail the Vocalion in Chicago, pulled tre-
mendous results, and although the advertising
was on our two cheaper instruments, the aver-
age sale actually brought in by this advertising
was very much in excess of the retail prices on
the instruments featured.

"Possibly the most interesting development of
our Chicago business is the merchandising of
the new Red Record. These recordings are
going through in such excellent shape and the
product itself is of such distinctiveness that
1921 will undoubtedly be a great year so far
as the sale of these records is concerned, not
only in Chicago, but in the entire territory sur-
rounding. This fact, coupled with the increased
production program, enhances our agency terms
tremendously. This is reflected by the many in-
quiries we are receiving, not only in Chicago,
but elsewhere from our national advertising in
the Saturday Evening Post, etc."

ESTABLISH FACTORY IN SHANGHAI

The Franco-Chinese Co., Ltd., has opened a
factory in Shanghai to manufacture talking ma-
chines and records.

FORM NEW MOTOR CORPORATION

The Haidel Spring Motor Mfg. Corp. was
recently incorporated in Delaware with an au-
thorized capital of \$1,000,000. The incorporators
are: C. T. Cohee, C. B. Outen and S. L. Mackey,
of Wilmington.

NOW WITH BALDWIN PIANO CO.

W. H. Youse and E. P. McDonald have re-
signed from the Period Cabinet Sales Co., at
New Albany, and are now associated with the
Baldwin Piano Co., in Louisville, Ky.

To be a good listener is sometimes as im-
portant with the salesman as to be a good
talker. If possible, he should be both.



The No. 106 Shattuck Fibre Stand after its owner
had traded the No. 6, Victrola

**Has Your Distributor Approached
You on These Beautiful
Victrola Stands?**

The demand for Fibre fur-
niture is growing very rapidly.
That is only one of the many
reasons why the Shattuck hand-
woven Fibre Stand sells.

Finished in Oak or Ma-
hogany, or special finishes to
match any settings, nothing is
more beautiful, more practical,
more economical.

Everybody likes these
"Shattucks" and everyone can
afford to have one. They'll
sell your small machines.

**The Shattuck Fibre
Furniture Company**
Makers of Quality Furniture
CLEVELAND :: OHIO

Ask your distributor how we furnish your
booths and reception room

SELLING TALKING MACHINES

WHAT are your customers' requirements in a Talking Machine?

First, that it reproduce well. Second, that it adds to the Home picture.

With the first we have nothing to do, but with the second a lot.

The higher you raise the body of a Talking Machine Cabinet from the floor the less it fits into the picture and yet you must have legs to the Cabinet and you must apply something to make it easy to move.

Slides—Domes of Silence—are the only contrivances upon the market that do not unduly raise the Cabinet and yet help make it easy to move the machine from place to place, save strain upon the legs—save floors—save rugs.

This is the reason so many Cabinets from the high price period models down are today equipped with Domes of Silence.

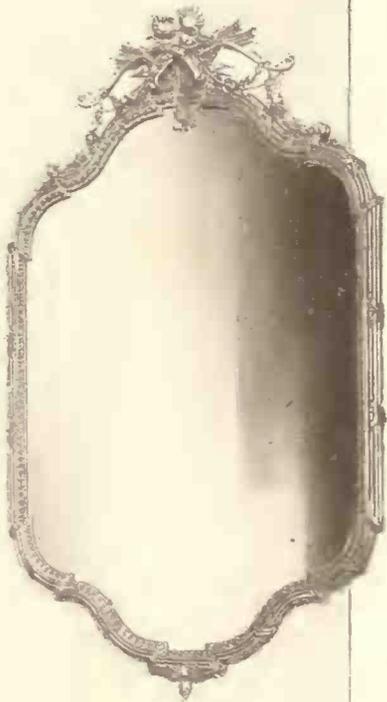
HENRY W. PEABODY & CO.

Domes of Silence Division

17 State Street

New York

Specify DOMES OF SILENCE



Riccardo Stracciari sings "La Paloma" with its imperishable charm just as they sing it in Madrid and all over South America. Stock up! Columbia 49758.

**Columbia Graphophone Co.
NEW YORK**



JONES ORCHESTRA IN NEW YORK

Celebrated Brunswick Record Makers Appear at Ziegfeld "Midnight Frolic" in Special Three-day Engagement on February 1, 2 and 3

On February 1, 2 and 3 the special feature at the Ziegfeld "Midnight Frolic" on the Amsterdam Roof in New York was the celebrated



The Isham Jones Orchestra

Isham Jones Orchestra of Chicago, which has won wide popularity through the dance records which it has made exclusively for the Brunswick records manufactured by the Brunswick-Balke-Collender Co. During the three nights' engagement the crowds on the roof were treated to a real musical dance festival.

Prior to the opening night and during the three days of the engagement the newspapers carried advertisements telling of the event and

announcing the fact that this orchestra recorded exclusively for the Brunswick-Balke-Collender Co., and the selections which were heard at the "Midnight Frolic" could be had on Brunswick records from any Brunswick dealer. The appearance of these artists in New York afforded good publicity for the dance records.

COLUMBIA RECORD PRICES REDUCED

Records by Non-exclusive Artists Reduced From One Dollar to Eighty-five Cents

Columbia dealers were advised this week by Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., that, effective February 1, all records by non-exclusive Columbia artists in the ten-inch double-disc blue label A series, ten-inch double-disc green label E series and ten-inch double disc C series will retail at eighty-five cents, instead of the former price of one dollar. Records by exclusive Columbia artists, consisting of the theatrical favorites, dance orchestras, etc., will continue to be sold at one dollar.

In his letter to the trade Mr. Hopkins stated that the records listed at this reduced price would be advertised generally, and that every form of co-operation would be offered to the dealers to enable them to take advantage of this important announcement. Attached to Mr. Hopkins' letter was a list of the Columbia non-exclusive artists whose records will hereafter retail at eighty-five cents.

PAUL BIESE JOINS COLUMBIA CO.

Prominent Orchestra Director of Chicago Takes Similar Post With the Columbia

G. C. Jell, general manager of the Columbia recording laboratory, announced this week that Paul Biese, director of the orchestra at the Pantheon Theatre, Chicago, Ill., and one of the best-known exponents of modern dance and popular music, will become associated with the



Paul Biese

Columbia Graphophone Co. on May 1 as an orchestra conductor.

Mr. Biese has won countrywide renown as one of the leading musical conductors in the popular field, and the Columbia records made by the Paul Biese Trio and the Paul Biese College Inn Orchestra have been enthusiastically received by Columbia dealers and the public.

Robert Hood Bowers, formerly one of the orchestra conductors at the Columbia record laboratory, resigned on February 1.

40 SONORA DEALERS IN KENTUCKY

The Robinson-Pettet Co., distributor of the Sonora in the State of Kentucky, recently carried an ad in the Louisville papers calling attention to the increased growth of Sonora demand in that State and pointed out that forty dealers are now handling the Sonora in Kentucky.

NO ILL EFFECTS FROM FIRE

The retail establishment of J. S. Case, located in Logan, Ohio, which was recently damaged by fire, is now in good shape again inasmuch as all the talking machine and record stock was removed in time so that the stock was but slightly disfigured.

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"

SEND FOR ILLUSTRATED PRICE LIST AND FREE SAMPLE
"GLOBE" TRANSFER NAME PLATES
DEALERS EVERYWHERE APPLY THEM ON PHONOGRAMS, PIANOS, ETC.
GLOBE DECALCOMANIE CO.
263 SUSSEX ST., NEWARK, N. J.



Sheraton,



Colonial



Louis XV



Chippendale



Hepplewhite

LONG
QUALITY
HANOVER, PA., U.S.A.

The Console

This type of talking machine cannot be bought today except at a very high price—a price beyond the means of many people who want that type machine.

We have solved the problem by designing the five period models shown. These designs faithfully represent the periods. The cabinet work and finish are up to the usual LONG QUALITY standard.

These five "CONSOLES" are intended to be used in connection with the popular Victrola VI, producing a combination outfit that *looks like* a complete unit costing \$250.00, but which you can sell at a very moderate price—a price within the reach of all.

Orders received for them indicate that these cabinets have caught the popular fancy, and they are bound to be big sellers.

Place your orders NOW.

Write for copy of catalogue.

**The Geo. A. Long
Cabinet Company**
HANOVER, PA.

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., February 8.—The talking machine business in Philadelphia during the month of January was very much better than was anticipated. For some reason unaccounted for the dealers had gotten it into their heads the month was going to be a bad one, so there was nothing else to do but let "nature take its course." They acted in a sort of attitude "Ye who enter here leave all hope behind," and seemed almost determined to make it a bad month in order that they should not have to undergo the humiliation of being mistaken if it should turn out to be a good month. Fortunately it turned out to be a good month, and it got better every day from the start. It was a much better January than the same month in 1920 and the dealers are entering the second month of the year with a firm hold on things, which looks most encouraging for the future. All the stores are very well stocked with goods and even the Victor jobbers are beginning to be able to get sufficient machines and records, something they have not been able to do for at least five years.

Dealers Hear Victor Officials Speak

All that remains to be done now is for the dealers to "go to it" and keep a level head. The jobbers have been getting busy in this regard and have been calling their dealers together and arranging special talks for them by men who are keenly alive to the situation and who will be able to give them some strong points on selling, especially under present conditions. One of these firms is the Louis Buehn Co., which held meetings on February 3 and February 7 which were attended by dealers throughout this territory. Prominent members of the Victor Co.

spoke. The story of these meetings, speakers, etc., is referred to in a special article in another section of the paper.

Columbia Co. Also Holds Meetings

The Columbia Graphophone Co. has also been having profitable meetings of its sales force and dealers throughout the territory. The first of these meetings was held on January 19 at the Bellevue Stratford and was attended by a complete representation from the sales department of the Philadelphia branch, which was addressed by George W. Hopkins, the general sales manager from the New York office. He went over the details of the policy of the company for 1921, the goal to be reached and the plan of action to be followed.

New Columbia Band Accompaniment Records

Another interesting meeting was held at the Columbia offices on the Tuesday following, January 25, which was addressed by W. A. Willson, the head of the educational department of the Columbia. It was held in the Model Shop at Sixth and Filbert streets. Among other things, and the most important, and which really brought him to Philadelphia, was the representation to the sales force of the new Columbia band accompaniment records for singing patriotic, sacred and old familiar songs in homes, schools and clubs. This new system, in which a uniform key will be used, will be brought out in ten records, each presenting four songs, which will be ready for distribution in March. The Columbia Co. believes that in this system it has struck an idea that is going to be very popular. As Mr. Willson explained, by adjusting the Grafonola to make the records sound softer or louder the accompaniment will

serve for a small group or a large assemblage. With the possession of these records a piano, an accompanist or a leader will no longer be necessary. All that is necessary is to possess the records and immediately there is available a well modulated accompaniment played by skilled musicians personally supervised by an authority on home, school and community singing, Peter W. Dykema, who has made the records in a uniform key.

Some Visitors at Columbia Offices

Manager Cummin, of the Columbia, has just returned home from a trip during which he visited the firm's dealers in Wilkes-Barre, Scranton, York and Lancaster. Among the recent visitors to the Columbia were: H. A. Yerkes, assistant general manager of the Columbia Co., accompanied by Joseph Baylis.

Territorial Dealers' Meetings Planned

Very shortly there will be held at the Philadelphia office what they call territory dealers' meetings, the object of which is to enlighten all the dealers on the company's plans for 1921. Dealers from the different territories will attend. These meetings in the past have been very well attended and have been very helpful to the dealers. M. J. Shaden, who has been added to the Columbia sales force, replacing W. S. Schreiner, has started to cover his territory in the western part of Pennsylvania.

Buehn Shows Victor Period Designs

The Louis Buehn Co. has finally succeeded in getting at least a sample of the Period Model Victors and have them now arranged to good advantage in the room it has given over to this purpose in its remodeled building. They

(Continued on page 110)

We Are Prepared

To aid **Our Dealers** in making this their biggest year in **Victor Merchandising**.

Increased **Victor Production** will call for more intelligent and concentrated application in sales methods. Constructive counsel will be given, when desired, on **Business Problems**.

We place at your command careful, fair and dependable methods of distribution. Also the use of our **Victor Period Model Salon**.

The Louis Buehn Company

OF PHILADELPHIA

THE REGINA "NATURE'S TONE" PHONOGRAPH

Distributed in Eastern Penna.—Delaware—Maryland and Southern New Jersey by

Send your inquiries direct for terms, territory and selling helps.

THE DUTTON CORPORATION

1025 ARCH STREET
PHILADELPHIA, PA.

We get back of every dealer and co-operate—not unload our stock on him.

One visit to our showrooms or a little correspondence with our campaign manager will soon prove "THE REGINA" fears no competition if you "let it speak for itself."



Models from
\$32.50 to \$350.00

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 109)

present a very attractive appearance with the handsome new furnishings which have been added to the room. There are eight different period models in all, the last one to be received being the Louis XVI.

Change in Talking Machine Co. Branch

The Talking Machine Co.'s West Philadelphia branch, which has been located at Fifty-second and Chestnut streets for a number of years, is about to be removed to the second door from the corner, 103 South Fifty-second street in a new building just completed.

Aeolian Line for Philadelphia Show Case Co.

Several important changes were made by the Philadelphia Show Case Co. in January. It has given up the representation here of the Sonora and the Okeh records, and in their place has taken on the full Vocalion line of the Aeolian Co., both machines and records. Mr. Burkart, formerly of the firm of Blake & Burkart, has been given charge of the department. The Sonora Co., of Philadelphia, has been appointed distributor for the Sonora, as well as for the Okeh records, and has opened an establishment at 1214 Arch street on the sixth floor.

The Philadelphia Show Case Co. has made considerable change in its department, having moved the salesrooms and offices to the second floor and fitted up the third floor of the establishment as a showroom for the Aeolian-Vocalion machines and records. These are dis-

played in an attractive way and there is a piano in the room, so that the firm's customers can come in and make themselves at home, demonstrating anything the firm carries in the talking machine line and the Melodee music rolls.

Publish Interesting House Organ

The United Music Stores, of this city, are publishing an interesting house organ entitled "United Music Trades." This publication has already reached its third issue and has made for itself an important place among the dealers who secure their merchandise from the United Music Stores. Besides carrying a collection of news briefs of the dealers of the Quaker City and adjacent territory, space is devoted to a summary of the latest sheet music numbers which they job together with an itemized list of the releases of the Pianostyle and Connorzized rolls. This company also distributes Brilliantone and Reflexo needles, Kleernote player pumps, Satin-O polish, record albums, record covers and Grey Gull records.

Talking Machine Men Hear Address

At the dinner of the sales department of Stern & Co., dealers in talking machines and furniture at 712 Market street, which was held at the Bellevue-Stratford late last month, Edwin O. Lewis delivered an interesting address.

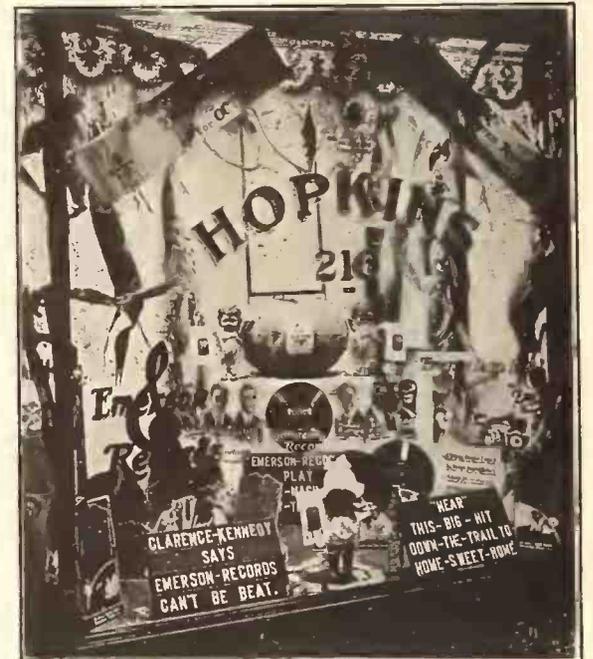
Robinson to Travel in Interest of Vocalion

James Robinson, formerly a traveling man for the Girard Phonograph Co., has become a trav-

eling representative of the Philadelphia Show Case Co. and will cover for that firm the States of South Jersey, Delaware and Maryland in the interests of the Vocalion line and the Melodee music rolls. Mr. Robinson has long been connected with the industry. A recent visitor to the Philadelphia company's offices was C. H. Tracey, of the Aeolian Co., New York.

Select Best-dressed Windows

The Emerson Philadelphia Co., distributor of Emerson records and phonographs, recently



Hopkins' Attractive Window

held a contest among dealers for the best-dressed window. The contest was held with the purpose of stimulating popular sales and providing increased incentive for attractive windows during the holiday season. The dealers photographed their windows and a great many photographs were submitted. The selection of the best photograph was very difficult due to the general attractiveness of all photographs submitted. In fact, it was impossible to select one best and the honor of first place was therefore divided between two, the Hopkins Piano & Phonograph Co., of Chester, Pa., and the Blue Bird Music Shop, of 6020 Lansdowne avenue, Philadelphia, Pa. We present an illustration of the first-named, but we may say that the Blue Bird window was also admirably arranged and of such merit that the judges had to divide honors for first place.

C. E. Gabriel Returns to the Fold

Charles E. Gabriel, after an absence of twelve

(Continued on page 112)



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.

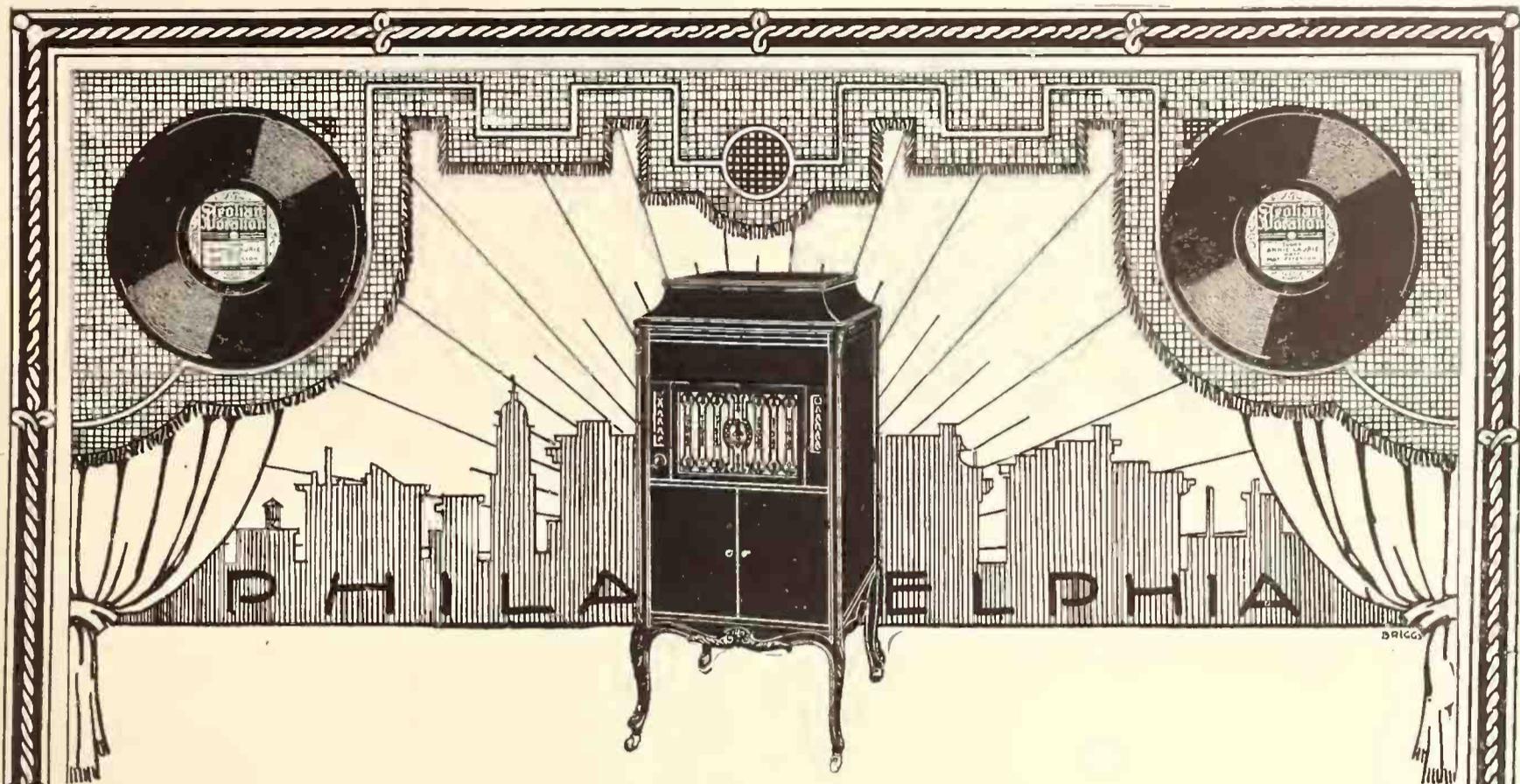
WEYMANN
KEYSTONE STATE
STRING
INSTRUMENTS

Q.R.S.
PLAYER
ROLLS

Keystone Die-Casting Co.
Norristown, Pa.

ALFRED C. RANTSCH
Pres. and Gen. Sales Mgr.

E. J. W. RAGSDALE
Treas. and Gen. Mgr.



What sort of phonograph line do you, Mr. Dealer, want to sell?
 We believe the following are prime requisites:

VOCALION

Made by THE AEOLIAN COMPANY

- 1st, A quality line.
- 2nd, A complete line—both machines and records.
- 3rd, A line backed by a strong house—One that has proven it is in the phonograph business to stay.
- 4th, A line on which you can get service: That is, get goods when you want them and not have the goods crammed down your throat when you don't want them.
- 5th, A line on which you are protected; on which you know you will not have to divide the business with innumerable competitors handling the same line.
- 6th, A line where no attempt is made to coerce you into following the dictatorial policy of the distributor or manufacturer.

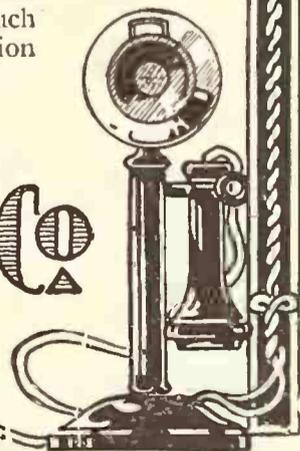
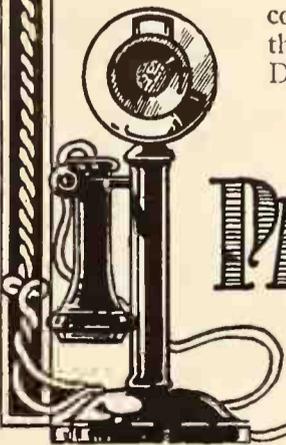
The Vocalion Line, made by the Aeolian Company, fulfills each and every one of these conditions. We believe the Vocalion Line, made by the Aeolian Company, to be so much the best line for the retailer that we gave up an established business of well over a Million Dollars a Year to become an Aeolian-Vocalion distributor.

PHILADELPHIA SHOWCASE CO

127 North 13th Street
 PHILADELPHIA

2002 Jenkins Arcade
 PITTSBURGH

"YOUR PHONE IS YOUR STOCK SHEET!"



THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 112)

and another that winds the center of the spring. Both of these are important accessories to a talking machine shop and have been selling in large numbers. Philip Grabuski, of the Everybody's sales force, has just returned from a trip down in New Jersey, bringing with him some very substantial orders, and after remaining at home a few days he started on a trip to the South, covering every section as far down as Florida. Paul Baerwald, the general manager of the General Phonograph Corp., was a visitor to the office of Everybody's this week.

Consolidate Two Buildings

The United Music Store Co., located for some months at 619 Cherry street, has purchased the building adjoining, 617 Cherry street, and as soon as the leases of the tenants expire will convert the two buildings into one. The first floor of the present establishment is occupied by the offices and an extensive sheet music department. The second floor is the Pianostyle floor, where there is carried a line of more than 15,000 music rolls and large quantities of needles and pumps. The third floor is devoted to the Connorized roll department, where there is a stock of upwards of 50,000 rolls. The fourth floor is entirely given over to the foreign music rolls. The stock is said to be the largest carried by any one in this city consisting of about 30,000 picked numbers.

A. J. Heath Believes in Spirit of Optimism

A. J. Heath & Co. report that they had a very good Okeh record business in January and especially on the Mamie Smith records, for which they received very large orders. Their January business, like their December business, was 50 per cent better than any previous month. Mr. Heath says: "There seems to be a little optimism in the trade at the present time and even if business generally is not very much better I feel that as long as the dealers are showing a little optimism we do not need to wait long before things will reach a normal and satisfactory state." W. C. Fuhri, general sales manager of the General Phonograph Corp., was a visitor in Philadelphia the past week.

RECENT VICTOR LITERATURE

The Victor Co. has just sent out to its dealers a goodly budget of sales literature which, in the hands of enterprising dealers, should be productive of excellent results in a business way. In addition to the regular Victor record supplements there are attractive supplements in the following languages: Bohemian, Finnish, Greek, Hebrew (Yiddish), Hungarian, Italian, Mexican, Norwegian, Slovak, Swedish and Turkish.

SEEK CHANGE IN PENNSYLVANIA LAW

Efforts Being Made to Have Amended the Law Permitting of Seizure of Talking Machines in Cases of Execution Sales for Rent

An effort is to be made at the present session of the Pennsylvania State Legislature in Harrisburg to have amended the law which at present permits of the seizing of pianos, talking machines and other musical instruments for rent. The amendment, which reads as follows, has been introduced through the efforts of the Music Industries Chamber of Commerce:

"An act to exempt talking machines, phonographs and musical instruments of every description leased or conditionally sold to or hired by any person or persons residing in or having a place of business in this Commonwealth, from levy or sale on execution or distress for rent.

"Section 1. Be it enacted, etc., that all talking machines, phonographs and musical instruments of every description leased, conditionally sold to or hired by any person or persons residing in or having a place of business in this Commonwealth under a lease or contract of sale reserving title in the owner, lessor or vendor until paid for, shall be exempt from levy and sale on execution or distress for rent due by such person or persons so leasing or conditionally purchasing or hiring any such talking machines, phonographs and musical instruments of every description, in addition to any articles or money now exempt by law, so long as the title thereto remains in the owner, lessor or vendor; provided, that the owner, lessor or vendor of such talking machines, phonographs and musical instruments of every description, or his or their agent or agents or the person or persons so leasing or conditionally purchasing or hiring the same shall give notice to the landlord or his agent that the said talking machines, phonographs and musical instruments of every description are leased, conditionally sold or hired."

Dealers throughout Pennsylvania are urged to support the measure by writing to their State senators and assemblymen in its favor. "In my judgment every help should be given to have the bill passed," said George W. Pound, general counsel for the Chamber. "The present law is a discrimination against the talking machine and against music, and the moral effect is bad. Every music merchant should write to his legislative representatives in favor of the act."

Now, altogether, for a Spring drive for retail trade!

MAIN SPRINGS

Send for Price List

EVERYBODY'S TALKING MACH. CO.

Authorized Distributors

Heinemann & Meisselbach Motors

38 N. 8th Street, Philadelphia

HUVER HEADS PHILA. ASSOCIATION

Officers of Victor Dealers' Association Chosen at Annual Meeting Last Month

PHILADELPHIA, PA., February 4.—The annual meeting of the Philadelphia Victor Dealers' Association was held on January 13 at the Bellevue-Stratford Hotel at 12.30, and the following officers were unanimously elected to serve for the year 1921: G. W. Huver, president; W. G. Linton, vice-president; H. Royer Smith, secretary, and A. C. Weymann, treasurer.

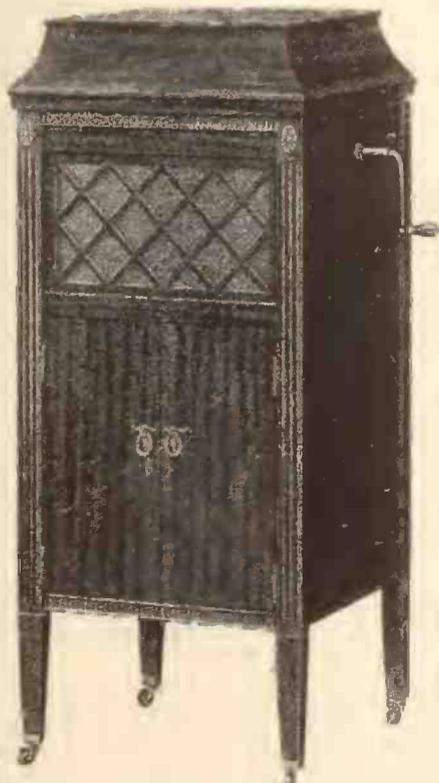
J. Ralph Wilson, the retiring president, declined a renomination for this office in a brief speech stating that while he felt that he did not wish to take the responsibility of the leadership of the association for another year, he wanted the new officers and members to feel that he was vitally interested in the success of the association and that he was anxious and willing when called upon to render any service at any time and in any way possible.

G. W. Whitney, general manager of C. J. Heppe & Son, in a very fitting speech, called the members' attention to the splendid work that Mr. Wilson had done in organizing and bringing the association to its prosperous condition at the present time.

The new president appointed the following executive committee to serve for the year 1921: G. W. Whitney, of E. J. Heppe & Son; J. R. Wilson, of J. R. Wilson Co.; Herman Cole; Manager McCarthy, of Gimbel Brothers, and General Manager Ellis, of the Talking Machine Co.

LOUISVILLE SONORA SHOP BUSY

The Sonora Shop, of Louisville, Ky., is now occupying permanent and attractive quarters at 650 South Fourth street. M. D. May, who is the proprietor of this shop, reports an increasing demand for the Sonora. A number of new booths have recently been installed, making five in all which this shop operates. All stores report increasingly good business.



MODEL C

Lyrolian
MARVELOUS TONE QUALITY

PLAYS ALL RECORDS
Six Beautiful Models

We offer attractive proposition to
DEALERS and DISTRIBUTORS

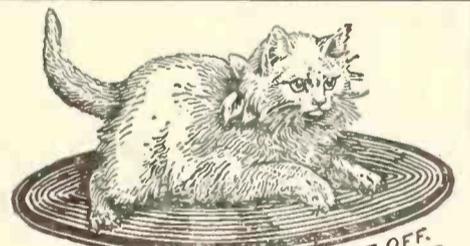
We can make immediate shipment on all models.

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

TO RECORD ON PACIFIC COAST

E. N. Burns, of Columbia Co., Leaves for San Francisco in Order to Secure Some Additional Records by Art Hickman's Orchestra

E. N. Burns, vice-president of the Columbia Graphophone Co., who is devoting practically all of his time to the recording division, left for the Pacific Coast on Sunday with a recording equipment for the purpose of making an additional series of Art Hickman's Orchestra records. This famous exclusive Columbia artist and his orchestra are now playing at the St. Francis Hotel, in San Francisco, where they are steadily increasing their tremendous popularity and prestige.

It is possible that Mr. Burns will also make a series of records by Ted Lewis and his band, as this well-known orchestra and exclusive Columbia artist are at present also sojourning on the Pacific Coast.

CO-OPERATING WITH DEALERS

Griffith Piano Co., Newark, N. J., Sonora Jobber, Rendering Efficient Service to Dealers—Enthusiastic Regarding Period Model Business

The Griffith Piano Co., Newark, N. J., Sonora jobber, which has been notably successful in developing sales in its territory, has devoted particular attention to stimulating the demand



Busy Home of Griffith Piano Co.

for Sonora period models. Its efforts have met with a hearty response from the dealers, and the Griffith sales organization is co-operating to excellent advantage with Sonora representatives in handling this business.

Commenting recently upon the possibilities for 1921 Sonora period model business, one of the executives of the Griffith Piano Co. said: "Dealers who stocked Sonora period models as an experiment have found that they sell

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

quickly, and that their sales possibilities are unlimited. In our Newark store we placed a Sonora Chippendale in our window and sold two in a few hours. In fact, in one day we sold six period models because passers-by admired the models in our window display.

"Our experience has absolutely 'sold' us on period models, and we look forward to a very big year in this type of Sonoras. About sixty per cent of our total advertising will be devoted to featuring period models. The instruments will be featured extensively in all of our sales plans, and our dealers will be given every opportunity to take advantage of our experience and our organization in the development of period model business."

OPTIMISTIC OVER OUTLOOK

A recent visitor to New York was W. F. Hitchcock, president of the Phonomotor Co., Rochester, N. Y. He was accompanied by his son, and called upon the leading members of the trade in this city in the interest of the electric talking machine motor and automatic stop which his firm manufactures. Regarding trade conditions Mr. Hitchcock was optimistic and reported a steady improvement not only in his territory, which he recently visited, but also throughout the Canadian trade, which he had previously toured in order to learn of conditions there.

AKRON HAS WIRELESS CONCERTS

Young Radio Enthusiast Entertains Nearby Operators Twice Daily With Song Hits

AKRON, O., February 5.—Sending music by wireless is the latest accomplishment of Donald A. Hoffman, 50 S. Balch street, this city. Daily, between the hours of 3 and 4 and 6 and 7, the notes of the latest records are sent out on air waves and are picked up by the wireless operators within a radius of forty miles. With an ordinary receiving outfit the musical waves can be picked up, Hoffman says. The concerts have been sent out every day this week.

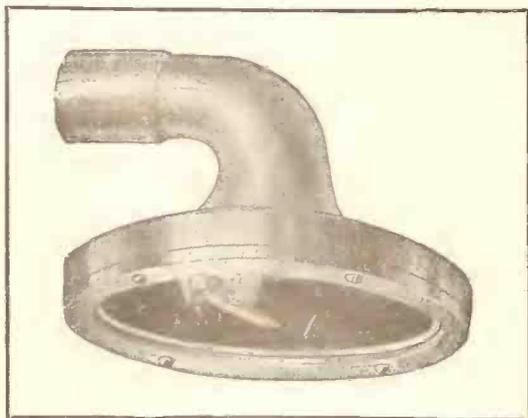
"With the attachment of certain coils to magnify the sound at the receiving end and the addition of a horn similar to that on an ordinary talking machine, the wireless concerts can be received in any part of the city with the same volume of sound as when records are played on the machine," Hoffman says. "There would be no more difference in the sound from the horn at the receiving end than if the horn was part of an ordinary talking machine."

According to Hoffman the sound is picked up at South Akron station so strong with the ordinary wireless head receivers that it can be heard all over the room. When the wireless receiver is placed to the transmitter of a telephone the playing music can be plainly heard in the receiver at the other end of the line.

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.



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**

BUYING PUBLIC IN TWIN CITIES AGAIN IN THE MARKET

Trade Somewhat Slow, but Optimism Prevails as to a Good Volume of Trade Later in Year—Jobbers and Dealers Tell of Conditions and All Plan Vigorous Campaign for Trade

MINNEAPOLIS and ST. PAUL, MINN., February 3.—Although the trade situation in the Twin Cities and tributary territory appears to be somewhat easier, it cannot truthfully be said that conditions have settled down to a normal basis. Retail merchants think that the general public is much better disposed and better tempered than it has been for some months past and is not tugging so hard on the purse strings as it was. They may be right, but if so there is hardly any noticeable improvement in the results obtained by the music merchants unless among those dealing mainly in talking machines.

Local dealers who loaded up rather heavily last Fall in expectation of a great holiday trade are still carrying larger stocks than they like to have at this season of the year. Quite a number of dealers escaped this predicament by canceling orders that had not been shipped. Between the dealers who are unable to settle for their orders and those who sent in cancellations the lot of the distributing houses hardly is an enviable one.

And still one will find no gloom in the music marts of Minneapolis and St. Paul. There is an air of optimism and confidence in the future that is very gratifying to all. The Winter always is slow in the great Northwest and, after all, it is not believed that the net returns for the early months of 1921 will fall below the general average for a comparative period. In fact, some houses will show a better figure than the average, though hardly comparable to 1920.

"We have no complaint whatever as to the state of our business affairs," said Jay H. Wheeler, head of the Pathé department of G. Sommers & Co. "We realize that business conditions have been somewhat disturbed through

various causes, but we dislike to harp on such things. It may be that we could handle more orders and yet we frankly say we find the results generally satisfactory, in view of the troubled affairs in the commercial world."

Matters are moving quite nicely with W. J. Dyer & Bro., Victor distributors. Why, George A. Mairs, head of the department, even has the temerity to complain that he can't get enough goods. It should be explained that he has had some difficulty in obtaining certain models which are in demand. Of late the shipments of Victor goods have been quite satisfactory.

Laurence A. Lucker, distributor of the Edison machines and records, states that he reviews the past year with entire satisfaction. Business success, he figures, should not be measured by weekly or monthly results, but by the year, and the year 1920, taken as a whole, was a joy and a pride. There is no reason to doubt that 1921 will be other than an excellent year when once normalcy has been attained, which probably will be by early Spring.

The Stone Piano Co. has been conducting a systematic and well-arranged advertising campaign for the Aeolian-Vocalions and this instrument now is regarded in the Twin Cities as one of the standard machines of the day.

FORT WAYNE HOUSE TAKES LEASE

FORT WAYNE, IND., January 31.—The Ulrey Music Shop, 1520 South Calhoun street, has taken a long-time lease on the two floors just above the Windsor jewelry store, 1204 South Calhoun street. Mr. Ulrey says an upstairs location with cheaper rent will enable him to give better values. He will carry all makes of records.

ROBT. H. BOWERS WITH AEOLIAN

Noted Musical Authority Becomes Musical Director of Vocalion Recording Studios

Robert Hood Bowers, noted musical authority and composer of operettas and other works, has joined the staff of the Aeolian Co. as musical director of the Vocalion recording studios. Mr.



Robert Hood Bowers

Bowers is well qualified for the new post inasmuch as he has for several years past been connected with another prominent talking machine company in a similar capacity and with great success. He has already taken up his new duties at the Vocalion studios in New York and it is expected that the results of his efforts will soon make themselves apparent.

Mr. Bowers' experience as a composer and as a director has given him a thorough insight into musical values, a knowledge of the sort of music that appeals most to the public and the proper manner of producing or reproducing it through the medium of the talking machine record.

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

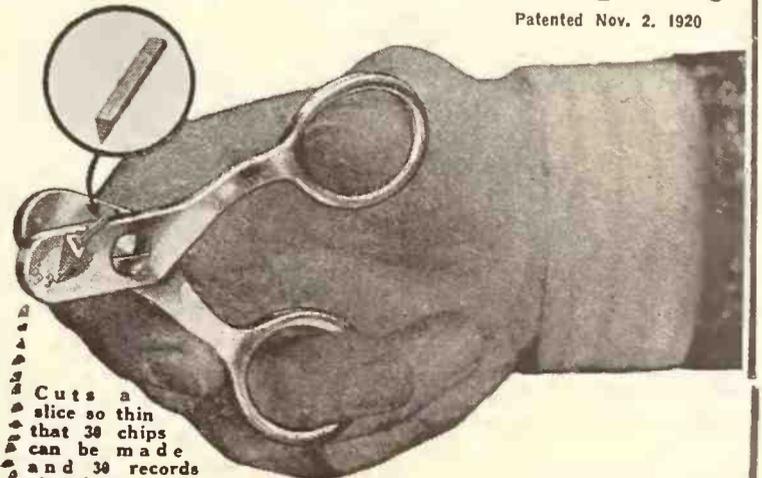
Manufactured by

W. H. WADE 14 N. Michigan Avenue CHICAGO

New!

New!

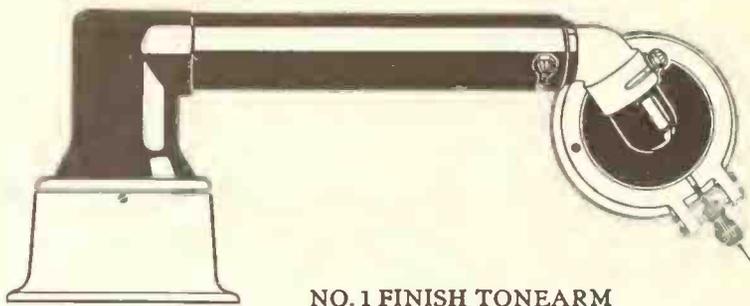
Patented Nov. 2, 1920



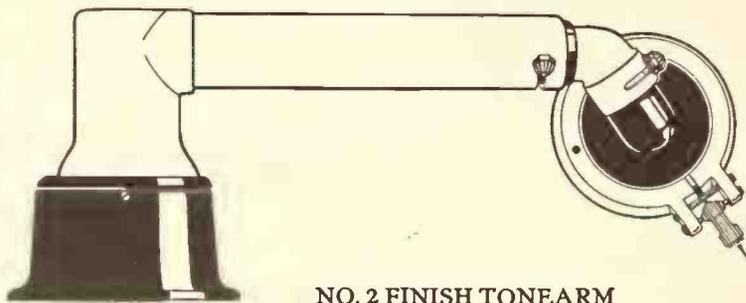
Cuts a slice so thin that 30 chips can be made and 30 records played with one fibre needle.

THE SCOTFORD TONEARM AND SUPERIOR REPRODUCER

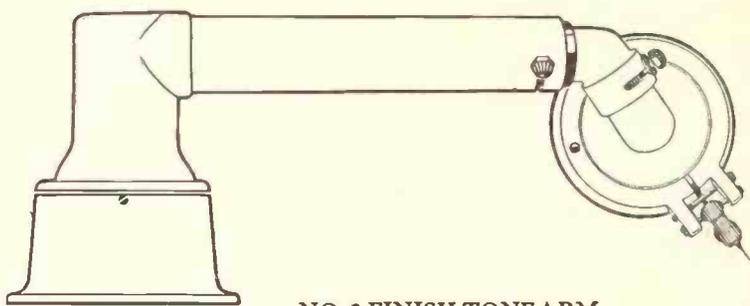
Manufactured under the Patents of LOUIS K. SCOTFORD



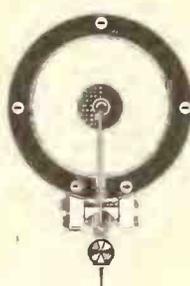
NO. 1 FINISH TONEARM
Plated Base, Black Main Elbow and Tube, Plated Connection with No. 1 or No. 2 Finish Reproducer



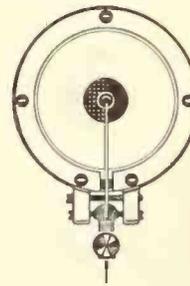
NO. 2 FINISH TONEARM
Black Base, Plated Main Elbow and Tube, Plated Connection with No. 1 or No. 2 Finish Reproducer



NO. 3 FINISH TONEARM
with No. 3 Finish Reproducer
All Parts Plated



NO. 1 FINISH REPRODUCER
Black Face Ring and Back
Plated Frame



NO. 2 FINISH REPRODUCER
Plated Face Ring and Frame
Black Back

No. 1 Finish is recommended as most practical, most durable, best looking and lowest priced

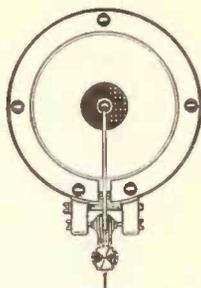
NO. 3 FINISH REPRODUCER
All Parts Plated



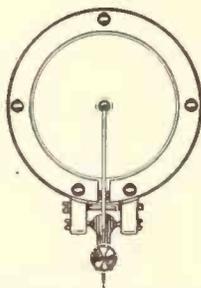
MICA DIAPHRAGM
Your Nameplate



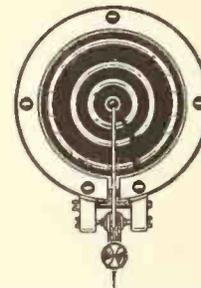
MICA DIAPHRAGM
"Superior" Nameplate



MICA DIAPHRAGM
Plain Gilt Plate



MICOMPO DIAPHRAGM
Plain Gilt Plate
"Superior" Nameplate
or Your Nameplate



BLACK DIAPHRAGM
Plain Black
Gilded
or Your Nameplate

Customer to furnish the necessary Decalcomania Transfers when ordered with individual Nameplate

Order should Specify (1) Style Number of Finish, (2) Kind of Plating, (3) Kind of Diaphragm and (4) whether "Superior" Nameplate or Plain

No. 1 Finish is recommended as a pleasing combination of japanned and plated parts which is very practical and durable. In this style, the most handled parts of the Tonearm and Reproducer are given several coats of black rubber japan baked on at high temperature. The effect is a rich gloss which retains its lustre and will outwear any kind of electroplating. The contrast of the black parts with the plated parts of Platinoid, Nickel or Gold is very effective. The black face ring of the reproducer in this finish is not recommended in connection with the Black Composition Diaphragm nor with a name plate design in which the background is black. But it is highly attractive with the Black Diaphragm Gilded or with a name plate design of gold background. For the Black Diaphragm or black name plate, No. 2 finish Reproducer is recommended, which may be used with No. 1 or No. 2 Tonearm

Platinoid is a new electro-plate which will not tarnish. It looks like Platinum or Silver but costs no more than Nickel

SCOTFORD TONEARM and SUPERIOR REPRODUCER Combined	QUANTITY PRICES						Effective January 1, 1921	
	STYLE 1 FINISH		STYLE 2 FINISH		STYLE 3 FINISH		PLATINOID OR NICKEL	POLISHED ROMAN GOLD
	PLATINOID OR NICKEL	POLISHED ROMAN GOLD	PLATINOID OR NICKEL	POLISHED ROMAN GOLD	PLATINOID OR NICKEL	POLISHED ROMAN GOLD		
24 and less than 100, per set.....	5.25	6.90	5.50	7.45	5.75	8.10		
6 and less than 24, per set.....	5.45	7.20	5.70	7.75	5.95	8.40		
2 and less than 6, per set.....	5.65	7.50	5.90	8.05	6.15	8.70		
Sample delivered prepaid.....	7.00	9.00	7.75	10.00	8.50	11.00		

Deduct 50 cents from price of sample and 30 cents each from quantity prices 2 or more for the Reproducer with Micompo or Black Composition Diaphragm
Length 8 1/2 inches from center of tonearm base to needle point. Inside diameter of base 2 inches. Diameter of base flange 3 1/4 inches. Height from bottom of flange to top of main elbow 3 1/4 inches. Special Low Base can be furnished for cabinets having shallow lids. The Low Base is 3/8 inch lower than the standard base, making the height from bottom of flange to top of main elbow 3 1/8 inches

EXTRA CHARGE FOR SPECIAL LENGTH

The Tonearm is regularly made with 5-inch tube, and combined with the Superior Reproducer, the measurement is 8 1/2 inches from center of the base opening to needle point. Must be mounted so that the needle centers on the turntable spindle, otherwise the needle cannot center the groove when playing. Special lengths to order at these prices:

500 and over delivered at one time, each	No extra charge
250 and less than 500 delivered at one time, each	\$.05
100 and less than 250 delivered at one time, each	.10
24 and less than 100 delivered at one time, each	.15
6 and less than 24 delivered at one time, each	.20
2 and less than 6 delivered at one time, each	.50
Sample.....	1.00

NOTE—Special lengths are not carried in stock, but require extra time to manufacture. We recommend that where possible the standard 8 1/2 inch length be adopted. This affords the ideal weight, 5 ounces to 5 1/4 ounces at the needle point, and the correct radius for playing 14 inch, 12 inch and smaller records

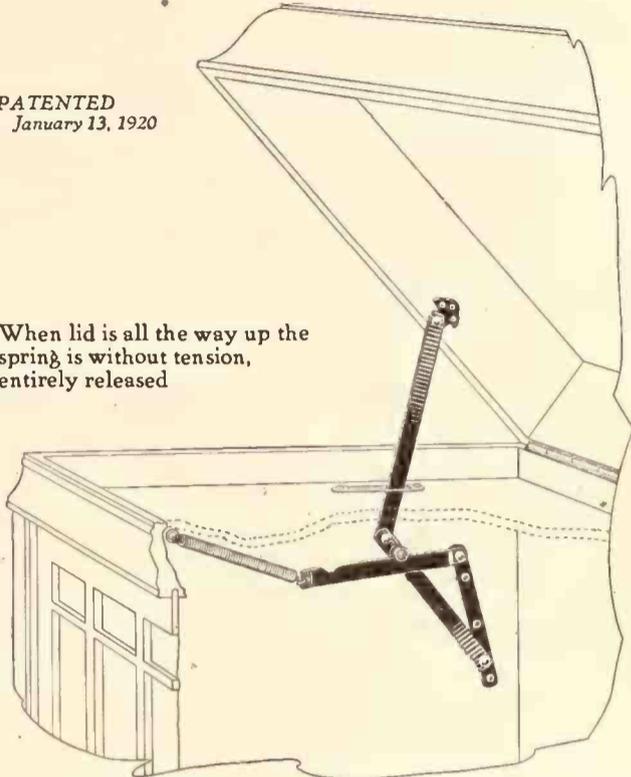
SAMPLES ON APPROVAL TO RESPONSIBLE RATED FIRMS

BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets CHICAGO

PATENTED
January 13, 1920

When lid is all the way up the spring is without tension, entirely released



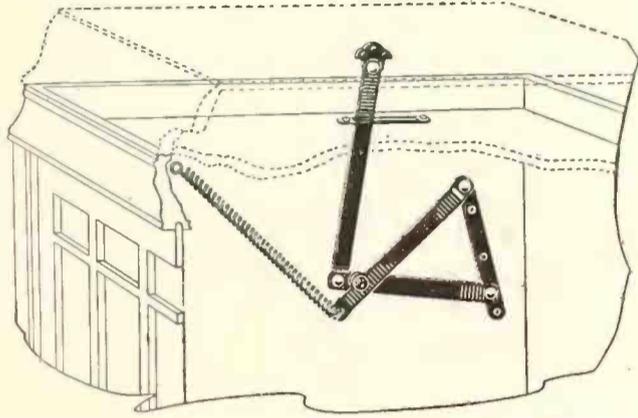
The SUPERIOR LID SUPPORT

The Spring Balance that Does Not Warp the Lid

A mere touch of the finger lifts or closes the lid, which stops at any point desired. The simplest support made. Easiest to install. Positive and noiseless in operation

The material used in the manufacture of this support is the best cold rolled steel, and takes a high finish. The plating is of fine quality. Black Rubber Japan is recommended as a durable and economical finish suited to any style of cabinet finish

When lid is closed the steel roller fits into the notch of track-arm, preventing spring from exerting any pull on the lid while down



QUANTITY PRICES	BLACK RUBBER JAPAN		PLATINOID OR NICKEL		POLISHED ROMAN GOLD	
	With Escutcheon	Without Escutcheon	With Escutcheon	Without Escutcheon	With Escutcheon	Without Escutcheon
500 and over, each.....	\$0.40	\$0.35	\$0.45	\$0.40	\$0.85	\$0.70
250 and less than 500, each...	.45	.40	.50	.45	.90	.75
100 and less than 250, each...	.50	.45	.55	.50	.95	.80
24 and less than 100, each...	.55	.50	.60	.55	1.00	.85
6 and less than 24, each...	.60	.55	.65	.60	1.05	.90
2 and less than 6, each...	.65	.60	.70	.65	1.10	.95
Sample delivered prepaid.....	.75	.75	.75	.75	1.25	1.25

Coil Spring is of the required strength for operating the average lid. For extra heavy lids a DOUBLE STRENGTH SPRING can be furnished at an extra charge of 10 cents each. The Lid Support as regularly supplied fits the left side of cabinet, but on special order can be made for the right side at no extra charge. Eight Screws are furnished for each Support with Escutcheon, six Screws for each Support without Escutcheon

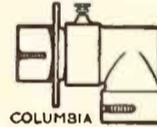
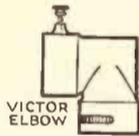
The SUPERIOR UNIVERSAL REPRODUCER

Connections are provided for applying the Superior Reproducer to several standard machines, thus equipping these machines for playing all makes of records. Jobbers and Dealers in phonographs and records may with this line make it easier to sell their machines, and greatly extend the demand for records. Owners of old machines, when supplied with this new and improved means of playing, renew interest, and again become buyers of records



In turning the Reproducer from one position to the other the needle remains on the same center at the same angle

Connections shown are for applying the Reproducer to different machines named



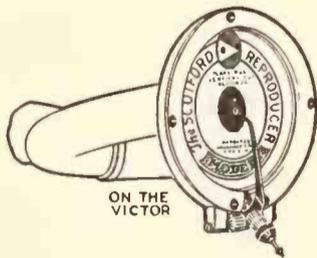
QUANTITY PRICES on Application

ORDER BY NUMBER	RETAIL PRICE	
	Nickel and Japan	Gold and Japan
Superior Reproducer with 21-VE Victor Elbow.....	\$6.50	\$8.50
*Superior Reproducer with 21-VGN Gooseneck for O. S. Victor.....	8.00	10.75
Superior Reproducer with 21-CC Columbia Connection.....	7.00	9.50
Superior Reproducer with 21-P Connection for O. S. Pathe.....	7.00	9.50
Superior Reproducer with 21-E Connection for Edison.....	7.50	10.00

*For the older type Victor having the small tonearm manufactured prior to 1918, the 21-VGN Gooseneck Connection is preferred, for the reason it takes the place of the regular Victor Gooseneck and permits a full size opening from the gooseneck into the tonearm. The 21-VE Elbow is correct for newer Victors having the enlarged tonearm; it may be used for older type small tonearms, but the volume of tone is not quite full, as the elevated position of the Victor Gooseneck with the Superior causes partial closing of the opening from gooseneck into the tonearm

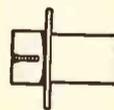
The SCOTFORD MODEL I REPRODUCER

This is the original Scotford Reproducer, designed to equip Victor and Columbia machines for playing vertical cut (hill-and-dale) records. It plays only vertical cut records, such as Edison and Pathe, but plays them at their best.



The Reproducer is made to fit the Victor exactly; with the connection shown below, it may be attached to the Columbia

CONNECTION FOR COLUMBIA



QUANTITY PRICES on Application	RETAIL PRICE	
	Nickel and Japan	Gold and Japan
Scotford Model I Reproducer 1-V for Victor.....	\$6.00	\$7.50
Scotford Model I Reproducer with 1-C Connection for Columbia.....	6.75	8.75

Many owners of Victor and Columbia machines prefer to use their regular reproducers for playing Victor and Columbia records. For all these, the Scotford Model I Reproducer affords the ideal means of playing records of the vertical cut. It takes but a moment to remove the regular reproducer and attach the Scotford. Fits the Victor exactly, and with the connection shown, it may be readily attached to the Columbia tonearm. This Reproducer has a large Diaphragm, and is the finest obtainable for playing Edison, Pathe and records of similar cut on the Victor and on the Columbia

Samples sent Prepaid at the Retail List Price

BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets CHICAGO



Sell your customers who ask for waltzes "Baby Dreams" and "I'll Be With You In Apple Blossom Time," played by Prince's Orchestra, and they'll be back the following morning for more. A-6177.

Columbia Graphophone Co.
NEW YORK

REAWAKENING OF TRADE IN THE ST. LOUIS TERRITORY

Higher Priced Machines Have Call—Collections in Excellent Shape—Ennis and Castleman Welcomed—Jackson Tells of Brunswick Activities—How Co-operation Helps—News of Month

St. Louis, Mo., February 7.—The talking machine business in St. Louis is still slumbering, but retailers and distributors think that they can discern stirrings which portend a reawakening. The most sanguine do not expect the awakening to be boisterous, but they believe that with the coming of Spring the awakening will be followed by a fairly active movement. In a retail way there appears to be a tendency to drop down from the highest priced machines to what might be called the second rank, machines that retail for \$150 to \$250. The only explanation suggested is that it is an expression of the general conservatism which prevails. On the other hand there is practically no demand for the cheaper machines. Most of the dealers in St. Louis and the St. Louis jobbing territory carried pretty full stocks over the holidays and they have been exerting them-

selves since to work this stock off in the expectation of reduced factory prices or the putting out of new models at lower prices. During this operation, naturally, they have not been buying. Reports are that they have been fairly successful and that they will shortly be in a position to begin buying. The overstocked condition after the holidays, it seems, was not so much in standard makes as in the other makes, but the effect is the same as if the dealers had been overloaded with standard machines, so far as their capacity for buying is concerned.

One encouraging fact is the improvement in collections. Distributors say that, whereas a short time ago dealers had to confess themselves unable to make any payments at all, now there are few who are failing to make substantial payments. A better feeling is reported among the dealers than prevailed shortly after the

holidays. The realization is general that they all have to get back to a selling basis.

The sales of records have been but little affected by the general business stagnation. All retailers say that the demand for new releases is as keen as it ever was and that there is a steady call for the old favorites.

Conditions Show Betterment

The monthly report of William McC. Martin, Federal Reserve agent for the Eighth District, notes a decrease of general business pessimism and some improvement in conditions throughout the district. This explanation is given:

"This reverse psychology is based on the opening up of scattered buying, not particularly noteworthy in volume, but of a character indicating that stocks of merchandise have reached a point where they must be replenished and that a good part of the war inflation has been absorbed by the leveling of prices. In lines where the readjustment has made greatest progress, buying is heaviest. The public is in need of goods and is more disposed to fill its requirements than was the case during the closing months of last year. In a number of important lines there seems to be a greater degree of stability, deflation having gone sufficiently far to restore confidence in future values. This has resulted in the placing of some fair orders by retail merchants, and wholesalers have also begun to build up their stocks. Most of the buying, however, is for immediate delivery, there being relatively little done in the way of future commitment. Ultra caution is still the dominating feature among distributors of merchandise, and ultimate consumers have relaxed their recent regime of economy only to the extent of taking what they are obliged to have, or what they may require at very evidently reduced prices.

"Generally the holiday trade was moderately satisfactory only. Great quantities of goods were moved, however, and the opening of the new year found stocks in much better shape than was thought possible two months ago."

Welcome for Mr. Castleman

St. Louis Victor dealers have been making the acquaintance of the factory representative recently appointed to the Missouri territory. Mr. Castleman. Missouri has been without a representative for the past six months and welcomes Mr. Castleman, as well as Morris de C. Freeman, who has returned to the western Illinois territory. Mr. R. J. Coleman, of the educational department of the Victor Co., was also a St. Louis visitor recently, and is working in the schools of southwest Missouri at present.

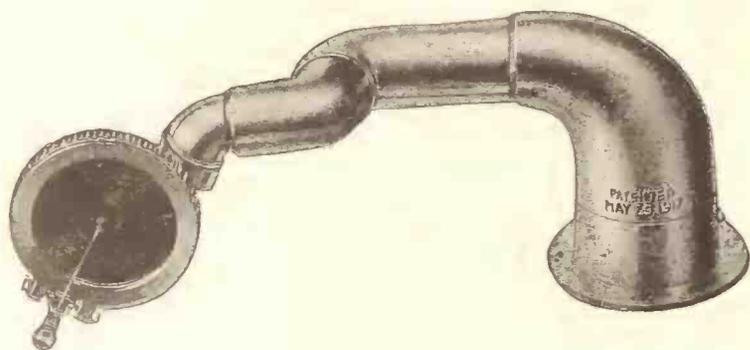
F. E. Ennis Takes Charge

F. E. Ennis, formerly manager of the phonograph department of the Bloomingdale Store in New York, arrived in St. Louis late in January and took charge of the phonograph department of the Stix, Baer & Fuller Co., succeeding John Maunder, who had been temporarily in charge, following the departure of W. J. Medairy, who resigned to take charge of a department at Atlanta, Ga. Mr. Ennis has taken hold with energy, assisted by Mr. Maunder, who

QUALITY and SERVICE

Both are synonymous with us

Built on 18 years' experience of scientific experiment and accomplishments in the manufacture of high-grade phonograph parts.



The New Mutual No. 3 Tone Arm

and the New Mutual No. 5 Sound Box, have proved a wonderful success. Write for sample.

Ask for our new revised price list and full particulars

The Mutual

TONE ARMS & SOUND BOXES

PHONO PARTS CORP.

149-151 Lafayette St.

New York City

will remain with the department, and is working out plans for giving the department new impetus.

Mr. Medairy has given up his Atlanta connection on account of ill health, and has returned to St. Louis. He is reported to be rather seriously ill at his home.

Re-elected President

Joseph B. Hellrung, assistant manager of the Hellrung & Grimm Housefurnishing Co., has been re-elected president of the Retail Furniture Dealers' Association.

Changes Name of Company

J. H. Kirkland has purchased the piano and talking machine business of the Horras Piano Co., on Twelfth street, and has changed the name to the Kirkland Piano Co. The Brunswick talking machine is handled.

Brunswick Sales Stimulated

Manager Jackson, of the Brunswick-Balke-Collender Co., says the increase in the sales of Brunswick records is very gratifying and that the movement of machines is improving. "The tendency," he said, "is for dealers who bought up makeshifts during the period of shortage to clean them out and the standard lines are handicapped by that liquidation. They all realize that they have got to get back to the selling basis. The potential market has not changed. The demand is best for the \$250 Brunswick. It has a wider field than the more expensive models and its sales are steadily increasing."

Theodore Karle, tenor, made his first appearance in St. Louis early in February since he became a Brunswick artist, and the sale of his Brunswick records was greatly stimulated.

A. J. Kendrick, sales manager of the phonograph department of the Brunswick-Balke-Collender Co., was in St. Louis in the early part of the month on his way to Chicago.

Miss Rosebrugh Makes Address

Miss Blanche Rosebrugh, of the Victor educational department of Scruggs-Vandervoort & Barney, was invited recently to speak before the Eighth District Federation of Music Clubs of Missouri on the subject of the influence of me-

chanical reproducing instruments on music in the schools. Dr. J. W. Withers, superintendent of St. Louis schools, preceded this with an address on the effect of music appreciation study in our schools.

Edison Demand "Remarkably Good"

Mark Silverstone, president of the Silverstone Music Co., says the Edison retail trade is remarkably good and the wholesale business is improving. Dealers, he says, have to a great extent cleared out the stocks that they carried over the holidays and will soon be buying normally. Mr. Silverstone will go to Montreal to attend the Edison jobbers' convention and expects also to visit the Edison laboratories.

To Open St. Louis Branch

The Smith Drug Co., St. Joseph, Mo., jobber for Missouri for the Sonora phonograph, is arranging to open a St. Louis branch in the Arcade Building. It has not been announced who will be in charge of it.

To Attend Convention in Montreal

C. P. Curry, treasurer of the Texas-Oklahoma Phonograph Co., Dallas, Tex., passed through St. Louis on his way to the Edison jobbers' convention at Montreal.

A. F. Odell, an Edison dealer of Quincy, Ill., accompanied by his wife, has gone on a pleasure trip to San Antonio and Los Angeles.

Value of Co-operation

That Fritz Kreisler is a favorite with St. Louis concertgoers was proved again when the S. R. O. sign was in evidence days before his recent concert in this city. The same thing happened last Spring at his fourth appearance during the season. Three exclusive Victor dealers used the medium of the program with full-page reminders of his Victor records, and Victor stores over the city kept the public informed as to where his records might be heard.

Columbia News Brieflets

Manager Edwin M. Morgan, of the Columbia Phonograph Co., has returned from a business trip to Memphis, Tenn., and Little Rock, Ark.

A. W. Roos, assistant manager of the Columbia Phonograph Co., reports that collections

have improved greatly and all but a few of the dealers are making substantial payments and are in a fair way toward cleaning up.

O. F. Benz, record sales manager of the Columbia Phonograph Co., was in St. Louis early in February in the interest of the new records. From St. Louis he went to Texas.

Artophone Activities

The Artophone Co. has added two console models to its line of Artophones. Manager Salmon, of the Okeh record jobbing department, in announcing a reduction in prices on February 1 from \$1 to 85 cents on all except Mamie Smith records, said that the January business was greater than that of December and that in the past three months over 300 accounts have been opened through the South. The entire South is covered from the St. Louis jobbing center. The company has decided not to move from its present location on Olive street.

The Aeolian Co. has discontinued handling the Columbia machines and records at its St. Louis store.

The Thoman Phonograph Co. has been incorporated by the Secretary of State of Missouri, with a capital stock of \$80,000.

NEW SOLOTONE CO. ORGANIZED

With Authorized Capital of \$100,000—Take Over Present Solotone Business

PHILADELPHIA, PA., February 1.—Announcement appeared in the financial section of the Philadelphia Public Ledger of the taking over of the Solotone Mfg. Co., maker of Solotone phonographs, by the Solotone Phonograph Co. The new company has an authorized capital of \$100,000 preferred stock and \$100,000 common stock and has recently issued a prospectus covering its future plans and offering both preferred and common stock to the general public.

A. E. Landon, Canadian branch manager of Columbia Graphophone Co., was recently a visitor to the executive offices, New York City.

85c NEW CARDINAL RECORDS 85c
NOW READY FOR DELIVERY

6—NEW CARDINAL RECORDS—6
ALL HITS

<p>The Phonograph With The Tongue</p>	<p>No. 2015</p>	<p>COUNTY KERRY MARY <i>Orch. Accomp. sung by Chas. Harrison</i> IT'S ALL OVER NOW <i>Orch. Accomp. sung by Helen Bell Rush</i></p>	<p>No. 2016</p>	<p>MY MAMMY Fox Trot, Vocal Chor. WHY DON'T YOU Fox Trot</p>	<p>Played by Ben Selvin's Dance Orch.</p>	<p>The Record That Talks</p>
	<p>No. 2013</p>	<p>OH GEE, SAY GEE, YOU OUGHT TO SEE MY GEE GEE FROM THE FIJI ISLE <i>Orch. Acc. sung by Fred Whitehouse</i> GET UP <i>Orch. Accomp. sung by Ernest Hare</i></p>	<p>No. 2017</p>	<p>I NEVER KNEW Fox Trot NOW AND THEN Fox Trot</p>	<p>Played by Ben Selvin's Dance Orch.</p>	
	<p>No. 2014</p>	<p>ROSE Fox Trot SHOW ME HOW Fox Trot</p>	<p>Played by Rudy Wiedoeff's Palace Trio</p>	<p>No. 2018</p>	<p>HONEY DEW Fox Trot LOTUS FLOWER Waltz</p>	

Jobbers and Dealers—Write for Information

CARDINAL PHONOGRAPH CO.

106 EAST 19th ST., NEW YORK CITY

FACTORIES — NEWARK, OHIO — ZANESVILLE, OHIO — PT. PLEASANT, N. J.

Edison Amberola Message No. 14

Mr. Phonograph Dealer:

Has it ever occurred to you that you do not have to create a demand for the New Edison Diamond Amberola? Hundreds of satisfied Amberola owners in your vicinity are doing that for you. Amberol Record sales to these owners alone make the line a profitable one. The Instruments and Records are in the class of merchandise now demanded by the public because—the price and quality are right.

THOMAS A. EDISON, Inc.

AMBEROLA DEPARTMENT

ORANGE, N. J.

HAPPENINGS IN THE DOMINION OF CANADA

VICTOR RADIO CONCERTS NOW THE VOGUE IN MONTREAL

Berliner Gramophone Co. Staff Hear Musical Program at Home of H. S. Berliner—Leslie Co. Expansion—Pequegnat With McLagan Corp.—Muzio and the Edison Score—Other News

MONTREAL, QUE., February 5.—On a recent evening several members of the Berliner Gramophone Co., Ltd., staff met at the home of H. S. Berliner to hear a musical program by wireless telephone. At the Marconi station just below the Bonaventure depot a Victrola was placed beside the transmitting apparatus. "His Master's Voice" records by Kreisler, Lauder, Billy Murray, Lewis James, Coleman's, Raderman's and Henri's orchestras were played and this music was heard clearly and easily, not only by the group in Mr. Berliner's home, but it is estimated by at least one hundred and fifty other persons or groups who had Marconi receiving equipment at points as far distant as Ottawa, Father Point, etc. In addition to the music Mr. Berliner's guests heard the "Cassandra" talking from out in the ocean, another ship off the coast of Nova Scotia, the Navy Yards at Brooklyn, N. Y., and Washington sending messages.

It is almost uncanny to think of sitting in one's own home and by means of a simple little piece of framework on the table actually hearing music and conversations miles and miles away. The receiving equipment, installed for the occasion in Mr. Berliner's house, was about one-third the number of amplifications required to talk across the Atlantic. That means with an apparatus of three times the strength the party gathered there could have heard the same music and messages transmitted at London or Paris. It is understood that the Marconi Co. will give similar weekly demonstrations each Tuesday throughout the Winter.

The J. H. Leslie Co., Ltd., has taken over the musical instrument business so successfully operated for some time past by J. H. Leslie, in Liverpool, N. S. Mr. Leslie is president of the new organization. It is believed that the new company will become a powerful factor in music merchandising circles in Nova Scotia. A branch has already been opened in Bridgewater, under the direct management of Vice-President Denome, and branches will be opened at other points just as soon as the necessary arrangements can be made. "His Master's Voice" products are handled exclusively by the J. H. Leslie Co. in all stores.

Sinkler Darby, of London, Eng., whose post office address has been the leading centers of Europe during the past twenty-one years, has returned to this side of the Atlantic. Mr. Darby, who is one of the pioneers in the science of sound reproduction, is now in Montreal. He is filling an engagement with the recording laboratories of the Berliner Gramophone Co., Ltd.

George S. Pequegnat, so well known in Montreal music trade circles, where for several years he has conducted the Phonograph Shop on St. Catherine street, is going out of the retail business to join the selling organization of the McLagan Phonograph Corp., Ltd., of Stratford. He will have charge of the Eastern territory including the Maritime Provinces, and will continue to reside in Montreal.

The incorporation of the Fromson Co. of Canada, Ltd., is announced with a capital stock of \$100,000, the chief place of business to be in Montreal. This company is the maker of the "Fromsona" phonograph.

The Chamberland Trio and the Moretti Trio are two new Montreal organizations whose first recordings will shortly appear on "His Master's Voice" records. They have achieved notable effects with violin, flute and celesta, also with clarinet, 'cello and celesta.

"His Master's Voice," Limited, Halifax, N. S., branch, held its second staff dance recently. The arrangements were under the direction of J. McKay Tait. About thirty couples were present. A buffet supper was served, which was presided over by Miss Edna Doyle and Miss Bent.

New companies recently registered include Canadian Phonograph Distributors.

W. D. Stevenson, of London, Ont., vice-president of the Starr Co. of Canada, Limited, Canadian distributors of Starr phonographs and Gennett records, recently passed through Montreal en route to his firm's headquarters at London, from a visit

MARKED BETTERMENT EVIDENT IN BUSINESS IN TORONTO

B. A. Trestrail Joins Musical Merchandise Sales Co.—Dorian Heads Company to Handle Phonola Output in Elmira—Columbia Co. Removal—Exhibitors at Furniture Exhibition—Magnavox Scores

TORONTO, ONT., February 6.—Wm. B. Puckett and Fred A. Trestrail, proprietors of the Musical Merchandise Sales Co., Canadian distributors for Brunswick phonographs, Q R S player rolls, Brilliantone needles, etc., have just announced that the interest formerly owned by the late John E. White in their company has been purchased by Burdick A. Trestrail, brother of Fred, who joined forces with them at the close of their fiscal year, January 31, 1921. "Bert" Trestrail, as he has always been known to the trade, will be remembered as the former advertising manager, then piano manager, and finally manager of sales and promotion for the R. S. Williams & Sons Co., Limited, since 1912, which position he held when he went overseas. Returning in 1919, he organized his own sales company known as the Mutual Sales Service. Mr. Trestrail, while with the Williams firm, was very actively associated with the introduction, development and promotion of the New Edison. His re-entering the music trade exclusively will be welcomed by his many friends throughout Canada and Brunswick and Q R S dealers especially welcome the assistance and energy he will put forth to increase their sales.

A new company is being organized to handle the output of the Phonola Co.'s factory at Elmira. In charge of this new organization, the Phonola Sales Co. of Canada, is Otis C. Dorian, well known to the Canadian trade and who was formerly general manager of the Pathé Frères Phonograph Co. Application has been made for a charter for the new company. George H. Honsberger, who was on the selling staff of Pathé Frères, has also joined the Phonola firm.

The executive offices of the Canadian branch of the Columbia Graphophone Co. have been moved from 54-56 Wellington street West, Toronto, to the Hugh C. MacLean, Limited, Building, 345-347 Adelaide street West, and the staff is now comfortably settled at the latter address. This change was occasioned by the removal of the Columbia record-pressing plant from the Wellington street building, to the big plant acquired from the Canadian Aeroplanes, Limited, in the early Fall of 1919. The change will consolidate the Columbia manufacturing departments, give the record-pressing department four

times its former floor space and double the facilities for the staff at the head offices for Canada. A. E. Landon, the Columbia Canadian manager, and his associates occupy the second floor of the MacLean Building. In the center of the floor is a large Grafonola showroom. A large reception room with bay windows is most attractively furnished. There is also a suite of offices occupied by the Dictaphone branch, both sales and service departments.

R. W. Burgess, well known to the Canadian trade, has joined the traveling staff of I. Montagnes & Co., Canadian distributors of the Sonora and will cover the territory from Kingston to the Eastern coast. His headquarters will be in Montreal.

H. A. Stevenson has opened a song shop at 269½ Princess street, Kingston, Ont., carrying Brunswick phonographs and records.

V. B. Hodges, of the Musical Merchandise Sales Co.'s selling staff, and who has been featuring the Brunswick line in Manitoba and Saskatchewan for the past three or four months, has come East and is now traveling from the home office in Toronto.

The Toronto Furniture Exhibition held in the John Key Building, 36-38 King street, West, from January 10 to 22 was well attended, and the exhibition was pronounced a big success.

One of the most interesting sections of the exhibition was that devoted to talking machine displays by the Imperial Phonograph Corp., Division of the National Table Co., Ltd., Owen Sound; Gold Medal Furniture Mfg. Co., Ltd., Toronto and Uxbridge; Phonola Co. of Canada, Ltd., Elmira, and Musical Merchandise Sales Co., Toronto, Canadian distributors of Brunswick phonographs and records and Le Page phonographs, made by the Le Page Communion Cup Co., 2382 Dundas street, West, Toronto.

C. W. Lindsay, Ltd., Ottawa branch, made good use of a Magnavox at its big store recently. A horn was fitted to a second-story window and Ottawa's main thoroughfare was gay with all kinds of musical selections.

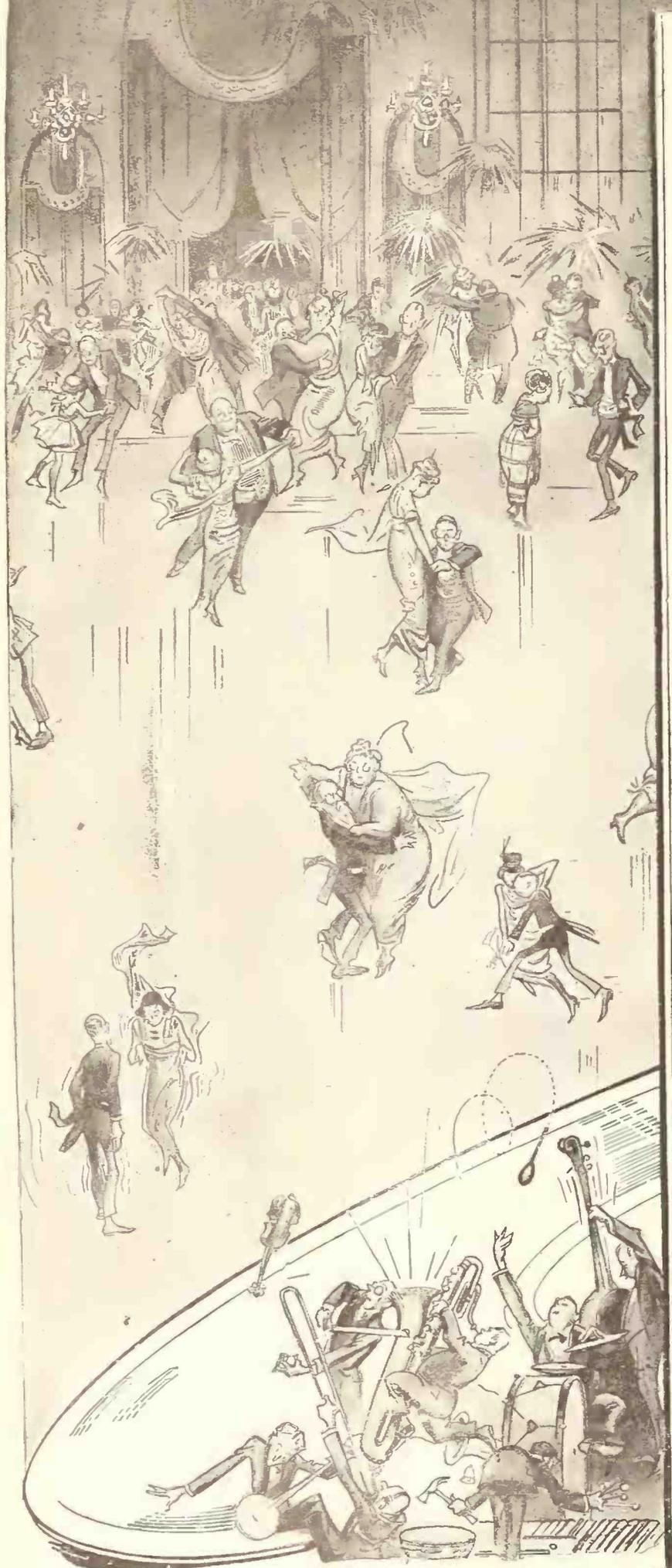
C. J. Pott, Canadian manager of the General Phonograph Corp., has returned to Toronto after spending a few days in New York, and is most optimistic as to business conditions for 1921.

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

EMERSON DANCE "HITS"



"HITS"

Toe-teasing dance hits of the "encore" kind.
Song hits of the "hum-along" type

Hits orchestrated and recorded with an attention to detail and "atmosphere" which place them in a class apart. Hits which an Emerson dealer can always count upon having FIRST, before his competitor is even aware that they are hits.

Here are some of the latest:

SONG

- 10327—You Oughta See My Baby. Comedy Song
Give Me a Million Beautiful Girls. Character Song
EDDIE CANTOR
Irving Kaufman
- 10324—My Mammy. Novelty Song.....*Arthur Fields*
O-HI-O. Novelty Song.....*Irving Kaufman*
- 10326—Crazy Blues. "Blues" Character Song. *Sissle & Blake*
Melinda Lee. Comedy Song.....*Bernard & Hare*
- 10329—Bright Eyes. Tenor Solo.....*Irving Kaufman*
My Home Town Is a One-Horse Town.
Comedy Song.....*Irving & Jack Kaufman*
- 10316—Feather Your Nest. Baritone Solo.....*Arthur Fields*
Grieving For You. Baritone Solo.....*Arthur Fields*
- 10325—There Is One Girl, Will She Ever Be Mine?
Tenor Solo.....*Walter Scanlan*
Killarney. Tenor Solo.....*Walter Scanlan*
- 10320—I'm Saving Up My Dough for Rae and Me.
Novelty Song.....*Arthur Fields*
He Always Goes Farther Than Father.
Comedy Song.....*Fred Hillebrand*

DANCE

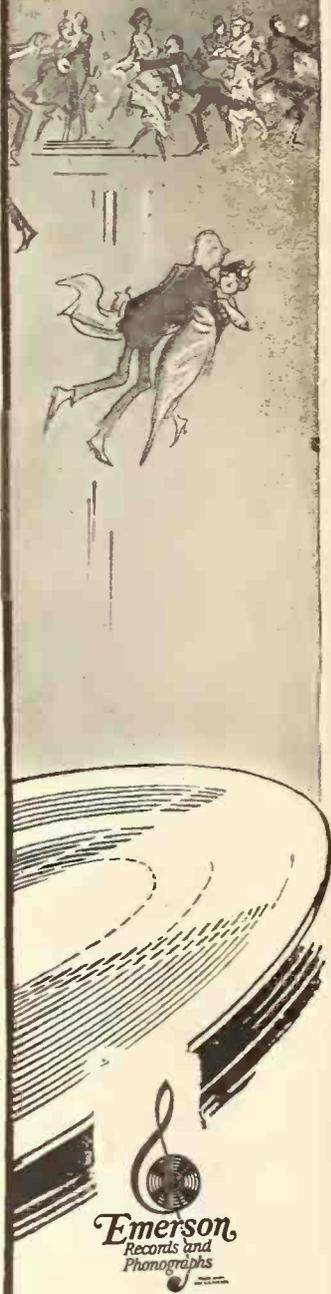
- 10317—Rosie, Make It Rosy for Me. Fox-trot
Plantation Dance Orchestra
- Kentucky Blues. Fox-trot.....*Merry Melody Men*
- 10328—Home Again Blues. Fox-trot Toddle
Plantation Dance Orchestra
- Palesteena. Fox-trot.....*Plantation Dance Orchestra*
- 10315—Broadway Blues. Fox-trot.....*Merry Melody Men*
Now and Then. Fox-trot.....*Selvin's Novelty Orchestra*
- 10295—Margie. Fox-trot.....*Plantation Dance Orchestra*
Feather Your Nest. Fox-trot
Plantation Dance Orchestra
- 10330—I Never Knew. Fox-trot..*Orlando's Society Orchestra*
Honolulu Eyes. Waltz.....*Orlando's Society Orchestra*
- 10321—No Wonder I'm Blue. Fox-trot
Lanin's Roseland Orchestra
Humming. Fox-trot.....*Lanin's Roseland Orchestra*
- 10318—Honeydew Medley. Fox-trot
Joseph Knecht's Waldorf-Astoria Dance Orchestra
Pitter Patter. Medley. Waltz
Joseph Knecht's Waldorf-Astoria Dance Orchestra
- 10319—Rose. Fox-trot.....*Sherbo's Mont Martre Orchestra*
Old Fashioned Garden. One-step
Joseph Knecht's Waldorf-Astoria Dance Orchestra
- 10322—Kiss-A-Miss. Waltz.....*Selvin's Novelty Orchestra*
I Told You So. Medley. Fox-trot
Joseph Samuels' Music Masters
- 10323—My Wild Flower. Fox-trot..*Lakesonian Brass Sextette*
Ouija. One-Step.....*Lakesonian Brass Sextette*

Play Emerson Records on the
Emerson Phonograph
The Phonograph with the
Emerson Music Master Horn

Emerson Phonograph Company, Inc.

NEW YORK
206 Fifth Avenue

CHICAGO
315 South Wabash Avenue



Hear also, Emerson Records in Polish, Italian, Jewish and German.

Emerson records play wonderfully on all phonographs. But of course they are at their very best on the Emerson—the phonograph with the concealed Emerson Music Master Horn, made of rounded solid spruce, of all woods the most resonant and sound amplifying. Ten Emerson models in all, priced from \$80 to \$1,000.

Emerson Needles are of Supreme Quality

Emerson Records

TESTIMONY IN TONE-ARM CASES

Taking of Testimony in Actions Brought by Victor Co. Against Brunswick-Balke-Collender Co. and General Phonograph Corp.—Arguments to Be Heard on March 7

GRAND RAPIDS, MICH., February 5.—The presenting of testimony in the action brought by the Victor Talking Machine Co., Camden, N. J., against the Brunswick-Balke-Collender Co., Chicago, for alleged infringement of the Johnson Tone-Arm Patents Nos. 814,786 and 814,848, consumed all of last week in the U. S. District Court for the Northern District of Michigan, with Judge Sessions presiding. The taking of testimony started on Monday, January 24, and ended on Saturday afternoon.

Arguments on the case will be heard before Judge Sessions on March 7, and briefs will be filed by opposing counsel late in February.

At the same time, and in the same court, testimony was taken in the action brought by the Victor Co. against the General Phonograph Corp. for alleged violation of the same Johnson patents. Arguments on this case will also be heard on March 7 before Judge Sessions and briefs will be filed about a week before that date.

APPROPRIATE MUSIC AT FUNERAL

Talking Machine Used to Furnish Sacred Music at Funeral Services in Macon

MACON, Mo., February 4.—A talking machine was used to furnish the music at the funeral of Mrs. Mary Stiles at the home of her daughter, Mrs. A. B. Thompson, in Clarence. The services were conducted by the Rev. Ward M. Baker, pastor of the M. E. Church, South. The selections played by the talking machine were: "The Mother's Prayer," "Rock of Ages" and "Jesus, Lover of My Soul." This was the first time a talking machine has been used on such an occasion in this part of the country.

USING VICTOR REFERENCE LABELS

Increasing Number of Dealers Realizing the Value of These Record Selling Helps

An increasing number of Victor dealers are adopting with success the use of Victor Ready Reference Labels for records, and are particularly enthusiastic over the revised issue of labels prepared for the current year, which embodies several new features.

One of the features that is considered of particular value is the system of cross indexing whereby it is possible at a glance to note other records of the same selections as recorded by different individuals or organizations, which not only saves times, but in cases where the desired record is out of stock, or does not measure up to the customer's requirements, saves the sale because the selection in another form is available immediately.

Other features of the Ready Reference Labels include the phonetic spelling of the title, especially valuable in handling records of foreign selections or by foreign artists; the English equivalent of foreign titles; reference to the monthly record supplement in which the original description of the record appeared, which saves time in searching; classification of the record according to the nature of the selection, which makes easy the bringing out of other records in keeping with the customer's taste; and the catalog numbers of several other records of similar appeal. With all this information instantly available, the efficiency of even the best informed salesman is greatly increased. For the new salesman the labels offer an inexhaustible mine of record information of the sort that makes sales.

NEW DEALERS IN PENNSYLVANIA

P. G. Scallsmith, of Gettysburg, Pa., and C. G. Martin, 641 Main street, Darby, Pa., have recently been added to the ranks of talking machine dealers handling the Victor line.

CLAUDE BUCKPITT BUYS BUILDING

Piano and Talking Machine Dealer of Elmira, N. Y., Will in Future Be Housed in His Own Business Property in That City

ELMIRA, N. Y., February 5.—Claude Buckpitt, dealer in pianos and talking machines, of 113 North Main street, practically has completed details whereby he acquires title from Adam Mander to the Mander or Lyceum Block at 156 and 158 Lake street, the first floors of which are occupied by W. H. Miller and James Falsey, respectively. It is expected that the deal will be completed within a day or so and Mr. Buckpitt will take possession at once. The price to be paid is approximately \$40,000.

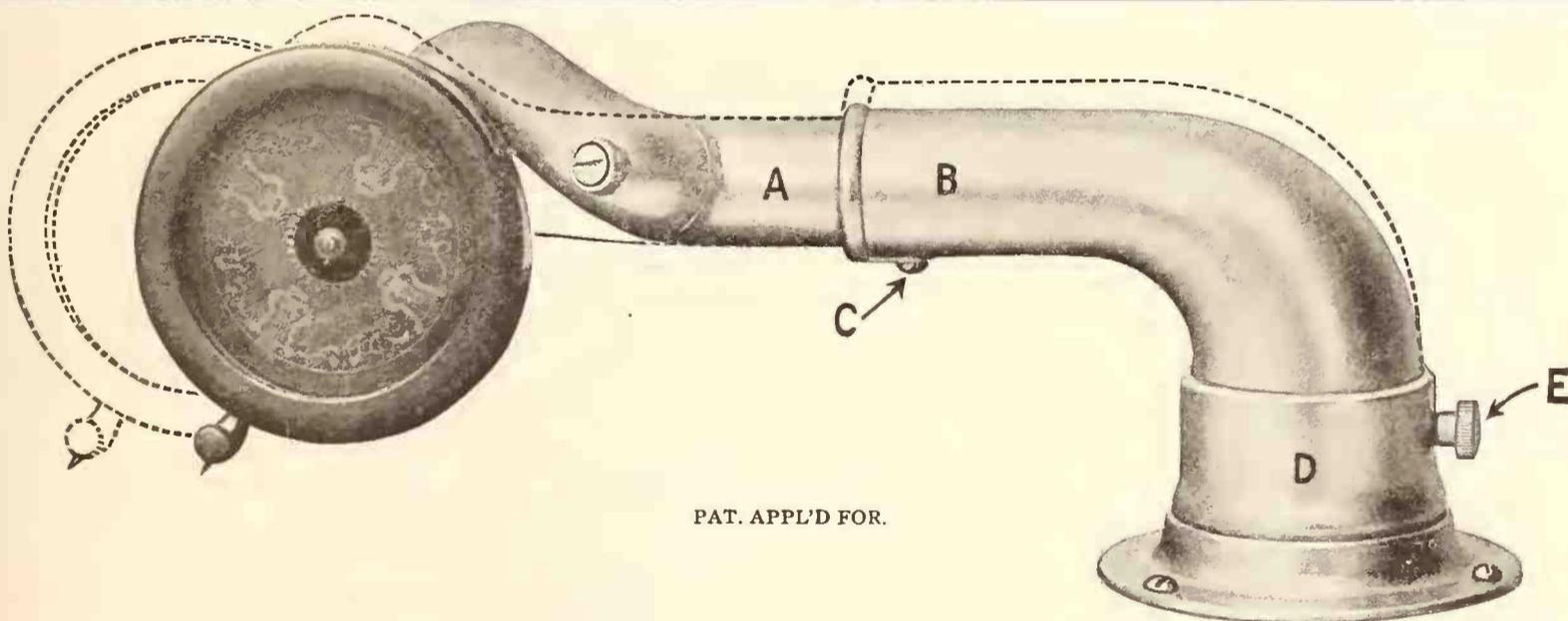
Mr. Buckpitt will remove his business from Main street to the store occupied by Mr. Miller, using the second and third floors as well. Later he also may occupy the other store.

Mr. Buckpitt plans extensive improvements to the property. He will tear out the north wall of the Lyceum Theatre entrance on Lake street and construct a handsome show window. Later he will install a passenger and freight elevator, and it is likely that new fronts will be added to both stores.

Mr. Buckpitt came to Elmira in 1907 from Schenectady, where he conducted a music store. He maintained a store in the Merchants' National Bank Building for two years, removing to the Snyder Building in 1909. His rapidly increasing business now necessitates a further expansion.

NEW QUARTERS IN MONTICELLO

The Ackerman Music Shop has just opened handsome new quarters on Main street, Monticello, Ind. The new store comprises two stories and a balcony, all used for the display and sale of musical instruments, and a number of sound-proof booths have been installed. Mr. Ackerman has conducted a music business in Monticello for a number of years.



PAT. APPL'D FOR.

ORO-TONE FEATURES

Extension A telescopes into large elbow B, giving a length adjustment from 7¾ to 9½ inches. Adjustment screw C engages an indexed channel in extension A, assuring perfect alignment. Slightly releasing locking thumb screw E permits height adjustment of large elbow in base ring D. Releasing locking screw E entirely permits tone arm to be removed from base ring D for packing separately before shipping if desired.

Ask for illustrated and descriptive catalog which will acquaint you with the excellent features incorporated in Oro-Tone Tone Arms and Reproducers, which make the Oro-Tone the most scientific and highest grade combination offered.

Our Latest Success

The L. S. Compound Rocker Action

ORO-TONE

The highest grade Reproducer made

SEND FOR SAMPLE



L-S STANDARD

The Oro-Tone Co.
QUALITY FIRST

1000 to 1010 GEORGE ST.
CHICAGO, ILLINOIS

MELODEE

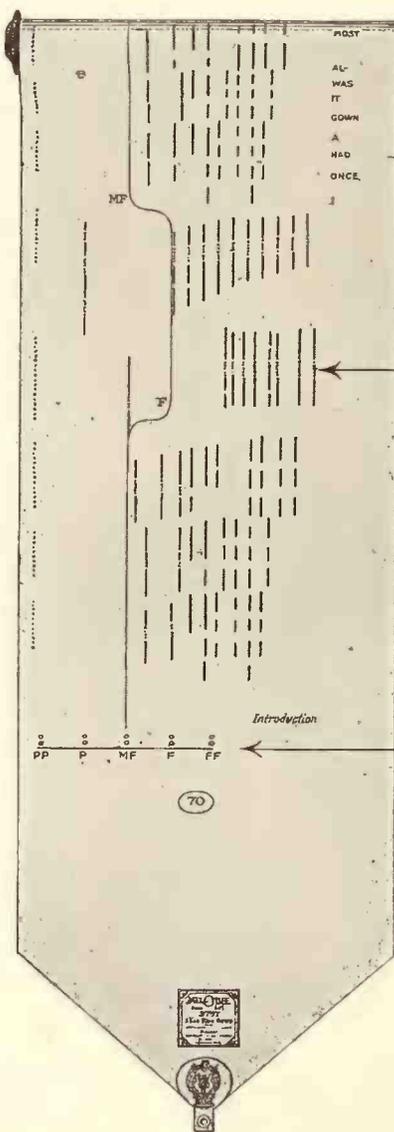
The World's Finest Music Roll

**Produces Musical Effects Possible
With No Other Roll**

MELODEE WHOLESALERS

FOUR DISTINCT SUPERIOR QUALITIES

- M. STEINERT & SONS
35 Arch St. - - - - - Boston, Mass.
- MELODEE MUSIC CO., INC.
29 West 42nd St. - - - - - New York
- PHILADELPHIA SHOWCASE CO.
123 N. 13th St. - - - - - Philadelphia, Pa.
- PHILADELPHIA SHOWCASE CO.
1001 Jenkins Arcade - - - - - Pittsburgh, Pa.
- CHAS. M. STIEFF, INC.
315 North Howard St. - - - - - Baltimore, Md.
- O. J. DE MOLL
12th and G Sts., N.W. - - - - - Washington, D. C.
- SOUTHERN VOCALION DISTRIBUTORS, INC.
226 N. 20th St. - - - - - Birmingham, Ala.
- GRINNELL BROS.
First and State Sts. - - - - - Detroit, Mich.
- LYON & HEALY
Wabash Ave. and Jackson Blvd. - - - - - Chicago, Ill.
- MELODEE MUSIC CO.
529 So. Wabash Ave. - - - - - Chicago, Ill.
- STONE PIANO CO.
826 Nicollet Ave. - - - - - Minneapolis, Minn.
- J. W. JENKINS' SONS MUSIC CO.
1013 Walnut St. - - - - - Kansas City, Mo.
- W. J. DYER & BRO.
21 W. 5th St. - - - - - St. Paul, Minn.
- MELODEE MUSIC CO.
455 Mission St. - - - - - San Francisco, Cal.



UNBREAKABLE
STEEL SPOOL ENDS

WORDS PRINTED
NOT STENCILED

NOTES BRIDGED
WILL NOT DISCORD

LOUD and SOFT
EXPRESSION LINE

*Melodee is not only out first with the Hits but has the finest
Catalogue of Standard, Classical, Opera and Sacred Selections
No Roll Department complete without Melodee*

Melodee Music Co., Inc.

New York

Chicago

San Francisco

LOUIS BUEHN ENTERTAINS DEALERS

Louis Buehn Co. Entertains Great Assemblage of Dealers Who Hear Addresses by Prominent Victor Officials—Notable Event

PHILADELPHIA, PA., February 8.—In two meetings held this month, one on Thursday, February 3, and the other on Monday, February 7, the Louis Buehn Co. has had almost every firm with which it does business represented. These gatherings were addressed by prominent men from the Victor factory who were able to give the dealers a great amount of advice first hand.

The first meeting, on February 3, was attended by eighty-five Victor dealers from this city and immediate vicinity with whom the Buehn



Louis Buehn

firm does business. The meeting was held in the new Victor Period Model Salon, beginning at 3 p. m. Mr. Buehn made the address of welcome to the guests, and then introduced the speakers, who were John G. Paine, of the Victor Co., whose subject was, "Selling Victor Goods Is More Than Merchandising"; John S. MacDonald, salesmanager of the Victor factory, who made an address on "The Present Situation"; Ernest John, advertising manager of the Victor Co., who spoke on advertising, and John J. Davin, of the Reincke-Ellis Co., of New York City.

The meeting was over at 5.30, when the speakers and guests were taken to the Arcadia, where a supper was served, after which the entire body was conveyed in automobiles to the Metropolitan Opera House to attend, as the guests of the Buehn firm, the concert given by the eminent baritone, Titta Ruffo.

The meeting was highly illuminating, and there was shown a spirit of enthusiasm by those present which will no doubt be carried into their business in the near future. At the meeting on the 10th the same program was carried out, the guests numbering about fifty dealers from towns in the outlying districts, reaching as far as Al-

toona. This meeting was also held in the Period room and was followed by a supper at the Arcadia, and in the evening the guests were taken to the Shubert Theatre to witness a performance of "Kissing Time." The following day they were taken on a tour of inspection of the Victor factory. The Victor Co. was heartily in sympathy with these meetings, and assisted in every way.

OKEH RECORD PRICES REDUCED

All Popular Recordings, Except Those by Mamie Smith, Now Eighty-five Cents

The General Phonograph Corp. sent out an important announcement to the trade recently to the effect that beginning February 1 all popular Okeh records will be listed at 85 cents instead of \$1, with the exception of records made by Mamie Smith, which will continue to be listed at \$1.

This announcement was accorded a popular reception by Okeh dealers generally, especially as the Okeh record division of the General Phonograph Corp. is planning to give enhanced service and co-operation to the dealers in merchandising this well-known record line.

THEO. FLETCHER GOING TO TEXAS

President of Fletcher Alltones Needle Co. to Visit Headquarters in San Antonio

Theo. Fletcher, of the Fletcher Alltones Needle Co., who has been spending some time in New York in connection with the marketing of that product, left recently for his home in San Antonio, Tex., where are also located the main offices of the company. While in Texas Mr. Fletcher will give considerable time to perfecting a new type of talking machine, of which he is the inventor, designed to play records that run for from ten to twenty minutes or more, the records being recorded by a special process, also of Mr. Fletcher's invention. Before returning to New York Mr. Fletcher plans to spend several weeks in Chicago superintending the building of model machines.

He stated to The World that there was a steady increase in the demand for Alltones needles from dealers in the metropolitan district, where Andrew H. Dodin, Inc., is the local jobber, and elsewhere about the country. Advertisements in The Talking Machine World have even brought inquiries from several foreign countries. At the recent Marine Exposition in New York, where there was a demonstration of the practicability of transmitting music by wireless, Alltones needles were used to secure the desired results.

At the present time the special display cards bearing the Fletcher Alltones needles, which were issued some time ago by the company, are to be seen in the show windows of many talking machine stores, and the attention they attract has resulted in a fair run of sales, according to the dealers.

Phonograph Dealers—

**Read this
and profit by it**



THE GENERAL MUSIC STORE
THE advocates of the general music store in which there may be purchased anything of a musical nature from a jew's-harp to a grand piano, and they are steadily increasing in number, have apparently had their contentions strongly upheld in the volume of holiday business done in the small goods departments of music stores all over the country.
There have come to The Review many reports to the effect that, although the piano business, and in some cases even the talking machine business, was hardly up to normal, the demand for small musical instruments, violins, banjos, ukuleles, etc., surpassed all previous records. It is hard to give any real reason why this should be so unless it is the result of increased attention given to the featuring of such instruments, and a more general appreciation of their usefulness.
Summing it up, it seems as though the musical merchandise department, properly conducted, has reached a point where it represents a real asset to the store—a point where it has an intrinsic, rather than a merely potential, value, from the cold business point of view.

THE PROSPERITY THAT LIES AHEAD
Editorial from Jan. 8th edition of the MUSIC TRADE REVIEW.

**Carry Everything
in MUSICAL MERCHANDISE**

- Durro Violins, Bows, Strings
- Duss Band Harmonicas
- Lester & Salanti Accordions
- Abbott Band Instruments
- S. S. Stewart Banjos, Guitars
- Mandolins & Ukuleles
- High Grade Accessories

They mean
**NO ADDITIONAL EXPENSE
QUICK SELLERS, LIBERAL
PROFITS
FINE WINDOW DISPLAYS
REPEATING CUSTOMERS**

Write for Our 1921 Catalog
Fully Illustrated
Special Assortments for Phonograph
Dealers



Buegeleisen & Jacobson
5-7-9 Union Square
New York

EDISON STORE IN GLOVERSVILLE

GLOVERSVILLE, N. Y., February 5.—Van Duesen and Clarence J. Stoner have taken over the store at 5 North Main street, which has been operated for some time, an outgrowth of the Griffin store, by John C. Beal and Floyd W. Becker, who have been in charge of the Edison department. The main business of the new concern will be to deal in draperies, but the Edison department will be continued and will be pushed actively.

FREE RECITALS ATTRACT MANY

A good illustration of the popularity of record music with the general public is found in the fact that at a recent free Victrola concert held in the recital room of the Grinnell Bros. store in Detroit many persons were turned away because the room was already more than full.

The Language Phone Method, New York, has filed notice of dissolution.

**Operaphone
RECORDS**

All the Latest Hits
Popular Songs and Dances

Operaphone Co., Inc.
Long Island City N. Y.



Art Hickman's Orchestra accompanying Nora Bayes! The most popular orchestra in America accompanying the most popular comedienne in the country in "I Could Have Had You (But I Let You Get By)." Coupled with "Love Nights" by Nora Bayes. No wise Columbia dealer will let this chance get by. A-3347.

**Columbia Graphophone Co.
NEW YORK**

TRADE VOLUME EXCEEDS EXPECTATIONS IN CINCINNATI

Enormous Record Demand With Machine Sales Growing—Edison Jobbers to Attend Convention in Montreal—Increase of Publicity—Ohio Talking Machine Co. and Columbia Co. Report Progress

CINCINNATI, O., February 3.—Considering the fact that January is always supposed to be a very dull month and also the general inactivity in nearly all lines of business the talking machine business in Cincinnati held up remarkably well last month and in some cases far exceeded the expectations of the most optimistic. While there was a very fair demand for machines the demand for records was exceptionally good and, many houses say, far in excess of the December business. This is explained by the fact that many people who bought machines during the holiday season are now buying additional records. The fact that business has held up so well during the month has made dealers optimistic and they are confidently looking forward to a very satisfactory year's business. Many of the out-of-town dealers from Kentucky, Indiana, West Virginia and Ohio were in the city during the month and, basing their views on reports by these men, the local jobbers feel they are justified in predicting a prosperous year for the trade.

R. W. Mock, who formerly was city salesman for the Columbia Co., has become city sales manager for the Sterling Roll & Record Co., and is planning to make a record showing for the Sterling company's goods this year. Manager Dawson is highly elated over prospects.

Alfred Ray, of the Ray Music Shop, of Hamilton, was down from that city the last of the month to make purchases for a new shop that he is opening up at Middletown. This is a good field, and Mr. Ray expects to do a big business with talking machines and records there. He has just returned from a trip to Portsmouth and he states there are goodly signs around these various Ohio towns of business picking up.

P. H. Oelman, manager of The Phonograph Co. (Edison), left the first of February for New York, where he discussed requirements for the coming year, and from there he went on to Montreal to attend the Edison Jobbers' Convention. He was joined at Montreal by R. T. Carrol, sales manager of the company, who expects to bring back some very interesting news for the dealers. Mr. Carrol states there is a great deal of interest being shown in the local territory in the Mood Change chart which is being introduced to the dealers by William Maxwell, vice-president of Thomas A. Edison, Inc. Mr. Maxwell has written dealers at considerable length concerning this feature, and all indications point to his securing the heartiest co-operation in assisting Mr. Edison in his research work as to the effect of music on the human emotions. Very satisfactory results are ob-

tained by following up this feature by dealers, he says.

Mr. Carrol has just been over some of the Kentucky territory, and he declares the tobacco situation there is not nearly as bad as the papers would lead one to believe. This is very important to the talking machine business, for tobacco is the big crop in many of the sections and the sales of machines and records depend largely on the outcome of this crop. Edward Burkhardt, in charge of the Covington and Newport stores, takes the same view and expects to do a big business on the Kentucky side during the year. E. A. Searles, the Edison dealer of Huntington, W. Va., was down during the month and declared conditions in that State were improving steadily, and he expects an unusually good year. He predicts that the demand from his territory will exceed that of last year.

Through the co-operation of L. Oberdorfer, Edison dealer of Paris, Ky., two Chippendale were used to aid the Bourbon County drive for the Herbert Hoover Relief Fund, held in that city last month. Mr. and Mrs. A. E. Simpson are locating a new store at Piqua, Ohio, where they will handle the Edison. They formerly had an Edison branch at Hillsboro, O., but are embarking on their new venture on a larger scale than heretofore. The Edison dealers are advertising extensively following the Edison plan of interlocking advertising using the newspapers and the direct mail advertising, believing now is an excellent time to build up a prestige that will lead to much future business.

The Ohio Talking Machine Co. reports business in records exceptionally good, but states it is unable to get enough records to supply the big demand. The sale of machines has been very fair for this time of year. West Virginia was declared to be the best field at present. Kentucky and Indiana are handicapped by the tobacco and agriculture situation, but these conditions are expected to eventually right themselves and business to pick up. Among the dealers in during the month were Searles, of Huntington; Hogge, of Clarksburg, W. Va., and Murphy, of Maysville, Ky.

E. M. Shute, assistant manager of the Columbia Graphophone Co., is looking forward to a very big demand for records as a result of an announcement made February 1 to the effect that all 10-inch double-sided records, either A, B or C series, of non-exclusive artists, were reduced from a dollar to 85 cents. This, he states, will do much to stimulate business.

Mr. Shute takes a very optimistic view of the business outlook. He expects the Columbia to have an excellent year. The local branch has a complete stock of all types and finishes of machines and is able to meet the big demand for records. Manager R. H. Woodford left the last of the month for a business trip East. Among the dealers in during the month were: W. L. Hall, of Pineville, Ky.; C. S. Sampson, Huntington, W. Va.; C. S. Boyer, Lancaster; Dr. Freeman, of Osgood, Ind.; the Hassoner brothers, of Lawrenceburg, Ind.; S. R. Follis,

Ward's Khaki Moving Covers



Grade "D" Cover with

No. 3 Straps

THE C. E. WARD CO.

(Well-Known Lodge Regalia House)
101 William Street New London, Ohio
Also Manufacturers of Rubberized Covers
and Oust 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 HARWARE CO.
Salt Lake City, Utah
- C. L. MARSHALL CO., INC.
Beckman Bldg., Cleveland, O.
Butler Bldg., Detroit, Mich.
- THE REEO CO.
237 Fifth Avenue, Pittsburgh, Pa.
- C. J. VAN HOUTON & ZOON
140 S. Dearborn St., Chicago, Ill.
- SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas
- KNIGHT-CAMPBELL MUSIC CO.
1608 Wynkoop St., Denver, Colo.
- CHAS. H. YATES
311 Laughlin Bldg., Los Angeles, Cal.
- W. O. & C. N. ANDREWS
Buffalo, N. Y.
- SACHS & CO.
425 So. Wabash Ave., Chicago
- SHERMAN, CLAY & CO.
741 Mission St., San Francisco, Cal.
- JOHN A. FUTCH CO.
35 Auburn Ave., Atlanta, Georgia
1500 South Boulevard, Charlotte, N. C.
630 Washington St., Jacksonville, Fla.
- ORTON BROTHERS MUSIC HOUSE
Butte, Mont.
- GRAY & OULEY 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.

G. W. Hunter, J. J. Bochenek, of Dayton, O.; Alfred Ray, of Hamilton; Frank Horning, of Brookville, Ind.; Henthorne, of Columbus, and L. M. Kusworn, of Dayton.

C. M. Robinson, of the Robinola Co., reports a very fair month, and says business for January was ahead of the business done in January of last year. He figures that by the middle of March there will be a general picking up in the talking machine business. The outlook for the year is encouraging, he thinks.

Otto Grau Co. and the Baldwin Co. report a very fair business in the talking machine departments of their houses during the month.

The Crystola Co. is optimistic over trade. The manager reports business as very good the first part of the month, but rather quiet at present. Reports from all dealers, he says, show they are looking for a big spurt in the business to start about the last of March. Many of them say people are holding off in expectation of a drop in price. Mr. Swing does not believe there is much chance of prices on talking machines dropping, however, for he points out that the advance in the price of musical instruments was not great and he can see little prospect of any large reductions being made. The dropping off of sales among dealers who sell largely to farmers is explained by the fact that the country banks, which used to consider farmers' paper very desirable, have notified dealers they no longer will accept notes of any kind, which works a hardship on both the farmer and the dealer. Mr. Swing makes the assertion that he honestly believes that if the banks would loosen up and do their part in extending needed credit to farmers business would boom within twenty-four hours.

HAS DESIGNS ON THE PREACHER

Jazz Enthusiast Writes General Phonograph Corp. Asking for Mamie Smith Records That Will Make the Preacher Forget His Dignity

The advertising department of the General Phonograph Corp., New York, received recently an interesting letter from a Mamie Smith enthusiast in North Carolina. Evidently this admirer of the Mamie Smith records has studied jazz music more carefully than the English language, but the letter in itself is an indication of the popularity that Mamie Smith Okeh records have attained in all sections of the country. In fact, this letter is only one of many of similar tenor that the General Phonograph Corp. has received during the past few months. It reads:

"I rite you to please send me one of your latest catalog of latest popular songs and musical comedy hits popular dacing numbers I got the Crazy Blues all ready and if you have any other latest Blues sung by Mamie Smith and her jazz hounds send along 2 or 3 C. O. D. with the catalog I want something that will allmost make a preacher come down out of the pulpit and go to dancing and hang his head and cry I want all you send to be Blues."

MASTERS - MOTHERS - STAMPERS

Good records come from good stampers.

Stampers can be no better than Masters and Mothers.

Our specialty is electro-deposition of metals. Our advanced knowledge along these lines brings to the Art something that has long been needed.

We will take your waxes and by improved methods of deposition will produce perfect masters, mothers and stampers.

Our equipment and capacity are such that we can give you prompt service. Write us today for particulars.

COPPER PROCESS COMPANY

19 West 44th Street

Tel. Vanderbilt 4626

NEW YORK CITY

The Mamie Smith Okeh library is being steadily augmented by new records made by this popular artist, and the phenomenal success of these records is reflected in the enthusiastic reports of Okeh jobbers and dealers throughout the country who state that the demand for Mamie Smith recordings has far exceeded all expectations.

RECORDING ARTISTS IN CONCERT

Laura Littlefield, Victor Artist, and Alice McDowell, Ampico Artist, Appear Before Enthusiastic Audience in East Liverpool, O.

EAST LIVERPOOL, O., January 31.—An appreciative audience heard Laura Littlefield, Victor artist, and Alice McDowell, pianist, at the Ceramic Theatre Friday night, January 21. The concert was staged under the auspices of the Victor department of the Lewis Bros. Music Co. Miss Littlefield, a soprano, pleased the audience with a number of solo numbers, while Miss McDowell thrilled her listeners with her performance at the piano. Miss Littlefield records songs for the Victor Co., while Miss McDowell makes Ampico piano records.

FIRE DAMAGES STOCK

The stock of the C. A. Brawn Music Co., in Bangor, Me., was badly damaged by fire and water in a blaze which destroyed an adjoining building recently.

NEW MELODEE ROLL DISTRIBUTOR

Southern Vocalion Distributors, Inc., Birmingham, Ala., Also Act as Wholesale Representatives for Melodee Rolls in That State

The Melodee Music Co., Inc., New York, announces that the Southern Vocalion Distributors, Inc., recently organized in Birmingham, Ala., have been appointed Southern distributors for Melodee rolls. Oscar Willard Ray, general sales manager of the Melodee Music Co., is particularly gratified over the new connection, in that it will take care of the growing demand for Melodee rolls in that section of the country and will provide for the prompt filling of orders from local stock.

The shipment of the stock order for the Southern Vocalion Distributors, Inc., has already gone forward and Wm. H. Shire, the president and general manager of the company, looks for a very large immediate business on the numbers in the very attractive Blue catalog which the Melodee Music Co. has just issued. He reports that the rolls played by Eubie Blake, the famous "Blues" player, are meeting with great demand in the territory that he has already covered. A special shipment is being rushed on "Boll Weevil Blues," played by Eubie Blake. Mr. Shire also plans to feature the standard and sacred catalog, which is picked from the best-selling numbers of the large and complete Melodee catalog.

SUPERIORITY OF CELINA BUILT CABINETS

has steadily increased the number of our customer friends.

The Console Model Chippendale

—only one model of four new designs—will add still more to the prestige of our line, for it will create more business for you.

The Celina Specialty Co.
CELINA, OHIO



THE MID-WEST

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., FEB. 8, 1921. WELL, the great day has come! It has also, as it were, gone. The groundhog, in a word, has emerged on time. He has crawled from his hole. He has looked around, all around. He has seen a shadow. He has supposed it to be his shadow. And he has acted accordingly. But in fact the groundhog, for once in his career, has been wrong. What he saw was not his shadow, though it certainly looked like it. It was the last fading shadow of the DARK BLUE HAZE! And what is the Dark Blue Haze? The D. B. H., dear friends, is the fog which has enveloped the world with indigoesque gloom since last the swallows ceased to fly. That same Dark Blue Haze, glory be, is nevertheless rapidly dissipating its dark blue self and is hieing away to wherever the home of dissipated clouds may be. Business is no longer on the down grade. For which again many thanks. In short, after all the difficulties and troubles of the past few months, the fact remains as clear as it well can be that everything is on the mend. The talking machine business has done wonderfully well, and has held up in a manner which its most enthusiastic admirers could hardly have expected. It all goes to show that we very seldom realize the strength of a position until we find ourselves compelled to defend it against odds which seem to be overwhelming. Then we become desperate, spit on our hands and hop to it in record time. We immediately find that we have been looking at all the unfavorable elements in the situation, and eliminating all the others. And that is why what the groundhog really saw was not his shadow, but the last disappearing shade of the DARK BLUE HAZE!

Emergeth
the
Groundhog!

WHILE we are speaking about groundhogs, weather and business, we might as well remind the gentle reader that moving day is only two and a half months away. When moving day approaches, even though there be housing shortages and all that sort of thing, flats (beg pardon, "apartments") and bungalows change hands with considerable frequency. Now, a good many of those who move do a certain amount of shopping beforehand in the way of new furniture, and all that sort of thing. The gentlemen who sell talking machines will forgive us if we say that their musical instruments may, for the moment and purely as a matter of argument, be included for present purposes with furniture. Then, if that be so, it is plain that the "furniture" business of the great cities ought to be very much alive on or about the period between April 5 and May 1. Whereby, unless we miss our guess, the talking machine trade ought to perk up and get busy along about the same date. Why not? Why should not the talking machine merchant get busy and begin talking actively about how nice it would be to have a nice new talking machine in that nice new home when Mr. and Mrs. move next May 1? This is a stunt that the furniture men never neglect. They always realize that the moving householders will look with less and less favor on their old stuff in comparison with the nice newly directed rooms of the new place as the day of actual moving approaches: and they never fail to take advantage of the fact. Talking machine men, please don't overlook this, even if it be old stuff.

The Merry
Month of
Moving

EVERYBODY tells us that record business is remarkably good, both in wholesale and in retail. This is pleasant news, but it was to have been expected. Dance records are leading in all editions, and this, too, is in accord with anticipation. The fact is, of course, that the people of this country are just as much dance-mad as ever they were. And why not? One may object to some of the noises that are called music and one may equally well object to some of the dances which some misguided young folks seem to like. But to object to the fact that the nation is dance-crazy would be nonsense. For one thing, the talking machine is the home promoter of dancing, par excellence, and the more talking machines there are in the homes the fewer excuses there will be for rushing out every night to dance

On
With the
Dance!

in a public place. Incidentally, the talking machine men might capitalize this suggestion in their advertising. Does any one forget how for several years the famous house of Brunswick has capitalized the suggestion of home in their successful billiard table advertising? Now, this same house is in the talking machine business, too, and its advertising department certainly has not forgotten the home suggestion. Not much! Well, what they have not forgotten the talking machine merchant anywhere need not forget. The talking machine is the universal instrument. No matter what be the intellectual level of the individual, that individual can be touched somewhere by the lure of music and is consequently fair game for the seller of talking machines. For the talking machine alone supplies every want in music. Dancing is one of the branches of music. Dancing is the music of the body, and needs the music of tone to frame it and set it to work. The dance craze of the nation is therefore a very real part of the talking machine business and the craze for dance records is one of the healthiest signs we have seen for a long time in respect of our industry. For the line of musical progress is straight. From the lower to the higher it goes unvaryingly. If the purchaser of records starts on dance music, he or she will end on the highest priced and most artistic numbers. It always works the same way. Wherefore, we have every reason to rejoice, for when dance records are selling like hot cakes the infection will surely spread to the other branches of the record trade in a very short time.

FROM all we hear, likewise, supplies and equipment of all kinds are selling very well indeed. The remark applies to automatic stops, repeaters, record lights, record-cleaners, spring-motor winders, permanent and semi-permanent needles, and, in fact, every sort of accessory to the talking machine. This industry of ours is getting to look like the motor car business. Accessory equipment is more and more considered indispensable as the talking machine takes a more and more surely established place in the affections of the people. Nor should anyone overlook the fact that whenever the sale of these accessories is on the increase then the general trade is also certainly in a favorable condition. For when the people begin to take enough interest in their talking machines to buy all sorts of accessory improvements to them they are taking an interest which cannot be brushed aside as trivial. The talking machine, plainly, is beginning to settle itself firmly in the affections of the people. It is becoming a staple, just as the motor car has become a staple. Twenty years ago it was very much a question whether the motor car would ever amount to anything. Thirteen years ago another wise, intelligent man told the writer that the flying machine was against the laws of Nature and of God; yet within that very year the Wright Brothers had done the trick. The talking machine twenty years from now will be—what? Wherefore let us not forget that we are only at the beginning and that this activity in the accessory field is one of our growing pains.

Accessories
Continue in
Demand

A VERY good salesman—not of talking machines but of pianos—said to the writer this very day, "About six months ago the gang up and down Wabash avenue" (which for the benefit of those readers who are not fortunate enough to reside in Chicago we shall say is a principal street and the Piano Row of our metropolitan burg.—Ed.) "made up their minds that it was going to be a bad year for business. They won. But about one-tenth of the number, including myself, made up our minds that it was going to be a good year. And we won, too. We have been doing business right along every day, but doing it only by hard, stiff work, by going out after prospects and digging them up, and then by selling. The truth is," continued our friend, who was in a meditative mood, "that salesmanship had been a lost art during the war days. It was not necessary to do any real selling when the people were falling over themselves to buy any sort of a thing that looked like a piano or, for that matter, a talking machine. Now to-day two things are plain. One is that under

Finding
the Lost
Art

POINT OF VIEW

cover of this abnormal state of affairs a great deal of trash was palmed off on the unwary as good stuff. Another is that, the public being thus rendered suspicious, the goods which are offered to-day must be better than they need have been a few years ago. This again means that still better salesmanship is needed. But after all it is not necessarily any better salesmanship than was needed to sell any kind of piano or talking machine, say, in 1913. The trouble with us is that we have had an easy time for so long that we cannot bring ourselves to realize that work is the order of the day. Work! Why, some salesmen have no grievance at all, save that they have to get out and dig once more! Laziness, that's all is the matter with most of us."

SPEAKING of accessories, as we were just now, and the demand for them, Mr. Hartenstein, of the Repeaterstop Co., told us the other day

Brains
at
Work

that January was the best month his company had had so far in its career. Now this is mainly interesting as a statement in connection with the rapidly growing interest in what may be called "accessory equipment" of all kinds. In a previous paragraph we noted that when the people take a large interest in accessories it means that they are clearly sold on the general idea behind all these: in this case on the general idea of talking machine. But there is another side to the question. There is what we may call the trade or professional side. The rapid growth in the number and variety of accessories furnishes proof that a great many persons are actively engaged in thinking out improvements to the talking machine. And this is of itself a very important matter also. For it shows in another and most notable manner how the talking machine has taken hold of the national imagination and how much interest is being focused on it. The talking machine, in reality, is one of the most fascinating and significant productions of the age and the possibility of perfecting it to the limit in every direction has taken a strong hold on the thoughts of men and women everywhere. It not only has not reached a condition of stagnation, it actually has not yet reached one of equilibrium. That is one of the most hopeful signs about it. Indeed, if business had actually come to a complete stop we should still feel obliged to rejoice from the mere fact that so much that is valuable and practical is being thought out merely in matters of accessory improvement. This is a viewpoint often overlooked.

READERS of the various feature articles which appear in this magazine each month are aware that under the general title, "Featuring the Musical Possibilities of the Talking Machine,"

A Great
Company's
Great Work

a great deal has been said about the educational side of the talking machine and about the work which is being done by different manufacturers to promote this work. It would be as unfair as it would be untrue to pretend that the vastly greater part of this educational work has not originated from the Victor Talking Machine Co. It was at Camden that the systematic introduction of the talking machine in the schools was first considered seriously and undertaken as part of a general policy. The literature which has issued from the company's offices since that momentous day on all phases of the educational work has been very voluminous and extraordinarily interesting. It has covered every possible phase of the case. It comprises in itself a complete course in musical appreciation written by experts of the first order, and with its records and machines constitutes a remarkable achievement in the co-ordination of educational method with educational ideal. Very few merchants, we cannot help saying, truly realize the quite stupendous nature of the Victor Co.'s work in these respects. It is beyond the ordinary mercantile experience and must be thoroughly inspected by actual visual contact before it can be appreciated. To anybody who is at all skeptical we recommend the most careful intensive study of the Victor Co.'s educational literature, which is as voluminous as it is fascinatingly and interestingly written.

WHICH allows us further to observe that the men who sell the talking machine are usually the last to recognize its real greatness. It

Our
Infant
Art

is all very well to be a good salesman, but it is even more necessary to be a good prophet, if one wants to realize completely the future possibilities—nay, the future certainties—of the talking machine. To-day most of us are so much interested in thinking of how we can sell Mrs. Jones or Mr. Smith that we lose sight of what it is we are selling. We cannot see the town for the houses, the forest for the trees. Look, for instance, at the records. The art of recording Sound is in its infancy. No one knows, or is likely for many years to know, what the near future may bring forth in this respect. One thing is certain, of course, and that is that we are to-day only at the beginning of a road that will take us very far. It is almost quite certain that the next few years will see the development of vast improvements in the materials of which records are made and also in the application of the record and reproducer to wider fields. The phono-letter sent by mail and telling its story in the very tones of the sender's voice is yet to come. But this is prophecy and we have no special desire to go prophesying away like a red-faced Nixon, as Sam Weller said. We out here in the mid-West, indeed, have this against the record end of the business, namely, that the recording laboratories stay so persistently on the Atlantic Coast. Pressing plants are beginning to appear in our territory, but the secret rooms where the great singers and instrumentalists bring their art to have it perpetuated by the magical etching of the sound-groove remain painfully aloof from us.

SPEAKING of records, by the way, the Western Division of The World received the other day a very interesting letter from John

Slovakia
Is on
the Map

Danko, who makes phonographs and sells them, with records of various makes, out on Milwaukee avenue in the Irving Park district of Chicago. This gentleman tells us that he has many calls for records in the Slovak language, but that the supply of these and of other records in Slavonic dialects is not by any means satisfactory to him. He says that these records have various defects. They are, to quote his own words, "either not sung or played by our people, or they have too many mistakes in music and in grammar; and above all, there are not enough new records, but too much of the same thing over and over again." Mr. Danko wonders why this should be so and wonders further whether there is any way of remedying the defects he alleges. Of course, it is not possible for us to speak with any authority on the subject, for we are not experts in the Slavonic languages, but it can readily be understood that the task of providing adequate lists of suitable numbers in dialects which are not of the first importance must be considerable. The Slovaks are the inhabitants of the eastern end of what is now the Czecho-Slovak Republic, and are an agricultural people, less urban than the highly developed Czechs of Bohemia. The Slovak language is not so important as Czech, Polish or Russian; and probably that accounts for the condition to which Mr. Danko refers, so far as it may be found, upon investigation, actually to exist. We make no doubt that Mr. Danko is sincere and he may very likely be right. The point of immediate interest to our readers is that Chicago is only one of many communities which have a large, useful, civically desirable and prosperous population who have come from parts of Central and Eastern Europe which are hardly known even by name to the average native citizen. These peoples are music-lovers to the last one, and are buyers of talking machines and records in generous quantities. A little more attention might well be given to their wants. Merchants who would take the trouble to investigate the foreign record field would soon find their trouble rewarded. The valuable articles on this subject by Mr. Sebok in recent issues of this magazine put the issue quite clearly. More attention to genuine music-love like this and less competition in a field already highly competitive, for the patronage of the jazz-fiends, would be a good thing all the way round.



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

CHICAGO
Talking Machine Co.
12 N. Michigan Av.

Victor Wholesalers Exclusively

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., February 5.—One encouraging phase of the recent period through which the wholesale trade is passing is found in the information now being given out by the supply and accessory houses to the effect that buying of both supplies and of accessories is actually improving. These industries, like other branches of the trade, have been more or less at a standstill for the past few weeks, and the present recovery seems to point the way to a gradual building up throughout the entire trade. The manufacturers of talking machines have been moving very slowly, conserving their resources and at the same time getting rid of what material they had on hand. They have done this to protect both themselves and their dealers by waiting until a reduction in supply prices should come along. These reductions have come, although they have not been as great as was anticipated.

One thing distinctly noticeable is that the manufacturers are giving more for the money than has ever been the case before. In doing this they are upholding their old prices to some extent. Instead of turning out machines of the same quality as heretofore, they are turning out instruments embodying better workmanship throughout as well as a finer quality of woods, finishes, etc. Another thing noticeable is a tendency on the part of the manufacturer to install more equipment. In brief, it is evidently the desire to make the talking machine not only a better product musically, but to make it more attractive architecturally—a fitting product for the home.

Retail Trade Benefits by Canvassing

In the retail end of the game there has also been a pick-up, especially in the outlying districts. This has been due entirely to efforts of the dealers to build up their canvassing forces. Numerous prospects who are holding back waiting for reductions. From the reports they have been bringing back it appears that the owners of talking machines number about four-tenths of the urban population in the local district. If these reports stand up under analysis, the immediate conclusion will be that the field to be covered in the future is a mighty big one and that there is still room for more sales than here-

tofore. Seemingly all that remains to be done is to get busy and canvass the trade thoroughly.

Another thing that is pleasing the retailers is that accessories, such as albums, repeating devices, etc., are moving in good order. This would seem to indicate that the record business is going big and that the sales of dance music are increasing. As a matter of fact, the foregoing statements are true. Dance music is leading the field in the record business and in all makes of records.

Credit Conditions Show Improvement

We are told by the various credit departments that collections are very good, all things considered, and they are not having as much trouble along this line as might be expected. While it is true that the manufacturing industries have laid off great numbers of men, this has been only temporary, the purpose being, of course, to rehire at lower wages. Certainly full forces are not yet working again, but they are gradually coming back to normal, and it is expected throughout the industrial centers that the month of April will see everything going along at a good clip.

At this season, in years gone by, one of the big bugbears not only of this industry but others as well was the freight situation. It was next to impossible to get freight shipments through because of the vast amount of freight being moved throughout the country. Now that the manufacturing in all lines has asserted itself the railroads seem to be in condition to do some fast work, and this is being taken advantage of by manufacturers of talking machines. It is true that the orders they are sending out are not large ones, but the number of small ones they are taking care of is keeping them fairly busy.

Lakeside Active

The Lakeside Supply Co. held its annual sales conference in Chicago last week, and the entire sales force, consisting of eleven road men and several local salesmen, had a wonderful time at a banquet given by the company in one of the local hotels. The banquet followed an interesting day which was given over to sales talks and a visit through their wood-working plant. The Lakeside Supply Co., by the way, is putting out a good line of electrically operated phono-

graphs, which are known as the "Electrophone," as well as the "Chorister," a spring machine. Each line includes several models. This company recently took over the Chicago agency for the Lyric lateral-cut records and at present it is carrying a very large stock of these records, which are being distributed rapidly among the Chicago trade.

Records for Advertising

About a year or so ago the Chicago office of the Talking Machine World made a suggestion to the trade that it would be a good idea for those having recording plants to look up the possibility of using records for advertising purposes. We pointed out how many companies made a practice of large quantities of literature each month and how the recipients of this mail threw large quantities of it away without even taking the trouble to open it. We suggested that the recording men should point out that if an advertising sales talk were recorded on a record and sent to the people, those owning talking machines, of course, more attention would be paid to what the advertiser had to say and greater advertising benefits would result. It seems that this proposition was actually taken up in a small way, but nothing definite ever came of it. The matter was brought to our attention again this week by inquiries sent in from two electric companies asking where information could be obtained regarding the manufacturing of "sales talk" records. We believe there is a very big field to be covered in this sort of work and that hardly a concern in the country now sending out large quantities of mail each month which would not listen to this proposition.

To Introduce New Reproducer

Barnhardt Bros. & Spindler have brought out a new reproducer which they expect to introduce to the trade in about three months. This reproducer was invented by Gregg K. Mills, an engineer connected with the Chicago Telephone Co. The working models have already been completed and it is expected that the dies will be finished in a short time. One of the many features claimed for this new sound box is perfect insulation. The material will be a new alloy devised by their casting department. The new metal is known as "Tenso." Tenso, by the way,

(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.

The Second

Example of the Dealers' Helps prepared by Lyon & Healy



A six-page Art Folder, issued each month, which serves both as an envelope for the monthly supplement and a very distinctive advertisement as well. It is handsomely lithographed in several colors. The best records of the current month are featured and one page is devoted to a strong sales letter. Your name and address are imprinted. This folder will boost your record business.

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 full information, samples, and a complete list of our helps.

LYON & HEALY

Victrola Distributors
CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 131)

is an alloy that is much lighter and has greater tensile strength than brass and is from three to four times stronger than white metal. The use of this new alloy will permit the various parts of reproducers and tone arms to be much thicker and will lessen the probability of threaded parts pulling out.

The casting department of this company has also brought out a new finish, which is known as "platinoid plate." This is an electro-plate finish which closely resembles silver, but, unlike silver, will not tarnish. The cost of finishing with platinoid is practically the same as that of nickeling. The platinoid is an exclusive feature with Barnhardt Bros. & Spindler and will be controlled by them exclusively. Another new finish on which they claim exclusive rights is a rubberized japan which is said to be more durable than old japan finishes and to have more of a rubber consistency, which eliminates any possibility of cracking or chipping. A combination of the japan with the platinoid offers many new possibilities for artistic designs in both tone arms and reproducers.

Pleased Over Okeh Record Popularity

H. S. Schiele, vice-president and treasurer of the Artophone Corp., St. Louis, paid the Chicago office of The World a visit while here on a buying trip a few days ago. Mr. Schiele was enthusiastic over the way the Okeh records were going in St. Louis and said that they expect to make a clean-up before very long. Since his company took on the jobbing agency for Okehs in St. Louis many new dealers have taken on this line of records and the Okeh family is steadily growing. Mr. Schiele stated that the general opinion in St. Louis is that business will be back to normal by March 1 at the latest. There is an increased demand for console machines and it is believed by many dealers that this type of instrument will lead the field in 1921.

New Store Opened

A. J. Bell, who for the past several years was connected with the record sales department of

the local branch of the Columbia Co., has become manager of the Imperial Talking Machine Co., an exclusive Columbia store, at 2308 West Madison street, Chicago. Mr. Bell succeeds Harry Passavay, who has retired from the talking machine business because of other interests. Mr. Bell was very popular with the Columbia dealers and since he has taken up these new connections many of his old dealer friends have called on him and wished him success.

When Will Times Be Good?

The R. C. Wade Co., maker of the Tonofone needle, through Dorchester Mapes, secretary and treasurer of the company, has sent out to the trade, under date of January 25, the following letter upon conditions which is interesting and timely:

"Francis H. Sisson, vice-president of the Guaranty Trust Company, of New York, at the annual banquet of the National Automobile Chamber of Commerce last Tuesday night, said: 'When will a stable basis for business be re-established?' In other words, when will times be good?"

"This same thought is discussed nowadays wherever bankers or business men get together—it is the question of the hour, and the answer is easy. Business will be good when we make it good, and every business man must do his part. Confidence, courage and hard work is what is required of us all.

"Mr. Sisson also said: 'The business conditions of this nation are fundamentally sound.' The buying power of the American people was never greater than to-day, but never before were people as keen about getting full value for their money.

"We are doing our part. We honestly believe we are giving the biggest needle value ever offered and we are carrying on an intensive campaign of co-operation with our wholesale distributors to make every retail dealer in the country know this. To finance this campaign we are anticipating our profits months

ahead and doing it without a whimper.

"In keeping with this policy we offered you an extra 5 per cent on our new, bigger value, bigger profit, 12 for 25c. package—to apply on all orders placed during the month of January. Don't throw away this 5 per cent—we offered it in all sincerity and want you to take full advantage of it.

"The business is there and those who go after it hard and give good value will get it. The handwriting is on the wall and easy to read. Don't ignore it. Orders dated and mailed not later than February 1 will be subject to the extra 5 per cent. Why not order now—to-day—on the basis of our letter of January 3?"

Exhibit Fernogrand at Stratford Hotel

O. R. Bowman and J. M. Dick, sales managers for the Fernogrand Co., are exhibiting their baby grand talking machine at the Stratford Hotel this month. The baby grand is manufactured in Cincinnati by E. H. McConnell, president of the concern. The Fernogrand Co. was reorganized and reincorporated on January 1 with a capitalization of \$175,000. The instrument is made in strictly period designs, intended to match the furniture in any household. It is equipped with the Ellis reproducer, the manufacturing rights of which are controlled by the Fernogrand Co. Piano men and talking machine men of Chicago have shown great interest in the Stratford exhibit. Messrs. Bowman and Dick have had their hands full receiving visitors and predict an excellent sale of the line in this territory.

Advertise for Business

The following sentiments, which appeared in Advertising and Selling of December 18 as coming from C. G. Steger, president of the Steger & Sons Piano Co., manufacturers of the Steger phonograph, should meet with support from manufacturers and foresighted merchants:

"It is the duty of manufacturers and merchants to redouble their efforts in sales-production."
(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.

The FONOLIER

FOR ANY

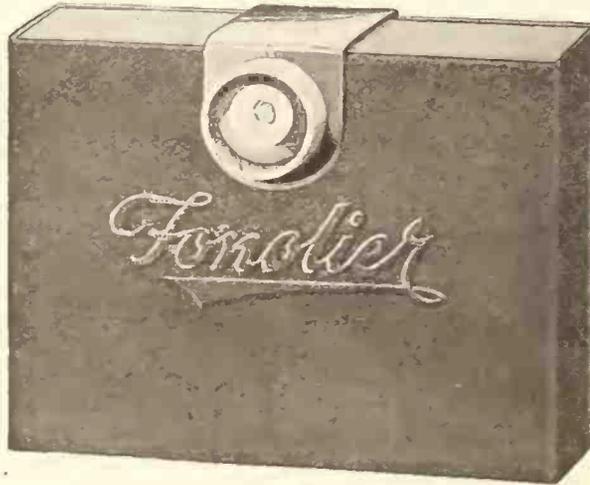
Talking Machine or Phonograph

The Only Portable Phonograph Light

Has Already Met With the Enthusiastic Approval of the Chicago Trade

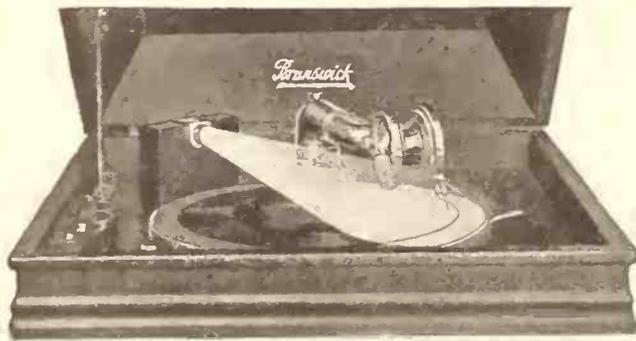
Place a Fonolier near the turntable and by turning the button it will illuminate the

RECORD
and
REPRODUCER



No screws or tacks to mar the woodwork.

"KEEP A FONOLIER
ON YOUR
PHONOGRAPH"



PAT. PEND.

RETAIL
PRICE
COMPLETE

\$2.00



SIMPLE, EFFICIENT, ATTRACTIVE AND A SELF SELLER

Regular Trade Discount. Six (6) Fonoliers Are Packed to a Carton for the Dealer

Order a Carton From Your Wholesale Distributor

OR WRITE US GIVING HIS NAME

EXTRA BATTERIES RETAIL .75 EACH

We Sell Through Wholesale Distributors Only

Batteries Guaranteed Against Shelf Depreciation for Six Months

Manufactured by Fonolier Division

STUART PRODUCTS CORPORATION, 663 West Washington Street, Chicago, Illinois

SOLE SALES AGENT

W. A. CARTER

57 East Jackson Boulevard

Chicago, Illinois

NOTE—Send All Inquiries to W. A. Carter

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 133)

tion by means of intensified consumer advertising during this period of readjustment. It has been said that the public likes to go from one extreme to another, but it would be dangerous for leaders of industry to do likewise.

"Well-planned advertising is conservative and continuous. Some business men believe in 'splurging' when conditions are highly prosperous and in stopping all advertising when times become rather critical. Publicity that is constructive and consistently maintained throughout good times and bad is certain to prove most profitable in the long run.

"When the buying demand of the public slows up, it is imperative that the manufacturer and merchant should put on the accelerator in going after sales by making use of intensified consumer advertising. The Steger institution intends to drive all the harder, from the standpoint of advertising and salesmanship, in campaigning for sales of Steger pianos, player-pianos and phonographs."

Good Emerson Display

The photograph shows the display of E. J. Hallett & Son, of Pontiac, Mich. The sign featuring Emerson records is eight feet long and



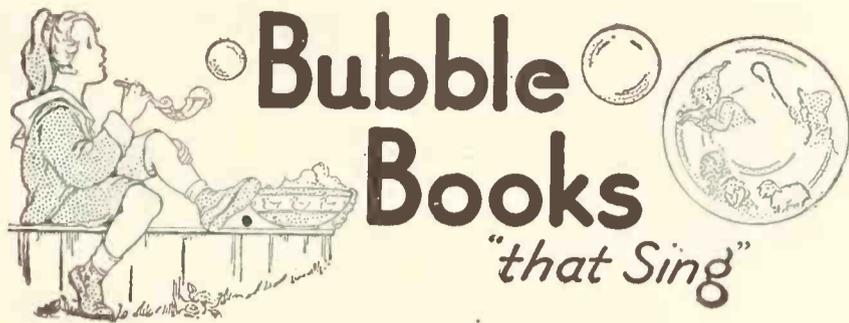
Hallett Store Features Emerson

four feet high, the field being painted in a brilliant red with white letters. The sign rests on a platform covered with bright green crepe paper forming a decided contrast to the red sign. Along the ledge of the window, arranged so that from the street it has the appearance of running along the top of the sign, is a board also covered with green paper on which are hung records at regular intervals.

Piano Club Gives Prizes

Pursuing its policy of doing its utmost to advance the cause of music, both trade and professional, in Chicago and the mid-West, the Chicago Piano Club, which is made up of piano and talking machine men of the city, has decided to give four prizes of \$50 each to the National Federation of Music Clubs for distribution in their fourth biennial national contest for young professional musicians. These contests, which are sponsored by the above organization, have succeeded in creating a nation-wide interest because of their work in developing the talent of professional musicians. The Piano Club is to be congratulated upon the altruistic spirit with which it has engaged in this work.

The purpose of the contests is to recognize



ANNOUNCING

A NEW BUBBLE BOOK RELEASE

BUBBLE BOOK No. 13 and
NEW REVISED PRICE LIST

List Price	- - - - -	\$1.25 ea.
Less than Gross Lots	- - - - -	83c ea.
In Gross Lots	- - - - -	79c ea.
Three Gross Lots	- - - - -	75c ea.

Order Your Quota Early—Write Today.

Consolidated Talking Machine Company
227-229 W. Washington Street Chicago, Illinois

the superior ability of American music teachers by bringing their artist-pupils into prominence, and to encourage and inspire music students to greater efforts in artistic achievement. Incidentally, it will give opportunity and publicity to the most talented young musicians of America, and perhaps be the means of launching them on a professional career. This knowledge will be of value to dealers throughout the country, inasmuch as they may be able to serve their clients by telling the latter about the contests. Mrs. Louis Yeager, 300 Forest avenue, Oak Park, is chairman of the national contest and can be communicated with by interested parties.

Columbia Salesman School

Over at the Chicago office of the Columbia Co. they have a large demonstration booth fitted up so as to represent a dealer's store. The room is very large, and where its front wall used to be they have set up some plateglass windows and a doorway, so that it looks exactly like the front of a regular talking machine store. This "store" is used for very many purposes, but perhaps the most important purpose for which it is used is the "dealers' salesmanship school," which holds sessions every Wednesday morning. This school is presided over by our old friend, "Professor" Kapp, of the "See What My Boy Got in France" fame. In order to become a regular professor, it was necessary for Kapp to don a pair of horn-rimmed spectacles, of the Harold Lloyd type, and purchase a regu-

lar teacher's ruler. Now as to the dealers, they are divided up into four sections, North Side, West Side, South Side and Loop, and they alternate every Wednesday for their lesson. When the dealers get together, Kapp enthrones himself behind a mahogany desk and the lessons begin. He begins by explaining minutely to the students just what the Columbia Co. is doing that particular week in the way of sales helps, such as literature, advertising propaganda, etc. Every piece of literature is gone over very carefully and explained and criticized by both Mr. Kapp and the class.

When the school began its first course, about a month ago, it was questioned whether the dealers would take to it, but after the first day of school the news spread around among the Columbia dealers and when the second class met it seemed that every dealer of that particular section was not only on hand, but had brought his' relatives with him.

Big New Loop Store

Jerome H. Remick Co., music publishers, will open a ground floor store at Jackson boulevard and State street next May in which they will handle sheet music, talking machine records, player rolls and small musical merchandise. The store now occupied by the Johnston Candy Co. has been rented for a ten-year period at a sum of \$225,000.

When it is realized that this will be the only first floor music establishment in the Loop on

(Continued on page 136)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you or records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of DECALCOMANIA Transfer Name-Plates

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 135)

State street the magnitude of the venture will be appreciated. When an old established concern like Jerome H. Remick takes a ten-year lease on State street for the purpose of selling music, it demonstrates the fact that the best known prophets of musicdom are ready to stake their cash on an optimistic belief in the future of music in this country.

Chicken vs. Worms

Once in a while in the midst of all his worries the tired business man gets a little literature which makes such a hit with him that he pastes it up over his desk where everyone may read it, and then he heaves a sigh of relief and agrees with himself that this little old world is not such a bad place to live in after all. At this time particularly, when everything is topsyturvy, letters of this kind are the best stimulant a business man can get. The latter is too much inclined to worry over the "falling off" in business, and to forget entirely that there ever was such a thing as business or that it still exists. However, we know of one man in Chicago who believes in the future and who is doing his darndest to spread sunshine to all of the manufacturers in the trade by means of clever little letters. That man is our old friend, Walter Magill, who handles the sales of the Universal Stamping & Mfg. Co. and a great part of the sales for H. G. Saal Co. His most recent letter is as follows. Read it and see if you don't agree that it is hitting the nail on the head:

"Would a Hen Stop Scratching If the Worms Got Scarce?"

"That little question seems to say more in a few words than anything we have heard. The answer, of course, is 'No.' The hen would keep right on scratching. Being very regular in her hours, she would probably continue to get up and retire with the sun. But we can readily believe that the aforementioned hen would utilize less time for dusting herself in the sand and would put in more productive minutes and hours on the main job of 'scratching for worms.'

"After a rain a hen has an easy time. Worms are numerous—there are a lot of them on top of the ground. It's 'easy picking.'

"That's the way business has been for the last three years. Now it is a little more like the problem the hen has when in the midst of a long dry spell—worms are scarcer and deeper down. Business is about the same. We are getting back to the 'good old days.'

"However, the hen hasn't stopped scratching and she isn't going to. She must have worms—you have got to have business. It's there, maybe not quite so plentiful, maybe a little deeper down—but it is there.

"Just let's keep in front of us that pertinent question, 'Would a Hen Stop Scratching If the Worms Got Scarce?'

"Then, let's emulate the hen."

Cathedral Co. Moves

At a meeting of the stockholders of the Cathedral Phonograph Co., which was held at the Fontenelle Hotel, Omaha, Nebr., on Wednesday, January 26, it was decided that the affairs of that company should be placed in the hands of a creditors' and stockholders' committee. It was proposed to continue the business for the benefit and protection of all concerned, and also for the purpose of submitting to all creditors a proposition whereby all obligations would be extended for a period of from six months to two years. The officers of the company now are Axel Akers, president; J. S. Gullborg, vice-president; Harry Hildreth, Jr., treasurer, and E. F. Bader, secretary. It was also decided that the company should move its executive offices from Omaha, Nebr., to Chicago. This plan was carried out, and the general offices of the Cathedral Phonograph Co. are now located at Room 1402, Consumers' Bldg.

The company proposes to pay one hundred cents on the dollar in the following manner: 15 per cent payable in six, nine, twelve, fifteen, eighteen and twenty-one months beginning February 1, 1921, and the balance of 10 per

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.

cent exactly twenty-four months from that date. The factory of this company is located at Marion, O., and is fully equipped with the latest facilities for the manufacture of phonographs. Likewise, its buildings are of the same type.

The following men were selected at the creditors' and stockholders' meeting to effect the plan of settlement as above outlined. J. S. Gullborg, A. A. Monson, Harry Hildreth, Jr., A. Akers, R. Z. Morrison, E. F. Bader, G. O. Mayer, J. R. Roberts and C. E. Corey. It is understood that no preferences will be allowed and everyone will be accorded the same treatment. It has also been proposed that creditors' claims of less than \$50 be paid within ninety days from date and that all others join in the plan of settlement above outlined. If the creditors adopt the plan an agreement will be drafted whereby all property and assets of the Cathedral Co. will be transferred to the committee of creditors and stockholders to carry out the plan and all creditors will be asked to execute the agreement.

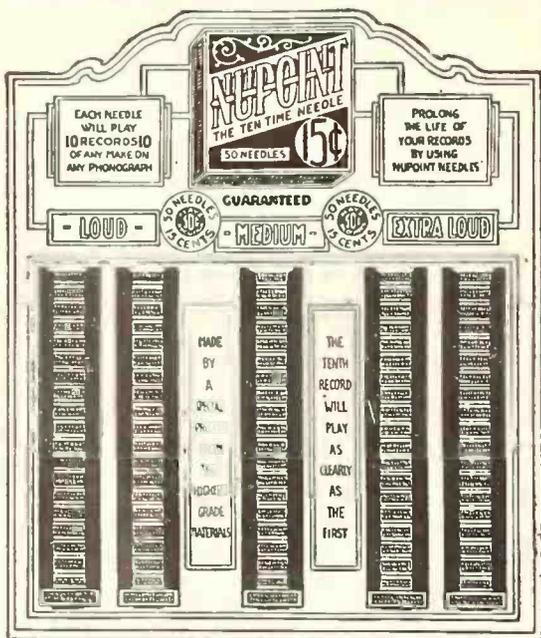
The financial statement of this company as of December 31, 1920, claims total assets of \$697,321.60 and shows total liabilities of \$845,215.29, leaving a deficit or loss of \$147,893.69.

Enter the Fonolier

One of the latest entrants into the talking

THE BIGGEST HIT OF THE YEAR!

PLACE THIS STAND ON YOUR COUNTER



NUPOINT THE TEN TIME NEEDLE



NUPOINT THE TEN TIME NEEDLE



BIGGER PROFIT FOR DEALER
BIGGER VALUE FOR CUSTOMER

Live dealers, on the alert for new profit possibilities, can cash in on NUPOINTS. They offer the biggest needle profits in the trade, to the dealer—and the greatest needle value in America, to the customer. Order your supply NOW.

NUPOINTS are made of specially tempered steel. Three coatings of a secret chemical solution, on the point, then a patented, permanent GOLD FINISH, guarantees every NUPOINT to play TEN records—the tenth one as clear and distinct as the first. This chemical treatment also minimizes the scraping—preserves the records—and purifies the tone.

MONEY-BACK GUARANTEE

NUPOINT needles are sold with the maker's contract—a guarantee that stands squarely behind dealer and customer alike—MONEY BACK IF NOT SATISFIED WITH THE QUALITY OR VALUE.

24-Hour
Delivery



NUPOINT NEEDLES SELL AND SATISFY
FREE—DISPLAY STAND

A beautiful display stand holding 100 packages is given free with all introductory orders.

50 Needles to package
Each Needle plays 10 records
100 packages to carton

Dealer's Price
\$7.00
per Carton

Dealer's Profit \$8.00

Retail Value
\$15.00

JOBBERS—WRITE FOR SAMPLES AND ATTRACTIVE PROPOSITION!

NUPOINT MANUFACTURING CO.

128 No. Wells St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 136)

machine field is the Stuart Products Corp., whose headquarters are located at 663 West Washington street. The Stuart people have come out with a new battery lamp, to be used on talking machines. Selling arrangements have been made for the talking machine trade, and W. A. Carter, whose office is located at 57 East Jackson boulevard, has been appointed general sales representative. Mr. Carter is well known to the trade, and for a long time has been representing the Jones Motrola, as well as the Peerless Album Co. The Stuart Corp., manufacturer of Fonolier, anticipates that because of its compactness and neatness it will be used not only on the talking machine, but in "parlor, bedroom and cellar" as well. Fonolier is put up in a small imitation leather case, measuring 4"x3"x1¼" and the electric light bulb is counter-sunk into the side of the case.

This permits its use on the talking machine without attaching it. All that is necessary for the owner to do is to press a little button

on the back and the light illuminates the record or whatever else is necessary. By reason of its having no attachments it can be readily used in any part of the house that the owner may desire.

Out for Jobbers

The Nupoint Mfg. Co., of this city, has lately developed its business to such an extent that it is now able to take on more jobbers and for this purpose it has launched an extensive campaign. This company manufactures a talking machine needle which it has christened the "Nupoint." It claims for the Nupoint needle that "it is made of an especially high-grade tempered steel, having three coatings of a secret chemical solution, which guarantees ability to play ten records without changing the needle, and that it is covered with a patented permanent gold finish, which minimizes the scraping and scratching and purifies the tone of the record." The sales of this needle are being looked after by M. Cole, who has established his headquarters at 128 North Wells street. Mr. Cole says

that with each original order the company is offering a highly colored display stand as well as a quantity of sample packages.

In New Headquarters

The Chicago Musical Sales Co., wholesale distributor of talking machines and accessories, announces this month that it has moved to larger quarters and is now located at 56 East Randolph street, where it is in position to give immediate service to the trade. The manager of this company is our old friend, J. A. Tidmarsh, who was at one time connected with the Chicago branch of Hallet & Davis, Pathé division. Besides small portable talking machines this company features accessories such as needles, record brushes, albums, needle cutters, etc. According to Manager Tidmarsh it looks as though the dealers all over town were making a clean-up on the accessory end of the game. And this is just as true of conditions out of town.

Timely Brunswick Letter

A. J. Kendrick, general sales manager for
(Continued on page 138)

FOR THE
EDISON

The Oro-Tone
QUALITY FIRST

FOR THE
VICTOR

AND NOW FOR  THE COLUMBIA
JUST SAY "Send Samples on Approval"

No. I-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, \$7.50. Highest Grade Gold Plate, \$10.50



Illustrating the No. I-E Oro-Tone attached to the Edison

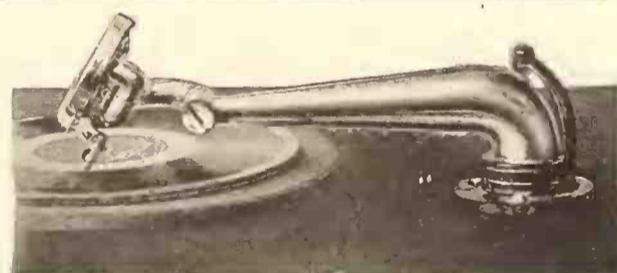
No. LS-V Oro-Tone Victor Attachment

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

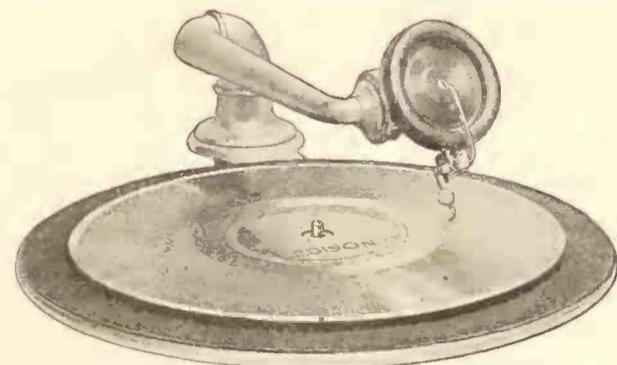
No. I-C Oro-Tone Columbia Attachment

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 "The Oro-Tone," which illustrates and describes the complete Oro-Tone line.

The Oro-Tone Co.
QUALITY FIRST

1000 TO 1010 GEORGE STREET
CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 137)

the Phonograph division of the Brunswick-Balke-Collender Co., recently sent out a letter to the Brunswick trade which was of a very encouraging nature. Instead of commenting on this letter, we are presenting it herewith, as we believe that the meat contained therein will be of value to many dealers. It reads:

"The steadiness of the Brunswick dealer throughout the period of readjustment, from which the country is now emerging, has been an impressive demonstration of

"(1) The confidence of the dealers in the fundamental soundness of the country.

"(2) The dealers' knowledge that the Brunswick line and its pricing are right.

"(3) The dealers' faith in The Brunswick-Balke-Collender Co., and its policies, founded long ago, now the best assurance that the affairs of the company and of those associated with it will always be protected by a well-founded, deliberate action.

"We take this means of again assuring you that your confidence and faith in this company are not reposed in vain.

"We repeat the statement, unadorned, that Brunswick prices will NOT be changed. As the gradual lowering of the cost of material and labor permits, the value of the product will be enhanced by betterments and added features. There will be no sharp transition, and, consequently, Brunswick inventories will not depreciate.

"Some, in the past, have been inclined to doubt the policy of standardized values. The correctness of the standard value is now proven beyond the question of doubt. The dissenters have paid heavily—some with their business lives. Those who stood fast are now prepared to enter into the opportunity of a better day."

Replogle Visits

One of the recent visitors to the Chicago trade was G. L. Replogle, vice-president and general manager of the Aladdin Phonograph Co., Kansas City, Mo. He is on his way back

to Kansas City after paying a visit to the Aladdin plant at Eau Claire, Wis. In a talk with a representative of The World, he stated that the company's headquarters are now located at 2305 to 2307 Penn street, Kansas City, and a space of 18,000 square feet is occupied. This company was incorporated some time ago for \$50,000, and the amount is fully paid in. "It looks to me," said Mr. Replogle, "as though business is going to be exceptionally good this Spring, and I am sure there is a tremendous amount of business to be had in the way of selling talking machines. All that is necessary is to point out to the dealer the good old ways of going after and show him that it isn't necessary to sit down and wait for new selling methods to develop."

Hear "Louisiana Five"

Antonio Lada and his syncopation artists entertained members of the Chicago Piano Club at their regular weekly meeting Monday, January 24, at the Illinois Athletic Club. The boys received much applause from the piano men, a couple of whom were guilty of swaying their shoulders à la shimmy during the performance. The Louisiana Five are Columbia artists and well known to lovers of dance music throughout the country.

Lyon & Healy Dealer Helps

The advertising department of Lyon & Healy has been very busily engaged recently in bringing out new ideas that will help increase sales for the dealers. Before these helps are offered to the dealer they are given a thorough try-out and test in the retail department of Lyon & Healy's big store on Wabash avenue. This department, by the way, is one of the largest in the country and should serve as a barometer for trade conditions. The service that it is getting out is for the exclusive use of Victor dealers and each month these dealers receive samples of the helps gotten out by the advertising department. The latest helps recently tested out, which, by the way, have proved very

successful, are the six-page art folders which will be issued each month. These folders are very artistic and colorful, and serve both as an envelope for the dealers' regular monthly supplements and as a distinctive advertisement. The drawings are all lithographed in several colors and the best records for the current month are featured. One of these pages is devoted exclusively to a strong sales letter, and a space is left for the imprint of the dealer's name.

West Sider Moves

The Schultz Piano Co., located at Madison and Ogden streets, has erected a new store at Oakley boulevard and Madison street. This is a structure forty-four by one hundred and twenty feet in the midst of one of the busiest business sections of the outlying districts. The Schultz Piano Co. plans to move into its new quarters around the first of the month.

What E. H. Gary Thinks of Music

It is most interesting to know that the movement for music in industry receives the increasing approval of big business. Here's what E. H. Gary writes in a letter to the Chicago Piano & Organ Association:

"I believe that music conservatively and consistently applied to industry should be a material benefit to both the workers and the employers. If 'music hath charms to soothe the savage breast,' it certainly will have a good influence upon people as intelligent and well informed as the employes generally of this country."

Tone Shop Bankrupt

The Tone Shop, formerly located in the North American building, and before that in the Republic building, was declared bankrupt by an order in Judge Carpenter's court last month. The petition was filed against Walter A. Pushee, trading as Walter A. Pushee & Co., and the Tone Shop, by the Phonograph Manufacturers Credit Bureau, of which Alfred S. Bruno is president. To the latter gentleman goes the

(Continued on page 140)

Sterling

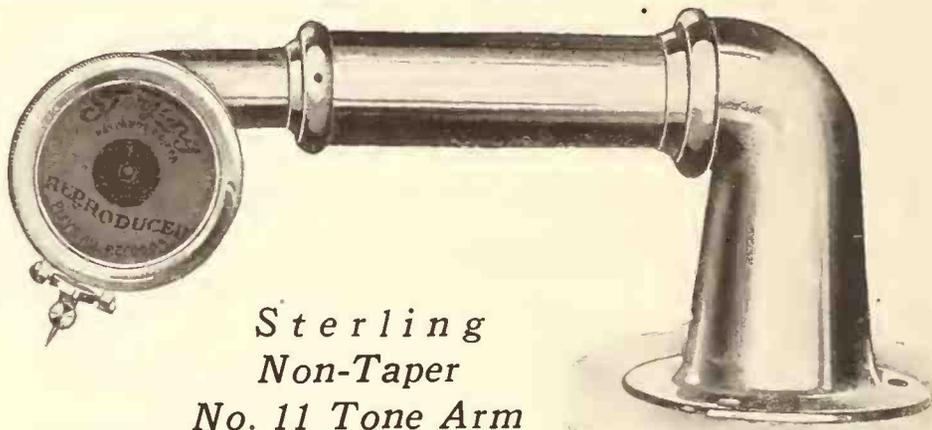
STONE ARMS REPRODUCERS and ATTACHMENTS

High Class Workmanship
Beautiful Finish
(Nickel or Gold)
Simple, Practical Design
are features of
Sterling Guaranteed Products

Send for Bulletin No. 9

STERLING DEVICES CO.

534 Lake Shore Drive
CHICAGO



*Sterling
Non-Taper
No. 11 Tone Arm*

Sterling Reproducers Play All Records



*Sterling Reproducer
fitted with
Edison Attachment*

*We are also prepared to furnish
Sterling Reproducers with
Victor and Columbia Attachment*



Now
85c.

No Better Record Made!

Grey Gull records are made in a large, amply financed factory—under one roof—of the best materials obtainable, and by the best artists available. The Grey Gull executives have been making records for years. They comprise America's most successful record experts. Grey Gull records are 10 inch, lateral cut records and are guaranteed to play at least 100 times. They have a silk smooth surface and brilliant volume. There can be no better records made at any price.

**No Agency Strings—
Order When and What You Want**

Every hit appears on Grey Gull records first. "Margie," "Broadway Rose," "Beautiful Annabelle Lee," and every other hit of the day are yours without agency strings. There is no red tape. You are not obligated to sell any particular phonograph or assume any binding contracts. Order when and what you want. On-time deliveries are guaranteed.

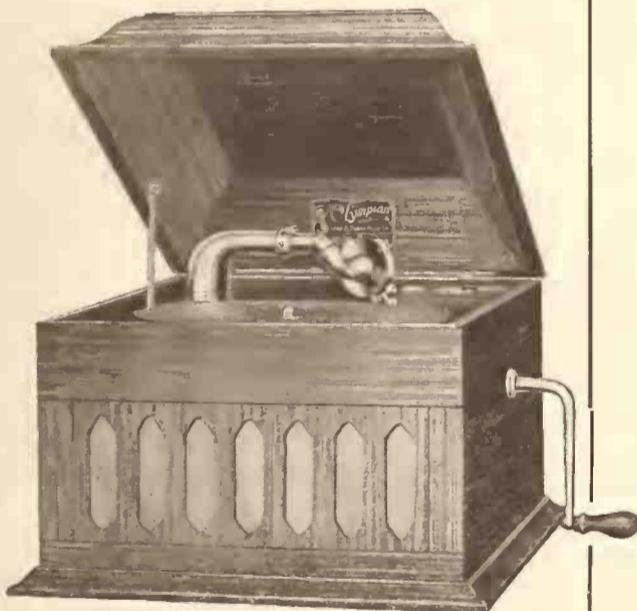
**The 85c Price
Will Increase Your Sales**

Grey Gull records at 85c. offer the biggest record values in America. The price insures two sales at 85c. to each buyer, instead of one sale at \$1.00. You can afford to stock 85c. records, because you know the price is rock-bottom. It takes away the nervous feeling that you have when you stock records retailing at \$1.00 or more.

One of the Special Bargains Listed in Our New Bulletin

Here is an example of the record-breaking values now offered in our March, 1921, bulletin. This book shows a complete line of phonographs, musical instruments, supplies and accessories at rock bottom prices.

Write for your copy today



Olympian Model 60 The Big Trade Winner

Model 60 is just another example of Olympian guaranteed quality at a special low price. At \$50.00 to \$60.00 you can offer more real value than can be had in another instrument and you will still make more than 100 per cent. Act quick, as we are offering but a limited stock at these special prices.

Order from this Ad

Plays as loud and clear as the large cabinet phonographs. Has an all-wood tone-chamber, universal tone-arm, cast-iron frame, double spring Heineman motor. Plays all makes of records.

Size 13 inches high, 10 1/4 inches deep, 17 inches wide. Finished in genuine mahogany. Limit of 6 of Model No. 60 to any one dealer.

No. 60-AJ

Wholesale Price, each \$24.50

**20
Best
Sellers**



**40%
Discount
to Dealers**

- | | |
|--|---|
| 1. Rosie—Fox-trot,
Sung for Dancing by Ernest Hare } L-1039
Oh Gee! Say Gee! } 10-in.
Sung for Dancing by Ernest Hare } 85c. | 11. Sweet Mamma—Fox-trot,
Krueger's Melody Syncopaters } L-1025
Just Like a Gypsy—Fox-trot, } 10-in.
Grey Gull Dance Orchestra } 85c. |
| 2. Palestena—Fox-trot Banjopatens } L-1040
My Home Town Is a One-horse Town— } 10-in.
Fox-trot Banjopatens } 85c. | 12. Avalon Sung by Ernest Hare } L-2040
Like We Used to Be, } 10-in.
Sung by Charles Hart and Louis Terrell } 85c. |
| 3. Grieving for You—Fox-trot Banjopatens } L-1038
Beautiful Annabelle Lee—Waltz. Banjopatens } 10-in.
} 85c. | 13. Whose Baby Are You?—Fox-trot, } L-1029
All-Star Trio } 10-in.
Medley Fox-trot from "Irene," } 85c.
All-Star Trio } |
| 4. Margie—Fox-trot. Selvin's Novelty Orchestra } L-1036
Biddy—Fox-trot. All Star Trio } 10-in.
} 85c. | 14. Old Pal (Why Don't You Answer Me?) } L-2036
Sung by Charles Hart } 10-in.
Pretty Kitty Kelly. Sung by Charles Hart } 85c. |
| 5. Feather Your Nest—Fox-trot . . . Banjopatens } L-1037
I'd Love to Fall Asleep and Wake Up in } 10-in.
My Mammy's Arms. Banjopatens } 85c. | 15. Tripoli, } L-2034
Sung by Charles Hart and Louis Terrell } 10-in.
Hiawatha's Melody of Love, } 85c.
Sung by Charles Hart and Louis Terrell } |
| 6. Whispering—Fox-trot, } L-1031
Joseph Samuels' Music Masters } 10-in.
Kismet—Fox-trot, } 85c.
Joseph Samuels' Music Masters } | 16. Let the Rest of the World Go By, } L-2017
Sung by Henry Burr } 10-in.
Wond'ring Sung by Charles Hart } 85c. |
| 7. Japanese Sandman—Fox-trot, } L-1032
Joseph Samuels' Music Masters } 10-in.
Louisiana Waltz. Grey Gull Dance Orchestra } 85c. | 17. When You and I Were Young, Maggie, } L-2021
Sung by Charles Hart } 10-in.
A Perfect Day. Sung by Henry Burr } 85c. |
| 8. I've Got the Blues for My Old Kentucky } L-1034
Home—Fox-trot Banjopatens } 10-in.
Caresses—Fox-trot Banjopatens } 85c. | 18. The Rosary. Sung by Henry Burr } L-2026
I Hear You Calling Me, } 10-in.
Sung by Charles Hart } 85c. |
| 9. Dolly, I Love You—Fox-trot. All Star Trio } L-1030
Dance-O-Mania—Fox-trot. . . Gilt Edge Four } 10-in.
} 85c. | 19. My Isle of Golden Dreams—Waltz, } L-1011
Starita Saxophone Sextette } 10-in.
Lucille—Fox-trot. Starita Saxophone Sextette } 85c. |
| 10. Broadway Rose. Sung by Charles Harrison } L-2043
Blue Diamonds. Sung by Henry Burr } 10-in.
} 85c. | 20. The Country Doctor and the Rube Patient } L-7005
—Character Dialogue by Steve Porter and } 10-in.
Billy Jones } 85c.
Swapping Horses—Character Dialogue by }
Steve Porter and Billy Jones } |

An Order for These Hits Will Convince You

In all, Grey Gull records offer you a quality product—hits when you want them—service without red-tape—the lowest price in America. Place an initial order for these twenty best sellers, or for any selections that you desire. Convince yourself.

Order Today at Our Risk

If you are not satisfied with Grey Gull records, return them at our expense. That guarantee protects you and your customer alike.

Cole & Dunas Music Co.

Wholesale Headquarters for Phonographs, Musical Instruments
and Supplies

50 to 56 West Lake St.

Chicago

LAKESIDE PHONOGRAPH PRODUCTS



THE
ELECTRO-PHONE
ELECTRICALLY
DRIVEN
PHONOGRAPH

MOTORS—TONE ARMS
ALL PHONOGRAPH
EQUIPMENT
WALL KANE
NEEDLES
ACCESSORIES

DISTRIBUTORS

LYRIC RECORDS

HITS FIRST

PROMPT SERVICE

BEST SELECTIONS

LAKESIDE SUPPLY CO.

412-16 SO. DEARBORN ST.

CHICAGO, ILL.

PHONE HARRISON 3840

part of the motor. This, they claim, gives it an universal application. The Sterling people report that there was a slight pick-up in business towards the latter part of January and that from present indications the trade is awakening. At a recent election of officers of this company Fred Wenzel was elected treasurer.

Tell of Business Expansion

The Jewel Phonoparts Co. has shown a phenomenal growth since its organization two years ago and its sound boxes, equipped with a Nomika diaphragm and Jewel mute, have had an exceedingly favorable reception by talking machine manufacturers. The business in the past year has grown to a point where the sales receipts amount to \$200,000. This company has an authorized capital of \$100,000, \$60,000 of which has been paid in, all except \$2,500, in cash.

Plans are being worked on at present for the enlargement of the mechanical department and the company expects, within a short time, to bring out many new articles which fill a long-felt want in the trade. One of these new features is the non-taper Jewel tone arm. The various phonograph accessories to be placed by the company will hereafter be known as "Jewel" instead of "Blood."

The men most strongly interested financially in the company are men of large business experience able to stand behind the company in any financial way needed. These men are also taking an active part in the business thereof and giving it the benefit of their past business experience in other lines. The sales for the Jewel Phonoparts Co. are now being handled by A. B. Cornell, who is known to every manufacturer of talking machines in the business, as well as to a great number of retail dealers. It is announced that "O. J. Kloer and B. B. Blood, who were formerly connected with said company, are no longer interested in same or in its employ in any way."

Black and White Melody Boys Entertain

The W. W. Kimball Co., Pathé distributor of this city, capitalized the appearance at a local theatre of Ray Miller's Black and White Melody

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

bulk of the credit for bringing about a settlement in the Tone Shop's affairs. The petitioner alleged that Pushee, in his store on West Madison street, had sold fixtures to his brother for \$100 which in reality were worth much more than this amount. He is also said to have secured goods on consignment with the understanding that he would turn over collections to the consignee, but failed in doing this. He is also said to have borrowed money from various

discount companies, turning over leases as collateral security.

New Automatic Stop

The Sterling Devices Co., 536 Lake Shore Drive, is preparing to place on the market a new non-set automatic stop, which it has perfected, and is said to be adaptable to all makes of talking machines. One of the unique features of this new Sterling stop is that it forms an integral part of the tone arm proper and is not a



Okéh Records



Unexcelled by comparison

We can supply the most popular hits and give prompt service. Write for details of our "Dealer Proposition"

Wade Talking Machine Co
WHOLESALE DISTRIBUTORS.

12-20 N. MICHIGAN AVE., CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 140)

Boys whose delightful and catchy renditions on Pathé records are popular throughout the entire country. During their recent engagement at the Illinois Theatre, these musical monarchs of jazzland proved the big feature in the show of striking hits and, following the regular performance at the theatre, the Miller Melody Boys gave popular recitals at the W. W. Kimball Co.'s music store, where they entertained the patrons

Payment of First Dividend

On January 20 a meeting of creditors of the World Phonograph Co. was held before Sidney Eastman, referee in bankruptcy, and at that time payment of the first dividend to creditors whose claims have been proved and allowed was considered. A report was also submitted asking for \$740 for final receivership fees and \$1,000 for receiver's attorneys.

Lyon & Healy Elect Officers

The annual meeting and election of officers of Lyon & Healy, manufacturers and dealers, was held on February 1 and resulted in the election of Marquette Healy, president; Columbus Healy, vice-president; C. R. Fuller, secretary and treasurer, and J. F. Bowers, chairman of the Board of Directors.

Mandel Co. Stockholders' Meeting

The following notice was sent out early in the month by John H. Hupp, secretary of the Mandel Mfg. Co., Chicago, Ill.: "Notice is hereby given that pursuant to the by-laws of Mandel Manufacturing Co., the regular annual meeting of the stockholders of this company will be held at its office, 1455 West Congress street, in the City of Chicago, County of Cook, State of Illinois, on Tuesday, February 15, 1921, at the hour of 2 o'clock p. m., for the purpose of electing directors for the ensuing year, and for the transaction of such other business as may properly come before the meeting."

GREY GULL RECORDS IN THE WEST

Cole & Dunas Music Co. Take on Western Sales for Grey Gull Records—George Bradford Associated With Concern

CHICAGO, ILL., February 5.—Cole & Dunas Music Co., jobbers of talking machines, supplies and accessories, have acquired the Western agency



Window Display of Grey Gull Records for distribution of Grey Gull records. A complete line of these records will be carried in stock at their warerooms and offices located at 54 West Lake street.

George Bradford, formerly with the Q R S Music Co., the Imperial Player Roll Co., and the Starr Piano Co., has associated himself with Cole & Dunas and will devote most of his time to pushing the sale of Grey Gull records. A number of dealers have already been established in Chicago, and a number of window displays have been prepared featuring the line. One of these is shown in the accompanying photograph. It is in a store located at 617 South State street and shows the window display cards furnished by the Grey Gull advertising department to dealers, also smaller posters listing the monthly releases and featuring the Grey Gull retail price of 85 cents.

TALKING MACHINE BUSINESS CAN BE HAD—GO GET IT!

The Industry Needs a Stimulating Dose of Salesmanship—Dealers Have Neglected Canvassing and Prospect Lists—Proof of This Demonstrated by a Canvass Made by The World

"Let the dead past bury its dead." The business slump is passing. It is not a time for mourning and discussing the past or the reasons or causes for the recent business slump—it is the time to be up and doing—to create business and to work along sales lines that will mark new achievements.

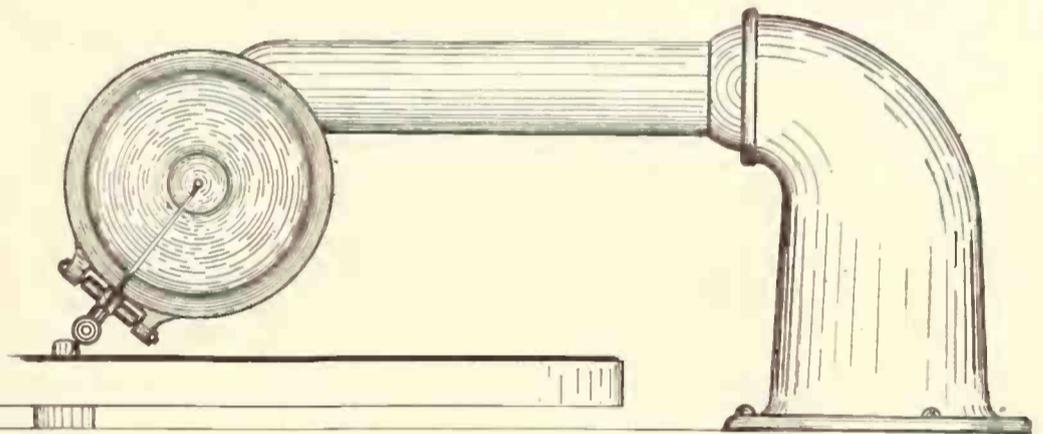
Manufacturers and dealers everywhere have, with a few exceptions, plenty of goods on hand, but instead of getting out and selling, which, by the way, seems to have become a lost art, many of them are sitting by the wayside bemoaning their fate, with the result that sooner or later we will hear of some of them going out of business. This is inevitable. What this industry needs at the present time is a good stimulating dose of salesmanship. No one need sit down and worry his head off thinking up new ideas

that will increase sales. Everyone has the necessary material under his thumb, and it is merely a question of application. What the manufacturer needs to do is to send his salesman out on the road with instructions not to cut prices or offer ridiculous propositions in an effort to get business, but to teach the retailer he calls on to make use of the material he has on hand. This material is his prospect list and should be fully utilized.

It is a well-known fact that for the past couple of years every dealer in this country has neglected his prospect lists and his canvassing. The reason he did it was because they were not then necessary, and the reason he is continuing to neglect them is because he imagines that at the present time the buying public is broke.

(Continued on page 142)

The
**New Blood Non-Infringing
Tonearm and Reproducer**



Nothing more need be said of this arm, only that it possesses the same high qualities that have always characterized BLOOD equipment.

*Standard length (8½") Proper weight
Universal playing and NO Springs*

Order the NEW BLOOD and be safe in every sense of the word.

We will be in production this month to furnish you the right kind of goods at the right price.

Exclusively manufactured by

Blood & Kloer

404 WEST ERIE STREET

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 141)

In this he is sadly mistaken; and if he feels that he wants to prove to himself that the people still have plenty of money, all he must do is to get a line on some bond or stock salesman and take note of the way the latter is raking in the shekels. When people are broke they never buy anything, but sometimes they get their heads together and go looking for bargains which they create themselves by holding off purchases.

Several weeks ago we put the proposition of canvassing up to a few wide-awake dealers in Chicago, who, by the way, were of the opinion at that time that business had gone on the blink, and the result was that these dealers are to-day moving practically as much goods as they ever did. Recently a representative of this paper canvassed a building that contained ten families. After canvassing these families he brought back the following information: Four of these families had talking machines, one of them did not even care to consider a talking machine; but the others were in the market for machines and, in fact, anxious to get them. When asked why they didn't come out to buy an instrument, their come-back in a sense was unanimous: "If we go downtown to buy a talking machine we shall get one at the regular price and no inducements, whereas if we wait until we are approached by a canvasser we can take it for granted that we shall get something way below the regular price, plus a good inducement. Our reasons for believing this are that whenever the dealer sends around a canvasser, he needs business. If he had the business a canvasser would be unnecessary. Therefore, we anxiously await the arrival of a canvasser."

This tip was given several dealers around town, who, by the way, thought at first no such situation existed. They tried the proposition out with one or two canvassers and have since that time been gradually adding to their force. To our way of thinking, if canvassing is the necessary stimulant for one locality, it surely ought to work in others; and our suggestion to the trade in general is to dig up the old prospect lists and start the canvassing forces to working and moving goods. To the manufacturer we would add, "Re-educate your dealers along these lines and teach them salesmanship of the old 'Go Get It' type."

RICH TUNGSTEN ORE IN ARGENTINA

Trade Commissioner George S. Brady has forwarded a sample of tungsten ore from the Providence of Catamarca, Argentina. The bureau of mines has made analysis of this ore which shows that it contains 64.46 per cent wolfram, 10.95 per cent silica plus insoluble matter, and considerable calcium carbonate. In other words, the material is about 80 per cent scheelite, 11 per cent silica, etc., and 9 per cent soluble matter, mostly calcite. The name of the owner is not given by Mr. Brady, but if any American companies are interested the Latin-American Division of the Bureau of Foreign and Domestic Commerce can obtain a report upon the matter.

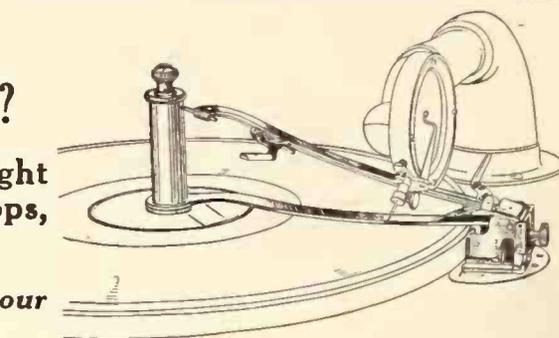
The "Ten Commandments of Salesmanship" which appeared on page 46 of last month's World were, we understand, written originally by Dr. Frank Crane.

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 Verlein, 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....Hogers & Fischer
Wichita, Kans.....Eberhardt Hayes Company

REPEATER-STOP CO., 115 So. Dearborn St., Chicago, Ill.

WHY WE MUST ALL NOW GET TO WORK—THIS MEANS YOU!

Walter Magill, Sales Manager, the H. G. Saal Co., Discusses Best Means of Adjusting Ourselves to Present Conditions—Correct Salesmanship and Work Are Secrets of Success

If we could read what is perplexing the minds of business men to-day, we would probably find them all battling with the same question, "How can I survive present business conditions?" And while there might be much difference of opinion among them as to the best methods of adjusting themselves to present circumstances, there would be found a remarkable unanimity as to the slogan of the hour. All would agree—and agree heartily—that the wisdom of the ages as applied to the present needs is summed up in one word—*work!*

Salesmanship up to a few months ago had become a lost art; the high-grade salesman had become a pacifier and a diplomat. It was not a question of price, but of delivery, and the salesman could pass the buck to the plant.

But now it is different. Intensive buying has given way to intensive selling. The salesman of former days must "come back." His past record will not help him. Younger men imbued with native pep will pass him by unless he looks to his laurels. He will have to inventory his selling qualifications, and if he is wise he will set about to rehabilitate his salesmanship and learn the art over again if that be necessary.

The man who cannot adjust himself to the needs of the present cannot take an effective part in the readjustment going on about him.

Employers are appraising their selling forces, for self-preservation compels them to do it. The man who can produce results is the man of the hour, and the field was never clearer

for the man of ability. Have you read the story of Mr. Hastings? We believe it is worth repeating.

Mr. Hastings, a real estate salesman, learned that a large Eastern manufacturing company had decided to open an extensive plant in Indianapolis. He boarded the next train for the company's headquarters in Camden, N. J., won a hearing from the firm's president, put before him the advantages of certain property at Hammond, Ind., and eventually closed the deal for \$300,000 to the satisfaction of the buyer, the seller, the city of Hammond, himself and his firm.

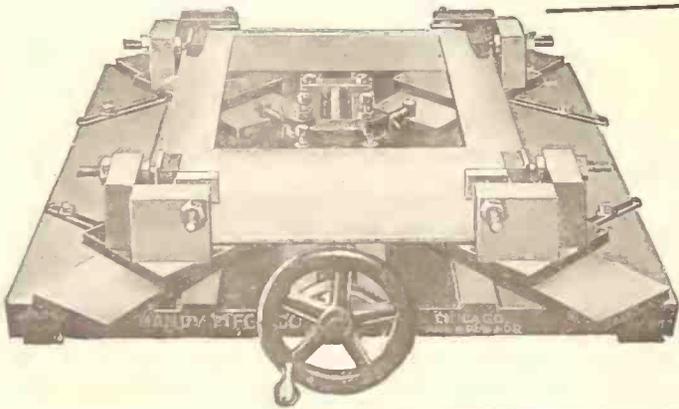
Needless to say, the present general business depression has not depressed Mr. Hastings.

Such efforts overcome the handicaps of temporary business depression. When enough of these handicaps are overcome the depression ceases to exist.

That is a task which now confronts the business man. Mr. Hastings set an example of overcoming handicaps by individual effort, which proves it can be done. If it can be done by one man in one line of business, why cannot it be done by another man in another line of business—in our line of business? Individual effort is needed. It will bring not only individual reward, but a betterment of conditions throughout the nation.

And the great fact that we ought to think about and talk about to-day is the greatness and the soundness of our country. When a country like ours concentrates on one thing, what is the result? We have but to remember the great war and the part we played in it. We made many mistakes, but the fact remains that there was only one result to look for with such concentration of effort. Instead of fighting, we must now all get to work, and if every one of us does his share with the same undivided spirit that ruled us two and three years ago, there is no question about the outcome. Resourceful, tireless brains and sturdy, ambitious brawn will drive forward and bring about a condition in this country that will cause the writers of history to gasp in astonishment as they make this record: "This was the

(Continued on page 144)



WE ILLUSTRATE THE

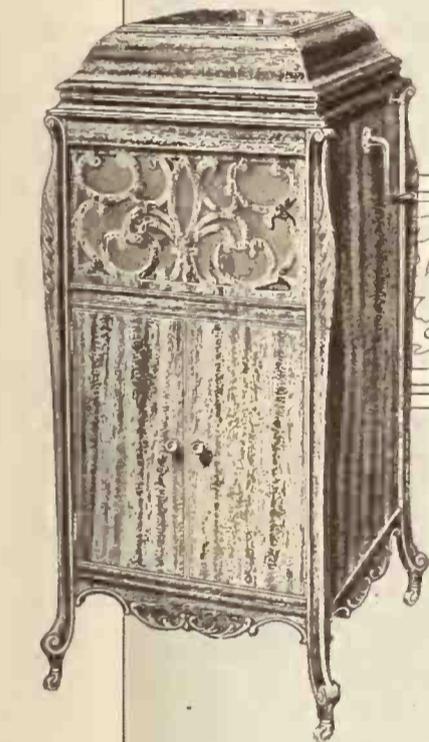
"Handy" Dome Clamp

Quick action for clamping domes and frames on Talking Machine Cabinets
Write for Catalogue of clamping machines for Cases and for all purposes.

VENEER PRESSES AND CLAMPS

HANDY MFG. CO.

27 E. Madison St., Chicago, Ill.



A Dealer's Proposition of Unusual Merit

We have developed a plan to stimulate dealers' sales—a plan that may solve YOUR selling and financial problems.

The plan is a liberal one, enabling aggressive dealers to build their phonograph business to an unlimited degree.

The large resources of the MANDEL MANUFACTURING COMPANY will be used to advertise and finance dealers in MANDEL Phonographs and Records.

We consider this the greatest opportunity ever offered to dealers. It comes just in time to solve the selling problems that every dealer is facing to-day.

Mandel Phonographs and Mandel Records

Good products, coupled with a good selling plan, assure success. MANDEL Phonographs are built to give lasting satisfaction to every purchaser. We consider the MANDEL line one of Quality throughout,—second to none in musical performance, mechanical equipment and appearance. It is a commercially successful line because of the moderate price of each model. Five distinctive models, ranging in retail price from \$110.00 to \$200.00, give MANDEL dealers a line that has no competition. Place the MANDEL beside any other phonograph for a test in musical quality. Compare its mechanical equipment; the finish and appearance of the cabinet; then compare it in price—your verdict will be for the MANDEL. The MANDEL is not merely assembled, but built by us from start to finish. Our guarantee extends to the ultimate owner.

MANDEL records are just out. This new lateral-cut record embodies volume and sweetness of tone that are remarkable. MANDEL records will be favorably received and will help dealers sell more MANDEL Phonographs.

Write to-day for complete details of our co-operative financing and advertising proposition

Mandel Manufacturing Company

1455 W. Congress Street

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 142)



Order From This Ad.
Nippon Ass't
100 Pkgs. Assorted
Dealer's Price \$7.00
Retail Value \$15.00
FREE!!
Display Stand and
Sample Packages
With Each Order

Loud—Extra Loud
Medium
50 Needles, 15 Cents

MAIN OFFICE
1867 Milwaukee Avenue

PHONOGRAPH SURGERY

LET US CO-OPERATE WITH YOU

We Operate the Largest and Most Up-to-date Equipped
Phonograph Repair Shop in the West

Have You a Phonograph Repair Agency?

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

Jobbers in
Phonograph
Motors
Tone Arms
Records
Hardware
Needles and
Repair Parts
All Makes

age of WORK in America. After the war the fighters became workers. The lost art of selling was revived and brought to a high state of perfection. The motto of the time was WORK."

And the historian would be correct, and in the dawn of the new business day which has just begun let us make new resolves, carry them out to the letter and meanwhile let us work!

LYON & HEALY ADOPT PENSION PLAN

Great Chicago House Announces Liberal Pension and Sick Benefit for Their Employees

CHICAGO, ILL., February 7.—After months of study the board of directors of Lyon & Healy have worked out a comprehensive plan to reward their employes in case of illness or retirement, according to the following schedule:

"With a view to providing a certain protection for older members of this organization, and in recognition of lengthy and valuable service, the board of directors have adopted the following pension plan, effective as of February 1, 1921:

"A—An employe shall be entitled to retirement and to a pension when he shall have reached the age of sixty and shall have completed twenty years' continuous service with the company.

"B—Such retirement may be effected at the request of the employe or by action of the board of directors.

"C—Any employe of any age who shall have completed twenty years' service, and shall, through sickness or accident, be incapacitated for further service, shall also be entitled to retirement and pension. The question of incapacity is to be determined by a committee composed of the president, the secretary and the company physician.

"D—The pension shall be one-half of the average salary for the three years previous to retirement, except that it shall not be more than \$150.00 or less than \$60.00 per month.

"E—Should death occur to an employe at any time after five years' service, a death benefit of \$250.00 will be paid to the estate of the deceased.

"F—The company reserves the right to alter the amount of the above benefits at any time.

"The board of directors have also been considering for some time the adoption of a definite policy covering the remuneration to be paid in case of illness of such employes as receive no extra compensation for overtime work.

"The advantages of such a policy should be twofold; first, to make sure that under given conditions all shall receive the same fair treatment; second, to make known to employes just what protection and assistance they can rightly expect in case of illness.

"Commencing February 1, 1921, salaries during continuous illness will be paid under the following schedule:

Length of Service at start of absence	Full Salary Paid	Half Salary Paid
3 mo. to 1 yr.	4th to 15th day,	16th to 27th day,
1 yr. to 2 yrs.	1st to 3d week, incl.	4th to 9th week, incl.
2 yrs. to 5 yrs.	1st to 6th week, incl.	7th to 10th week, incl.

"After five years of service each case is to be considered on its individual merits.

"All employes desiring to benefit by the above must be willing, during their illness, to be examined by a physician selected by the management, and at the management's expense.

"All cases of enforced absence, whether through sickness or other cause, should be reported the first day to the department manager.

"More than two hours' unexcused absence will cause the loss of the three bonus half days during the following month.

"This plan, upon one week's notice, is subject to modification at any time."

VARNISH DRYROOMS





LATEST IMPROVED
LATEST INSTALLATION

MAKE EVERY DAY
A PERFECT DRYING DAY

DRYING SYSTEMS INC. 117 So. Des Plaines St. CHICAGO

WALNUT MANUFACTURERS MEET

American Walnut Manufacturers' Association Holds Annual Meeting in Chicago and Discusses Conditions in Veneer Field

CHICAGO, ILL., February 5.—On January 20 and 21 twenty members of the American Walnut Manufacturers' Association met in Chicago to hold the annual meeting, elect officers and discuss ways and means for further popularizing walnut veneers for use in furniture and musical instrument manufacture. The association has been carrying on a national publicity campaign in the interest of its products, and reports for the year show that the results have been most satisfactory. The efforts of the association to make it known that there is plenty of walnut available have not only greatly increased the demand for this wood for furniture uses, but have led to its extensive use for interior woodwork in a large number of the finer hotels, office buildings, clubs, churches and public buildings.

Reports from the Furniture Shows at Grand Rapids and Chicago indicate largely increased use of American walnut in all the better grades of dining-room, bed-room and living-room furniture. A canvass of the mills, however, shows that most of them are shut down or only running long enough to cut up the logs on hand. Buying of logs has entirely ceased and most of the country logs have been brought in and sawed. Stocks of walnut lumber are reported to be approximately normal, but logs are far below normal, many of the mills having cut out. Since it takes from six to eight months' time to increase the flow of logs to operate mills at full capacity, a strong demand for walnut in the Spring will find lumber stocks developing shortages that cannot be overcome for six months or more. The association announces that it is planning to

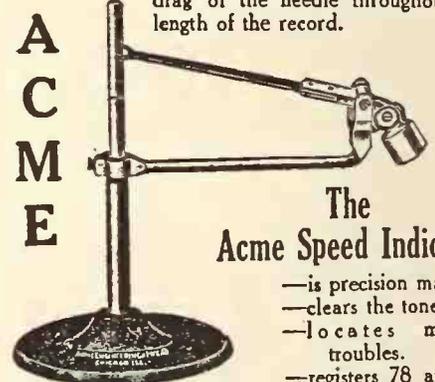
(Continued on page 145)

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.



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

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 144)

extend its service features on American walnut to the general public whether they may be interested in walnut for furniture or for interior woodwork.

The officers elected at the annual meeting were as follows: President, L. C. Moschel,

Langton Lumber Company, Pekin, Illinois; vice-president, V. L. Clark, Des Moines Saw Mill Company, Des Moines, Iowa; treasurer, H. B. Sale, Hoffman Brothers Company, Fort Wayne, Indiana; secretary-manager, George N. Lamb, Chicago, Illinois.

FEDERAL TRADE COMMISSION STOPS "GYP" DEALING

Government Authorities Proceed Against Chicago Concern on Complaint of Better Business Bureau, and Issue Order Restraining It From Continuing Questionable Selling Practices

In response to complaints from a number of talking machine dealers, particularly in the Middle West, the Better Business Bureau of the Music Industries Chamber of Commerce some time ago began to gather data regarding the publication of classified advertising in various newspapers offering "\$250-size" phonographs for \$69.50 and thereabouts, giving the addresses of "storage" companies and individuals at private addresses in Chicago and thereabouts.

As a result of the information gained by the Better Business Bureau through its investigations complaint was made before the Federal Trade Commission against Waverly Brown, Mrs. Waverly Brown and John T. Conley, trading as the Illinois Storage Co., Chicago Storage Co., Chicago Storage Sales Co. and the Tyrolia Talking Machine Co. At a hearing on the case held at Washington recently before Huston Thompson, chairman, and Nelson B. Gaskill, J. Garland Pollard and Victor Murdock, Federal Trade Commissioners, the following findings were reported:

The Findings of the Commissioners

1. That the respondents, Waverly Brown and John T. Conley, in the period from March, 1919, to and until August, 1919, were engaged as partners at Wilmette, Ill., in the business of manufacturing phonographs, resembling in appearance those made by well-known manufacturers

and in selling the same in commerce among the several States and Territories of the United States and the District of Columbia in competition with other persons, firms and corporations similarly engaged.

The said respondents in the sale of the phonographs made by them used the following trade names, to wit: Illinois Storage Co., Chicago Storage Co. and Chicago Storage Sales Co. The phonographs made by the said respondents were manufactured by them under the trade name of the Tyrolia Talking Machine Co. Mrs. Waverly Brown, one of the respondents, assisted Waverly Brown and John T. Conley, respondents, in the sale of the phonographs manufactured by the said Waverly Brown and John T. Conley, respondents.

2. The phonographs sold by the respondents, Waverly Brown and John T. Conley, were advertised for sale by means of newspaper advertisements, catalogs, correspondence and such other ways peculiar to what is known commonly as the mail order business. The newspaper advertising done by the respondents was of the following two classes, viz.: (a) Advertisements in the classified advertising columns of newspapers, circulating in Illinois and Wisconsin, in which the names of the advertisers were given as Mrs. Waverly Brown or Waverly Brown, which advertisements offered for sale slightly used

phonographs of standard makes of great value, at abnormal and unusual reductions from full standard resale prices. These advertisements did not disclose that the advertiser was engaged in the business of selling phonographs or was selling phonographs for the manufacturers, but conveyed the impression that the advertiser was a householder and was offering for sale a phonograph which had been used by such householder only a short time; (b) Advertisements in which the respondents, Waverly Brown and John T. Conley, used the following trade names, Illinois Storage Co., Chicago Storage Co. and Chicago Storage Sales Co., which newspaper advertisements, together with the catalogs and letters used by said respondents, contained certain false and misleading statements as follows:

1. That the phonographs so advertised had been stored for safekeeping with one or another of the storage concerns intended to be indicated by the title used, and that such phonographs were offered for sale for the purpose of reimbursing such storage concern for unpaid storage charges.

2. That said respondents were regularly engaged in the storage and warehouse business, and by reason of conducting such business came into possession of a single phonograph, or single lots of phonographs, which had never been removed from the cases in which they were crated when they left the factory and were being offered for sale by said respondents for the purpose of reimbursing them for unpaid storage charges.

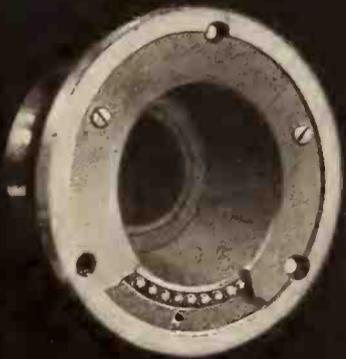
3. The phonographs advertised for sale by respondents, Waverly Brown and John T. Conley, which advertisements were in the name of Waverly Brown and Mrs. Waverly Brown, were new and unused phonographs and the supply was limited only by the capacity of Waverly Brown and John T. Conley, respondents, to re-

(Continued on page 146)

The **HOWE**



Tone — RICH
CLEAR · MELLOW
it does not Blast



BALL BEARING
No obstruction
in the base

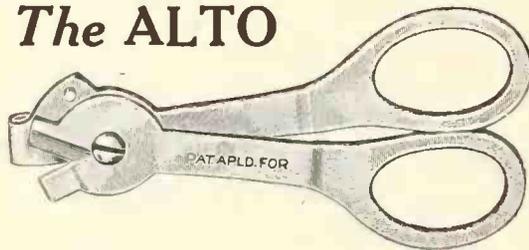
C.W. Howe & Company
21 East Van Buren St. Chicago, Ill.

THE \$1.00 CUTTER—HERE IT IS

Retail Price **\$1.00**

A better Fibre Needle Cutter for less money

The ALTO



Send for a Sample and Convince Yourself

ALTO MFG. CO.

3801 Rokeby Street, Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 145)

plenish through manufacture such needs as the said Waverly Brown, respondent, and Mrs. Waverly Brown, respondent, might have through answers to such advertisements.

Respondents Were Manufacturers

4. That the respondents, Waverly Brown and John T. Conley, from March, 1919, to and until the month of August, 1919, during which period they were engaged in the manufacture and sale of phonographs in the manner herein described, were not engaged in the storage and warehouse business, but were regularly engaged in the business of manufacturing and selling phonographs of a grade and quality which were manufactured to sell at resale and were customarily sold by respondents in the regular course of their business at less than one-third of the resale price (\$250) at which such phonographs were listed in the advertising matter of respondents; that the phonographs dealt in by such respondents in the period hereinbefore mentioned were not stored, and the number of phonographs offered for sale by such respondents' advertisements were not limited, as advertised, but were taken from respondents' regular stock, which respondents were replenishing from time to time.

5. That each and every one of the trade names, Illinois Storage Co., Chicago Storage Co. and Chicago Storage Sales Co., was used by the respondents, Waverly Brown and John T. Conley, for the purpose and with the effect of deceiving purchasers and prospective purchasers in the public generally into believing that such respondents were conducting the business of storing household goods and for the purpose and with the effect of accomplishing the

deception intended by the use of the false and misleading statements mentioned in subdivision (b) of paragraph 2 hereof.

6. That such respondents, Waverly Brown and John T. Conley, used the name of Mrs. Waverly Brown, respondent, with her consent, and used the name of Waverly Brown in advertisements offering phonographs for sale for the purpose and with the effect of deceiving the purchasers and prospective purchasers and the public generally into believing that such purchasers and prospective purchasers were being offered a phonograph of standard make at a certain resale price, to wit, \$250, which said phonograph had been slightly used, when in truth and in fact the respondents intended, by the use of such advertisements, to dispose of the new phonographs manufactured by them under the name of the Tyrolia Talking Machine Co.

Conclusion

The practices of the respondent under the conditions and circumstances described in the foregoing findings are unfair methods of competition in interstate commerce and constitute a violation of the Act of Congress, approved September 26, 1914, entitled "An Act to Create a Federal Trade Commission, to define its powers and duties and for other purposes."

The findings bore the signature of Huston Thompson, chairman.

Upon reporting its findings in the case the Commission issued the following restraining order which, it is believed, will prove effective in putting a stop to the practices complained of and in discouraging others from adopting similar methods:

"This proceeding having been heard by the Federal Trade Commission upon the complaint of the Commission, the testimony and evidence, and the Commission having made its findings as to the facts with the conclusion that the respondents have violated the provisions of Section 5 of an Act of Congress, approved September 26, 1914, entitled 'An Act to Create a Federal Trade Commission, to define its powers and duties, and for other purposes;'

The Restraining Order

"It is now ordered that the respondents, Waverly Brown, Mrs. Waverly Brown and John

T. Conley, do cease and desist from selling in interstate commerce, new and unused phonographs, manufactured by them or any of them, or dealt in by them or by any of them as a business, by means of advertising matter, circulated throughout the States and Territories of the United States, having a tendency to mislead the public into believing that slightly used phonographs of standard make of highest values are being offered for sale by private owners at abnormal and unusual reductions from full standard resale prices, when in truth and in fact said phonographs are new and unused and are manufactured by Waverly Brown and John T. Conley, respondents, to sell to purchasers and users thereof and are sold by such respondents to purchasers and users thereof for less than one-third of the stamped resale price at which they are listed in the catalogs of said respondents.

"It is further ordered that the respondents, Waverly Brown and John T. Conley, do cease and desist from using in their advertising matter, circulated throughout the States and Territories of the United States, and in the sale in interstate commerce of phonographs, any of the following trade names, to wit: Illinois Storage Company, Chicago Storage Company, Chicago Storage Sales Company, or any other trade name which might have a tendency to lead the public into believing that the business conducted by the said Waverly Brown and John T. Conley is that of storing household goods.

"It is further ordered that the said Waverly Brown, Mrs. Waverly Brown and John T. Conley shall within sixty days after the service of a copy of this order upon them file with the Commission a report in writing stating in detail the manner in which this order has been complied with and conformed to.

"By order of the Commission,
 "(Signed) J. P. YODER, Secretary."

The complaint before the Federal Trade Commission was filed only after the Bureau had endeavored through friendly protests to have the defendants change their methods. The result of the case is to be regarded as a distinct victory for the Bureau in its fight against what are considered unfair trade methods.

"Does It Play All Records?"

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

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

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

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

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

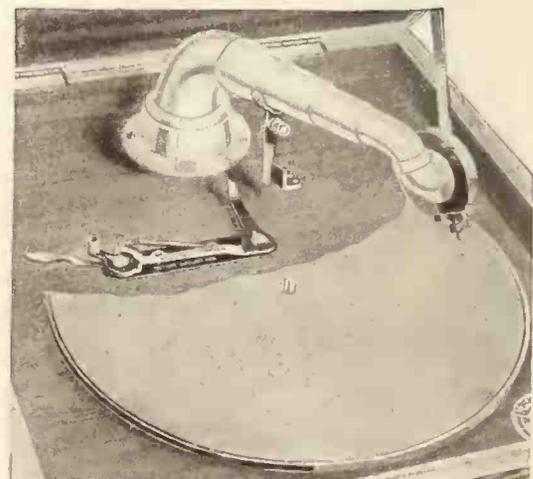
THE FERRO AUTOMATIC STOP is the best, most accurate automatic stop on the market.

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.



There is a certain satisfaction and pride in the possession of the best, aside from its intrinsic value. The difference between Van Veen equipment and the common-place product is narrow when measured in dollars, but is broad in painstaking effort and ultimate result; it is the best and within your reach.

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

ENTERPRISE OF CLEVELAND DEALERS

Unite in Preparing for Appearance of Chicago Grand Opera Co. There in March—Lively Interest Shown in Sales Race—Shepherd's Educational Work—Other News of Interest

CLEVELAND, O., February 7.—Talking machine jobbers and dealers here have assisted in underwriting the appearance in Cleveland, March 14-17, of the Chicago Grand Opera Co. In order to bring the event to this city promoters had to guarantee \$64,000. When the situation was presented to the Cleveland Talking Machine Co., Victor jobber, the plan was approved, and this firm, with the Wolfe Music Co., the Euclid Music Co., the May Co. talking machine department, the Buescher Co. and M. V. De Forest, Sharon, Pa., all dealers, also agreed to help finance the move. Considerable advantage is seen by the trade in the appearance here of the company, which will be heard at the Hippodrome Theatre, because Edward Johnson, Galli-Curci and Ruffo, Victor artists, are among those to be seen in person as well as heard. Daily newspaper advertising will supplement the activities of dealers in the pushing of record sales during the event.

Keenest interest in the sales race, with two trips to the Victor factory, lasting two weeks, and with all expenses paid, is manifested by

**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.

sales people in stores in and out of Cleveland. The event is being conducted by the Cleveland Talking Machine Co. The sales aggregate of the individuals in the race for January has been taken as the basis for the real work during February. The person in Cleveland who makes the highest percentage gain during this month over January's showing will be declared the winner for the city, and the same applies to the individual making the like showing outside the city. The event is being conducted by Miss Grazella Puliver, publicity manager of the Cleveland. Many girls in the campaign are eager to make the trip, as they have never been away from home, but the plan also has the effect of not only increasing sales for the dealers, but adds to the development of the individual sales worker as well. Sales to be considered are in records, needles, books and other merchandise other than machines.

As part of the educational work for the people who follow the higher musical events, Arthur Shepherd, assistant conductor, Cleveland Symphony Orchestra, lectured at Canton February 5, using Victor machines, records and orchestral charts to explain the merits and qualities of the music to the people who were to attend the concert by the orchestra on February 6.

First-hand impression of the Isham-Jones Orchestra, exclusive dance record maker for the Brunswick-Balke-Collender Co., was to be had by the people of Lima, in connection with a big public invitation dinner dance held under the auspices of the Maus Piano Co. at Elks' Hall, in that city.

Extension of Brunswick operations into the southern part of the State is planned by A. B. Williams, of Massillon, and G. M. Earle, of New Philadelphia, both Brunswick dealers. Mr. Williams' interests at Massillon have been taken over by O. W. Bammerlin. Mr. Williams and Mr. Earle will open an exclusive Brunswick establishment at Springfield and will continue to operate the Earle establishment at New Philadelphia.

EDISON STILL A STUDENT AT 74

In the Book Review section of the New York Herald, in the issue of Sunday, February 6, the life of Thomas A. Edison and some of his remarkable habits were the subject of an article by Thomas Commerford Martin, illustrated by intimate sketches by Karl Illava. Mr. Martin pointed out that while the "Grand Old Man" is now at the seventy-fourth milestone he is a constant student and works in a library which is filled with books recording the achievements of others.

EUROPEAN TRADE

I am to make an extended business trip in Europe, leaving in April. Will visit all important countries, with the possible exception of Russia and the Balkan States.

Because of my business connection, sales and manufacturing experience, I am competent to handle any special trade assignments that American manufacturers might desire.

Your advantage would consist in a considerable saving in expense over sending a man across, or in the closer understanding of the requirements that could be given me, in comparison with delegating the work to a foreign representative.

I will be pleased to enter into preliminary correspondence at once with manufacturers who have or desire foreign trade.



I am in position to build up a permanent connection or sales organization for you, if desired.

Address

**EDMUND
BRANDTS**

Celina, Ohio

Sec'y & Treas.

The Mersman Bros.
Brandts Company

Photo inserted to identify me with business acquaintances who may more readily "place me" thereby.

WORK OF THE EDUCATIONAL DEPARTMENT

A Section of The World Devoted to the Admirable Work Being Carried on by the Various Educational Departments Conducted by Manufacturers, Jobbers and Dealers

L. W. Inman, educational director, of Sanger Bros., Dallas, Texas, has devised an ingenious plan for country-wide drives among the dealers of Texas and Oklahoma. A series of form-letters with definite campaign plans are sent to all dealers conducting educational work. Results are proving beyond Mr. Inman's most sanguine expectations.

New York City teachers are being prepared to teach the subject of music appreciation in the schools by a course being conducted Tuesdays and Thursdays at 4 p. m., Washington Irving High School, by Edith M. Rhetts, educational staff, Victor Talking Machine Co. Over 1,100 teachers have enrolled for the course which lasts six weeks, ending in March. These lectures are under the supervision of F. G. Dunham, national representative, Victor educational department, and are being given with the full support and approval of George H. Gartlan, Director of Music, New York City public schools.

The Cleveland Talking Machine Co., Cleveland, O., Miss Grazella Puliver, educational director, is constantly making things move in its territory. Miss Pulliver's scheme of the hanger of educational numbers most in demand has proven so popular as to solicit response from the far-corners of San Francisco and Portland, Me.

Peter W. Dykema, professor of music at the University of Wisconsin, has compiled a special collection of music, which has recently been issued by the Educational Department of the Columbia Graphophone Co. of New York and which is regarded as an entirely new species of band accompaniment recordings.

The new records are especially designed for use in homes, schools, clubs, churches, hotels and wherever people dance or engage in group or community singing. The great impetus for community singing which followed as an aftermath of the war is largely responsible for this new type of record. During the war there were song leaders in every military camp, in shipyards and munition works, arsenals, etc., and it was found that community singing could accomplish a great deal in so far as increasing morale and effort was concerned. Since the war community singing has been utilized to a very large degree by industrial organizations, by churches, by civic bodies, by schools, by clubs and by many other types of organization, to accomplish the same results, viz., increased working effort or increased morale and esprit de corps.

The new Columbia collection is a set of band

accompaniment records for singing patriotic, sacred and old familiar songs, which means that they fit in with all the classes of organizations mentioned above. They aim, in practice, to take the place of the song leader, and in preparing this collection every endeavor has been made to capitalize the knowledge and experience accumulated by song leaders during the war. Professor Dykema compiled the collection and personally supervised the making of all the records. He is recognized as one of the foremost song leaders in America and as a pioneer in the movement for greater participation by all the people in the producing of music. During the war he left his post with the university to become an army song leader and director of music in Washington for the War Camp Community Service.

These new records differ from the ordinary run of dance and vocal pieces in that they are recordings of a special sort of accompaniment, are keyed for the particular purpose for which they are to be utilized, and contain the right rhythm and accelerations which crowd singing demands. Each record has a short introduction which leads up to the singing.

The full list of songs is included in a collection entitled "Twice 55 Community Songs," published by C. C. Birchard & Co. The band accompaniment recordings have four selections on each record. There are ten records in all, and their keys, tempo and arrangement are the same as those adopted by the Committee of the Music Supervisors' National Conference. The selections include patriotic numbers, songs of the home, songs of love and friendship, harmony or part songs, songs of humor and hymns.

Vassar College, Poughkeepsie, N. Y., has just purchased for its new Song Appreciation Course a complete working library of songs of Victor Red Seal artists.

The R. Wurlitzer Co., Cincinnati, O., has published a very inexpensive but compelling booklet, "The Victrola in the Nursery," featuring the M-IV and VI Victrolas, with educational records for little children. This booklet is an envelope "stuffer" to the supplement mailing list, and has already resulted in the sale of many instruments. Combined with the new book, "Music Appropriate for Little Children" (Victor Talking Machine Co.), the installation of such nursery equipment insures a love for music in the hearts of the little tots.

The Reincke-Ellis Co., New York and Chicago, sole distributor for the Binger dealers' window service, has devised as its August 29th

release the most complete school-room display yet conceived. A M-XXV Victrola is featured with blackboard, desks, etc.

The Schmelzer Co., Kansas City, Mo., has been making fast progress in its educational department under the direction of David Walsh, formerly of the educational staff of the Victor Co. One of the treats planned by the Schmelzer Co. for dealers this year is the coming of Princess Watahwaso, Indian mezzo-soprano, in school concerts for April.

Collings & Co., Victor jobbers, Newark, N. J., made a record in the sale of Victor XXVs in a recent campaign conducted under the direction of the Metropolitan District representative of the Victor educational department.

Miss Lillian Wood, educational director, Mellor's, Pittsburgh, Pa., has been doing splendid work in institutes of teachers held in nearby counties.

Columbia Graphophone Co.'s educational department will remove in the near future to the Gotham National Bank Building, Columbus Circle, New York City.

Louis Mohler, author of "Music Moods" and formerly a teacher in the New York City school system, is now a member of the educational staff, Columbia Graphophone Co.

The singing of Muratore in the Chicago Opera Co. season, New York City, has developed an extraordinary demand for his Pathé records.

MOVES OFFICES TO BOSTON

Atlas Sales Corp. Now Located at 10 High Street, That City

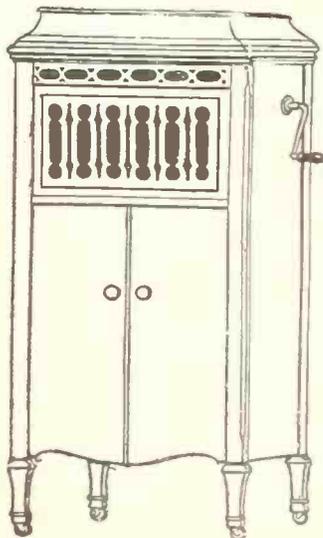
The Atlas Sales Corp., whose executive offices were formerly located in Richford, Vt., has announced its removal to 10 High street, Boston.

This company specializes in packing cases for talking machine manufacturers and is sales agent for the Nelson & Hall Co., Richford Mfg. Co., Blair Veneer Products Co. and the Veneer Products Co.

FANCY DRESS BALL FOR APRIL 2

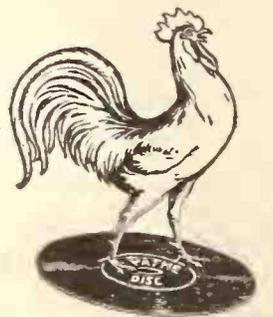
San Francisco Talking Machine Dealers Set That Date for Big Celebration

SAN FRANCISCO, CAL., February 5.—"Billy" Morton, manager of the Sherman, Clay & Co. talking machine department, has been selected by the talking machine dealers of San Francisco to make arrangements for a fancy dress and mask ball at the St. Francis Hotel, April 2. Complete harmony now prevails among the local dealers and methods and policies of advertising are slated for discussion at the next meeting of the association.



SOUTHERN DISTRIBUTORS

Pathé PHONOGRAPHS and RECORDS



GRAY & DUDLEY CO.

Write Today for Agency Proposition

NASHVILLE

TENNESSEE



Don't make your phonograph and record customers go elsewhere for their other musical requirements.

It means extra exertion on the part of the customer and loss of profit for you.

Open up a musical instrument department. It will be a source of extra profits and make your warerooms headquarters for *everything* musical.

In selecting a line of musical merchandise there are two important things to consider.

FIRST—The quality and reputation of the line.

SECOND—The experience of the house you deal with and the service that they can offer you.

The House of Gretsch is known from coast to coast. The line is complete. We can serve you with the best in every instrument made and our success has been built upon the service and co-operation we have always extended to our dealers.

Write us for our advice and general information regarding the installation of a money-making musical merchandise department.

We have special assortments running from \$500 to \$1,000 and up. Each assortment will give you a complete line of musical merchandise.

THE FRED. GRETSCH MFG. CO.

MUSICAL INSTRUMENT MAKERS

Since 1883

54-82 BROADWAY

BROOKLYN, N. Y.

NICE NEWS**SPECIAL BULLETIN**

THE COMING WALTZ HIT OF THE COUNTRY

ROMANCE

THE NEW MELODY FOX-TROT

SWEET LAVENDER

- ☞ For these numbers we have just contracted for daily newspaper advertising in 125 *principal* cities.
- ☞ The follow-up will cover *every* section of the country.
- ☞ The professional and orchestral work will be characterized by that thoroughness and stick-to-it-iveness that has given B. D. NICE its wonderful reputation.

☞ We made this number one of the biggest Oriental sellers. A standard selection.

TENTS OF ARABS

ALL LEE DAVID NUMBERS

☞ The most persistent hit ever released. Steadily increasing in popularity and demand.

WOND'RING

Make Immediate Inquiry

B. D. NICE & CO., Inc., Music Publishers

1544 Broadway

New York City

GLEANINGS *from the* WORLD *of* MUSIC

"MELODY SONG" SEEMS TO HAVE CAUGHT PUBLIC FAVOR

So-called Successor of Jazz Is Making Excellent Progress With the Trade and Public—Standard and Quality of Songs Show Steady Improvement

Popular songs, as recognized by the majority of those in the trade, run in cycles. At least, so say the song writers and publishers. We have our one-steps, fox-trots, jazz, Hawaiian and other such works, all of which have their spells of popularity. Some of them have periods of revival, but in every season there is a type of number that appears to stand out prominently.

Following the war we had jazz and more jazz, until we were surfeited with jazz, so much so that there were even organizations which took up the cudgels to eliminate it altogether, but, like all other kinds of songs that have won their popularity, they must have their day, and all the propaganda to destroy them had little or no effect.

Now, however, it would appear that jazz has really passed into oblivion. All indications have pointed in that direction for some months, and there has arisen to take its place the "melody song," and, after all, there is only one method of eliminating any type of number, and that is to produce a successor.

With the "melody song" we have a distinctive style of song which appears to please the most fastidious music lover, a work whose popularity does not quickly wane, but, once acknowledged, is with us for a period of several months. This was never true of "jazzy" numbers, whose popu-

larity was short-lived, and with the entry of this new type the dealer in sheet music, records and player rolls can stock goods with a better knowledge of their salability.

That the "melody song" is an improvement over the compositions that have won great popularity during the past two seasons is something that cannot be very well disputed. In fact, all sides acknowledge its power to win adherents.

The song writer, too, feels better about this new situation inasmuch as, once his work attains a measure of success, he is assured of a sale and, of course, royalties, for a period of several months, whereas in writing the jazz sort of work, or even any ordinary novelty, he had no such assurance.

From a business standpoint all interests connected with songs are in a much better position to-day than in some seasons past, and the average music lover, too, is better pleased.

The "melody song" will be with us for some time, and now that everyone recognizes such numbers as an improvement over songs that had great popularity in late seasons, it is a prevalent hope that there will be no return of jazz and there are some indications that we are to even have further improvements in coming songs in a quality way.

"AVALON" CASE HEARD IN COURT

Judge Hand, in U. S. Court, on Complaint Brought by Ricordi & Co., Issues Temporary Injunction Against Jerome H. Remick & Co.

The United States District Court room in the Federal Building, New York, where Judge Augustus N. Hand presides, took on the appearance of a lively music store recently during the trial of the action brought by G. Ricordi & Co. against Jerome H. Remick & Co., to restrain the latter from continuing the publishing and sale of the song "Avalon," claiming that the music of the popular song is the same as that of the aria in the opera "La Tosca," for which Ricordi & Co. hold the copyright. In order to enable the court to judge the similarity of the music a piano, a violin, a trumpet and a talking machine were called upon to play in turn the popular song and grand opera aria.

After hearing both sides of the case Judge Hand granted a temporary injunction against Remick & Co., with the proviso that Ricordi & Co. furnish a bond of \$25,000 as a guarantee that

the litigation would be carried through. He also agreed to suspend the temporary injunction against Remick & Co. provided that company put up a bond of a similar amount to cover possible damages should the suit be decided against them.

PADEREWSKI COMING TO AMERICA

Famous Artist and Former Premier of Poland Resigns as Member of Peace Delegation

According to a press dispatch from Morges, Switzerland, under date of January 29, former Premier Paderewski of Poland announced that he had resigned as a member of the Polish peace delegation, but declared the report of his resignation as Polish delegate to the League of Nations was incorrect. Paderewski said he wished to be relieved of part of his work because of his indifferent health. His coming trip to America, he said, would be of a private nature and purely for rest, and he expected to return to Switzerland in September to resume his functions as representative of the Polish



An Immediate Coast
to Coast Sensation

Played, Sung and
Featured Everywhere

Published by

Sam Fox Pub. Co.
Cleveland and New York

nation to the League of Nations organization.

Speaking of reports that he might resume his public appearances on the concert stage, the famous pianist declared he would never play in concert again, although he had received many excellent offers from America. His American trip would be undertaken about the end of February, he said, and he would first visit California, where he has many friends.

PIONEERS HONOR EDISON

Celebration of Seventy-fourth Birthday of Great Inventor Was Held at His Home

The Edison Pioneers, an organization of associates of Thomas A. Edison between 1870 and 1885, made great preparations to observe the seventy-fourth anniversary of the birth of Mr. Edison, which occurred on February 11. The Pioneers held their annual meeting in Mr. Edison's home, Llewellyn Park, West Orange, N. J., and a dinner was served, at which Mrs. Edison was hostess.

The Most Original Novelty Lyric and Melody of Many Seasons
YOU'LL SAY SO WHEN YOU HEAR IT:

SCANDINAVIA

(SING DOSE SONG AND MAKE DOSE MUSIC)

By RAY PERKINS

Be Sure to have a good supply of Records, Player Rolls and Sheet Music on hand.
STARK & COWAN, Music Publishers, Inc., 234 W. 46th St., N.Y. C.

To
ALL DEALERS
of
RECORDS and
WORD ROLLS

Biggest selling Record and Roll successes. The most played numbers 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

“LOVE, HONOR and O-BABY”

The prevailing comedy song

“LOVE BIRD”

An overnight fox-trot success—and an acknowledged hit

“ROYAL GARDEN BLUES”

Chicago's big “Blue” hit

“YOKOHAMA LULLABY”

Breezy Jap-a-nee-zee fox-trot novelty

ALL FROM THE GREAT MUSIC HOUSE *of*
SHAPIRO BERNSTEIN & CO.
INC.
 BROADWAY AT 47th St. . NEW YORK

STOCKING POPULAR SHEET MUSIC

Plan by Which the Hits Can Be Handled Without Big Outlay of Capital

In this department of the January issue a plan was outlined of a system of stocking the active sellers in popular music without carrying large quantities of goods. The method suggested was one so often found in song shops where a self-service rack, carrying from twenty to sixty numbers and occupying little wall space, is invariably used. By this method it was shown that dealers could carry "fast sellers" without either involving themselves in heavy investments or in adding to the details of their business. The method being so simple, the stock being so easily watched and kept, the numbers selected being those that are current record hits, there is little or no business judgment involved.

Supplementing the suggestion in the article mentioned, we are herewith reproducing a "revolving hexagonal floor roller music displayer," manufactured by the Universal Fixture Corp., whose offices are located at 135 West Twenty-third street, New York City. Here, also, is a method of carrying the popular hits and, if desired, other works, without requiring large quan-



Universal Fixture for Displaying

titles of stock. The fixture has a height of six feet, a base diameter of twenty-two inches, has forty-eight pockets, eight to a side, and will hold a total of 720 sheets of music, or fifteen in each pocket.

A rack of this kind, for those who wish to supply the wants of their trade in sheet music, proves an attractive piece of store furniture and at the same time does much to create sales.

To the talking machine dealer who wishes to try out such a plan the best method of arranging for stock would be through a central jobbing organization. In that manner he would be able to obtain the hits of twenty or thirty publishers from one source and in limited quantities.

While it is the custom, under the rules of the Music Publishers' Protective Association, to discourage the return of goods, any jobber would be willing to assist in the selection of active sellers in a manner that would eliminate any necessity for returns. In New York City there are two such distributors, the Crown Music Co.

(Continued on page 154)

You hear them
Everywhere!

"SIREN
OF A
SOUTHERN
SEA"

A GREAT FOX-TROT SONG
BY THE WRITER OF
"HINDUSTAN"

"LEARNING"
SOPHIE TUCKER'S
VERY OWN

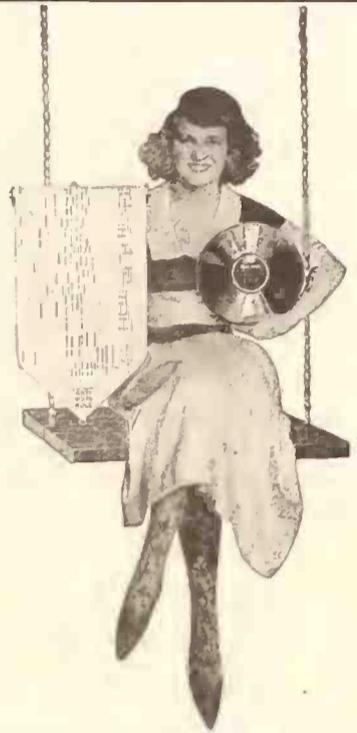
They don't write 'em any better



The House of
The Western Sun

FORSTER
MUSIC PUBLISHER, INC.
235 SOUTH WABASH AVE
CHICAGO

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.

85c. ARTo 10 Inch Phonograph Records 85c.
THE LATEST DANCE AND SONG HITS

FOR MARCH, 1921

- 9047 { Mazie. Fox-trot. Choruses Sung by Arthur Hall, Selvin's Novelty Orchestra
- Love Bird. Fox-trot. ARTo Dance Orchestra
- Make Believe. Fox-trot. Choruses Sung by Arthur Hall. Moulin Rouge Orchestra
- 9048 { I Lost My Heart to You. Fox-trot. Selvin's Novelty Orchestra
- Home Again Blues. Fox-trot. Merry Melody Men
- 9046 { Look for the Silver Lining. Introducing: "Whip-Poor-Will" from "Sally." Medley fox-trot, Merry Melody Men
- Over the Hill. Baritone Solo. Ernest Hare
- 9050 { Answer, Saying That You Love Me. Tenor Solo. Billy Jones
- The Rose I Call Sweetheart. Tenor Solo, Charles Harrison
- 9049 { I Used to Love You, But It's All Over Now. Tenor Solo. Arthur Hall
- Danny Deever. Baritone Solo. Herbert Palmer
- 3054 { Oh, Dry Those Tears. Tenor Solo. Walter Barnby
- A Dream. Tenor Solo. Walter Barnby
- 3055 { Sing Me to Sleep. Soprano Solo. Nevada Vanderveer
- Nearer, My God, to Thee. Male Voices. Shannon Four
- 3056 { Onward, Christian Soldiers. Male Voices. Shannon Four
- NEGRO SONG AND DANCE RECORD
- 9045 { The Jazz Me Blues. Vocal Blues Accomp by Harris' Blues and Jazz Seven. Lucille Hegamin
- Everybody's Blues. Fox-trot. Choruses Sung by Lucille Hegamin. Harris' Blues and Jazz Seven
- Baltimore Centennial March. ARTo Military Band
- 3057 { Second Regiment Connecticut March. ARTo Military Band
- Humoresque. Violin Solo. E. B. Thiele
- 3015 { Traumerel. Violin Solo. E. B. Thiele

Ask for the complete Catalog of ARTo Records

ARTo Word Rolls \$1.00
VOCo Word Rolls 85c.

FOR MARCH, 1921

- 1346 Answer, Saying That You Love Me. Fox-trot.
 - 1354 Dearest One. Waltz Song.
 - 1343 Do You Ever Think of Me? Fox-trot.
 - 1355 Dolly, I Love You. Fox-trot.
 - 1356 Dreamy Hawaii. Waltz Song.
 - 1352 Everybody Knows. Waltz Song.
 - 1345 Happiness, I Find My Happiness, Dear, With You. Fox-trot.
 - 1341 Home Again Blues. Fox-trot.
 - 1337 Humming. Fox-trot.
 - 1350 Little Tin Soldier, or the Little Rag Doll, The. Fox-trot.
 - 1344 Love in Lilac Time. Waltz Song.
 - 1340 Make Believe. Fox-trot.
 - 1342 Mazie. Fox-trot.
 - 1351 My Mother's Evening Prayer. Waltz Song.
 - 1349 No Wonder I'm Blue. Fox-trot.
 - 1333 Over the Hill. Ballad.
 - 1348 Two Sweet Lips. Fox-trot.
 - 1339 Underneath Hawaiian Skies. Fox-trot.
 - 1336 When the Autumn Leaves Begin to Fall. Waltz Song.
 - 1335 Would You? I'll Say You Would. Fox-trot.
 - 1347 Wyoming. Waltz Song.
 - 1353 Yan-Kee. Fox-trot.
- The above Songs without words can be had in the ARTo POPULAR Rolls, which retail at 70c.

THE ARTo Co.
STANDARD MUSIC ROLL CO.

Factories, Orange, N. J.
New York Offices, 1604 Broadway

OUR PRINCIPAL JOBBERS ARE:

- CROWN MUSIC CO., New York City.
- PLAZA MUSIC CO., New York City.
- FULTON TALKING MACHINE CO., New York City.
- GRIMLER SALES CO., New York City.
- ARTo RECORD SALES CO., Brooklyn, N. Y.
- WILLIAM H. FERRIS CO., INC., Brooklyn, N. Y.
- THE MORRIS MUSIC PUBLISHING CO., Philadelphia, Pa.
- CONSOLIDATED TALKING MACHINE CO., Chicago, Ill.

EUGENE and WILLIE HOWARD'S TERRIFIC HIT in THE PASSING SHOW of 1921

UNDERNEATH HAWAIIAN SKIES

The most beautiful Fox-Trot Melody in years

Published by LEO FEIST INC
FEIST BLDG. NEW YORK

"You can't go wrong with any Feist Song."

STOCKING POPULAR SHEET MUSIC

(Continued from page 153)

and the Plaza Music Co. In Chicago there are also two, the McKinley Music Co. and F. J. A. Forster. In Kansas City, the J. W. Jenkins' Sons Music Co., and in San Francisco, Sherman, Clay & Co., make it possible to have accessible business arrangements with sheet music jobbers from central locations.

PAY DESERVED TRIBUTE

Newspaper Article Discusses Phenomenal Success Attained by Mrs. I. V. Brewster—Capable Manager of Sonora Fifth Avenue Salons Is Well Known in Trade

In one of last Sunday's newspapers there appeared a two-page symposium giving a series of brief articles relative to the important positions held by women in the business world. These articles included practically every phase of commercial life and one of the most interesting in the series gave an account of the phenomenal rise of Mrs. I. V. Brewster, manager of the handsome Sonora Fifth Avenue salons at 660 Fifth Avenue, New York.

This article, which constituted a well-deserved tribute to Mrs. Brewster's exceptional sales ability, read as follows:

"Four years ago Mrs. I. V. Brewster took a position with a talking machine company as a sales clerk at \$12 a week. Last year her income reached the \$10,000 mark and this year she expects a considerably larger amount. Personality and service account for her achievement.

"In addition to the importance she attaches to a pleasing personality Mrs. Brewster stresses the idea of service not only by giving it herself, but by instilling the thought in her sales force, for she is now the manager, with a very unusual personnel, selected primarily because of individual intelligence and culture. She picks girls of good home training for her staff.

"That any success worth having is based on service Mrs. Brewster firmly believes. She also is of the opinion that the maximum of service can only be attained by a sales force thoroughly imbued with this fundamental principle.

"In measuring up a woman's financial success in the business world it is quite necessary to take into account the why and the how of it. Not many men are handing out salaries in five figures to executives unless they are worth it, and when it is known that Mrs. Brewster had sales amounting to \$300,000 on the books at the close of 1920 it can readily be seen there is no discrepancy between her munificent salary and her value to her company."

The Baltimore headquarters of the Columbia Co. is now the proud possessor of a handsome clock which was won by that organization in the sales contest conducted last year.

JAZZ ARTIST FOR ARTO RECORDS

Lucille Hagamin to Make Arto Records Exclusively—Price Reduced to Eighty-five Cents

The Arto Co., Inc., Orange, N. J., manufacturer of Arto records, has just closed negotiations with Lucille Hagamin, the well-known colored singer and exponent of modern jazz, to sing exclusively for Arto records. Miss Hagamin will be accompanied by the "Harris' Blues



and Jazz Seven." In the March list of Arto records there are two numbers both of which are renditions by this artist. They are "The Jazz-Me Blues" and "Everybody's Blues." The Arto Co. has issued a special hanger for the trade in which are featured these two new offerings and an advertising campaign is under way.

The Arto Co. has also announced that, commencing February 1, Arto double-faced records have been reduced to eighty-five cents retail.

ADDS TO ACCESSORY LIST

L. A. Schwarz Now Handles Valances, Victrolene Polish and Other Specialties

L. A. Schwarz, New York, manufacturers' representative, recently completed a trip through New England in the interests of the various well-known accessories on his list. He has recently added several new lines, among them being Kichler valances, Victrolene polish and the Portable Phonograph Light. This list has grown to such proportions that he is now representing fifty different accessory manufacturers.

The valances, for the windows of talking machine stores, are made by L. A. Kichler, of Cleveland, and have been placed on display at the office of Mr. Schwarz in New York City. These valances prove a forward step in the treatment of the dealer's window and enable him to secure, at a reasonable cost, valances featuring the line of talking machines which he may carry. These valances come in various widths and are being prepared for all makes of machines. They will also be made on special order. Mr. Schwarz has lately broadened his activities to include player-piano accessories, among them being Lansing benches and Kleernote player pumps. Mr. Schwarz left the early part of the week for an extended trip through the South and West. He planned to take in the principal centers of business during the course of his trip and expects to make a good showing for his newly added specialties.

\$10,000 A YEAR—

Not One Penny Investment

SELLING THE

The Only Life-Time-Guaranteed-Phonograph

LYDIFONE

ALL INSTRUMENTS NONE

REG. U.S. PAT. OFFICE

No Collecting
No Repairing
No Delivery
No Risk

Write for Particulars

LYDIFONE CO.—DEUTSCH BROS., Sole Distributors
2265 THIRD AVENUE, NEW YORK

THE SILENT SALESMAN

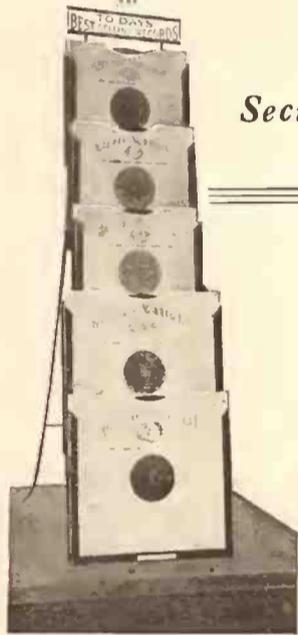
Increase your sales and cut out your overhead

Make every bit of your store produce business

The day of "allotment" has passed. The problem now is to sell records and dispose of slow-moving numbers. Dealers who find they have on hand a slow-moving stock of records will find UNIVERSAL DISPLAYORS the means of boosting sales of all numbers of this kind. Every title is visible at a glance. Records can be removed and replaced in an instant.

UNIVERSAL DISPLAYORS SUBSTITUTE SIGHT FOR SEARCH.

Secure your displayors at once. Your jobber handles them.



No. 567



No. 513

BETTER HAVE SOME OF THESE SALESMEN WORKING FOR YOU

We manufacture over fifty different models for the display of records, music rolls and sheet music. Send for our complete catalogue. Your jobber who handles our line will be more than pleased to send you a copy.



No. 563



No. 566



No. 568

Universal Fixture Corporation

**133 WEST 23rd STREET
NEW YORK, N. Y.**



Delivery Envelopes

Art Series
New Designs

NEW LIST OF RECORDS

Every 60 Days

A Selected List of Victor Records



We Will Gladly Play Any of THESE for You

- 35881 Wonderful America March (Hines) New York Melrose Band
- 35882 Wonderful America March (Hines) New York Melrose Band
- 35883 Wonderful America March (Hines) New York Melrose Band
- 35884 Wonderful America March (Hines) New York Melrose Band
- 35885 Wonderful America March (Hines) New York Melrose Band
- 35886 Wonderful America March (Hines) New York Melrose Band
- 35887 Wonderful America March (Hines) New York Melrose Band
- 35888 Wonderful America March (Hines) New York Melrose Band
- 35889 Wonderful America March (Hines) New York Melrose Band
- 35890 Wonderful America March (Hines) New York Melrose Band
- 35891 Wonderful America March (Hines) New York Melrose Band
- 35892 Wonderful America March (Hines) New York Melrose Band
- 35893 Wonderful America March (Hines) New York Melrose Band
- 35894 Wonderful America March (Hines) New York Melrose Band
- 35895 Wonderful America March (Hines) New York Melrose Band
- 35896 Wonderful America March (Hines) New York Melrose Band
- 35897 Wonderful America March (Hines) New York Melrose Band
- 35898 Wonderful America March (Hines) New York Melrose Band
- 35899 Wonderful America March (Hines) New York Melrose Band
- 35900 Wonderful America March (Hines) New York Melrose Band



Very attractive proposition to Jobbers
Write for trial shipment

CLEMENT BEECROFT
5546 North 5th Street
PHILADELPHIA

G. A. VALENTINE'S INVENTION

Introduces the Valens Talking Machine, Containing New Principles of Reproducing Sound

The Valens Co. has recently been formed in Yonkers, N. Y., for the purpose of manufacturing a talking machine bearing that name. G. A. Valentine is president; Phillip Loff, vice-president; R. E. Belknap, secretary and treasurer, and William D. Mitchell, factory superintendent. This machine is a combination of wood and metal with resonators and embodies entirely new principles of reproducing sound. The company has established a fully equipped factory in Yonkers, where this machine is to be manufactured. G. A. Valentine is the inventor of this new instrument and states that it is the result of many years of research and study.

R. R. Karch, assistant secretary of Thos. A. Edison, Inc., was a recent visitor to the R. S. Williams & Sons Co., Ltd., Toronto headquarters.

TRADE HAPPENINGS IN PORTLAND

Remick Expansion—Recent Aeolian Visitors—Fred Graves With Reed, French Co.—New Sonora Agencies—Compliment Stradivara

PORTLAND, ORE., February 5.—Jerome H. Remick, president and owner of the nationally known music-publishing house and Columbia dealer, spent several days in Portland recently. "I can truthfully say that Portland is one of the best music cities in the country," said Mr. Remick, following a conference with Taylor C. White, manager of the Portland Remick Song Shop. "Some of the songs which became the rage in the East first 'took' in Portland before they became really popular east of Chicago." Because of the growth of the Portland branch, plans for the enlargement of the local store are now under way.

Mr. White announced that the enlargement and alterations contemplated were for the purpose of taking care of increased talking-machine business. It is contemplated cutting a large stairway to the basement of the building, where three demonstration rooms, twelve feet by twelve feet, will be installed. The plan is not only to get more room to care for the business, but to place the demonstration rooms away from the piano, which is used to demonstrate the sheet music. These rooms will be handsomely furnished and will be equipped with special lighting facilities and with the most modern method of ventilation. The alterations will be completed by the first of March, it is expected.

Mr. White has secured the services of Miss May Rice, whom he has placed in charge of the talking machine department and states that she is more than coming up to expectations as a manager and saleswoman.

John H. Matney, who for several years had charge of the Reed, French talking machine department, has accepted a position in the same capacity with the Edwards Furniture Co.

En route from the East to attend the national convention at San Francisco, 150 members of the American Wood Preservers' Association, the National Tie Producers' Association and the Mountain States Lumber Dealers' Association stopped off in Portland for a couple of days to visit the various lumber and forest products industries of Portland and vicinity. Through F. N. Clark, of the Stradivara Phonograph Co., a machine built by the Portland concern was placed in the observation car and furnished music for the men and their wives on their trip from here to San Francisco.

D. C. Peyton, in charge of the talking machine department of the Meier & Frank Co., reports business in good shape both in machines and records. M. M. Hull, Western representative of the Aeolian Co., of San Francisco, and Leo Shatney, his traveling representative for the Pacific Northwest, called on Mr. Peyton this week.

Frank M. Case, manager of the Portland Wiley B. Allen branch, has just returned from a business trip through eastern Oregon and Washington.

Fred W. Graves, formerly president and general manager of the Graves Music Co., has affiliated with the Reed, French Piano Co., and will have a hand in the general management of this store. Mr. Graves is well known among the music people of Portland and has been in the business in this city for the last twenty years and was the first wholesale and retail jobber and dealer in the Edison in Portland.

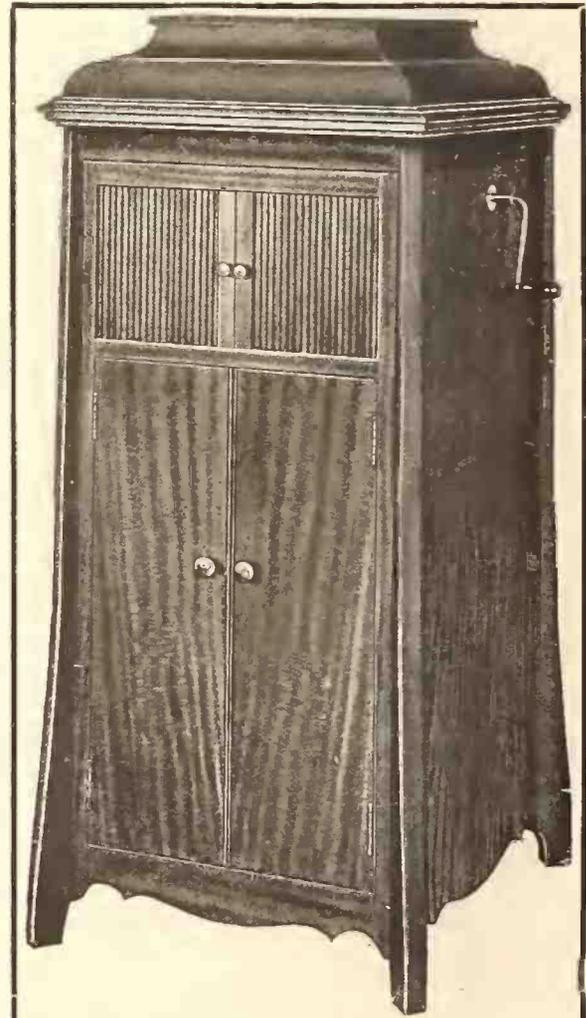
Mr. Carder, Pacific Northwest representative for the Sonora talking machine, was a visitor at the Lipman, Wolfe & Co.'s store this week. Direct agencies are being established by Mr. Carder throughout the Northwest and he is meeting with decided success everywhere. Lipman & Wolfe are the exclusive west side distributors of this machine in Portland, while Jack Chisholm will be direct representative of the Sonora on the east side of the river. A. Stayney, proprietor of the Laurelhurst Pharmacy, will also handle the Sonora machine.

ARGUMENTS IN VICTOR-STARR CASE

Action Heard in U. S. District Court in New York on February 5

Arguments in the suit brought by the Victor Talking Machine Co., Camden, N. J., against the Starr Piano Co., of Richmond, Ind., for alleged infringement of the Johnson patents covering lateral-cut records were heard by Judge Learned Hand in the United States District Court in the Woolworth Building on Saturday, February 5. Testimony in the case was taken during and following the holiday season and attracted wide attention. The courtroom was also crowded by talking machine men to hear the arguments. The court took the matter under advisement immediately and it is expected that a decision will be handed down at an early date. The case is regarded as one of the most important now before the courts.

The argument for the plaintiff was presented by Richard Eyre, of Kenyon & Kenyon, and for the defendant by D. W. Cooper, of Kerr, Paige, Cooper & Hayward.



Deterling Talking Machines Create Sales

- BECAUSE** of their distinctive features
- ATTRACTIVE DESIGNS**—will hold the eye.
- CABINETS**—Built to stay built—they will not fall apart.
- SLIDING DOORS**—Unique and attractive—will modify the tone volume—without muffling.
- FILING SYSTEM**—A quality point—very effective and easy to demonstrate.
- DETERLING MERITS** and Motors keep them sold.

Send for Our Story

DETERLING MFG. CO.

TIPTON

INDIANA

Jeanne Gordon, contralto star of the New York Metropolitan Opera Company, sings that weird, dramatic song, "Re Dell' Abisso" (King of the Shades), from *Un Ballo in Maschera*, in a manner to thrill you to the core. Columbia 49747.

**Columbia Graphophone Co.
NEW YORK**



JOINS W. H. REYNALDS' STAFF

M. H. Wheat Now Associated With Prominent Victor Jobber—Thoroughly Familiar With Retail Merchandising and Methods

MOBILE, ALA., February 9.—M. H. Wheat, who has become associated with the wholesale division of W. H. Reynalds, Victor jobber in this city, is attaining signal success in his new post, and Victor retailers in this territory are taking advantage of Mr. Wheat's many years of experience in the industry.

When he first joined the talking machine trade Mr. Wheat occupied the post of South-



M. H. Wheat

eastern distributing representative for the Paramount Talking Machine Co., resigning this position to join the organization of the Atlanta branch of the Brunswick-Balke-Collender Co. Mr. Wheat is thoroughly familiar with the problems confronting Victor retailers in this section of the country, and his association with one of the largest Victor jobbers in the South insures his continued success.

INTRODUCES ELECTRIC MODEL

TIPTON, IND., February 8.—The Deterling Mfg Co., of this city, manufacturer of the Deterling talking machine, has increased its capital and according to present plans will expand its manufacturing facilities considerably. Two new models will be added to the line, together with a new electric model. The company has arranged for the use of a distinctive type of electric motor, which has only one movable part, and Deterling dealers have already placed orders for the new electric model, which will be on the market within the next six weeks.

A NEW YORK INCORPORATION

The Pace Phonograph Corp. has just been incorporated at Albany, N. Y., with a capital stock of \$100,000. The incorporators are Arthur W. Britton, Samuel B. Howard and Robert K. Thistle, of New York.

DETROIT DEALERS LOOK FOR GOOD BUSINESS IN 1921

Spirit of Optimism Prevails—Grinnell Branch Managers Hold Convention—Why Jewett Phonograph Co. Is Pleased With Outlook—Victrola Shortage Still Prevails—Phillips With Jewett

DETROIT, MICH., February 7.—The viewpoint of leaders in the talking machine industry in this city is that if they don't get big business the first six months they are sure to get it the last half of the year. Experience of the past has proven that each year shows up well over the preceding year, and while January was a comparatively dull month indications are that the months to come will be a great deal better. Anyway, they argue—should it take another few months to recover from the present depression people will want to spend and buy when they do get money, and talking machines will be among the first articles to get patronage. It is a positive fact that the talking machine industry is suffering less from the depression than almost any other industry. While the dealers are not doing their usual business for this time of the year we don't hear anybody report that he is losing money—dealers are not sacrificing their product and taking a loss as you will find in other retail lines. So really, after all, the talking machine dealer can congratulate himself that his business is holding up as well as it does.

Grinnell Bros. at their eighteenth annual convention of branch managers held the week of January 25 gave considerable time to a discussion of ways and means of increasing their business in records. The various dealers participating in the discussion gave many novel methods which they have used to good advantage. Reports of the dealers on their business for 1920 showed that the talking machine business in every instance was more than satisfactory. Some dealers reported that while their small goods and piano departments may have suffered, the talking machine business more than held its own and that record business was unusually good during the year. Grinnell Bros. not only handle the Victor line in all of their twenty-six branch stores, but they also are Michigan jobbers. The convention was a big success not only from a business, but from a social standpoint. The big events were the annual banquet and the annual for Sea Breeze, Fla., to remain all Winter.

At the annual stockholders' meeting of Grinnell Bros. directors were re-elected as follows: I. L. Grinnell, C. A. Grinnell, A. A. Grinnell, E. W. Grinnell and S. E. Clark. C. A. Grinnell, vice-president of the company, left January 31 for Sea Breeze, Fla., where he will remain the balance of the Winter.

A. A. Fair, sales manager of the Jewett Phonograph Co., with offices in the Penobscot Building and factory at Allegan, Mich., is very enthusiastic about the coming year and says that, judging from the way dealers are selling the new product and re-ordering, the total sales the first year are sure to exceed expectations. The company is completing its plans for a big production this year and is appointing new dealers as fast as its special representatives can get around to it.

George D. Phillips is now special representative in Michigan for the Jewett Phonograph Co. He was formerly with the Aeolian-Vocalion Co. in Michigan. He has a large following in Michigan and has expressed himself as being exceedingly enthusiastic over the Jewett models he has already seen.

A. A. Grinnell, treasurer of Grinnell Bros., having complete supervision over the talking machine end of the company's business, both wholesale and retail, states that there is still a shortage on some of the larger Victrola sizes and on some records. "Business is none too good just now, but we are hoping to make up for it later in the year," he said to The World correspondent.

Dealers all over the State do not look for any noticeable resumption in business before another sixty or, maybe, ninety days. The motor car factories are now adding a few men, but they are far from their normal employment basis. Manufacturers do not look for big orders to be placed until after all the motor car shows are over, and then it will take some time again to get into quantity production.

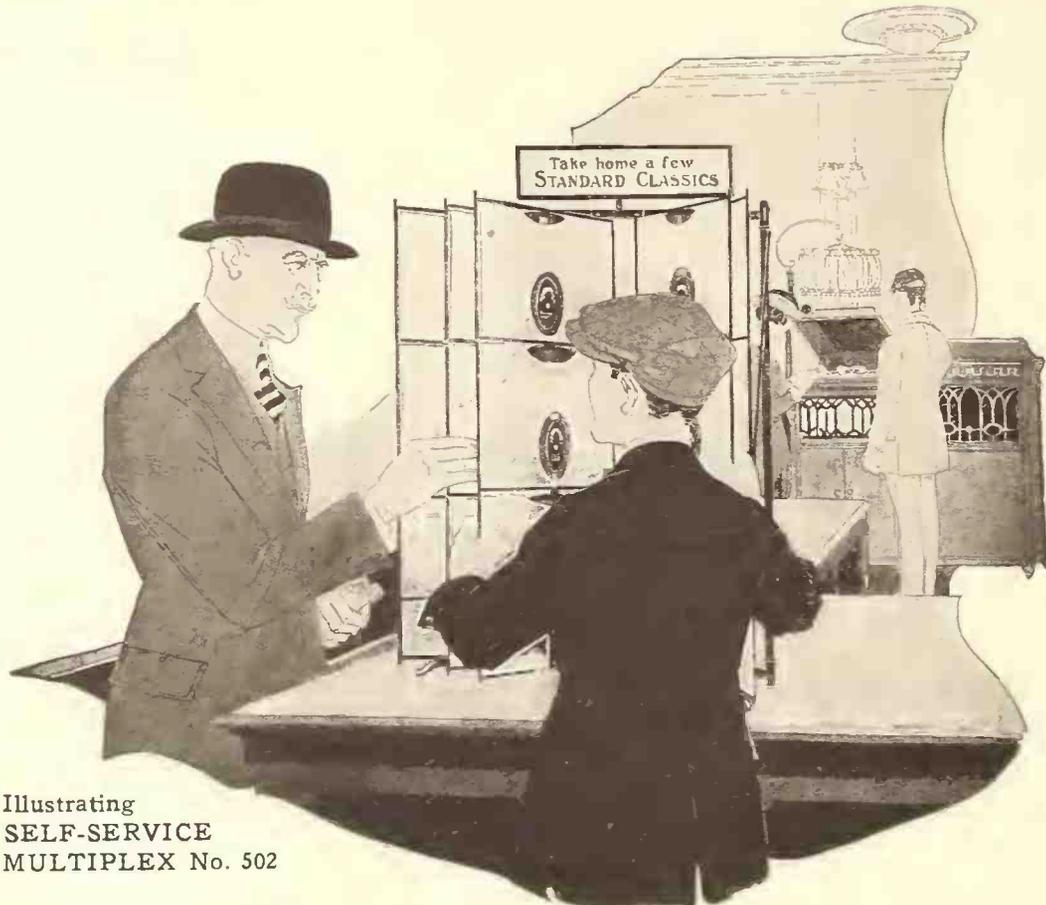
Paul Hayden, connected with the Columbia Graphophone Co.'s advertising department for the past eight years, resigned from this position the first of the month and will devote his time to his many musical and literary activities. Mr. Hayden will direct the publicity campaign for Kerekjarto, well-known violinist, who recently became an exclusive Columbia artist.

BRUNO

To be in the front of the procession, every merchant must advertise. Advertising, Mr. Victor Dealer, puts a stimulus to your business that means big round dollars in the bank for you.

BRUNO

MULTIPLEX SELF-SERVICE FIXTURES



Illustrating
SELF-SERVICE
MULTIPLEX No. 502

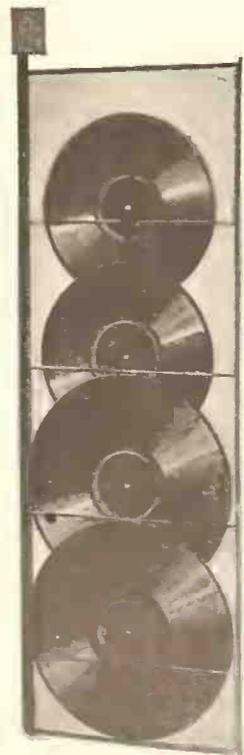
**These MULTIPLEX Fixtures
will double your Record Sales**

Each MULTIPLEX is a sales-producer—each one is built to fit a place and fill a need in your store. They will rapidly increase your record business and soon pay for themselves in more sales and larger sales.

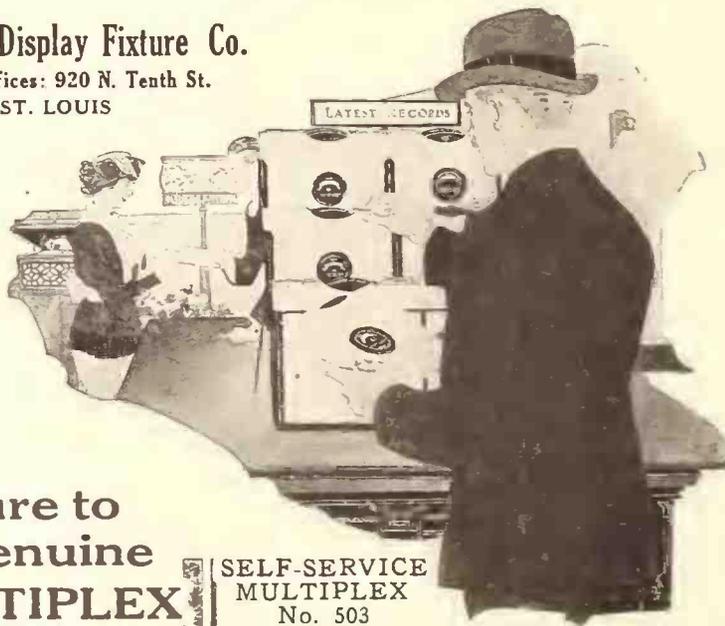
Order Through Your Jobber

Multiplex Display Fixture Co.

General Offices: 920 N. Tenth St.
ST. LOUIS



SELF-SERVICE
MULTIPLEX
No. 500



Be sure to
get genuine
MULTIPLEX SELF-SERVICE
MULTIPLEX No. 503

Write for NEW CATALOG

COLUMBIA NEWS AT NEW HAVEN

Manager Haring Gives Interesting Business Report—Bert Williams Featured in Columbia Advertising in Conjunction With His Stage Appearance—Mrs. Drysdale Makes Address

NEW HAVEN, CONN., February 7.—H. B. Haring, manager of the local branch of the Columbia Graphophone Co., held a sales meeting a few days ago and during the course of the meeting gave a gratifying report of the business closed by the branch for the month of January. According to Mr. Haring's report, business has started up very well for the new year, quite a number of desirable accounts having been opened in the month of January to handle the Columbia line exclusively.

Bert Williams, exclusive Columbia artist, appeared in this city recently in "Broadway Brevities" and all local Columbia dealers "tied up" to his appearance in their newspaper advertising. A few days ago this popular artist gave a song recital in the warerooms of Edw. Wittstein's Music Shop, exclusive Columbia dealer. Bert Williams, accompanied by F. C. Collins, of the local wholesale staff, visited all Columbia dealers and also spent quite some time at the local branch.

Columbia dealers in this territory have organized the Columbia Dealers' Association and interesting meetings are held every Tuesday morning.

Mrs. Drysdale, of the educational department at the Columbia executive offices in New York, visited this branch recently and also addressed a meeting of the Connecticut Teachers' Federation at New Haven.

MAKES OPTIMISTIC COMMENT

In a recent issue of Advertising & Selling, a well-known advertising magazine, there appeared a symposium giving the views of well-known advertising managers as to their plans for 1921.

One of the interesting articles in this symposium was written by L. C. Lincoln, advertising manager of the Sonora Phonograph Co., Inc., who stated as follows: "The growth of our business has been phenomenal and our advertising appropriation has naturally grown in proportion with the sales. Our 1920 campaign cost twice as much as in 1919 and our appropriation for 1921 will be limited only by the buying power of the country. We do not expect it in any case to be less than the 1920 appropriation.

"Based on the viewpoint of manufacturers of various lines, the outlook for 1921 is not so good as was anticipated several months ago, but a recent visit among several of our retail dealers outside of New York City has disclosed the fact that they are very optimistic and are not at all apprehensive of the future.

"Since they are the ones that have their fingers continually on the public pulse, it would seem that the outlook is anything but bad."

ISSUES NEW CATALOG OF PARTS

Everybody's Talking Machine Co., 38 North Eighth street, Philadelphia, Pa., has just issued a new catalog in which prices on its motors, tone-arms, sound boxes and other talking machine accessories are given space. There are over a hundred illustrations of the various products handled by this firm, accompanied by elaborate descriptive material. Copies are now being forwarded to the trade, and the company feels the new price quotations particularly and the other up-to-date material will be a source of reference and information for manufacturers throughout the country.

OCCUPY NEW QUARTERS IN TORONTO

The Columbia Graphophone Co. has recently moved to new and more attractive quarters at 347 Adelaide street, West, Toronto, Can.

THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



Get Back to the Business of Selling

THAT we are face to face with new conditions to-day seems to be the idea that is prevalent in the minds of the retail talking machine merchants. As a matter of fact, we are *not* face to face with new conditions. We are merely reentering a period when talking machines must be *sold*, and when dealers must devote their energies to making progress through those channels which will serve to stimulate sales. As a progressive merchandiser I advise that you employ the fundamental principles of business success in order to stimulate your sales. These are not new—they are those fostered and pushed back in the days when the horn machine was the prevalent type. With due acknowledgment to The Talking Machine World I quote extracts from the editorial of Issue No. 1, Vol. I, of that periodical, published on January 15, 1905:

"Intelligent exploitation is the keynote of success with the progressive talking machine dealer.

Your window should be made attractive, as the outside appearance of your store is a great factor to prospective customers.

Great care should be exercised in handling your customers when entering your establishment. Don't let them get into the hands of a \$10.00 a week clerk.

Make your customer feel at home, and handle him so that he may have your confidence.

Give him what he wants.

Many dealers in business to-day are too close with themselves, and as the old saying goes: 'If you hold a twenty-five-cent piece before your eyes, you could not see a fifty-cent piece in the back of it.' The talking machine must be treated separately and departmentalized.

The dealers who have fitted up attractive rooms for the exhibition and sale of talking machines are the ones who score a tremendous business success.

There is no reason why you should not gain publicity by giving fine entertainments, to which can be invited the best class of people.

Advertising is another big feature in intelligent exploitation. Newspaper and also direct mail solicitation of your prospective customers should be established, so that you may keep in touch with them and be on hand at the psychological moment when they will buy. The larger manufacturers have kept the talking machine before the public, through the columns of the leading magazine and through the columns of the leading magazines, and 'printers' ink.' But dealers should do their part locally, as the manufacturer cannot be expected to do it all."

These are short extracts from the editorial pages of The Talking Machine World in 1905. They were timely then and they are just as timely now. Those avenues which brought patrons to your stores in the old days still remain the leading avenues to-day.

Make your store your headquarters. Build up and extend your sales organization throughout your city. Advertise—and keep your name and your merchandise before the public's eye continually. Use coupon ads in order to get new names. Give concerts to bring the public into your shop so you get other new names. Keep intelligent salespeople at the disposition of your customers at all times. See that your show-windows are always neatly and attractively arranged. Follow these tips and your sales will keep up in a satisfactory manner.

* * *

I AM positive whereof I speak because it has been my privilege to see reliable reports of the business which has been done by retail talking machine merchants in practically every section of the country through the last 120 days. The past four months, you will concede, embrace a time when the so-called buyer's strike took deepest effect, and when complaints about bad business were most rampant on the part of manufacturers and retail dealers. These

reports show that in a great many instances retail dealers encountered a severe falling off in their sales volume. These same reports show that a very fair number of retail merchants experienced no slump, but, on the contrary, throughout this period continued their business on a very profitable basis and one which involved a volume commensurate with that done in the earlier months of 1920.

You may ask why this discrepancy exists between the reports of certain merchants and those of others. The answer is very clear. In the cases where a material slump of lengthy duration was experienced those merchants, without exception, failed to utilize, in an aggressive manner, the various agencies for promoting retail sales, such as impressive window displays, newspaper advertising that appeals, canvassing representatives, salesmen in the store that know their business fully and can sell with understanding, influential direct mail effort and merchandising ideas which produce new names and bring new people into the store or in contact with the representatives of the store.

On the other hand, those merchants who had used all these vital agencies in the promotion of retail sales continued, without a single exception, to secure a satisfactory business.

* * *

HAVING mentioned the matter of advertising it is not out of place at this time to go more thoroughly into this subject. As Sophocles so well put it: "A short saying often carries much wisdom," and as Shakespeare put into the mouth of one of his characters in Richard III: "'Tis better to be brief than tedious." The average talking machine merchant usually has the fault of trying to crowd too much into a small space. An advertisement with brevity of copy will attract the eye much quicker than an advertisement crowded to the margin with descriptions, illustrations and other material. There are very few of us who read from one end of an advertisement to the other. Yet, there are hardly any of us who do not glance at practically all of the advertisements in the daily newspapers. When writing your advertisements put yourself in the position of the reader—look through the newspaper and see what attracts your eye. Arrange your own advertising copy after this plan. Illustrations will liven up an advertisement to a large extent. However, one must be careful in the selection of these illustrations. A poor illustration is worse than none. If, by chance, you are located in a city where you have competition from another dealer of your own line, "Service" should be featured in all of your advertisements.

In this way you will not only sell the public on the advantages of the make of machine which you handle, but will also educate the people to the fact that your store is the logical place to buy this merchandise.

* * *

DUE to the fact that the American public has been extremely susceptible to modern dance music many dealers are losing the true broad vision conceived in the invention of the talking machine. They are merely looking at the talking machine as an ideal source of amusement. This is only one of the great services which the talking machine renders. Its importance as an educator and as a stimulator toward appreciation of good music must not be forgotten. There are many people in your community who are not susceptible to the modern dance music—they are, however, lovers of high-class music. Therefore, bring to the attention of the people of your community the value of the talking machine as the purveyor of high-class music. As an educator of music the talking machine cannot be surpassed. The great number of records manufactured forms a library rich in material for the fundamental study of music. Not only can the talking machine be used for teaching "Young America," but it can also serve as materially in training the voices of the older people. Do not let the public labor for a moment under the illusion that the talking machine produces inferior music. The fact that the great opera stars of America will record three or four times before finally considering their own singing sufficiently good to release is proof of the fact that only quality rendition of high-class music is procurable on the talking machine.

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.

TO HANDLE HOMOCHORD RECORDS

A. G. Kunde, of Milwaukee, Acquires Jobbing Rights for United States of Records Made by the Homophone Co., of Berlin

MILWAUKEE, Wis., February 7.—A. G. Kunde, for the past ten years exclusive Columbia jobber in Milwaukee, has relinquished the jobbing agency and will also dispose of the retail business he has conducted for many years at his attractive store on Grand avenue. The reason for this move is that Mr. Kunde has acquired the sole rights for the United States of the Homochord records, made by the Homophone Co., of Berlin, which has the reputation of being the largest of European record manufacturers. Their record catalog embraces song and speech in thirty-three different languages. Mr. Kunde has already large shipments of the Homochord records on the way and the small sample stock he has on hand has excited the keenest interest of dealers who specialize in foreign records. He will lease in a few days new quarters which

will be of ample dimensions and sufficient to carry a large stock for American distribution.

Mr. Kunde made a pleasure trip to Europe last Summer and though he had no business intent at the time naturally dropped into talking machine stores. He soon heard many favorable things said of the Homochord line and finally decided to go to Berlin and investigate it, with the result above stated.

NEW VOCALION DAMBOIS RECORDS

Noted 'Cellist Adds Two Contrasting Numbers to the Vocalion Record Catalog

The Vocalion record bulletin for March contains two more 'cello records by Maurice Dambois. This talented artist is equally as skillful as a pianist as he is a 'cellist. He has recorded in his last records "Love's Old Sweet Song" and one of Ernest Ball's recent numbers, "Let the Rest of the World Roll By." His swan song, "Le Cygne," by Saint-Saens, which appeared in February, has proved so popular that the majority of dealers have had to reorder on this number; in fact, all the selections of Dambois are meeting with a very favorable reception from buyers of high-class records.

VICTOR DEALERS OPTIMISTIC

Visitors to New York Talking Machine Co.'s Office Give Gratifying Reports of Business in Many Sections—News of Month

During the past fortnight quite a number of out-of-town Victor dealers visited the headquarters of the New York Talking Machine Co., New York, Victor wholesalers. All of these dealers were optimistic to a marked degree in discussing business conditions in their respective localities, emphasizing the fact that their sales for January compared very favorably with January, 1920, and that there was an undercurrent of confidence throughout their trade which indicated a healthy Spring business.

Among these callers were Hyman Landau, Wilkes-Barre, Pa.; S. D. Stoehr, Scranton, Pa.; A. C. Huff, Bethlehem, Pa., and Wilson Clinton, New Haven, Conn.

D. A. Creed, vice-president of the New York Talking Machine Co. and the Chicago Talking Machine Co., arrived in New York a few days ago to spend several weeks at the executive offices of the New York Talking Machine Co.

M. Williams, city representative of the Chicago Talking Machine Co., was a caller at the offices of the New York Talking Machine Co. en route to Chicago after attending the Red Seal course at the Victor factory in Camden, N. J.

PLANNING A REORGANIZATION

The Supertone Talking Machine Co. will, according to the present plans of interested creditors, undergo a reorganization. It is also understood that an effort will be made to acquire the assets of the Triangle Phono Parts Co. and combine the two organizations for the purpose of greater efficiency and the carrying out of several new ideas that have been proposed for the further development of the company.

W. J. STEVENS WITH PATHE

Now Connected with the Traveling Staff of This Prominent Organization

W. J. Stevens, formerly manager of the Emerson Record Sales Co. and prior to that connected with the city sales department of the Pathé Frères Phonograph Co., has returned to



W. J. Stevens

the Pathé organization and is now connected with its traveling staff. Mr. Stevens has had many years' experience in the talking machine trade and has studied intensely the needs of the dealer. His former connection with the Pathé organization and his thorough knowledge of and enthusiasm over Pathé products have enabled him to take up his new duties with much success.

INTRODUCE "DANCE" NEEDLE

General Phonograph Corp. Adds New Needle to Line—Specially Adapted for Dance Music

The General Phonograph Corp. has just placed on the market a new needle which will be known as the "Dance" needle, and, as the name implies, this needle is manufactured especially for use on dance records. The needle embodies certain distinctive features which make it particularly adaptable for reproducing dance records, and as this type of record represents approximately seventy-five per cent of the total record sales, the needle division of the General Phonograph Corp. is preparing an extensive campaign to feature this new product.

Paul L. Baerwald, of the Eastern sales division, is concentrating a considerable part of his activities on developing the demand for the "Dance" needle, and the results to date have been very gratifying. The package itself is distinctive and the individuality of the name allows the dealer to feature the new needle to advantage.

INCORPORATED IN LINTON, IND.

The Columbia Music Store, Linton, Ind., has recently been incorporated with a capital of \$25,000. The directors are E. G. Patterson, H. D. Gilbreath and M. W. Gilbreath.

CABINETS AT A PRICE

4 SIZES

Genuine Mahogany,
American Walnut and
Golden Quartered Oak



Height 49 inches
Width 21 "
Depth 22½ "

Write us today

No order too small or too large

Let us submit you our price that is right, and can make prompt shipments

Player-Tone Talking
Machine Co.

967 Liberty Avenue
Pittsburgh, Pa.

HERE AT LAST—A Phonograph of Supreme Quality



FULTON (Model 35)

Mahogany, 16x16x10 in., double spring motor, universal tone arm. Back casting and metal horn.

Price for Sample NOW \$15.75

Write for discounts in quantity lots.

We are also Wholesale Dealers and Jobbers of—
Phonographs, Records, Cabinets, Motors, Tone Arms,
Needles and Accessories, Repair parts for all makes.

Distributors of the Arto Phonograph Records and Arto Music Rolls. Write for details.

Cash with order

FULTON TALKING MACHINE CO.

253-255 Third Avenue New York City
Between 20th and 21st Streets



BEAUTY



**THE
INSTRUMENT
UNIQUE**

UNIQUE

SOME BELIEVE IN MAKING A SUCCESS BY COPYING OTHERS WHO HAVE BEEN SUCCESSFUL
 ¶ SOME REALIZE THAT THE COPY MUST ALWAYS BE LESS SUCCESSFUL THAN THE ORIGINAL
 ¶ THE LARGE MAJORITY OF INTELLIGENT BUYERS PURCHASE THE THING THAT HAS ITS OWN CHARACTER AND STANDS ON ITS OWN FEET—THE MORE READILY WHEN IT OFFERS REAL BEAUTY AND UTILITY
 ¶ MODERNOLA OFFERS BOTH AND IN ADDITION A TONE OF EXCEPTIONAL TRUTH AND RICHNESS

THE
MODERNOLA COMPANY
 JOHNSTOWN, PA.
 Eastern Distributors
EASTERN PHONOGRAPH CORPORATION
 100 WEST 21st STREET, NEW YORK



TONE

UTILITY



ANNOUNCES NEW SALES PLANS

Columbia Foreign Language Department Will Introduce Important Plans—R. F. Bolton Familiar With Dealers' Problems

During the past few months the foreign language record division of the Columbia Graphophone Co. has completed important plans whereby Columbia dealers will receive enhanced service and co-operation from this important division of the business. R. F. Bolton, sales manager of the department and one of the veterans of



R. F. Bolton

the talking machine industry, is thoroughly familiar with the problems confronting the dealer in the development of foreign language record trade, and he and his associates have left nothing undone to solve these problems efficiently and practically.

A plan was recently introduced in the Columbia foreign language record department whereby one particular man is responsible for a language or a group of languages. The languages have been divided into approximately five groups, and each man has been assigned to the group of languages with which he is familiar. This plan has proven a signal success, as it places the responsibility for the different languages in the

hands of experienced and competent men who know every detail of the languages to which they have been assigned.

The Columbia foreign language record department recently revived the German list and is building it up along lines that will appeal to German record buyers. The list will be composed of the best-known German folk songs, concert numbers, sacred selections and a representative group of standard music.

Mr. Bolton announced recently that arrangements were completed whereby Scio's Hungarian Gypsy Orchestra will make Columbia records exclusively. The first records of this orchestra will be ready very shortly, and the popularity of this orchestra among the Hungarian populace insures the success of these records.

PURCHASE ASSETS FROM RECEIVER

Phonograph Recording Laboratories to Operate Business of American Recording Laboratories

The assets of the American Recording Laboratories, which recently went into the hands of a receiver, have been purchased by a newly organized company which will operate at the old address, 49 West Forty-fifth street, New York, under the firm name of the Phonograph Recording Laboratories. Hartwell W. Webb, who is well known in recording circles and who has been associated with several record companies in official capacity, will direct the affairs of the new company.

ARTISTIC CHENEY WINDOW DISPLAY

That it is possible to put life, character and originality into a window display of talking machines is proven by the accompanying reproduction of the show window of Dives, Pomeroy & Stewart, of Harrisburg, Pa., in which Cheney phonographs are featured to excellent advantage. The display attracted wide attention and the department manager declares that a substantial number of sales resulted directly therefrom.

It would not be convenient for the average talking machine dealer to secure and keep on



Dives, Pomeroy & Stewart's Display

hand wax figures of full size to lend attractiveness to his displays, but the use of such figures is an easy matter for department stores, and even the small dealer can either rent or borrow one or two figures to individualize his window.

LYDIFONE SALES PLAN A SUCCESS

The Lydifone Co., of which Deutsch Bros. are sole distributors at 2265 Third avenue, New York, has recently established many agencies for the Lydifone and, according to D. A. Newman, of the company, offers a most attractive proposition to the dealer. This sales plan is meeting with pleasing success, more than fifty dealers handling the line.

Deutsch Bros. operate three large stores in New York and are among the city's large merchandisers of furniture, pianos and phonographs. For more than eight years they have featured the Lydifone.

General Manager Nolder, of the Starr Piano Co., Los Angeles, Cal., reports exceptionally good sales for January after a bumper December business. F. C. Valentine, manager of the talking machine department, was formerly with the Hauschildt Music Co., of San Francisco.

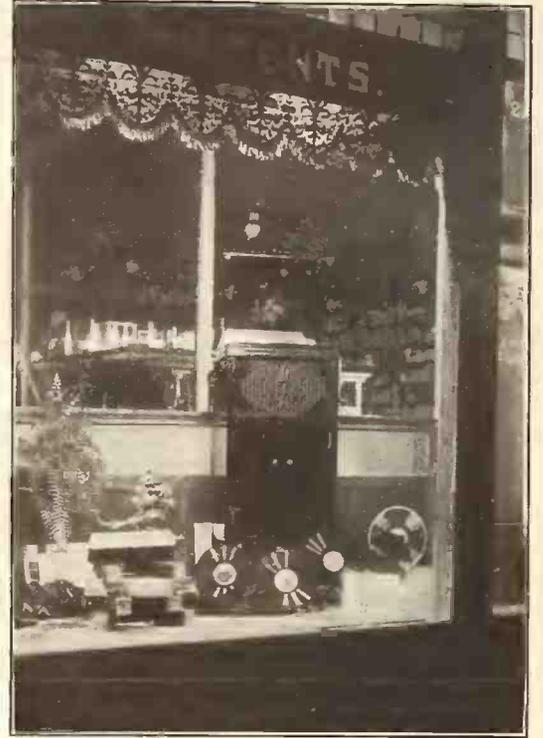


Hoffay Phonographs
Resurrectone Reproducers
Airtight Tone-Arms
Famous the World Over.
HOFFAY PHONOGRAPH CO.
59 4th Ave. New York City

BRUNSWICK IN GREEN BAY, WIS.

Local Dealer Uses Artistic Window Displays to Increase Sales of Machines and Records

The Stiller Photo Supply Co., Green Bay, Wis., is an active Brunswick dealer and is finding a ready sale for both Brunswick machines and records in its territory. The accompanying



photograph shows a Brunswick display in the window of the store. Since taking on the Brunswick agency the Stiller Co. has found the talking machine end of its business a very profitable one and is making plans to expand this department in the near future.

LARGE RECORD SHIPMENTS

I. Lesser, of the Western Jobbing & Trading Co., Los Angeles, Cal., reports large shipments of Emerson records have been received in which are included the popular numbers, "Do You Ever Think of Me" and "Bright Eyes." Mr. Lesser recently returned from a trip to San Francisco in company with H. E. Morrison, assistant sales manager, and Robert MacKin, special representative of the Emerson Phonograph Co.

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.
Price for sample—\$2.00.
Quantity price on application.

Associated Phonograph Supply Co.
Dept. 71 Cincinnati, Ohio

LATEST POPULAR HITS

ARTO Phonograph Records
Now 85c

ARTO Word Rolls
Now \$1.00

Roll Numbers	Record Numbers
1324—My Mammy	} 9040
1319—Bright Eyes	
1318—O, Gee, Say, Gee.....	} 9039
1295—Rosie, Make It Rosy for Me	
1317—You Ought to See My Baby	} 9037
1295—Just Snap Your Fingers....	
1292—Margie	} 9030
1224—Honolulu Eyes.....	
1279—Broadway Rose.....	} 9026
1271—Feather Your Nest.....	
1240—Whispering	} 9019
1209—In Old Manila.....	

Samples sent upon request at regular 40% dealers' discount.

Write for details.

Cash with order.

DISTRIBUTORS
FULTON TALKING MACHINE CO.
253-255 Third Ave., New York City
Between 20th and 21st Streets

MAKES TIMELY BUSINESS ANALYSIS

Mr. Heany, of General Sales Corp., Says That Dealers Who Are Hustling Are Making Good Sales—Optimistic Over Outlook

MILWAUKEE, Wis., February 7.—The General Sales Corp., of 1520 Buffum street, this city, is quite an important institution. Owning and operating as it does the General Manufacturing Corp. and the Recordeon Phonograph Co., both large productive institutions in this city, and also the Heaney-Schaad Billiard Mfg. Co., which, in another large factory, make fine billiard and pool tables, is truly some achievement since 1882. Mr. Heaney, in a chat with The World, stated that they are not at all displeased with the present outlook.

"Of course, we have passed through a period, like other manufacturers, of temporary quiescence, but from every news channel, and we have control of many, comes indications of a revived activity in the near future. There has been a large amount of retail business done, but this has not registered directly at the desks of manufacturers, simply because the dealers had such large stocks. We know, however, despite the comparative smallness of orders, that these stocks are being very rapidly depleted. Dealers, especially in the country, are doing a very fair business, perhaps not as large as during the period of wild prosperity, but at the same time a good, steady business. Especially is this true of men who have kept themselves and their employes hustling on the sales end.

"There is a general feeling that business will open up in a very notable way about March 1. We are ready to take up some slack in our present jobbing alignment by way of making arrangements with a very few good jobbers."

The General Sales Co. issues one of the handsomest catalogs which the writer remembers to have come before his notice in the many years of his experience in this trade. In a distinctly non-hot air, but very dignified manner, it sets forth the merits and the selling points of

the company's talking machines. It is very artistic, with a most attractive cover and a very delectable typographic and artistic makeup throughout.

EXHIBITING AT TOY FAIR

General Phonograph Mfg. Co. Exhibits Garford Phonographs at Toy Fair in New York—Homer Stephens in Charge of Display

The General Phonograph Mfg. Co., Elyria, O., manufacturer of Garford phonographs, has a very interesting exhibit at the Toy Fair which opened February 7 at the Hotel Imperial, New York, and which will continue until March 12. Homer Stephens is in charge of this exhibit and the dealers are evincing keen interest in the company's line of phonographs.

Among the models exhibited are the well-known "Baby" types retailing at \$6 and \$12, which have attained tremendous success throughout the country. Mr. Stephens is also introducing two new models retailing at \$25 and \$35, and these instruments are attracting the attention of all visitors. The well-known model "E" Garford phonograph continues to be a prime favorite with the trade and Mr. Stephens has received large orders from visitors to the fair.

PREPARES AN ATTRACTIVE FOLDER

The Fred Gretsch Mfg. Co., Brooklyn, N. Y., has prepared an attractive folder on banjos for the trade. This folder, entitled "Better Banjos for Better Banjo Players," attractively sets forth the merits of the Rex line of banjos, tenor banjos and banjo mandolins of this company. Three styles are described—the Professional, the Artist and the Presentation styles. All three styles are of the highest grade and have a distinct appeal to those who appreciate the better make of banjos. A. Preveti, of this company, is now working upon a new price list which will be shortly ready for the trade.

THE ELECTRIC TONE-A-PHONE

New Product, Marketed by Vitalis Himmer, Amplifies and Transmits Record Music by Electricity—An Interesting Development

Vitalis Himmer, who for many years manufactured the well-known "Audion" line of tone arms and reproducers, but who during the past year has been experimenting on electrical devices for tone transmission, has just announced the completion of such a product and is marketing it under the trade name, the "Electric-Tone-A-Phone," which reproduces, amplifies and transmits by electricity the tones from talking machine records.

In announcing his new product as ready for the market Mr. Himmer says: "There is no doubt that the electrical methods will find many uses in developing additional phonographic amplification. It is a well-known fact that phonograph music is being sent out by wireless in various parts of the country and for the amusement of sailors and officers aboard ships, and it is quite certain that within a very short time the electric transmission of music on a more elaborate scale will be the feature of many homes."

Mr. Himmer has a wireless station upon which he receives wireless communications and the electrical devices which he is manufacturing are being developed for the production of wireless music so amplified that it can be distinctly heard over reasonably large areas. Mr. Himmer's devices have aroused much interest.

NEW DISTRIBUTORS APPOINTED

PHILADELPHIA, Pa., February 8.—The Penn Phonograph Co., Inc., of this city, producers of the well-known Penn-Victor miniature dogs, announce the appointment of three additional well-known distributors for this trade-mark novelty—the American Talking Machine Co., the G. T. Williams Co., of Brooklyn, N. Y., and Chas. H. Ditson & Co., New York City.

To Serve You Best

is the definite, unswerving aim of

GRINNELL SERVICE

The great and constantly growing prestige and popularity of Victor products makes this the line through which the merchant wins highest standing for his establishment in his community and achieves greatest business success. Through it he best serves his buying public.

He builds for permanency and ever greater business.

We Can Be a Real Aid to You in Your Victrola and Record Business.

With a half-century of merchandising experience we've a full appreciation of what service really means.

It is on the basis of this knowledge that we ask the opportunity of serving you.

We know that the ability to supply the Victrolas and Records wanted is essential.

That accuracy in filling orders is absolutely necessary.

That there must be no delay in shipment.

That all we can do to serve your interests serves our own. **WE ASK THE PRIVILEGE OF DEMONSTRATING HOW PERFECTLY WE CAN CARE FOR YOUR VICTROLA AND RECORD NEEDS.**

Grinnell Bros

Wholesale Distributors of Victrolas and Records

FIRST AND STATE STREETS

DETROIT

Edison Message No. 91

We shall be compelled to advance Edison phonograph prices if the Excise Tax on phonographs is increased.

THOMAS A. EDISON, Inc.

ORANGE, NEW JERSEY

CONVENTION OF EDISON JOBBERS OPENS IN MONTREAL

Two-day Conference Started on February 10 With a Large Attendance—Preliminary Conference Held at Edison Laboratories at Orange—Some of Those Who Were There

MONTREAL, CANADA, February 11.—Instead of New York City, as heretofore, the scene for the Edison Jobbers' Convention of 1921 is in Montreal, where, at the Windsor Hotel, a two-day business session opened yesterday, February 10, and continuing to-day, will wind up with a banquet and dance to-night—an event in social and musical circles.

As a preliminary to this event there was held a two-day conference by the Edison Jobbers' Committee of Standards of Forms and Practices at the Edison Laboratories, in Orange, N. J., on February 4 and 5, whereat the committee, the chairman of which is A. H. Curry, discussed with Mr. Maxwell and other officials of the company the famous fourteen sales propositions. New and valuable ideas resulted from their exchange of ideas. Besides Chairman Curry, of the Texas-Oklahoma Phonograph Co., Dallas, Tex., the committee of standards comprises Albert E. Buehn, Buehn Phonograph Co., Pittsburgh, Pa.; P. H. Oelman, the Phonograph Co., Cincinnati, O.; M. M. Blackman, the Phonograph Co., of Kansas City, Mo.; Frank E. Bol-

way, Frank E. Bolway & Son, Inc., Syracuse, N. Y.

For the trip to this city a special car was engaged. Those aboard it representing the Edison Laboratories were: Mr. and Mrs. T. J. Leonard, Mr. and Mrs. J. A. Shearman, Mr. and Mrs. W. H. Miller, Mr. and Mrs. E. H. Philips, Mr. and Mrs. Wm. Maxwell, Mr. and Mrs. S. B. Mambert, Messrs. J. B. Gregg, D. E. Wheeler, D. P. Babcock, A. L. Walsh, Delos Holden, C. S. Gardner, R. R. Karch and E. Trautwein. Others of the party were: E. C. Boykin, Phonograph Corp. of Manhattan, New York City; W. E. Kipp, Kipp Phonograph Co., Indianapolis, Ind.; W. F. Taylor, Texas-Oklahoma Phonograph Co., Dallas, Tex.; C. B. Haynes and E. Bowman, the C. B. Haynes Co., Inc., Richmond, Va.; J. Unger, of Laurence H. Lucker, Minneapolis, Minn.; H. H. Blish, Jr., Harger & Blish, Des Moines, Ia.; L. T. Donnelly, Diamond Music Co., Inc., New Orleans, La., and John Lee Mahin, of the Federal Advertising Agency, New York City. The party received a hearty welcome from their Canadian confreres.

SMITH ADDRESSES EDISON JOBBERS

General Manager of Music Industries Chamber of Commerce at Montreal Convention

Alfred L. Smith, general manager of the Music Industries Chamber of Commerce, upon his return to New York on Thursday, after having appeared before the Ways and Means Committee in Washington to urge higher tariffs on musical instruments and parts, left for Montreal, Canada, to speak before the convention of the Edison Diamond Disc Jobbers' Association, his address being confined chiefly to a report of what the Chamber is doing in connection with the Federal tax situation.

COMPLETE FILES OF WORLD DESIRED

An advertiser is anxious to secure complete files of The Talking Machine World for a number of years past. Readers having such files and are willing to dispose of them are requested to communicate with this office.

Amelita Galli-Curci, the famous soprano and Victor artist, has signed a contract to sing for the Metropolitan Opera Co. next season in New York.

nection that whenever an enactment requires an expenditure the cost of it must fall upon the tax-paying public and were we to undertake everything that is suggested by legislators, Federal and State, the country would go bankrupt. Economy must be emphasized in legislation. Freak measures must be avoided. We must not depart from the traditions of Government nor feel that an act may prove a curative for every public ill."

CARUSO ON ROAD TO RECOVERY

Noted Tenor to Go to Atlantic City Soon and Will Later Sail for Italy

Enrico Caruso, the famous Victor artist, is now convalescing rapidly and satisfactorily from his recent attack of pleurisy. While it is true that at one time his condition was extremely critical, still, despite the report which appeared in many newspapers, he did not have a hemorrhage in his throat. The accident which was reported as a hemorrhage was due entirely to the pleurisy from which he was at that time already suffering.

At the present time he is still in New York and is making very rapid progress on account of his tremendous natural vigor. He plans to leave with his family for Atlantic City the latter part of February, and after a sojourn there will sail in the early Summer for Italy. He plans to spend the Summer at his home in that country. There is, in the opinion of those best qualified to know the facts, no reason to doubt that he will soon be singing in opera with the same masterly vigor that previously characterized his art.

PROMOTION FOR F. W. SCHWOEBEL

JACKSONVILLE, FLA., February 9.—The Florida Talking Machine Co., Victor wholesalers of this city, have found it necessary, as a result of business demands, to expand the business materially. F. W. Schwoebel, formerly with the Victor traveling department, who has been with the company for the past year, has been appointed sales manager and will have complete charge of the sales department.

Columbia dealers from various centers in Indiana held a gathering at the Hotel Anthony, in Ft. Wayne, on February 8. John McKenna and J. Kapps attended from Chicago, and the affair was under the management of F. S. Binger, the Indiana representative.

CREDIT MEN OPPOSE FREAK LAWS

What Is Needed Just Now Is Economy in the Matter of Legislation, Says J. H. Tregoe

Stating that there are too many laws in this country, J. H. Tregoe, executive secretary of the National Association of Credit Men, in his February letter to the members of that organization, declares that the time has come to emphasize the need of economy in legislation.

"The country has grown ripe for legislation of the freak type," writes Mr. Tregoe. "Without disparaging the entrance of women into governmental affairs and endowing her with the right of suffrage, yet this experiment, of tremendous significance to the nation, may develop legislative ideas which will really submerge the true purposes of the Government into mere sentiment. Wherever it is within the powers of man to accomplish something its accomplishment should be left to him and his effort not supplemented by legislation enactors. The laws shouldn't be used for the attainment of objects beyond the reasonable powers of man. We have had bills introduced for the curing of all kinds of ailments, for all manner of welfare projects and we should remember in this con-

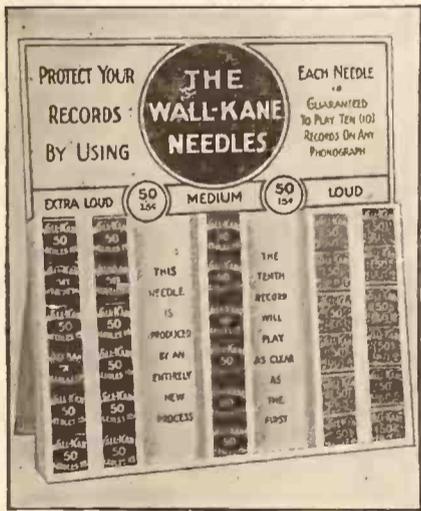
WALL-KANE NEEDLES

One of the important reasons why you should sell Wall-Kane Needles is:

They have made good. On the market for many years and the demand for them is greater than ever before.

Attractive display containers, each holding 100 packages of a tone of WALL-KANE Needles, cost the dealer \$7.50; \$8 in the Far West

Some Jobbing Territory Still Open



This handsome metal enamel display stand holds 60 packages, 2 doz. extra loud, 1 doz. medium, and 2 doz. loud; each package containing 50 WALL KANE NEEDLES, retailing for 15c. Price of Stand to dealers, \$4.60; \$4.90 Far West. Single packages, 7/16c; 8c in the Far West.



PROGRESSIVE PHONOGRAPHIC SUPPLY CO.

145 WEST 45th STREET
NEW YORK CITY



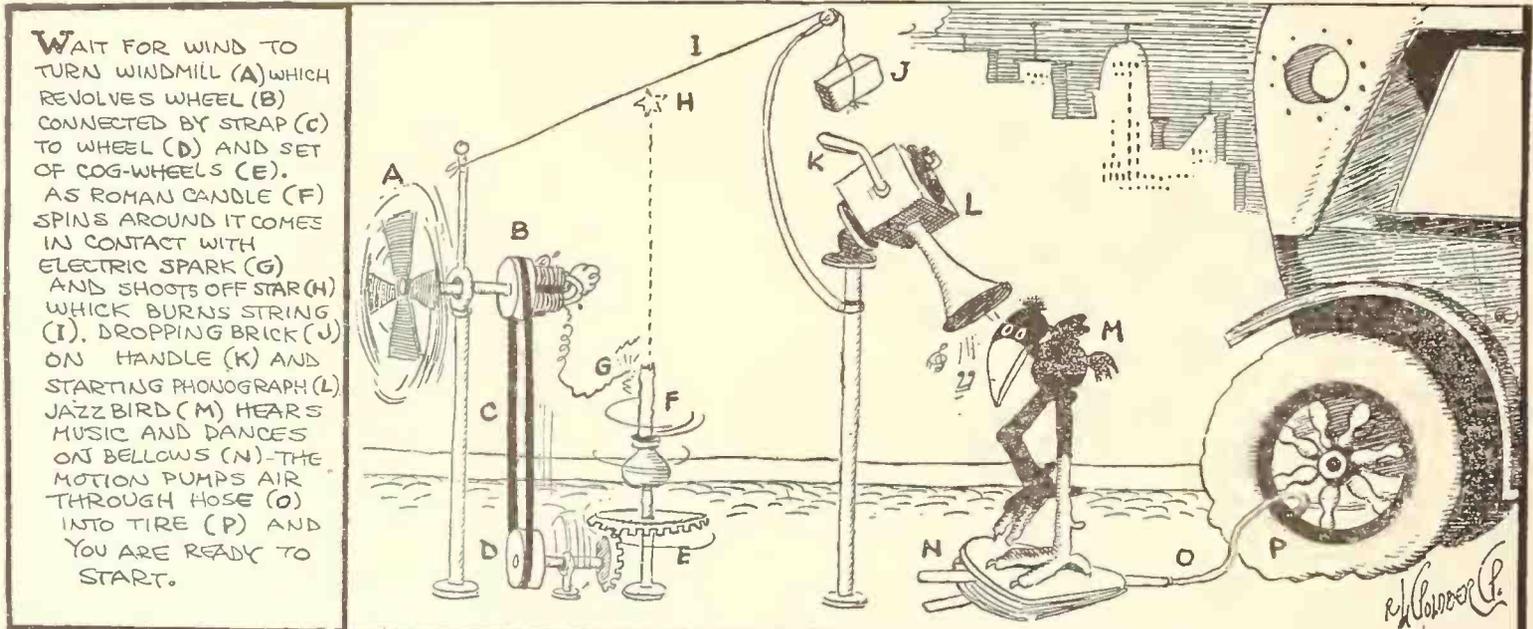
DYNAMIC FORCE OF JAZZ MUSIC NOW BEING RECOGNIZED!

R. L. Goldberg, the Clever Cartoonist of the Evening Mail, Conceives a Brilliant Idea Which May Interest Talking Machine Men Who at Times Face the Problem of Flat Tires and No Pump

Marvelous what the inventive mind can do when it applies itself to a problem. Peruse the following process through the maze of its wanderings and if at the end you know what it is all about you will immediately trot your talking

and a spark sets off the Roman candle, which shoots a fiery star skyward. But you have carefully fastened a string across the path of this fiery star and this string is struck and broken by the burning ball. The breaking of the string

ment begins to play some wicked jazz. This dynamic music—which is not yet prohibited by law and will never be as soon as motorists like yourself have found out its real value as a tire pumper—so moves the spirit of the jazz-bird that he dances madly up and down on the bellows you have provided. The bellows is connected to the tire valve. Now as the jazz-bird dances the air is forced into your tire, and there you are. You are now ready to proceed



WAIT FOR WIND TO TURN WINDMILL (A) WHICH REVOLVES WHEEL (B) CONNECTED BY STRAP (C) TO WHEEL (D) AND SET OF COG-WHEELS (E). AS ROMAN CANDLE (F) SPINS AROUND IT COMES IN CONTACT WITH ELECTRIC SPARK (G) AND SHOOTS OFF STAR (H) WHICH BURNS STRING (I). DROPPING BRICK (J) ON HANDLE (K) AND STARTING PHONOGRAPH (L) JAZZ BIRD (M) HEARS MUSIC AND DANCES ON BELLOWS (N)—THE MOTION PUMPS AIR THROUGH HOSE (O) INTO TIRE (P) AND YOU ARE READY TO START.

How the Problem of the Flat Tire and the Tired Business Man Is Solved Without Aid of Einstein's Theory

machine out in the garage and try it out. Picture yourself stranded on some lovely but garageless country road with a flat tire and no pump. Enough to take out of life the little joy the law still allows. If it had not been for the talking machine you would never have overcome such an obstacle as that! But Fate has smiled upon you and with your portable instrument in the side pocket you can set about righting all your troubles.

First study the picture carefully and save your laughs for the last chapter after the curtain falls. Here you are on the road with a flat tire—all you need to start with is a windmill. The wind which whistles inside your coat collar will turn this wheel rapidly. At the end of the shaft on which the wheel is mounted place a generator and connect it with a set of cog-wheels to a turntable in the center of which is a Roman candle. From the end of the generator runs a wire attached to the fuse of the candle. As the wind blows and turns the wheel current is generated

releases the weight on the end, a common brick will do, and this weight falls upon the starting lever of the talking machine which you have thoughtfully brought along.

Here is where music gets in its dirty work. When the starting lever is released the instru-

upon your way. What could be sweeter? And the master mind, by the way, which evolved this epoch-making invention, was our old friend R. L. Goldberg, cartoonist of the Evening Mail. He wins the—supply the latest wheeze for yourself.

MAKING PROFITABLE USE OF DEALER SERVICE MATERIAL

Letter Recently Sent Out for the Purpose of Stimulating Dealers to a More Frequent Use of Window Display Material Is Worthy of the Consideration of Those Interested

Manufacturers and wholesalers in the talking machine industry are spending enormous amounts of money on dealer service material, no small part of which has been devoted to window displays. Very frequently the retail merchants have not been prone to make the maximum use of this material, which means a considerable total loss in money, not only to the house preparing the material, but also to the dealer through loss of sales.

A letter which was recently used by a wholesale grocer to stimulate his dealers in using the window material supplied to them a short time ago was worked over by a talking machine man so as to make it adaptable to the use of the talking machine industry:

"Dear Customer of Ours:

"Several days ago the proprietor of a retail music store in the eastern part of the State wrote us a very enthusiastic letter about his sales of (—) talking machines.

GRADUATES ARE ENTHUSIASTIC

CAMDEN, N. J., February 9.—Another large class has just graduated from the School of Salesmanship conducted by the Victor Talking Machine Co. Now that we are in an era when intelligent selling effort is required on the part of retail merchants the function performed by this school is especially opportune, and it is interesting to note that the members of the Victor trade attending include representatives from the most distant points, on the Western coast. A substantial attendance has been secured from every section of the country and the enthusiasm of the graduates is very great. Many proprietors of retail establishments are among those graduated from the last session.

PUSHING VICTOR PRODUCTION

CAMDEN, N. J., February 9.—The factory of the Victor Talking Machine Co., this city, continues active production on a normal basis. While

"This merchant, it seems, did not know that a good market for operatic selections existed in his vicinity until he received a few pieces of our advertising material which aimed to increase sales for this class of record. He put up the signs and counter cards we sent him and dressed his window with the special background we recommended. Judging from his letter, he was more than surprised by the market he had tapped by simply putting on display these signs which will whet anybody's musical appetite.

"It occurred to us that you would like to feature operatic records for a few days, so we are sending you some of this same advertising.

"If you don't find time to get it up before our Mr. Blake sees you again ask him to give you a few suggestions. He has a knack of fixing up a window that you won't find many to have. He will be glad to put this advertising on operatic records to work. Sincerely yours,

"Better Business Company."

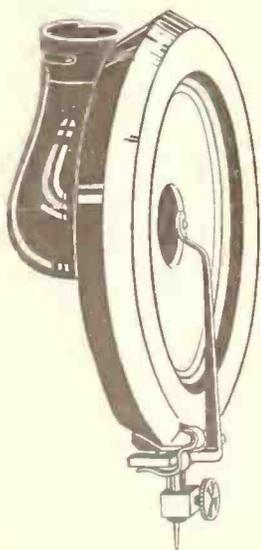
most of the other factories in the talking machine industry are operating on a part-time basis, or practically shut down, the shortage for Victor merchandise continues to exist, and production is being vigorously pushed forward to meet current demands.

RECORD COUNTERS WELL ARRANGED

HACKENSACK, N. J., February 9.—The Bergen Talking Machine Co., Victor dealer of this city, has arranged its record counter in an especially attractive manner. In the center of the counter proper is a large Victor dog, with several miniature dogs in front of him. On each side of the dog is a basket of fresh flowers. On the top of the record rack there are four large spherical electric lights of white glass. There is one word lettered on each of these, and reading from left to right they run: "We Aim to Please." Hanging on the wall back of these are three large sepia prints of celebrated Victor artists.

The Mutual No. 6

Knife Edge, Spring Suspension Reproducer



No Screws
or
Adjustment

No Blasts
Adjusts Itself

All Sound Box troubles are eliminated in this new patented, scientifically built Reproducer

Send for samples and particulars

Mutual Phono Parts Mfg. Co.

149-151 Lafayette St. New York, N. Y.

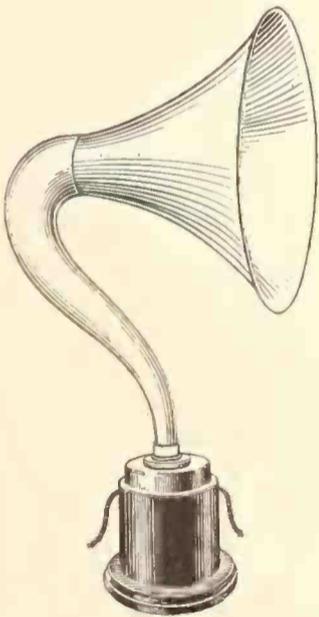


PHONOGRAPH MUSIC, OVER A WIRE

Reproduced, Amplified, Transmitted Electrically



Showing Electric Arm Attached to Commercial Phonograph



Big, Round, full tone.

Electric arm attaches to any phonograph without tools (see cut).

Playing Unit, with 12-inch all aluminum horn, may be located at distant point, or with straight, upright horn, concealed in beautiful Lamp or Electric light fixture (see top cut).

Needle surface noise inaudible.

Volume control from a whisper to full power of Band.

Quality of Tone superb, rich, sounds like the real thing, can not be compared with commercial phonographs.

Operates on small storage battery.

Can be heard a mile away in the open, quiet country at full power.

Reproduces all there is on the record.

Wonderful for Homes, Churches, Schools, Clubs, Restaurants, Dance Halls, Gardens, Tennis Court, Sea Shore, Summer Resorts, Porches, etc.

New possibilities for the Phonograph.

Manufacturers adopt it for your cabinets.

Live dealers secure exclusive territorial agencies.

Will sell to only one dealer in a town.

Fully guaranteed—Retail price only \$150.

In Hand-Carved finest quality polychrome lamp \$220

VITALIS HIMMER JR. 203-205 Sixth Ave., New York

TO-DAY

You Must Sell "QUALITY" and "SERVICE"

Your customer demands it. Price is a secondary consideration. When you are ordering your table instrument requirements remember there is nothing quite so good as the Piknik.

Made Portable in 30 seconds

Built to win friends and repeat business. Spend two cents and get acquainted.

It will pay you to handle the best.

The Piknik is the best portable phonograph on the market.

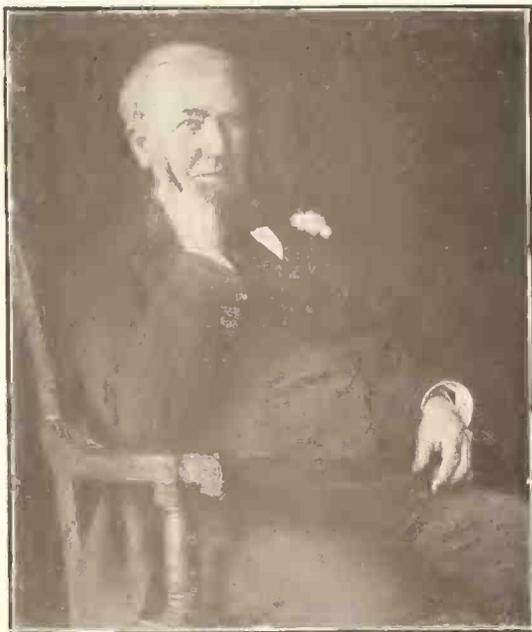
THE PIKNIK PORTABLE PHONOGRAPH, Inc.

Lakewood, New Jersey

EDISON KEEN AND ACTIVE AT 74

Famous Figure in World of Science Celebrates Birthday in Usual Way—Tells of World Problems to Solve—Flooded With Messages

The event of Thomas A. Edison's seventy-fourth birthday on February 11 was widely commented upon by the press all over the country. Breaking his usual custom of silence, he gave a lengthy interview to the public and showed that,



Thos. A. Edison

both in mind and body, he is still more active than many a younger man. His interest in the affairs of the world is keen and his judgment sure. He believes in a tax on all sales and declares that business men should be allowed to work out their own salvation without government interference. On his birthday Mr. Edison was the recipient of thousands of messages of congratulation and good-will from men and women in every walk of life, especially from the famous artists whose musical genius has been made permanent through the New Edison and the Recreations.

EMERSON RECORDS NOW 85 CENTS

The Emerson Phonograph Co. announced on Monday, February 14, that, effective immediately, all Emerson records will be listed at eighty-five cents with the exception of records made by Eddie Cantor, famous musical comedy star and exclusive Emerson artist, which will continue to retail at \$1.00. Included in the eighty-five-cent library will be all of the exclusive Emerson artists with the exception of Eddie Cantor.

IMPROVING CONDITIONS IN SOUTH

R. L. Freeman and J. S. Macdonald Make Extended Trip and Give Interesting and Encouraging Views of the Business Situation

Ralph L. Freeman, director of distribution of the Victor Talking Machine Co., Camden, N. J., and J. S. Macdonald, sales manager of the same company, recently returned from an extended trip through the Southern section of the country, including such important centers as Richmond, Jacksonville, Atlanta, Birmingham, Mobile, New Orleans, Houston, Dallas, Memphis and Cincinnati.

In a chat with *The World* they reported that although the market for the various crops and livestock produced in the region they covered had fallen off very much in price, the fundamental conditions are satisfactory. Most of the business men in this part of the country have prospered to a large extent during the last three or four years, and it is not compulsory that they move their present crops, etc., on an immediate basis.

The potential and actual market for Victrolas they found to be excellent. The holiday business was good even in those centers where general business depression existed in the largest degree, and despite the lull in the sale of crops the sale of Victrolas and Victor records has kept up very well since the first of the year.

VAN HORN ELY AT PALM BEACH

Van Horn Ely, president of the Columbia Graphophone Co., is spending a few weeks at Palm Beach, Fla. H. L. Willson, vice-president and general manager of the Columbia Graphophone Co., returned recently to New York after an important trip through the West, where he visited the various Columbia factories.

Charles Gorsch, Margaretville, N. Y., has taken the agency for the Remington.

CRYSTOLA CO. PLANS EXTENSION

R. C. Swing Assumes Entire Managership of Company, Succeeding W. R. Thomas

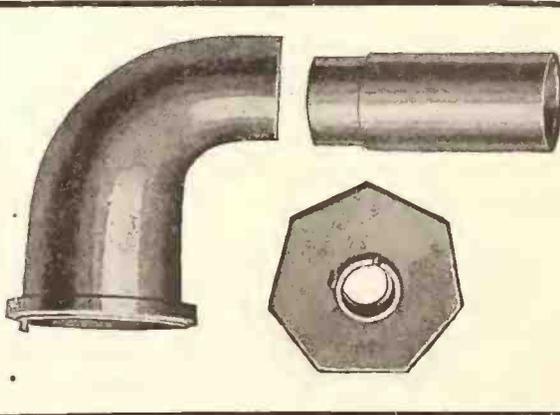
CINCINNATI, O., February 10.—Plans for the reorganization and extension of the Crystola Co., of this city, are now under way. R. C. Swing, treasurer and general manager of the company, has assumed entire managership of the company following the resignation of W. R. Thomas, in December.

"Business is fine with us," said Mr. Swing. "We did better in January than in November or December. Our dealers and the public are gradually learning the genuine merits of our non-vibrating glass amplifier and also the easily demonstrated advantages of our diaphragm, which is of special composition and of graduated thickness." An active selling campaign on behalf of the Crystola agents is assured by Mr. Swing, beginning in the course of the next two or three months.

TO JOB WALL-KANE NEEDLES

Appointment of Distributors in New York, Chicago and Syracuse Announced

The distribution of Wall-Kane needles has been augmented through the appointment of three progressive distributing houses by the Progressive Phonographic Supply Co., manufacturers of this product. The three new distributors are the Maurice Richmond Music Co., New York City; H. Engel, Chicago, Ill., and B. Cohen, Syracuse, N. Y. The affairs of the Progressive Phonographic Supply Co. are progressing in a very satisfactory manner. Due to the illness of D. Tauber, general manager of the company, N. Cohen, president and treasurer of the Progressive Phonographic Supply Co., is actively taking hold of the directing of the affairs of the company from the executive offices, New York City.



The Superior Die Casting Co.
Cleveland, O.

PROGRESS OF THE TRIAL OF THE MACY-VICTOR CASE

Action Which Began Before Judge Mack and Jury in the United States District Court, New York, on January 17 Enters Fifth Week, With Plaintiff's Side Still Unfinished—Some Interesting Testimony Offered—It Is Now Estimated That the Trial Will Last Another Month

For the past month the interest of the trade has been centered in the proceedings of the United States District Court for the Southern District of New York, where the action brought by R. H. Macy & Co., the New York department store, against the Victor Talking Machine Co., Camden, N. J., and a number of Victor wholesalers located in and about New York, in an effort to secure \$570,000 triple damages for alleged violation of the Sherman Act, has been on trial before Judge Mack and a jury.

The suit is regarded as the most important ever brought in the trade from many angles and both sides in the litigation had prepared for a long and bitter fight. The trial was started before Judge Mack on January 17 and as *The World* goes to press the presentation of arguments and testimony by the plaintiff has just about been finished. With the defense still to be heard it is believed that at least three weeks will be required to bring the case to a conclusion.

Edmond E. Wise, of Wise & Seligsberg, appeared for Macy & Co., with George W. Schurman, of Hughes, Rounds, Schurman & Dwight, appearing for the Victor Co., and Gilbert H. Montague for the several jobbers.

Plaintiff's Attorney Opens Case

The case was opened by Mr. Wise, who, in behalf of the plaintiff, made the claim that the right of the Victor Co. to fix resale prices was not recognized, and cited the decision of the Supreme Court in the Sanatogen case in support of his argument. He also called attention to the fact that the U. S. Supreme Court had sustained the demurrer filed by Macy & Co. through an action brought by the Victor Co. in 1914 seeking to restrain Macy & Co. from cut-

ting prices on Victor goods. In presenting his case Mr. Wise paid tribute to the effectiveness of the tremendous advertising campaign carried on by the Victor Co., which had resulted, he said, in "Victor" or "Victrola" being accepted as a generic term for all talking machines by a goodly proportion of the public. In support of the plaintiff's case much was made of the fact that Macy & Co. had been unable to purchase Victor goods direct from the Victor Co. or the various jobbers included in the action since about 1913, and had suffered a material loss in potential profits as a result.

Opening Argument for Defense

Mr. Schurman, for the Victor Co., declared that his clients had, in every instance, complied with the law and that the present action grew out of the alleged violation by Macy & Co. of a contract they had entered into with the Victor Co. He called attention to the fact that the earlier contracts between the Victor Co. jobbers and dealers had been passed upon favorably by the United States courts up to and including the Circuit Court of Appeals and that it was not until after Macy had proceeded with the alleged violation of the Victor contract that the United States Supreme Court had declared that instrument ineffective. In short, it was maintained by the defense that at the time the dispute arose with Macy & Co. the Victor contract had been upheld by all the courts before which it had been taken. It is also claimed by the defense that Macy & Co. had sought to secure jobbers' discounts upon purchases and had been refused by the Victor Co. as a matter of trade policy.

The Cause of the Jobbers

Mr. Montague, for the defendant jobbers, denied the existence of any conspiracy among his clients in refusing to supply Macy & Co. with goods, declaring that at the time the plaintiff had attempted to secure goods from the jobbers and, in fact, practically up to date, there was, and has been, a distinct shortage of Victor products; that with limited supplies wholesalers naturally preferred to do business with friendly interests and that the right of a merchant to refuse to sell for cause, or for no cause, has been upheld at least twice by the Supreme Court during the past couple of years. Mr. Montague also emphasized the fact that at the time the various contracts were in force they had been upheld as legal by the courts and that even since the adverse decision of the United States Supreme Court on that question the sound economic principles back of a system of price maintenance had been supported by many important authorities and interests and that legislation to permit of the establishment of standard prices had been, and was, before Congress.

Herbert N. Straus the First Witness

Herbert N. Straus, of R. H. Macy & Co., was the first witness called by the plaintiff, who remained on the stand for practically two days answering direct questions and replying to cross-examination by counsel on both sides relative to the relationship between Macy & Co. and the Victor Co. from 1908 to 1913, when the disagreement started, and then to date. Mr. Straus told chiefly of happenings since 1913, when Macy & Co. refused to sign a new dealers' contract with the Victor Co. jobbers. He outlined the efforts that had been made to reach an understanding, and particularly the efforts that had been made, largely under his personal direction, to secure Victor goods directly from jobbers, or indirectly through other channels.

The testimony of Mr. Straus was at times distinctly interesting and illuminating and the character of the questions and answers resulted in frequent clashes between opposing counsel.

The next witness was C. H. Williams, described as a buyer for the Macy store, whose

special duty, it appeared, was to secure Victor merchandise wherever possible and who devoted an average of half his time to that work. Williams declared that he had called personally upon various jobbers in New York and other cities in the East, particularly after the Supreme Court had sustained the Macy demurrer to the Victor Co.'s complaint in 1917. His testimony regarding alleged conversations between himself and the various jobbers and their representatives seemed particularly interesting to the defendants, several of whom he named in person. It appeared that much work and trouble was involved in getting the desired goods.

Later on Percy Straus, a brother of Herbert N. Straus, and also a member of the Macy firm, was called to the witness stand and added some testimony to that given by his brother. Herbert N. Straus was recalled to the stand for re-cross-examination a week or so after his first direct testimony in order to verify the statement that Macy & Co. upheld prices on the toilet preparations of Colgate & Co. and spent an unpleasant few minutes with the Victor Co.'s attorney as a result.

Another witness for the plaintiff was Julian Florian, who in 1914 was manager of what was then the wholesale Victor department of I. Davega, Jr., Inc., and who brought to light some alleged dealings he had with Macy after the company had ceased to be a licensed Victor dealer.

Florian testified in the course of his direct examination to the existence of a special arrangement he had made with Macy & Co. running from May 4, 1914, to the Fall of that year, whereby various Victor goods were purchased by the plaintiff at regular retail prices and that subsequently a cash refund was made, such refund being placed in sealed envelopes and carried personally by Florian to Mr. Straus. The deal, it was brought out, followed the introduction of Florian to the Macy storeroom where he was shown a considerable stock of Victor goods and informed that they had been obtained from other sources. Florian admitted that he had been discharged from the Davega employ in December, 1914.

The attorney for the defense secured the admission from Florian that he was "sore" at Mr. Davega and also at the Victor Co., and had sued I. Davega, Jr., Inc., for the loss of his position, finally settling the case out of court.

An Interesting Witness

A particularly interesting witness for the plaintiff was Harry E. Oliver, who shed some interesting light upon the methods adopted by the Macy house for securing Victor goods after May, 1914. Oliver stated that he went to various recognized sources of supply in an effort

(Continued on page 170)

CABINETS

MODERATE PRICES
IMMEDIATE DELIVERY



Cut shows our new 48" E Model

Send for circular of our line

Everett Hunter Mfg. Co.
McHENRY, ILL.

WALL-KANE PHONOGRAPH NEEDLES

Brilliantone Steel Needles
Tonofone Flexible Needles

Send for complete price list to

MAGRICE RICHMOND
1552 Broadway
NEW YORK

DISTRIBUTORS

PROGRESS OF VICTOR-MACY TRIAL

(Continued from page 169)

to secure Victor goods, and had taken from the classified telephone directory a list of dealers in talking machines and called on a number of them, citing names, addresses and, in some cases, dates. He stated that he had a fund of money belonging to Macy & Co. standing under his own name in a bank and had drawn on that fund to pay for Victor machines and records which were billed to him personally and delivered to his office at 215 Fourth avenue. The goods were in turn billed to Macy & Co. by Oliver. The witness testified to some of his experiences in traveling to various cities and towns seeking Victor merchandise, and in the course of a lengthy cross-examination gave other information that was interesting, and in some cases important.

The testimony also included the presenting of depositions from Edward Briggs, secretary and treasurer of the Oliver Ditson Co., Boston, and H. A. Winkelman, manager of the wholesale Victor talking machine department of that company.

Russell C. Downs, who stated that he was employed by the New York Talking Machine Co. as stock clerk from December, 1913, to the Spring of 1916, was also called as a witness and gave some testimony of value. He stated, for instance, that Victor records had been marked for identification and that he could tell the name of the dealer from such markings. The defense was interested particularly in Downs' admission that a special premium was paid upon sales of the Ru-Stella machine offered by Macy & Co. as their own product.

Benj. Switky, who for some years operated as a Victor jobber, was one of the witnesses called by the plaintiff and told of the efforts made by the Victor Co. representatives to trace back goods that had been purchased by Macy & Co., and something of his relations with the company while acting as one of its wholesale representatives.

Two days were devoted to the direct examination and cross-examination of Mr. Switky in order to bring out various points in his relationship as a distributor with the Victor Co. and its representatives, and with the members of the retail trade.

Former Dealers Called

Another witness for the plaintiff was Ellen Byrne DeWitt, formerly a licensed Victor dealer, who answered the questions put to her in a manner that frequently aroused merriment in the courtroom. Max A. Fischer, also a former Victor dealer, who apparently had many business dealings with Macy & Co., was likewise called to the stand and testified at length.

Marie B. Kaplan, another erstwhile Victor dealer, also spent some hours in the witness chair, her testimony being followed by that of her attorney, D. W. Steele, who recited the results of several alleged visits to Camden.

The plaintiff also called to the stand a number of past and present employes of Macy & Co., who were connected with, or had knowledge in some way of, the methods adopted by the Macy concern for securing supplies of Victor goods after they had been cut off the dealers' list. Among these were Rita A. Smith, a former stenographer; Barbara Sowa, Mrs. Wil-

liam Gilroy, Michael Peyser and Philip Ochsenhaut. The testimony of these witnesses was devoted chiefly to identifying sales slips and receipts and detailing the means by which purchases of Victor goods were financed and checked and the goods handled.

Court Adjourned Until February 14

The court was adjourned on the afternoon of February 9, to resume on February 14. Up to the time of adjournment nearly 1,800 typewritten pages of testimony had been placed on file. It is expected that the plaintiff will wind up its case during the coming week, when the defense will take the stand and present its side. It is not improbable that the trial will last at least another month.

MUSIC TEACHER ADDS TESTIMONY

Value of Talking Machine in Public School Musical Instruction Outlined by Russell S. Gilbert in Letter to New York Newspaper

The value of the talking machine in teaching music in the public schools is forcefully explained by Russell S. Gilbert in a recent letter to The Sun, New York. As Mr. Gilbert is a teacher of music his testimony should bear weight as coming from one who has had actual experience. His letter follows:

"To the Editor of The Sun.

"Sir: I have taught music in New York for eight years and have had pupils from both the private and public schools. Both are well drilled in the technique of music, but lacking the music itself.

"Owing to the size of the classes the teachers are forced to teach by rule only. The result is that the children can recite rules in music as they recite rules in grammar. They apply the grammar because they are speaking every day. They do not connect the rules of music with music itself unless they are taking private instruction in music and can apply the rules.

"The children are taught to find out what key the piece is written in by a series of arithmetic, counting from the last sharp or flat. The rule is correct if the piece is in major, but gives the wrong answer if it is a minor key. What good are such rules? The mere writing of chords on the blackboards does not instruct the

THE VECTOR COMPANY

Electrical and Mechanical Engineers

Experts on designs, plant equipment and production.

Estimates furnished for complete equipment of recording laboratories and manufacturing plants.

Phonographs, Electric Motor Drives, Components and Records.

Correspondence Invited

THE VECTOR COMPANY

225 Fifth Ave., New York Tel. Madison Sq. 9305

children any because they cannot hear them and they would fail to recognize one of them if it were played. I know, for I have tested dozens of them.

"Let the technique of music be left to the private teacher and let the schools devote the time to actual singing and hearing of the best music, the history of music and musicians, etc. The work of spreading the knowledge of the best music by means of the talking machine, as done in the schools here, is producing splendid results."

ADD MATRIMONIAL LITERATURE

Minister Suggests Records of Love-Making in Speech Giving Advice on Marriage

In an address before a meeting of the ministers of Toledo, O., one of the clergymen of that city took occasion to remark in the course of his address on marriage and the kind of a wife to choose, that the husband should never cease to court his wife. He also declared that it would be a good idea for every girl to secure a record of the endearing words spoken by the ardent lover during the period of courtship. Then, a few years later, she could show him what he used to be and remind him of his better days by playing the record on the family talking machine.

As for logic of the good divine's words, life is too short to argue. But, it might be whispered, our Toledo friend may, if he doesn't look out, start something. Has anyone any views on the matter? Don't keep them secret, if you have.

HOW AN ENTERPRISING DEALER USES EXTRA WALL SPACE



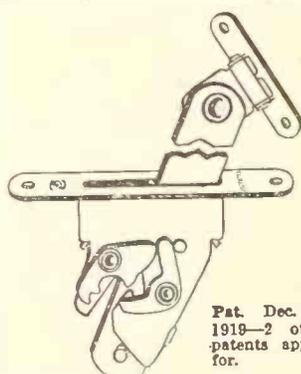
Clever Mural Sign Used by the Scanlan Co., St. Joseph, Mo.

The advertising department of the Columbia Graphophone Co. received recently an interesting photograph from the Scanlan Hardware Co., South street, St. Joseph, Mo., Columbia dealer, showing how this enterprising merchant is using the extra wall space in his establishment. The artistic sign which is presented in the accompanying illustration was painted by George Hoffman, one of the clerks at the Scanlan store, and this unique publicity was commented upon favorably by visitors to these warerooms.

ACME-DIE

CASTINGS

ALUMINUM-ZINC-TIN & LEAD ALL TYPES
Acme Die-Casting Corp.
Boston Rochester Brooklyn N.Y. Detroit Chicago



The New Automatic Cover Support

Noiseless in Operation

Foolproof in Construction

Made With Both Bent and Flexible Hinges

Heavily Nickel Plated or Specially Finished to Order

Send \$1 for 3 samples—one of each model

WRITE FOR CATALOGUE

A. F. Zega Mfg. Co.

Main Office:
810 Broad Street
Room 601
NEWARK, N. J.



Factory:
77-81 Mill Street
BLOOMFIELD, N. J.

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.

TO DISTRIBUTE WALL-KANE NEEDLES

Maurice Richmond, Inc., New York, Organized for That Purpose

Maurice Richmond, head of the Maurice Richmond Music Pub. Co., Inc., and for over twenty-three years general manager of the Enterprise Music Supply Co., has organized a company for



Maurice Richmond and F. H. Burt

the purpose of taking over the distribution of the well-known "Wall-Kane" steel needles. The company will operate under the firm name of Maurice Richmond, Inc.

Associated with Mr. Richmond, who will act as general manager of the concern, is F. H. Burt. Mr. Burt has been in the music business in various capacities for a period of years and more recently has given particular attention to the needle business and its market. Under his direction the new organization will endeavor to place before the trade, monthly, a series of ideas for the promotion of sales.

In speaking of his new acquisition Mr. Richmond said: "I believe the needle business is still in its infancy. The market is constantly growing and as our product is a well-advertised one, requiring little sales effort, we feel we have acquired a substantial proposition."

At present the executive offices of the firm are at 1552 Broadway, but about March 15 it will move into its new home at 1658 Broadway, near Fifty-first street, New York City.

PLYMOUTH PHONOGRAPH CO. ELECTS

PLYMOUTH, Wis., February 5.—The Plymouth Phonograph Co. held its annual meeting on February 1 and re-elected its board of directors as follows: H. W. Bolens, J. B. Thierry, J. H. Wheeler, W. H. Thommen and Frank L. McIntyre. The directors met subsequently and re-elected Mr. Thommen president and Mr. McIntyre secretary-treasurer.

HOLD BUBBLE BOOK PARTIES

Bubble Book Sales Service Introduces Novel Publicity Idea—Parties Attended by Dealers

The Bubble Book Sales Service, New York, distributor of Bubble Books, has instituted an unusual campaign featuring these books. Incidental to the Toy Fair, which opened last week in New York, and which will continue until March 12, this company is giving a series of Bubble Book parties in the auditorium of the Bush Terminal Building, 130 West Forty-second street, New York, where the company has its executive offices.

The parties, which are given daily, were inaugurated on February 7 and have proven very successful. A talking machine is used to play the Bubble Book nursery rhymes, while twenty-five child actors pantomime the story on the stage in conjunction with the reproduction of the record.

According to present plans the Bubble Book Sales Service will co-operate with talking machine dealers throughout the country in giving similar Bubble Book parties. To date more than forty of these Bubble Book parties have been arranged in the leading trade centers and the dealers are enthusiastic regarding the results obtained from this unique publicity idea. These parties have not only resulted in substantial sales of Bubble Books, but have served to interest the children and their parents in the musical value of the talking machine.

Invitations were sent to talking machine dealers everywhere by the Bubble Book Sales Service to attend the unique series of parties now being given in the auditorium of the Bush Terminal Building, and many successful dealers have advised the company that they will attend.

Paul Zerrahn, formerly field representative of the Emerson Phonograph Co., New York, resigned from this position the first of February.



KICHLER VALANCES

especially designed for the windows of the Talking Machine Dealer. We can reproduce and embroider any trade-mark and any type of lettering.

KICHLER VALANCES will improve the appearance and increase the sales value of your show windows. Write us for our descriptive literature.

THE L. A. KICHLER CO.

717 Lakeside Ave. N. W.

(Dept. W)

CLEVELAND

Eastern Representative—Louis A. Schwarz, 1265 Broadway, New York City

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

NEW BRUNSWICK FLANGE SIGN

Brunswick-Balke-Collender Co. Introduces Sign for Dealers Which Can Be Attached to the Side of a Building—Artistically Prepared

The advertising department of the Brunswick-Balke-Collender Co., after many requests from dealers, has brought out a new flange-sign which can be fastened against the side of a building. The sign is lithographed in baked-on colors. The sign is of twenty-four gauge steel and one end is turned at right angles, so



Convenient Sign for Dealers

that it can be fastened to a building. The printed matter, in turn, is covered with a weather-resisting varnish and this gives the sign a very high gloss finish. The accompanying photograph will give an idea how the sign will look, but it must be seen in order to be fully appreciated.

A BRIEF COURSE IN MUSIC

The Victor Talking Machine Co., Camden, N. J., is planning to publish in its house organ, "The Voice of the Victor," a series of articles dealing with the structure of music. Taken altogether, these will constitute a brief course in music. They are especially designed to enable salesmen who have no technical knowledge of music to acquire a general understanding thereof, which will help in selling many unfamiliar records. These articles will supplement the Victor salesmanship course given in Camden.

CONGRATULATIONS FOR S. H. JACOBS

Samuel H. Jacobs, advertising manager of the Remington Phonograph Corp., New York City, is receiving the congratulations of his many friends in the trade on the birth of a son on January 31. Mr. Jacobs states that the new arrival resembles the Remington phonograph in the respect that he has both tone and quality, as well as endurance.

STONE CO. HOLDS RAILROAD DANCE

Employees of Vocalion Distributor in Fargo, N. D., Enjoyed a New and Original Form of Terpsichorean Entertainment Recently

FARGO, N. D., February 8.—The employes of the Stone Piano Co., distributor of Aeolian-Vocalions and records, as well as Melodee music rolls, in this city, held a "railroad dance" recently, a novelty that proved very popular with the members of the staff. The order of dance was made out like a railroad time-table, with the dances at fifteen-minute intervals, named according to the cities and towns in which the Stone Co. has established dealers.

The dancers traveled as far West as Billings, Mont., over the Aeolian Line, with A. G. Stanton as "general manager" and George H. Dower as "passenger agent." The party left Stone's Auditorium at 9 p. m. to the accompaniment of a one-step, which took them as far as Casselton, which is just about one step from Fargo. Other stops, each of them Vocalion strongholds, included Valley City, Jintown, Steele, Bismarck, Mandan, Dickinson, Beach, Glendive, Miles City. The party arrived at Billings at 12 o'clock, promptly on time. Music was furnished by Bill Becker's Track Walkers, and the following Stone employes served in the capacity mentioned: Gene Howell, conductor; Bill Becker, engineer; Bill Shaw, brakeman; Anne Hagen, newsboy; Wes. Smillie, auditor; Maggie Lien, dining car conductor; Edward Stalheim, road master, and Bert Schumacher, ticket agent.

The Stone Piano Co. reports that it did a better phonograph business during January, 1921, than it did in January of either 1919 or 1920. This firm is the North Dakota distributor for the Aeolian-Vocalion phonograph, as well as the Vocalion records.

MICKEL MUSIC CO. OPENS

The Mickel Music Co., of Marshalltown, Ia., opened its exclusive Victor store on February 3. It is located in the heart of the business section, has six exceptionally large booths finished in ivory and blue and the whole store is carpeted with light blue Wilton carpet. Mickel's efficiency expert, Miss Jardine, officiated and little celluloid Victor dogs were given away as souvenirs. The manager of the new store is Warren Stevens.

TO CONVENE IN CHICAGO

An educational convention will be held in Chicago, the third week in March, under the auspices of the Victor Talking Machine Co. According to present plans the affair will be attended by a very large number, representing every section of the country, and the program itself will be of a most instructive and constructive sort.

The Pease Music Store, Tuckahoe, N. Y., is now located in the Plaza Theatre Building. W. J. Snow is manager. The Pathé line is handled.

It's a Difficult Thing

to trim a window with real records.

Tin records also present difficulties, as they cannot be pinned up.

The best way out is to use THE USOSKIN IMITATION RECORD, made of a special card-board stock and looking so like an original record that even the Victor Dog himself gets puzzled as to which is which.

Your jobber will gladly supply you. Ask him for details and prices.

USOSKIN LITHO, Inc.
230 WEST 17th ST., NEW YORK CITY

NEW VAN VEEN INSTALLATIONS

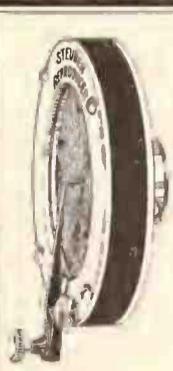
Model Shop and Wholesale Display at Ditson's —New Equipment at Bloomingdale's

Van Veen & Co., Inc., manufacturers of Van Veen hearing rooms, record racks and counters, have installed a model shop and wholesale display department in the headquarters of Chas. H. Ditson & Co., on Thirty-fourth street, New York City. This company has also lately completed a large and handsome talking machine department in Bloomingdale Bros.' New York store. This installation consists of twenty demonstration rooms and occupies a large portion of the third floor of this big store. Leon Tobias, of the Van Veen sales staff, is at present out of town on an extensive trip. Van Veen & Co., Inc., state that Mr. Tobias is sending in a great number of inquiries and is laying out a large number of installations for the dealers. In the majority of the cases these are for dealers who have long planned improvements in their warerooms and have held off the actual work awaiting the signs of an improvement in general business conditions. Many of these dealers feel that business is decidedly on the upward trend and have made plans to have work on installations commenced within the next two or three weeks.

NEW VICTOR STORE IN CRESTON, IA.

McGregor Bros. & Coens, of Creston, Ia., have opened their music department. The department occupies a space fifteen feet by thirty-six feet in the front of the store, with five French booths finished in gray, and the whole department is covered with gray carpet to match. The booths and lobby are equipped with wicker and overstuffed furniture, which adds greatly to the appearance.

John McCormack, the celebrated Victor artist, is due to sail for home on April 19 on the "Aquitania." He will finish up his grand opera engagement at Monte Carlo shortly.



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

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 3/8 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.

THE AEOLIAN SYMPHONY ORCHESTRA

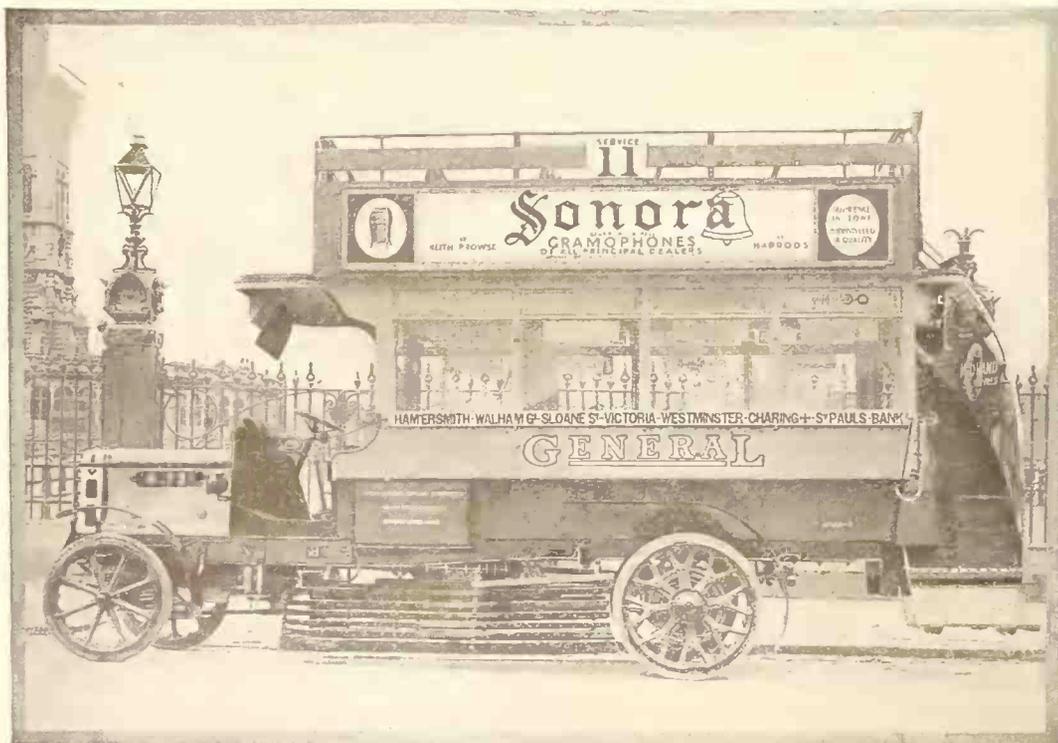
Among the Vocalion records announced by the Aeolian Co. to be released in March are the first records of the Aeolian Symphony Orchestra. These records are destined to meet with a popular reception. The March numbers include "Ballet Egyptien" and "Praeludium."

VICTOR CO. HONORS WASHINGTON

The advertising department of the Victor Talking Machine Co., Camden, has recently designed a very effective window display for the use of Victor dealers around Washington's birthday. In the center, on a flag-draped mount, is a bust of Washington; at the right, a floor model Victrola; at the left, with a sprig of a cherry tree placed over it, is a card which reads, "Truth—The Victrola Reproduces the Music of the World's Greatest Artists Truthfully." On either side of the bust two records are mounted about four inches from the floor, with the face of the record toward the street. On the top of each is pasted a colored cardboard hatchet.

SONORA PUBLICITY ON LONDON BUS

The Sonora phonograph is advertised to excellent advantage in London, and travelers



How the Sonora Phonograph Is Advertised on the London Bus around this famous metropolis cannot fail to be favorably impressed with this publicity. Not only does this advertising appear on billboards

APPOINT NEW OKEH JOBBERS
Sonora Phonograph Co. of Philadelphia New Okeh Jobber—Well Equipped to Serve Dealers

W. C. Fuhri, general sales manager of the Okeh record division of the General Phonograph Corp., New York, announced this week that the Sonora Co. of Philadelphia had been appointed distributor for Okeh records in that territory. This company, which was recently formed to distribute Sonora products, has already attained signal success, and the dealers in Philadelphia territory will receive maximum co-operation from the company's sales staff in handling Okeh records.

The Philadelphia Show Case Co., Philadelphia, is no longer a jobber of Okeh records.

NEW BORI RECORDS SOON

Lucrezia Bori is soon to return to the active world of Victor recording artists. Several years ago an operation was performed on her throat which was not immediately successful. She has since, however, recovered entirely and recently made her return debut in "La Boheme" at the Metropolitan Opera House, New York City. Her return to opera is generally felt to be one of the most important events of the current opera season. In the very near future she will make some new Victor records, which will be released probably in the early Fall.

EDISON ARTISTS GIVE CONCERTS

No less than three Edison tone tests were given by Glen Ellison, well-known Edison artist, under the auspices of the Fitzgerald Music Co., Los Angeles, Cal., during the month of January. Zar Hagey, manager of the Edison department, reports excellent results in business from these demonstrations. On Wednesday, February 2, another Edison tone test was arranged for by the Fitzgerald Music Co., in which the inimitable Collins and Harlan appeared.

F. D. HALL TO VISIT JAPAN

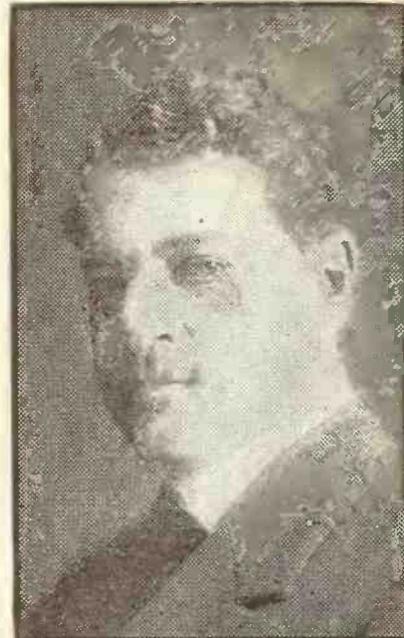
CHICAGO, ILL., February 10.—F. D. Hall, of the Hall Mfg. Co., and inventor of the well-known fibre needle bearing his name, leaves for Japan March 10 to close contracts for personally selected bamboo and attend to other matters.

in strategic positions, but Sonora "ads" are seen everywhere on the top of the big buses. The accompanying illustration shows how prominently the word Sonora stands out on the

HE STANDS BEHIND HIS PRODUCT

B. D. Perkins, Chief Executive of U-Sav-Your Mfg. Co., Has Built Up Quite a Business

WARREN, MASS., February 4.—Back of every successful enterprise is usually the personality of some one man who is devoting his every interest to it. It becomes his hobby. Such is the case with U-Sav-Your dressing, back of which is B. D. Perkins, chief executive of the U-Sav-Your Mfg. Co. The Perkins family is well known in this section of the Commonwealth and



B. D. Perkins

the various industries with which they have been identified have prospered due to their enterprise and fair business dealings. In the case of U-Sav-Your cleanser Mr. Perkins experimented for many years and when it met the most exacting requirements as a perfect polish he placed it on the market. His faith in the merits of U-Sav-Your is clearly visualized in the guarantee of the company, which is watermarked into every letterhead—"If our dressing is not the very best polish and cleanser you ever have used we will refund your money." In speaking to a representative of The World, Mr. Perkins stated that although he stands ready to back up this guarantee he has never yet been given the opportunity. Mr. Perkins reports that the sale of this cleanser has grown in increasing proportions since the first day it was presented to the talking machine trade.

AN EFFECTIVE VICTROLA WINDOW

NEW HAVEN, CONN., February 9.—The Loomis Temple of Music, of this city, recently ran a very effective Victrola window display. Five floor models were placed across the window, fairly well back from the front. Between these and the street a collection of seven handsomely mounted portraits of Victor artists was placed. Ribbons ran from these to the sound chamber of the Victrola located in the center of the window. On the panels, at the back of the window, several large portraits of other famous Victor artists appeared.

IMPORTANT LETTER TO TRADE

The Phonomotor Co., Rochester, N. Y., manufacturer of the Phonostop, has advised the trade that it is in no way connected with a company bearing a similar name located in Brooklyn, N. Y. The name "Phonomotor" has been registered in the United States Patent Office and the Phonomotor Co., which is owned by W. F. Hitchcock, has attained signal success in the sale of its products to the talking machine trade.

George Feldman has purchased the Columbia grafonola agency and music store formerly conducted by Otto P. Osmer, at 7604 Fifth avenue, Brooklyn, N. Y., which will be continued under the name of "The Music Lovers' Shop."

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.

SALESMAN WANTED to handle popular-priced talking machines on commission basis as a side line. See our advertisement in this issue. The Charmaphone Co., 39 West 32nd St., New York City.

WANTED—Position as sales manager for large well-known concern manufacturing or distributing phonographs or phonograph products. I have been sales manager of one jobbing concern doing a million-dollar business a year and because of illness gave up position. I am 31 years old, American, with six years' phonograph experience. Only offers of high-grade positions with assured future will be considered. "Box 901," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Experienced phonograph and cabinet salesman. One who has had experience and has trade established. Will pay good salary and commission to live wide-awake man. State full particulars in first letter. Address "Box 902," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Young man of excellent manufacturing and executive experience and ability, with A-1 record, wishes to connect with some phonograph concern. Now assistant superintendent of phonograph plant. Desires change for permanent connection. "Box 905," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Sales manager and executive, now employed, desires to make change; 15 years' experience in United States, Canada and Europe with two of the largest phonograph companies. Successful record in selling, advertising, factory supervision, sales organization and the handling of men. "Box 907," care The Talking Machine World, 373 Fourth Ave., New York City.

HAVE opening for salesmen calling on musical trade, either part time or full time. "Box 906," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Young man, good average education, with aptitude for figures and knowledge of the retail Victor record business, to work in wholesale record ordering department of a large Victor jobber. Good prospects. In answering give age, references and salary expected. "Box 909," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Retail talking machine and record salesman, now employed, having had four years' experience, desires to make change. Address "Box 895," care The Talking Machine World, 373 Fourth Ave., New York City.

DEPARTMENT MANAGER WANTED—Good opening for man of ability and talking machine experience. Must be competent to undertake entire management of Victrola department in large city store and increase volume of sales. Address, stating qualifications, "Box 896," care The Talking Machine World, 373 Fourth Ave., New York City.

VICTROLA SALESMAN WANTED—One of experience and proven ability, who can direct the work of other salespeople, place record orders and, above all, stimulate sales. Good proposition in medium-sized city for right man. Address, stating qualifications, "Box 897," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Specialty men and accessory houses to handle our line of record envelopes and pockets with the talking machine trade. Some very desirable territory still open. We are the largest producers of this line to-day and have most attractive prices and prompt delivery. Address J. L. Gillespie Co., 237 Fifth Ave., Pittsburgh, Pa.

WANTED—Sales representative, located permanently in either Baltimore or Washington, to handle a real quick moving line of phonograph records in the State of Maryland and the District of Columbia. To the man with real selling ability and experience an opportunity is offered to make real money and a big future. Write us at once, giving full particulars and an appointment will be made promptly. Newton-Elting, Inc., Trenton, N. J.

OPPORTUNITY FOR EXTRA COMMISSION. Men now selling phonographs or benches will find it entirely profitable to sell our popular line of pianos and players. Fine as side line. Address Opportunity, "Box 848," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Furniture and phonograph salesmen to handle our line on commission basis. American Talking Machine Co., Inc., Bloomsburg, Pa.

SALESMEN WANTED—If you have had at least four years' retail experience in the talking machine and piano business we can use you. The positions we have open are for the type of men who know how to present a high-class proposition in a strictly high-class manner. We do not want amateurs. You will have to travel. Drawing account against commission will be allowed you after you have proved to us that you are the man capable of presenting our proposition. This position is good for \$5,000 the first year, provided you lend us your entire time. The concern for which you will work has been in business over 40 years and enjoys an unquestioned reputation throughout the music industry. Please outline to us your qualifications for fulfilling this position in first letter. Address your reply to "Box 898," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Position as manager of phonograph department or store in Western Pennsylvania. Can furnish best references; eleven years' experience as manager and salesman. Address H. C. Hornberger, 720 Clara Ave., St. Louis, Mo.

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.

For Sale—Elegant, Clean, New Stock

Business opportunity worth while

Pianos 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.

RECORDS FOR SALE

1,500 standard lateral cut records, not over five of a number and no war numbers. Will sell from 200 to 300 at 37½ cents each net. 500 or over at 35 cents each net. Cash. Player-Tone Talking Machine Co., 967 Liberty Ave., Pittsburgh, Pa.

FOR SALE

Mr. Piano Merchant. Are you looking for a new location? A music store in town of five thousand, located in the wealthiest territory in the State of Wisconsin. Practically without competition and doing a fine business in pianos, phonographs and small goods. This store is in a cash territory. The building is strictly modern with fine show windows and the best location in town. Present owner has the agency for several standard makes of pianos, phonographs and records. Small goods will pay all overhead expenses and show a profit. Rent reasonable. If interested, write G. W. G., care The Talking Machine World, 373 Fourth Ave., New York City.

RECORDING

Established New York laboratory prepared to take on limited amount of outside recording. Full particulars on application. Write Box "899," care of The Talking Machine World, 373 Fourth Ave., New York City.

EXCEPTIONAL OFFER

Several hundred new Emerson records and other accessories at a bargain. Everett Hunter Mfg. Co., McHenry, Ill.

CABINETS

Beautiful new design in mahogany, oak and walnut. Send for circular. Everett Hunter Mfg. Co., McHenry, Ill.

FOR SALE

2,500 German imported Odeon records, 11 in. and 12 in. All opera selections, sung by famous artists. Will sell the lot or in parts; a few million of the Truetone and Puritone needles, in metal boxes or packages, at a very low price. Box "903," care The Talking Machine World, 373 Fourth Ave., New York City.

CABINET FACTORY

Factory will make estimates on specially designed or standard talking machine cabinets. Plant equipped to render exceptional service. Price right. Write at once for estimates. Box "901," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

400 Edison cylinder, two-minute records. Will offer all or a part at a very low price. All in good condition. M. Johnson Co., Valley, Neb.

FOR SALE

\$6,000 buys an established phonograph business. Complete stock of Columbia phonographs and records, also leather goods, kodaks and novelties. For further information apply 130 Washington St., Hoboken, N. J.

WANTED

To purchase talking machine store that has a Victor contract. Address "Box 908," care THE TALKING MACHINE WORLD, 373 Fourth Ave., New York City.

WANTED

We will pay cash for new or used Victrolas styles 4 and 6. Write full particulars with lowest prices. Woodard & Wells, 538 So. Dearborn St., Chicago, Ill.

FOR SALE

Victrolas, Victor Red Seal Records, Victor and Columbia Records. Bargains always on hand. Anything required in the phonograph line at reduced prices. Mandell & Co., 88 Rivington St., New York City.

STORE FOR SALE

Established and well-paying accessory business, handling motors, tone arms and supplies, wholesale and retail, also repair work, for sale on account of other interests. Short hours and very handsome returns on investment. Location, Philadelphia. Cash required, about \$3,500. Present owner will help manage if necessary. Address Box "900," care of The Talking Machine World, 373 Fourth Ave., New York City.

On account of large contracts, I can offer for prompt delivery, high-grade best quality

STEEL NEEDLES

at the following prices, subject to change without notice:

- 10 thousand lots.....40c. per thousand
- 100 thousand lots.....35c. per thousand
- 500 thousand lots.....31c. per thousand
- 1 million lots.....30c. per thousand
- 5 million lots.....27c. per thousand

Packages of 100 needles each, samples on application.

RICHARD EULER
Albion St. and L. I. R. R. ELMHURST, L. I.
Telephone Newton 2401

FOR SALE

Complete Stock Columbia Records. Closing out our Columbia records. Complete stock, in A-1 perfect condition. New envelopes. Contains good stock popular and dance numbers. All new; no cut-outs. Will sell 20 per cent below cost. Tri-State Talking Machine Co., El Paso, Tex.

Quality and Prices

Main Springs (best quality)

- No. 5, 1 in. by 10 ft. for Columbia.....\$4.50 per dozen
 - No. 9, 1 in. by 16 ft. for Victor Oval hole..... .68 each
 - No. 3, 3/4 in. by 10 ft. oval.....2.60 per dozen
 - No. 14, 1 1/4 ins. by 10 ft. oval.....4.50 per dozen
- Prices for other sizes on request.

Motors

- Swiss F. V. B. No. 4 Double Springs; plays four 10-inch records with one winding; 12-inch turntable; top regulator; noiseless running; strong and durable, with all accessories, complete at.....\$4.90
- Worth \$10. Price for sample.....5.25
- No. 3 "Black Diamond," special spring, plays three 10-inch records, 12-inch turntable, top regulator, complete.....\$3.50

Tone Arms with Reproducers

- No. 1, Universal, good tone, nicked.....\$2.25
- No. 4, Universal, loud and clear, nicked; suitable for good cabinets, complete.....4.50

Governor Springs

For Victor: High Grade Steel.....\$1.00 per 100

Needles

MAGIC TONE spear shaped, two tones in one. Can produce a very loud tone.....\$0.50 per 1,000
100 in package; 200 in metal box.....\$1.50 per dozen boxes

We Also Have in Stock

- Micas, assorted sizes, per dozen.....\$0.75
- Reproducers only, fit Victor; fine and clear sounding, each.....1.25
- Stoppers, underneath table, per dozen.....1.00
- Felts, 10 inches, per dozen......85
- Felts, 12 inches; fine green wool, per dozen.....3.00
- Needle cups, per 100.....2.00
- Needle cup covers, per 100.....1.00
- Turntables, assorted, 12 inches; per dozen.....4.00
- Handles with knobs, assorted, per dozen.....1.75
- Needle holding screws, assorted, per dozen......25
- Needle rests; large size, per dozen......60

Repair Parts for All Makes of Machines

Can we send our 1921 price list of accessories? We manufacture a line of Low-priced table and floor phonographs.

The "Wollman Silvertone"

Send for illustrations.

Our model 83, 4 1/2 inches high by 18 inches by 18 inches; Mahogany finish, double motor, loud and clear, complete at.....\$35.00

We guarantee our goods to be just as represented. In addition to the low prices, at which all the merchandise is sold, we offer a special discount of THREE per cent when remittance or deposit for C. O. D. shipments accompanies an order.

Wollman Talking Machine Mfg. Co.

"Reliable Merchants for 25 Years"

560-562 Grand St. Brooklyn, N. Y.

NAME OF COMPANY CHANGED

B & H Fibre Mfg. Co., of Chicago, Will Hereafter Be Known as the Hall Mfg. Co.—Name of Inventor to Be Allied to Product

CHICAGO, ILL., February 9.—Announcement is made this month by the B & H Fibre Mfg. Co. that at a recent meeting of the officers of that company it was decided to change the firm name and that this company will henceforth be known as the Hall Mfg. Co. This was decided upon with a view in mind of standardizing the name of Hall, so that in the future when the name Hall would be mentioned fibre needles would immediately be thought of.

This company is one of the oldest concerns in the West connected with the talking machine industry. Many years ago, when it first came into being, it got its name, B & H, from the partnership then existing between Messrs. Barry and Hall, who founded the business. The fibre needle was originated by Frederick D. Hall, who had in mind something that would tend to bring out all the qualities in a high-class record, but at the same time eliminate surface noise entirely. When he began experimenting Mr. Hall at first used an ordinary toothpick and by means of this, he says, the possibilities offered by a needle made of some material other than metal which would bring out the fine qualities of a record and at the same time modulate the volume and reduce scratching became apparent. Later he hit on the idea of using bamboo fibre, but one of the early difficulties that arose was due to the fact that when it was used on a record with a lot of volume, such as, for example, the "Sextet From Lucia," the terrific vibration would shatter the needle.

Mr. Hall then set out to develop a needle that would withstand the strain imposed upon it by such a record and within a short time he hit upon the idea of running the bamboo fibres through a series of chemical processes which would cause the fibre to hold up. In putting the needle through this chemical process it was discovered that when in use the needle not only held up under any strain, but that it also oiled the surface of the record and this in turn helped in the preservation of the record. From that day to this the sales of the Hall fibre needle have been steadily growing and in all the time it has been on the market it has made friends. It has never been the claim of this company that the Hall fibre needle was adaptable to all kinds of music. They have always maintained that where lots of volume was wanted in a record, such as one used for dancing purposes, the fibre needle is not the ideal, but they have maintained that where ordinary volume is wanted, plus quality of music and minus surface noise, as, for example, in the rendition of high-priced or classical music, nothing can give better satisfaction.

The business has grown to such proportions of late that its magnitude was becoming a great burden for Frederick D. Hall, the inventor, and he soon saw that it was necessary to take new blood into the company. This plan has just been recently carried out and a new board of directors elected, with L. C. Wiswell as president. Mr. Hall will continue to dictate the policies of the company and has been elected chairman of the board of directors. The other officers of the company are taking an interest in the Hall Mfg. Co. as a purely personal matter and their other business connections in the trade will have no bearing upon their official duties in the Hall Mfg. Co. The general manager of the Hall Mfg. Co. is, as before, H. J. Fiddelke.

The Hall Mfg. Co., basing its opinion upon the phenomenal growth of the business in the past two years, has come to the conclusion

SALES REPRESENTATIVE

We would like to represent several well-known firms in the East manufacturing talking machine motors and accessories Alsop Engineering Co., 200 West 72nd St., New York City.

that there is bigger business ahead than ever before. With this end in view Mr. Hall has decided to secure a larger amount of raw material. In order to secure the desired quality of material to uphold the standard of the Hall fibre needle some one with a knowledge of requirements must make a personal selection of the raw materials. Mr. Hall will, therefore, set sail for Japan on March 10 and visit the bamboo markets of the Far East to place orders for future deliveries.

EFFECTIVE EMERSON PUBLICITY

Attractive Advertising Now Appearing in Newspapers—Featuring Latest Releases

The Emerson Phonograph Co. has resumed its effective advertising campaign in some of the leading cities throughout the country, using good-sized space in several important trade centers where Emerson distributors are located.



The campaign is meeting with pleasing success and the distributors and dealers are enthusiastic over the results received from this publicity.

This copy features some of the hits on the current Emerson releases and there is a distinctive and unique character to the text which gives the Emerson advertising individuality. In a recent advertisement, in which the accompanying illustration is used, the following Emerson artists were featured: Eddie Cantor, Irving Kaufman, Arthur Fields, Plantation Dance Orchestra and the Merry Melody Men.

NOW WITH OPPENHEIMER-ALSOP CO.

The Baldauf-Rosenblatt Co., of Oskaloosa, Ia., has consolidated with two other stores in its town and in the future will be known as the Oppenheimer-Alsop Co. Plans are being prepared for a five-booth department. H. Graves is manager of the department.

"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 Office Southern Wholesale Branch
711 MILWAUKEE AVENUE 1530 CANDLER BLDG.
CHICAGO ATLANTA, GA.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

Need for Special Efforts to Develop Trade—Public in Non-Buying Mood—British Industries Fair May Be Assimilated—Gramophone Association to Meet and Dine—Sonora Models Attract—News From Far East—Winner Products to Be Exhibited—The Algraphone Talking Machine Makes Its Debut—Lower Record Rates on Railways Refused—New Zonophone Records—Complete Records of Opera "The Pirates of Penzance" Introduced—Interesting Budget of News of the Month

LONDON, E. C., February 3.—In these days, when the elements of business progress are overclouded and set back by causes more or less beyond control, there's need in the thought that manufacturing and wholesale traders at least realize the urgent necessity of making special effort to enliven sales. The school of publicists tells us that the best, indeed the only, tonic is advertising along certain approved lines. Very true, up to a point. But undoubtedly supplemental assistance is needed to encourage purchases of musical instruments. This is so far recognized that many British musical houses have arranged so-called "sales," meaning that by wholesale price reduction they hope to awaken the public from the lethargy into which it has fallen.

This preamble brings one to the fact that 'twere useless to deny U. K. trade conditions are somewhat unhealthy. In many piano and other factories short time only is being worked and in the gramophone industry many hundreds of workpeople find themselves with nothing to do. There is much distress in labor circles and not

a little anxiety among employers who, I am glad to say, are doing everything possible to mitigate hardship.

In general industrial circles the position is exceedingly bad. Apart from hundreds of thousands on short-time work, about 1,000,000 people have registered at the labor exchanges as being unemployed. Its bad effect on industry, and the musical instrument trade in particular, is too obvious to mention.

One other aspect of the situation cannot, however, be overlooked. It is that the public is undoubtedly withholding its money pending a general reduction of prices. This expectation is fully justified by a pretty big move in that direction already. "Sales" are the order of the day. There have been one or two in the gramophone trade and many price reductions were made during the Autumn. Further reductions may be in sight, but I do not think the trade can bank upon anything very material in this way, though as I write information reaches me of a reduction to 2 shillings 6 pence in the price of Coliseum records.

The record trade, comparatively, is in better shape than the instrument side, notwithstanding that many dealers are offering some rare bargains in machines.

Trade is likely to receive a nice flip by the opening of the British Industries Fair, February 21 to March 4, at the White City, London. In the musical instrument section there are about fifty exhibitors, fairly representative of every side of the industry. Some firms could not be accommodated with space, they having ignored the advice to make early application. The Board

of Trade has worked splendidly towards making known the business attractions of the exhibition and continuous press publicity throughout the Empire will result in a really big attendance of buyers from all parts. The value of the fair may be gauged by the fact that at least one gramophone manufacturer is still busy following up prospects and executing orders placed by trade visitors to last year's exhibition.

The Gramophone Association

In a twelve-page news letter—an occasional private communication to members of the Association—the recent work of this really active trade organization is chronicled.

The subjects dealt with comprise statistics of imports, exports and re-exports, general trade information, railway rates and conditions, the British Empire Exhibition proposed to be held in London in 1923, trade conditions in Germany, detailed particulars re trade openings abroad, etc., etc. The work of the Federation of B. M. I. on behalf of the gramophone and small goods trade is also duly emphasized. Full and official information on the intricate customs procedure to secure drawback on re-exports has been carefully collated and placed at the disposal of members.

The annual dinner will be held at Frascati's Restaurant, Oxford street, on Wednesday, February 23. This date has been arranged to coincide with the period of the British Industries Fair to give all Provincial members an opportunity of attending.

Gramophone Trade in the Emerald Isle

Advertisements of gramophone wares figure
(Continued on page 178)



"His Master's Voice"

Copyright

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

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

DENMARK: Skandinavisk Grammophon-Akti-
eselskab, Frihavnens, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115
Boulevard Richard Lenoir, Place de la Répub-
lique, Paris.

SPAIN: Compañia del Gramofono, 56-58 Balmes,
Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktie-
bolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky
Prospect, Petrograd (Petersburg); No. 1
Solyanka, Solvanol Dvor, Moscow; 9, Golovinsky
Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11
Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-
liaghatta 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: Gramophonium, Ltd., 118-120
Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174,
Capetown; Mackay Bros., Post Box 251, Johannes-
burg; Mackay Bros. & McMahon, Post Box 419,
Durban; Ivan H. Haarburger, Post Box 105,
Bloemfontein; Franz Moeller, Post Box 108, East
London; B. J. Ewins & Co., Post Box 86, Queens-
town; Handel House, Kimberley; Laurence &
Cope, Post Box 132, Buluwayo; The Argus Co.,
Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo
Marques.

HOLLAND: American Import Co., 22a, Amsterd
Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefeci 2, Milan.

**EGYPT (Also for the Soudan, Greece and the
Ottoman Empire):** K. Fr. Vogel, Post Box 414,
Alexandria.

FROM OUR LONDON HEADQUARTERS—(Continued from page 177)

well in the Irish newspapers of late. Dublin and Belfast are particularly active and traders in those towns have shown considerable enterprise in bringing before the public the varied "accomplishments" of the gramophone. Sales have been quite up to normal and remain steady.

During last month (Jan.) the Belfast City Council elections took place. Among the candidates for seats were well-known musical people.

Belfast continues to be interested, as, of course, intended, in the readable advertisements of Thos. Edens Osborne, whose new premises are of suitable capacity for an expanding business.

Far-Eastern Musical Instrument Trade

By all reports it would seem that China has really awakened to the musical qualities of Western instruments. The French National Bureau specifically mentions gramophones as being in great demand. Curious to relate, the cheap Japanese makes find little favor, and likewise the American types, owing to high prices. Moderate-sized horn machines of fairly good quality at reasonable prices are selling well. In records, only double-sided will find demand, and these must bear national airs and popular items in the vernacular. Catalogs should be printed in Chinese, says the report.

Expert Mechanics an Asset to Retailer

"The Voice" gives publicity for the first time to the very excellent idea that to properly look

after repairs someone connected with each retail establishment should undergo a course of training at the "His Master's Voice" factories. The company very rightly suggests that its instruments are far too good to be handled by inefficient or amateur workmen. Bad repairs are bad for business; the dealer's client naturally resents faulty work, and realizing the importance of this, the Gramophone Co. is prepared to offer training facilities in the adjustment and repair of its instrumental products. H. M. V. dealers are invited to send an employe to Hayes for that purpose.

Continental Money Values

The extremely low value of continental money in the U. K. is causing much anxiety to our manufacturers. For instance, the importation here of big consignments of musical instruments, parts and accessories, represents a serious menace to British trade, particularly as the German mark is worth but one penny at present exchange rates. Notwithstanding the 33½ per cent tariff, German musical products are delivered right to the buyer's door at prices which, in many instances, approximate closely to the actual British factory prices. This gives an idea how difficult conditions of British trading are to-day. Something must be done to meet the situation, and on behalf of the trade the Federation of British Music Industries is laying a scheme before the Government.

A Most Efficient Automatic Stop

Among the many useful accessories marketed by the Limit Engineering Co., this city, may be mentioned sound boxes, tone arms, case fittings, interior metal horns, and the "Limit" automatic stop. I refer particularly to the latter because it is of an entirely different pattern than the many auto-stops with which the trade here is familiar. The "Limit" eliminates the ordinary brake stop, its function being of threefold value, i. e., start, stop and auto-stop, all in the one device. It is brought into operation by the use of three typewriter keys. The auto key-arm is wonderfully sensitive, responding to the least touch when set to release the brake gear at the finish of the record. Easily fitted to any gramophone, the "Limit" is of compact and nice appearance, thoroughly reliable in action, and, to my mind, a very necessary and convenient equipment of any gramophone. This auto-stop is fathered by many wholesalers, and machines so equipped are very popular with the public.

Gramophone Art—New Sonora Models

Messrs. Keith Growse & Co., U. K. agents for the Sonora, inform me that some new period models will shortly reach them from America. Prints depict these instruments as being of a super-artistic character, true in every detail to the period they represent. They represent most exquisite perfection of workmanship and art, and set a standard with which the British market is more or less unfamiliar. The Keith Growse service is backed up by liberal poster advertising and, what is more important still, this side, attractive newspaper and trade journal publicity.

Brief Trade Paragraphs of Interest

The Federation of British Music Industries will hold its second annual dinner on January 27 at the Hotel Cecil, London. There is promised a large attendance of members of the trade and gentlemen eminent in the world of music.

British concerns having claims against German nationals in respect of pre-war debts are notified that no claim will be allowed by the B. O. T. clearing office after March 31.

Widespread sympathy has been expressed at the news of the death of Mr. Callow, who for over fifty years was in the service of Messrs. Metzler & Co., Ltd., for a good part of the time as head of the musical instrument department.

A very satisfactory feature of progress in Provincial trade circles is the number of Midland and North Country factors who now advertise nationally, as it were. Hitherto they were content with local county trade, but now realize the necessity of expansion. That's the way to do it—advertise!

Charles F. Higham, M. P., told members of the British music industries that they must advertise or stagnate. He said publicity would cure any trade disease—even the "blues." The occasion was the first of a series of lectures arranged by the Federation of British Music Industries.

↓ ↓
"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

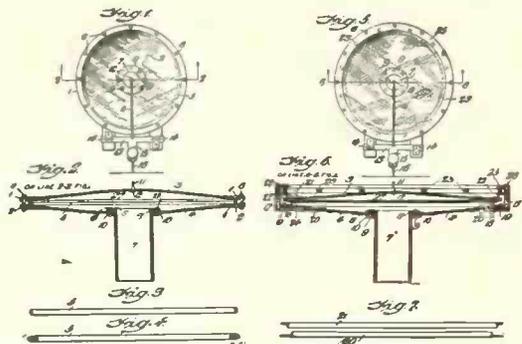
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., February 8.—Sound Box. Max Krauss, Philadelphia, Pa., assignor to Franklin E. Barr, same place. Patent No. 1,359,713.

This invention relates in general to sound boxes for talking machines but is applicable with great advantage to boxes which comprise a dished or bulged diaphragm; that is to say a diaphragm having a concave-convex form with the convexity facing outward.

The object of the invention is to employ a preferably but not necessarily dished diaphragm with a sound box of special and novel construction, the casing of which embodies, and may be said to be essentially composed of, a vibratory back made of mica or equivalent vibratory substance, so that between the inner face of the diaphragm and the fronting face of said back there exists a sound chamber, essentially and, so to speak, entirely composed of vibratory material, within which the entering sound waves occasion the vibration not only of the diaphragm, but also of the back or rear face of the sound box itself, with the result that the acoustic properties of the sound box as an entirety are greatly improved.

Referring to the drawings, Figure 1 represents a front elevational view of a sound box embodying the invention; Fig. 2 represents a transverse sectional elevation of the sound box represented in Fig. 1, the dimensions, for clearer illustration, being enlarged, and the section taken on line 2—2 of Fig. 1; Fig. 3 represents in transverse, sectional detail a modified form of the separating ring represented in Fig. 2, removed from the sound box; Fig. 4 similarly represents another modified form of said separating ring, likewise removed; Fig. 5 represents a front, elevational view similar to that of Fig. 1 of a modified form of the sound box; Fig. 6 represents an enlarged



transverse, sectional elevation of the sound box represented in Fig. 5, the section being taken on line 6—6 of Fig. 5; Fig. 7 represents, removed from the casing, a separating ring in the form of two knife-edged rings, which in their mounting, as illustrated in Fig. 6, serve, when desired, to effect the dishing of the diaphragm.

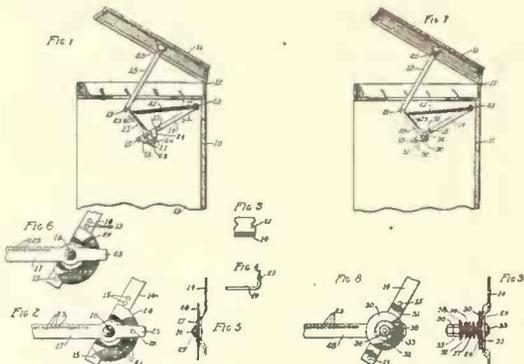
Lid Supporter. Raymond T. Bell and Louis Mandel, Chicago, Ill., assignors to Ben F. Goldstein, same place. Patent No. 1,359,953.

This invention relates to improvements in lid supporters particularly adapted, though not necessarily limited in its use with the lids of sound reproducing machines, and one of the objects of the invention is to provide an improved device of this character which will be of a unitary structure whereby the parts may be all mounted upon the same base and whereby the device may be readily installed and at the same time insure the proper positioning of the parts with relation to each other.

A further object is to provide an improved device of this character having means whereby a predetermined degree of friction may be provided between the parts for maintaining them under normal conditions in their adjusted positions with respect to each other but which will, under abnormal conditions, yield to pressure or force to allow the lid to be shifted. A further object is to provide improved means whereby the friction between the parts may be varied at will.

Figure 1 is a vertical sectional view of a por-

tion of a cabinet having a lid supporter applied thereto and constructed in accordance with the principles of this invention; Fig. 2 is an enlarged detail view of one of the joints of the lid supporter showing the friction-creating surface; Fig. 3 is an enlarged detail sectional view with parts omitted on one end of the base member; Fig. 4 is a side elevation of Fig. 3; Fig. 5 is an end elevation of the parts shown in Fig. 2; Fig. 6 is a modification of the form shown in Fig. 2; Fig. 7 is a view similar to Fig. 1 of another form of the invention; Fig. 8 is an enlarged detail view of



one of the joints of the lid supporter showing the friction-producing means; Fig. 9 is an end elevation of Fig. 8.

Phonograph. John P. Constable, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,359,966.

This application is a division of a co-pending application Serial No. 35,265, filed June 21, 1915, entitled Phonographs or talking machines, which has resulted in Patent No. 1,265,179, dated May 7, 1918.

This invention relates to phonographs and more particularly to phonographs in which the reproducer is caused to move across the record by mechanical feeding means.

The principal object of the invention is to provide improved means for controlling the mechanical feeding means, to render the same operative or inoperative, and for controlling the movement of the reproducer stylus to and from operative position with reference to the record surface.

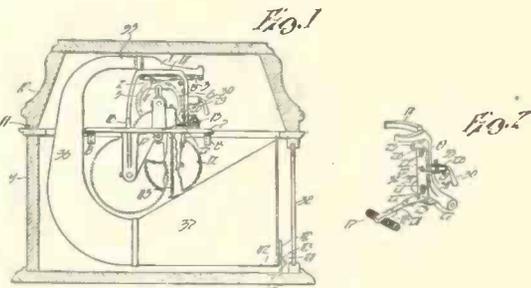


Figure 1 represents a view partly in elevation and partly in section, showing the preferred embodiment of the invention; and Fig. 2 represents a view in perspective of parts of the device shown in Fig. 1.

Repeating Attachment for Sound Reproducers. Albert Bruce Puddicombe, Canton, China. Patent No. 1,361,405.

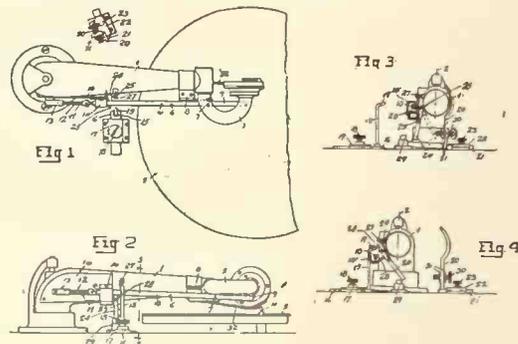
The present invention relates to a repeating attachment applicable to sound reproducers, and aims to provide a novel and improved device of that character for accomplishing the repetition of the tune played.

It is the object of the invention to provide an automatically operating repeating attachment, whereby, when the needle of the sound box reaches the inner end of the phonic groove of the record, the needle will be automatically lifted off the record, the sound arm then being returned to starting position, and the needle lowered onto the record to enter the phonic groove at the starting point, whereby the operation of the sound reproducer will be repeated, such repetition being continued until the machine is stopped.

A further object of the invention is the provision of a repeating mechanism of the nature indi-

cated which is comparatively simple and inexpensive in construction, which can be readily applied to sound reproducers, and which will operate in a simple yet efficient manner to accomplish the desired results.

Figure 1 is a plan view of a fragmental portion of a sound reproducer, showing the attachment applied; Fig. 2 is a side elevation thereof; Fig. 3



is a cross section of the line 3—3 of Fig. 2 showing the tone arm near stopping position; Fig. 4 is a view similar to Fig. 3 showing the tone arm at the end of its movement, ready to be returned to the starting position.

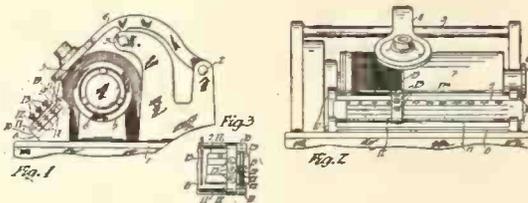
Phonograph. Newman H. Holland, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,359,991.

This invention relates generally to phonographs and particularly to memorandum attachments for dictating machines. Attachments of this general character are well known in the art. They enable the dictator to indicate on a prepared memorandum slip instructions for any part of the record, so that the operator or typist on taking up a record for transcription, by referring to the corresponding slip, can have, in advance, full information as to the manner, order, etc., the different matters recorded are to be transcribed.

The object of the invention is to provide an attachment which will not interfere with or retard the free movement of the recorder carriage or obscure the memorandum while the machine is being used.

In the drawing which forms a part of this specification—

Figure 1 is side elevation of a portion of a well-



known type of phonograph, showing the improved attachment applied thereto; Fig. 2 is a front elevation of the same; and Fig. 3 is a view showing a modification.

Sound-Modulating Device. Henry K. Sandell, Chicago, Ill., assignor to Herbert S. Mills, same place. Patent No. 1,361,500.

The present invention relates to devices for modulating the tone emitted by sound reproducing devices of the phonograph or gramophone type, wherein the desired sounds are produced by the vibration of a resiliently held diaphragm. It will be clearly understood from the following description thereof, illustrated by the accompanying drawings, in which—

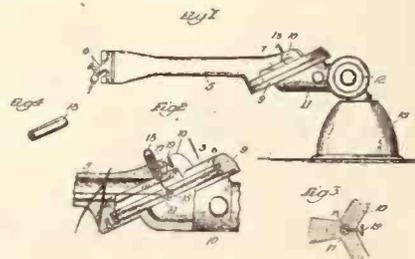


Figure 1 is a side elevation of a phonograph tone arm provided with a sound box containing a vibrating diaphragm as well as with a modu-

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 180)

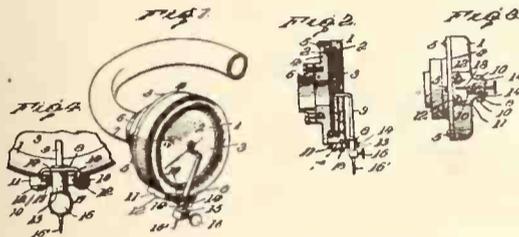
lating device constructed in accordance with the present invention; Fig. 2 is a sectional view on enlarged scale through the sound box of Fig. 1; Fig. 3 is a broken sectional view on line 3 of Fig. 2, and Fig. 4 is a detail view of an element of the modulator construction.

Sound Box for Talking Machines. Lambert Salvi, Pittsburgh, Pa. Patent No. 1,361,620.

This invention relates to improvements in sound boxes for talking machines, and particularly of the type utilizing a horizontal disc record.

One object of the invention is to provide an improved pivotal support for the needle arm, whereby the pivots are adjusted to tight positions by a simple construction.

Another object is to provide the needle arm with a pivotal support, comprising a plate having inturned pivotal ends adapted to engage notches in the outer sides of the vertical arms which form



a part of the pivotal support, and to separate these arms by a tapered screw for causing a tight pivotal connection between the needle arm and its support.

A further object is to provide a simple construction of sound box for supporting the sound reproducing disc.

Figure 1 is a perspective view of a sound box embodying the improvements.

Figure 2 is a central sectional view taken longitudinally of the needle arm; Fig. 3 is an edge view looking toward the needle arm support; Fig. 4 is an enlarged top plan view of the needle arm pivot and its support.

Cover Support for Phonographs. Martin C. Bersted, Chicago, Ill. Patent No. 1,361,223.

This invention relates to a cover support for phonographs or the like and has for its object the provision of simple and compact means for securely holding the cover in closed or open position, the cover being readily adjustable by simply grasping the same and moving it to the desired position.

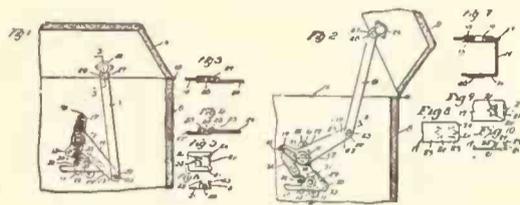
Another object of the invention is to provide a cover support which can be easily and quickly secured in place with the spring detached within the phonograph or other cabinet and the spring thereafter arranged in place and tensioned to operate the cover in the desired manner.

A further object of the invention is to enable the use of a comparatively short spring and to prevent the spring from pulling sidewise when it is stretched during the closing of the cover.

Further objects of the invention are to enable the device to be made principally by stamping the parts out of sheet metal; to make the parts of comparatively small size so that the whole device will be compact and light in weight; to construct and arrange the parts so that the spring will be arranged to operate substantially within the device but without interfering with or interference from any of the parts thereof; to provide enlarged pivot bearings for the pivotal connections, thereby to reduce wear and insure noiseless operation; to provide a novel form of pivot struck up from the sheet metal and of

comparatively large diameter to form an integral substantial and noiseless pivot bearing

Figure 1 is a side elevation of the device applied to a phonograph, the parts being in their closed position; Fig. 2 is a similar view showing the parts in the opened position; Figs. 3 and 4 are enlarged detail sectional views on the lines 3-3 and 4-4 of Figs. 1 and 2 respectively; Figs. 5 and 6 are enlarged detail views illustrating the method of forming one of the pivots, and Fig. 7 is an enlarged detail sectional view on the line

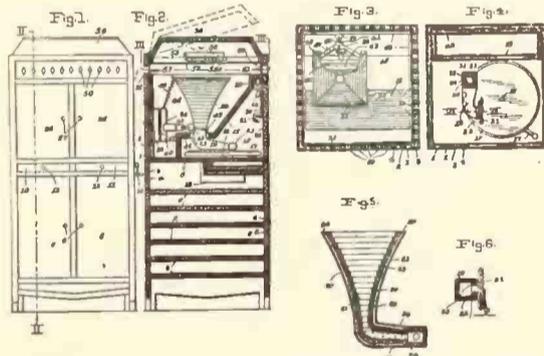


7-7 of Fig. 2; Fig. 8 is a plan view of a portion of a blank plate showing in broken lines where the plate is severed in striking up the lugs; Fig. 9 is a top plan view of the plate shown in Fig. 8 after the first operation of striking up the lugs; Fig. 10 is a side elevation of the plate as shown in Fig. 9.

Phonograph Horn. Edward A. Leet, New York, assignor to the Mirrorphon Talking Machine Co., Inc., Brooklyn, N. Y. Patent No. 1,361,164.

This invention relates to phonographs, and particularly to horns or amplifying passages therefor, and has for its object to provide a horn and tone arm which will produce a louder, purer and clearer tone than previous constructions, and at the same time to reduce the cost of manufacture of such parts so that the phonograph may be sold to the public for less money than those now on the market.

Figure 1 is a front elevation of a phonograph constructed in a preferred manner and containing a horn and tone arm made substantially in accordance with this invention. Fig. 2 is a central vertical section taken on the line II-II of Fig. 1; Fig. 3 is a horizontal section on the line III-III of Fig. 2; Fig. 4 is a horizontal section taken on the line IV-IV of Fig. 2; Fig. 5 is a detailed



vertical section of the combined horn and tone arm drawn to a larger scale, and Fig. 6 is a section on the line VI-VI of Fig. 4, showing the connection of the sound box to the tone arm.

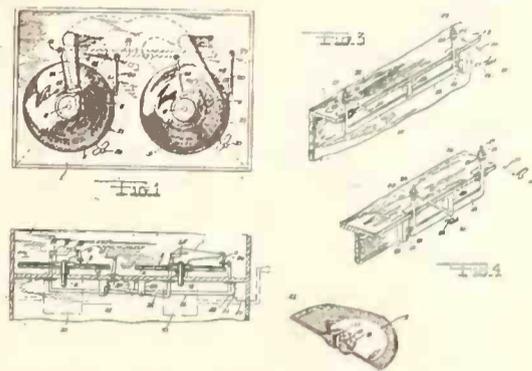
Phonograph. Nicholas Grey, New Brunswick, N. J. Patent No. 1,361,717.

This invention relates to sound reproducing machines and has for its object the provision of automatic means by which phonograph disc records may be continuously played in succession without interruption of the sound when a change is made from one record to another. A further object is the provision of a disc record which will act as the means for initiating the change from one playing mechanism and record to another similar mechanism and record.

Figure 1 is a plan view of the invention; Fig. 2 is a vertical section of the same; Fig. 3 is a perspective view of one of the devices for disengaging the playing means from one record and for causing a second playing means to engage another record; Fig. 4 is a similar view of the other of said devices, made of opposite hand to that shown in Fig. 3; Fig. 5 is a perspective view of a fragment of the record.

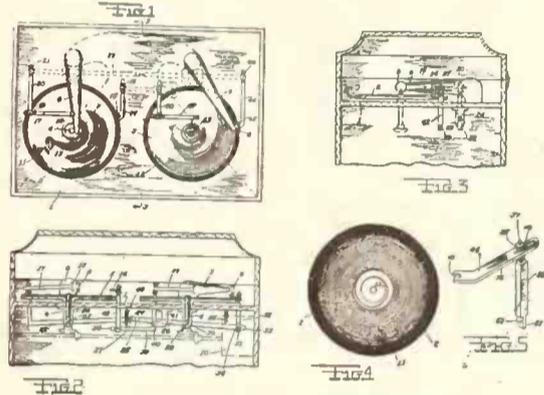
Mr. Grey is also the patentee of a phonograph (Patent No. 1,361,718) which has for its object the provision of simple means, operated by the

tone arm of the machine, for continuously playing records in succession without interruption of the sound while the change is being made from one record to another.



A further object of this invention is the provision of a disc record for speeding up the action of the mechanism which operates to shift the playing from one record to another.

Figure 1 is a plan view of the invention; Fig. 2 is a vertical, longitudinal section and partial ele-

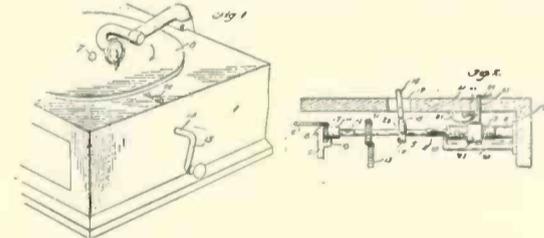


vation of the same; Fig. 3 is a vertical transverse section of the same on line 3-3 of Fig. 1; Fig. 4 is a plan view of one of the improved records; Fig. 5 is a perspective view of one of the diaphragm-holding arms and adjusting means.

Talking Machine Register. James P. Carey, Brooklyn, N. Y. Patent No. 1,359,962.

This invention relates to a talking machine register and has for its principal object the production of a simple and efficient signal so as to prevent the spring of any talking machine from being wound too tightly and thus being broken or having an undue strain put thereon. This register will indicate the number of turns which will be required of the crank in order to wind the spring to the desired tension.

Another object of the invention is to provide an audible signal which will warn the operator



when the spring is about to reach the desired tension if he should not be looking at the indicator dial. In the several drawings: Figure 1 is a fragmentary perspective view of a phonograph showing the invention attached thereto and Fig. 2 is a section taken through the phonograph showing the invention in side elevation.

SCHUMANN-HEINK TO FAR EAST

Schumann-Heink, exclusive Victor artist, will sail, the last of the month, for the Orient, where she will make her initial tour-through Java, East India, China, Japan and India. The Victor records which have been sold in the Far East have already created a tremendous prestige there for this famous artist.

REPAIRS

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Tower Bldg., Chicago. 625 F St., Washington, D.C.
Hobart Bldg., 582 Market St., San Francisco, Cal.

Advance RECORD BULLETINS for March, 1921

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18723 Down by the O-hi-O... Billy Murray-Victor Roberts 10
18725 I Used to Love You, but It's All Over Now... 10
18724 Rose of My Heart... John Steel 10
18726 Beautiful Annabell Lee... Charles Hart-Elliott Shaw 10
18718 Biddy-Fox-trot... Benson Orch. of Chicago 10
18719 Honeydew-Medley Waltz... Joseph C. Smith's Orch. 10
18722 Broadway Rose-Medley Fox-trot... Original Dixieland Jazz Band 10
18721 Rosie-Medley Fox-trot... Paul Whiteman and His Orch. 10
45216 I Have a Dream... Merle Alcock 10
45215 A Young Man's Fancy... Olive Kline 10
35705 Gems From "Jimmie"... Victor Light Opera Company 12
18727 Medley of Irish Jigs... John Kimmel 10
64927 Thoughts of You... Gray-Novello 10
64928 John Peel... Emilio De Gogorza, Baritone 10
74667 Interludium in Modo Antico... Flonzaley Quartet 12
64929 When Chloris Sleeps... Pierson-Samuels 10
64933 Mefistofele-Dai Campi, Dai Prati... Boito 10
74660 (a) Berceuse (Paul Juon) (b) Valse du Ballet Raymonde... Glazounow 12
88627 Samson et Dalila-Printemps qui commence... Edward Johnson, Tenor 10
64930 Lassic o' Mine... Bowles-Walt 10
64932 Nina... John McCormack, Tenor 10
64926 (a) The Next Market Day (b) A Ballynure Ballad... Reinald Werrenrath, Baritone 10
64931 Colleen o' My Heart... Gretchen Dick-Arthur A. Penn 10
74668 Symphony in E Flat Major-Menuetto (Third Movement)... Mozart 12
74669 Symphony in E Flat Major-Allegro (Finale)... Mozart 12

COLUMBIA GRAPHOPHONE CO.

- SYMPHONY RECORDS
49903 Jota de Pablo... Kerekjarto 12
49912 Humoresque (Dvorak)... Kerekjarto 12
49870 Maria, Mari! (Marie, Ah, Marie!)... Rosa Ponselle 12
49758 La Paloma... Riccardo Stracciari 12
49747 Un Ballo in Maschera. "Re Dell' Abisso" (King of the Shades)... Jeannet Gordon 12
A-6176 Angelus from "Scenes Pittoresques" (Massenet)... Philharmonic Orch. of New York 12
Spanish Dance (Moszkowski)... Philharmonic Orch. of New York 12
79213 Happy Days... Hulda Lashanska 10
A-3340 Calling Thee... Virginia Asher-Homer Rodeheaver 10
A-3341 Bugle Calls in Ragtime... Marconi Brothers 10
A-3342 Barcarolle from "Tales of Hoffmann"... Clyde Doerr-Bert Ralton 10
Intermezzo from "Cavalleria Rusticana"... Clyde Doerr-Bert Ralton 10
POPULAR HITS
A-3344 When the Autumn Leaves Begin to Fall... Fred Hughes 10
Like We Used to Be... Fred Hughes 10
A-3350 Mandalay... Campbell-Burr 10
A-3353 Grieving for You... Marion Harris 10
DANCE RECORDS
A-3351 Margie-Fox-trot... Ted Lewis Jazz Band 10
A-3343 Honolulu Eyes (Intro. "The Rose I Call Sweet-heart")... Prince's Dance Orch. 10
A-3352 Rose-Fox-trot... Paul Biese Trio 10
Timbuctoo-Song Fox-trot... Paul Biese Trio-Frank Crumit 10
NOVELTY RECORD
E-4919 Impressions of Naples. No. 1-Waltz... La Nuova Orch. di Napoli 10
BAND RECORDS FOR COMMUNITY SINGING
A-3107 The Star-Spangled Banner (Key) and Good Night, Ladies... 10
Aloha Oe (Liliuokalani) and O, Come, All Ye Faithful (Reading)... 10
A-3108 America (Smith) and Home, Sweet Home (Payne)... 10
Annie Laurie (Douglass) and Out of the Deep (Lohr)... 10

- A-3109 Battle Hymn of the Republic (Howe) and My Old Kentucky Home (Foster)... 10
Believe Me, if All Those Endearing Young Charms (Moore) and Stars of the Summer Night (Pease)... 10
A-3110 Columbia, the Gem of the Ocean (Shaw) and I Need Thee Every Hour (Lowry)... 10
Sweet and Low (Barnby) and Aunt Dinah's Quilting Party (Seeing Nellie Home)... 10
A-3111 America, the Beautiful (Ward) and A Merry Life (Denza)... 10
Old Folks at Home (Swanee Ribber) (Foster) and When Johnny Comes Marching Home (Lambert)... 10
A-3112 Dixie (Emmett) and Drink to Me Only With Thine Eyes (Johnson)... 10
Auld Lang Syne (Burns) and The Little Brown Church in the Vale (Pitts)... 10
A-3113 Old Black Joe (Foster) and Yankee Doodle... 10
Juanita (Norton) and Nearer, My God, to Thee (Mason) (This record included in regular Sample Set)... 10
A-3114 Massa's in the Cold Ground (Foster) and Jingle Bells... 10
Love's Old Sweet Song (Molloy) and Come, Thou, Almighty King (Wesley)... 10
A-3115 Tenting To-night (Kittredge) and Long, Long Ago (Bayly)... 10
Silent Night (Gruber) and My Bonnie... 10
A-3116 Onward, Christian Soldiers (Sullivan) and Nellie Was a Lady (Foster)... 10
Levee Song (I've Been Wukkin' on de Railroad) and Santa Lucia... 10
THE MID-MONTH RECORDS
A-3347 I Could Have Had You (But I Let You Get By)... Nora Bayes-Art Hickman's Orch. 10
Love Nights... Nora Bayes 10
A-3346 Rosie... Frank Crumit 10
My Gee Gee (From the Fiji Isle)... Tod Weinhold 10
A-3348 Love, Honor and O-Bahy... Benny Davis 10
Look What You've Done With Your Dog-Gone Dangerous Eyes... Benny Davis 10
DANCE RECORDS
A-3345 Grieving for You (Intro. "Rose of My Heart")... Fox-trot... The Happy Six 10
Feather Your Nest (Intro. "A Young Man's Fancy")... Fox-trot... The Happy Six 10
A-3349 Caresses-Fox-trot... Vincent Lopez Orch. 10
Palesteena-Fox-trot... Vincent Lopez Orch. 10
A-6177 Baby Dreams (Intro. "She Alone Could Understand" from "Jimmie")... Medley Waltz, Prince's Orch. 12
I'll Be With You in Apple Blossom Time (Intro. "When Shadows Softly Come and Go")... Medley Waltz... Prince's Orch. 12
SYMPHONY RECORD
79283 Je Sais Que Vous Etes Gentil (It's Our Wedding Day)... Charles Hackett 10

AEOLIAN CO.

- OPERATIC SELECTION (IN LATIN)
52003 Stabat Mater-Quis Est Homo (Who Would Not Pity?) (Rossini)-Soprano and Mezzo Soprano Vocalion Orch. accomp. May Peterson-Rita Fornia 12
STANDARD SELECTIONS
30116 Out Where the West Begins (Esther Philleo)-Baritone-Vocalion Orch. accomp. John Charles Thomas 10
24013 Colleen Aroon (Strickland)-Tenor-Vocalion Orch. accomp. Colin O'More 10
When (Benham)-Tenor-Vocalion Orch. accomp. Colin O'More 10
INSTRUMENTAL SELECTIONS
24014 Love's Old Sweet Song (Molloy)-Cello-Piano accomp. Maurice Dambois 10
Let the Rest of the World Go By (Ball)-Cello Piano accomp. Maurice Dambois 10
ORCHESTRAL
36211 Ballet Egyptian (Luigini), The Aeolian Symphony Orch. 12
Praeludium (Jarnefeldt), The Aeolian Symphony Orch. 12
POPULAR SELECTIONS
14140 Why Don't You? (From "Afgar") (Tierney)-Orch. accomp. Hugh Donovan County Kerry Mary (Pease-Nelson)-Orch. accomp. Hugh Donovan 10
14141 I want to Be the Leader of the Band (A. Gumble)-Orch. accomp. Harmonizer's Quartet I Wish I Had Been Born in Borneo (Donaldson)-Orch. accomp. Harmonizer's Quartet 10
14142 When You're Gone I Won't Forget (Peter de Rose)-Orch. accomp. Shannon Four Mother of Pearl (Ball)-Orch. accomp. Arthur Burns 10
14143 All She'd Say Was Umh Huh-(MacEmery-King-Zany-Van and Schenck)-Orch. accomp. McMurray & Shields 10
Somebody Put the Jinx on Me (Lada-Spencer-Hare)-Orch. accomp. Ernest Hare 10
14144 When You Look Into the Eyes of a Mule (Creamer-Layton)-Orch. accomp. Ernest Hare Strut, Miss Lizzie (Creamer-Layton)-Orch. accomp. Ernest Hare 10
DANCE SELECTIONS
14145 Broadway Rose (Intro. "Dolly, I Love You") (West-Fried-Spencer-Wadsworth-Arden)-Fox-trot... Al. Jockers' Dance Orch. 10
Rose (Seymour-Magine-Biese)-Fox-trot, Selvin's Dance Orch. 10
14146 Rosie (Merkur)-Fox-trot, Al. Jockers' Dance Orch. 10
Why Don't You? (From "Afgar") (Tierney)-Fox-trot... Al. Jockers' Dance Orch. 10
HAWAIIAN SELECTIONS
14147 Isle of Paradise (Earle-Fiorita)-Waltz, Ferera-Franchini-Green 10
On Hilo Bay (Breau-Levy)-Waltz, Ferera-Franchini-Green 10

EDISON RE-CREATIONS

- 82572 A te grave cagion m'adduce, Aida (Grave cause leads me to seek thee here, Aida)-Aida (Verdi)-Soprano-baritone, in Italian, Marie Rappold and Taurino Parvis 10
Su dunque! (Up, then!)-Aida (Verdi)-Soprano-baritone, in Italian, Marie Rappold and Taurino Parvis 10
82206 Ballet Music-Orpheus (Gluck-Ries)-Violin, Albert Spalding

- Chanson-Meditation (Cottenet)-Violin, Albert Spalding
82207 How the Gates Came Ajar (Eastburn)-Soprano, Anna Case and Lyric Male Quartet
Rolling in Foaming Billows-The Creation (Haydn)-Bass-baritone... Arthur Middleton
82208 Ouvre ton coeur (Serenade Espagnole) (Bizet)-Baritone, in French... Mario Laurenti
So anch'io la virtù magica (Thy magic virtues I know)-Don Pasquale (Donizetti)-Soprano, in Italian... Consuelo Escobar de Castro
80587 Der Tambour Der Garde Overture (The Drummer of the Guard) (Titl), American Symphony Orchestra
Fingal's Cave Overture (Mendelssohn-Bartholdy), American Symphony Orchestra
80588 Seek Ye the Lord-Anthem (Roberts)-Tenor and mixed voices, Hardy Williamson and Calvary Choir
Will There Be Any Stars? (Swency)-Mixed voices... Metropolitan Quartet
80589 Fantasia from Simon Boccanegra (Verdi)-Flute and clarinet... Pietro Caso and Anthony Giammatteo
Saxophone Fantasic (Rosebrook)-Saxophone, Rudy Wiedoeft
80590 Love Will Find the Way (H. Von Tilzer)-Tenor... Reed Miller
Wind's in the South (J. P. Scott)-Soprano, Betsy Lane Shepherd
80591 Keep All Your Love for Me (Motzan)-Soprano, Leola Lucey
My Garden of Love (Polla)-Tenor... Lewis James
80592 Cupid's Frolic (Miles)... Peerless Orchestra
Ma Bella Charmante-Concert Waltz (Roberts), Peerless Orchestra
80593 Dream of the Tyrolienne (Labitsky)-Violin, violoncello, flute and harp, Venetian Instrumental Quartet
O Sole Mio (Di Capua-Vecsey), Armand Vecsey and his Hungarian Orchestra
50706 Aloha Oe-Paraphrase (Liliuokalani-Sodero), Sodero's Band
Our Director March (Bigelow)... Conway's Band
Edison Re-Creations-Bits of Broadway Special
50707 Chili Bean (A. Von Tilzer)... Billy Murray
My Little Bimbo (Down on the Bamboo Isle) (Donaldson)... Aileen Stanley
50708 Just Like a Rose (Hubbell)-"Good Times"-For dancing... Max Fells' Della Robbia Orchestra
Love Boat (Herbert)-"Ziegfeld Follies of 1920"-Tenor... Lewis James and Mixed Chorus
50709 Honeydew Waltz (Zimbalist)-"Honeydew"-For dancing... Lenberg's Riverside Orchestra
Japanese Sandman (Whiting)-Fox-trot, for dancing... Max Fells' Della Robbia Orchestra
50710 Avalon (Jolson-Rose)-Fox-trot, for dancing, Harry Raderman's Jazz Orchestra
Jene Sais Pa Pa (I Do Not Know) (Fisher-Coleman)-Fox-trot, for dancing, Harry Raderman's Jazz Orchestra
50711 Feather Your Nest (Kendis-Brockman-Johnson)-Fox-trot, for dancing... Lenberg's Riverside Orchestra
Whispering (Schonberger)-Fox-trot, for dancing... Green Brothers' Novelty Band
Edison Re-Creations-February Special
50725 Humming (Breau-Henderson)-Fox-trot, for dancing... Orlando's Orchestra
Palesteena (Conrad-Robinson)-Fox-trot, for dancing... Green Brothers' Novelty Band
50726 Bright Eyes (Motzan-Jerome)-Fox-trot, for dancing... Orlando's Orchestra
Broadway Rose (West-Fried-Spencer)-Fox-trot, for dancing... Harry Raderman's Jazz Orchestra
50727 Home Again Blues (Berlin-Akst)-Fox-trot, for dancing... Harry Raderman's Jazz Orchestra
Sleepy Hollow (Flower-Klickmann)-Waltz, for dancing... Green Brothers' Novelty Band
50728 Rosie (Clarke-Merkur)-Fox-trot, for dancing, Max Fells' Della Robbia Orchestra
Caresses (Monaco)-Fox-trot, for dancing, Lenberg's Riverside Orchestra
50737 I've Got the Blues for My Kentucky Home (Gaskill)-Male voices... Premier Quartet
Timbuctoo (Kalmar-Ruby)... Al Bernard

EDISON AMBEROL RECORDS

- ROYAL PURPLE RECORDS
29070 Serenade (Schubert-Remenyi)-Violin, piano accomp. by André Benoist... Albert Spalding
29071 In mezzo al mare (On the Sea) (De Luca)-Baritone, in Italian... Mario Laurenti
REGULAR LIST
4185 Down in Chinatown (Meyer-Hulten)-Male voices... Premier Quartet
4186 The Crocodile (Motzan-Akst), Imperial Marimba Band
4187 Tarantella Siciliana (Lucanese)-Accordion, clarinet and guitar... The Three Vagrants
4188 Sleep, Little Babe (Zimmermann)-Yodel song, tenor-soprano, Fritz Zimmermann and Marcelle Grandville
4189 Son-o'-Mine (Zamecnik)-Soprano... Elizabeth Spencer
4190 Speed (Biese)-One-step, for dancing, Lenberg's Riverside Orchestra
4191 Pickaninny Rose (Sheppard)-Soprano, Margaret A. Freer
4192 Life Insurance Policy... Billy Golden and Joe Hughes
4193 Jene Sais Pa Pa (I Do Not Know) (Fisher-Coleman)-Fox-trot, for dancing, Harry Raderman's Jazz Orchestra
4194 Haste to the Wedding-Medley of Irish Jigs-Accordion... John J. Kimmel
4195 Les Cloches de St. Malo (The Bells of St. Malo) (Rimmer)... Conway's Band
4196 Sudan (Pollack)-Fox-trot for dancing, Green Brothers' Novelty Band
4197 Perfect Day (Jacobs-Bond)-Xylophone, Signor Lou Chiha "Friscoe"
4198 Sweet Hour of Prayer (Bradbury)-Mixed voices... Metropolitan Quartet
4199 Land of Sweet Erin Medley-Jigs-Violin, Joseph Samuels
4200 Hula Blues (Cunha-Noble)-Fox-trot, for dancing... Harry Raderman's Jazz Orchestra
4201 Sighing (Bridges)-Male voices... Crescent Trio
4202 Lassic o' Mine (Walt)-Tenor... Albert Lindquest
4203 Romance (David)-Waltz, for dancing, Max Fells' Della Robbia Orchestra
4204 Where-Is-My-Daddy-Now Blues (Motzan-Olman), Aileen Stanley
4205 La Chanson des Nids (Bout)-Fantaisie-Polka-Clarinet... Anthony Giammatteo and Fred J. Brissett

ADVANCE RECORD BULLETINS FOR MARCH—(Continued from page 182)

FRENCH RECORDS

- 27196 Le Moulin de Maitre (Master John's Mill) (Borel-Clerc)—Baritone... Torcom Bézazian
27197 Le Dernier Tango (The Last Tango)—Chanson Argentine (Doloire)—Baritone... Torcom Bézazian

PATHE FRERES PHONOGRAPH CO.

"POP" SUPPLEMENT NO. 42

- 22493 With the Coming of Tomorrow (Creamer-Layton)—Tenor... Robert Bruce
Dearest One (Kahn-Blaufuss)—Tenor and baritone... Lewis James-Elliott Shaw
22494 Bonnie Lassie (Bratton-Santly)—Tenor, Charles Hart
Mello 'Cello (Williams-Moret)—Baritone, dance rhythm... Elliott Shaw
22495 The Arabian Yogi Man (Kendis-Brockman-Russell)—Male trio... Crescent Trio
My Mammy (Young-Lewis-Donaldson)—Tenor, Carlton Williams
22496 Timbuctoo (Kalmar-Ruby)—Tenor... Billy Jones
Something (Theile-Crane)—Male quartet, The Harmonizers
20484 Crazy Blues (Bradford)—Tenor, dance rhythm, Noble Sissle
Great Camp Meetin' Day (Mikell-Sissle)—Tenor, Noble Sissle
22497 Strut, Miss Lizzie (Creamer-Layton)—Baritone, Ernest Hare
Home Again Blues (Berlin-Akst)—Baritone—Dance Rhythm... Ernest Hare

DANCE

- 22498 Humming (Breau-Henderson)—Fox-trot, Joe Gibson and His Orchestra
I Never Knew (I Could Love Anybody Like I'm Loving You) (Pitts-Egan-Marsh)—Fox-trot... Joe Gibson and His Orchestra
22499 O-H-I-O (O-My-O) (Yellen-Olman)—One-step, Bennie Krueger and His Orchestra
Learning (Tucker-Buffano-Steiger)—Fox-trot, Bennie Krueger and His Orchestra
20485 Love Bird (Earl-Fiorito)—Fox-trot, Casino Dance Orchestra
The Legend, from "Lady Billy" (Sears-Levey) Waltz... Casino Dance Orchestra
20486 Bright Eyes (Smith-Motzan-Jerome)—Fox-trot, Casino Dance Orchestra
Look for the Silver Lining (From "Sally") (DeSylva-Kern)—Fox-trot, Casino Dance Orchestra
20487 Persia (Senna)—Fox-trot, Eddie Kuhn and His Orchestra
Now and Then (Spencer)—Fox-trot, Duane Sawyer and His Novelty Orchestra
22501 Make Believe (Shilkret)—Fox-trot, Nicholas Orlando's Orchestra
Two Sweet Lips (Ager)—Fox-trot, Nicholas Orlando's Orchestra
22502 I Never Realized (Gideon)—Fox-trot, Piedmont Dance Orchestra
I Lost My Heart to You (Snyder-Merkur-Davis)—Fox-trot... Piedmont Dance Orchestra

REGULAR PATHE MARCH LIST

- 54064 Old Folks at Home (Swanee River) (Foster)—Soprano... Yvonne Gall
54065 Eugene Onyegin (Tschaiakowsky) "Prince's Aria," Basso, in Russian... Adamo Didur
60086 Carmen (Bizet) "Habenera" (Love Is Like a Wood-Bird)—Contralto, in French, Kathleen Howard

- Mireille (Gounod) "La Chanson de la sociere" (This is the season)—Contralto, in French, Kathleen Howard
59088 Barber of Seville (Rossini) "Una voce poco fa (A Little Voice I Hear)—Soprano, in Italian, Helen Yorke
Lucia Di Lammermoor (Donizetti) "Mad Scene"—Soprano, in Italian... Helen Yorke

STANDARD SONGS SUNG IN ENGLISH

- 22475 A Dream (Bartlett)—Tenor... Charles Harrison
The Old Refrain (Mattullath-Kreisler)—Tenor, Charles Harrison
22474 Wait 'Till Ah Put On My Crown (Arr. by Reddick)—Soprano... Rosalie Miller
Leatin' On De Lawd (Arr. by Reddick)—Soprano... Rosalie Miller

FOUR FAMOUS EASTER FAVORITES

- 25050 The Palms (Faure)—Baritone... Percy Hemus
The Resurrection (Shelly)—Baritone, Percy Hemus

- 20479 Jerusalem (Parker)—Cornets and trombones, Jules Levy, Jr.'s Brass Quartet
The Holy City (Adams)—Cornets and trombones, Jules Levy, Jr.'s Brass Quartet
27037 The Song of Volga (Glazounow)—Modest Altschuler, director... Russian Symphony Orchestra
Entrée Triomphale Des Boyards (Halvozen)—Modest Altschuler, director, Russian Symphony Orchestra

- 40214 Rhapsodie No. 2 (Part I) (Liszt)—Artur Bodanzky, director... New Symphony Orchestra
Rhapsodie No. 2 (Part II) (Liszt)—Artur Bodanzky, director... New Symphony Orchestra
22477 Spring Song (Mendelssohn)—Whistling solo, Margaret McKee
The Star (Rogers)—Whistling solo, Margaret McKee

POPULAR CLASSICS

- 22478 Alice, Where Art Thou? (Ascher)—Violin, flute and piano, Longo Trio—F. Longo, N. Laucella, S. Guidi
Kathleen Mavourneen (Crouch)—Violin, flute and piano, Longo Trio—F. Longo, N. Laucella, S. Guidi

PARAMOUNT RECORDS

INSTRUMENTAL

- 50039 American Fantasie—Part 1... Creator and His Band
American Fantasie—Part 2... Creator and His Band
50040 Barcarolle (From "Tales of Hoffmann"), Creator and His Band
Blue Danube Waltz... Creator and His Band
50041 Schubert's Serenade—Saxophone Solo, Saxophone With Creator and His Band
Spring Song—Clarinet Solo, Clarinet With Creator and His Band
33077 Blaze Away March (Holzman)—Military Band, Roger's Band
Pasadena Day March (Vesselle)—Military Band, Roger's Band
33078 Aloha Oe—Cornet Solo—Orch. accomp., Pietro Capodiferro
Angels' Dream Waltz (Herman), Paramount Miniature Symphony Orch.

VOCAL RECORDS

- 33076 Carry Me Back to Old Virginny (Bland)—Soprano Solo with Quartet—Orch. accomp., Elizabeth Spencer-Stellar Quartet
Old Black Joe (Foster)—Soprano Solo with Quartet—Orch. accomp., Elizabeth Spencer-Stellar Quartet
20042 Margie (Conrad-Robinson)—Vocal Solo—Orch. accomp., Aileen Stanley
My Mammy (Lewis-Young-Donaldson)—Vocal Solo—Orch. accomp., Aileen Stanley
20035 Old Pal, Why Don't You Answer Me?—Tenor Solo—Orch. accomp., Sam Ash
Tired of Me—Tenor Solo—Orch. accomp., Sam Ash
20038 Honolulu Eyes (Violinski)—Waltz Medley (Intro. "Aloha Oe"), Merry Melody Men
Caresses (James V. Monaco)—Fox-trot, Merry Melody Men
20043 Old-Fashioned Garden (Intro. "Just Like a Rose")—Medley One-step... Yerk's Jazzarimba Orch.
Rosie, Make It Rosy for Me (Intro. "I'm Saving My Dough for Rae and Me")—Medley Fox-trot... Yerk's Jazzarimba Orch.
20044 That Naughty Waltz—For Dancing, Selvin's Novelty Orch.
My Isle of Golden Dreams Waltz, Selvin's Novelty Orch.

OKEH RECORDS

- 4228 Mem'ries of You, Mammy—Popular Blues (Vocal)... Mamie Smith and Her Jazz Hounds
If You Don't Want Me Blues—Popular Blues (Vocal)... Mamie Smith and Her Jazz Hounds
4229 Broadway Rose—Tenor, orch. accomp., Billy Jones
Little Crumbs of Happiness—Tenor, orch. accomp., Lewis James
4243 One, Two, Three, Four—Vocal trio, with Hawaiian guitars... Crescent Trio
Maui Aloha—Hawaiian guitar duet, Ferera-Franchini
4244 County Kerry Mary—Tenor-quartet, orch. accomp., Sam Ash and Shannon Four
Bonnie Lassie—Tenor, orch. accomp., Shannon Four
4245 Like We Used to Be—Baritone, orch. accomp., Elliott Shaw
There Is One Girl (Will She Ever Be Mine) (From the musical play, "Hearts of Erin")—Tenor-quartet, orch. accomp., Sam Ash and Shannon Four
4246 One Sweet Day—Tenor, orch. accomp., Lewis James
In the Heart of Dear Old Italy—Vocal, orch. accomp., Crescent Trio
4247 Pickaninny Rose—Baritone, orch. accomp., Ernest Hare
Lindy—Vocal, orch. accomp., Shannon Four
4248 Annie Laurie—Scotch ballad... Shannon Four
Carry Me Back to Old Virginny—Vocal, orch. accomp., The Three Virginians
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- ducing "Tell Me, Little Gypsy"—Song chorus by Robert Hudson, Joe Coleman's President Orchestra
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CARDINAL PHONOGRAPH CO.

- 2013 Oh, Gee, Say, Gee, You Ought to See My Gee Gee From the Fiji Isle—Orch. accomp., Fred Whitehouse
Get Up—Orch. accomp., Ernest Hare
2014 Rose—Fox-trot... Rudy Wiedoeff's Palace Trio
Show Me How—Fox-trot... Rudy Wiedoeff's Palace Trio
County Kerry Mary—Orch. accomp., Chas. Harrison
It's All Over Now—Orch. accomp., Helen Bell Rush
My Mammy, with Vocal Chorus—Fox-trot, Selvin's Orch.
Why Don't You?... Selvin's Orch.
2017 Now and Then... Selvin's Dance Orch.
I Never Knew... Selvin's Dance Orch.
2018 Honeydew, Jos. Knecht's Waldorf-Astoria Dance Orch.
Lotus Flower, Jos. Knecht's Waldorf-Astoria Dance Orch.
2019 Strut, Miss Lizzie—Orch. accomp., Ernest Hare
I'm a Ladies' Home Companion—Orch. accomp., Fred Whitehouse
2020 Bright Eyes—Fox-trot, Harry Raderman's Dance Orch.
Broadway Rose—Fox-trot, Harry Raderman's Dance Orch.
2021 When You and I Were Young, Maggie... Taylor Trio
Sweet Genevieve... Taylor Trio
2022 That Old Irish Mother of Mine—Orch. accomp., Chas. Harrison
That Tumble Down Shack in Athlone—Orch. accomp., Chas. Harrison
2023 Romance—Waltz, Jos. Knecht's Waldorf-Astoria Orch.
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- Margie—Fox-trot...Nicholas Orlando's Dance Orch.
- 2024 Blue Jeans—Orch. accomp.....Chas. Harrison
- Out Where the West Begins—Orch. accomp.,
Chas. Harrison
- 2025 Deenah (My Argentine Rose),
Harry Raderman's Dance Orch.
- MazieHarry Raderman's Dance Orch.
- 2026 Lights Out—MarchCardinal Concert Band
- American Patrol—March.....Cardinal Concert Band

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HallSelvin's Novelty Orchestra
- Love Bird. Fox-trot.....ARTO Dance Orchestra
- 9048 Make Believe. Fox-trot. Chorus sung by Arthur
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- I Lost My Heart to You—Fox-trot,
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- 9046 Home Again Blues. Fox-trot...Merry Melody Men
- Look for the Silver Lining. Intro.: "Whip-
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- Answer Saying That You Love Me.....Billy Jones
- 9049 The Rose I Call Sweetheart.....Charles Harrison
- I Used to Love You But It's All Over Now,
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- 9045 The Jazz Me Blues. Accomp. by Harris' Blues
and Jazz Seven.....Lucille Hegamin
- Everybody's Blues. Fox-trot. Chorus sung by
Lucille Hegamin.....Harris' Blues and Jazz Seven
- 3054 Danny Deever.....Herbert Palmer
- Oh, Dry Those Tears.....Walter Barnby
- 3055 A Dream.....Walter Barnby
- Sing Me to Sleep—Soprano Solo..Nevada Vanderveer
- 3056 Nearer, My God, to Thee.....Shannon Four
- Onward, Christian Soldiers.....Shannon Four
- INSTRUMENTAL RECORDS**
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- Second Regiment Connecticut March,
ARTO Military Band
- 3015 HumoresqueE. B. Thiele
- Traumerei.....E. B. Thiele

PARCEL-POST WEIGHT INCREASED

Twenty-two Pounds Now Limit of Packages Sent From United States to France

Under an agreement made with the postal administration of France, effective February 1, 1921, the maximum weight limit of parcel-post packages exchanged between the United States and France is increased from 11 pounds (5 kilos) to 22 pounds (10 kilos).

The foregoing is applicable to parcels for and from the United States and its island possessions on the one hand and continental France, Corsica, Algeria, Tunis, French Morocco, and the principality of Monaco, on the other hand.

H. C. Russell has opened a new talking machine store in Fillmore, Cal., where he features the Brunswick phonograph.

MONTHLY NEWS BUDGET FROM LONDON HEADQUARTERS
(Continued from page 179)

record filing arrangement which is described as the most convenient method of storing and indexing records yet devised, arranged upon the sectional or unit principle.

The Musico's Club

Under the above title a chatty little pocket-size monthly is being published by the Columbia Co. It is for trade distribution only, and presumably is in the nature of what has come to be described as a house organ. Anyway, if it reflects only the doings of Columbia, it will be welcomed and accepted in that regard as a guarantee of its interests to dealers in general. The Musico's Club is designed to "keep you well informed on records and musical matters in a newsy fashion," say the Columbia people. It is issued free of any charge and dealers who desire to receive this interesting monthly have but to register their name and address with the Columbia Co.

A Repeating Gramophone

The very latest introduction here is a repeating gramophone. It was demonstrated before a large audience of musical people at the Royal College of Music, London, and evoked warm praise of its very fine tonal qualities. The mechanism can be set to repeat a record as many times as one likes, needle-wearing and motor-strength restrictions considered. An auto-brake is incorporated with the repeating device. On the whole, Repeating Gramophones, Ltd., have certainly introduced something that carries the trade a step forward along the path of progress.

Dance Records All the Vogue

Dance music on records is so much in demand by the public and the exponents of the art that the chief gramophone companies find it really necessary to make special arrangements for a complete service featuring the latest terpsichorean melodies. The program of new issues advertised by the "His Master's Voice" Co. is alive with real "hits" by popular orchestral and band organizations, as instance Paul Whiteman and His Ambassador Orchestra, the Benson Orchestra of Chicago, Joseph C. Smith's Orchestra, All Star Trio, Palace Trio, Green Brothers' Novelty Band, Mayfair Dance Orchestra, etc. These records will be eagerly welcomed and are to be specially advertised.

The "His Master's Voice" dealers are particularly pleased with the support they receive in the way of advertising. Apart from the provision of free electros, steady issue of publicity literature, and a continuous press campaign, the company makes a special splash about once a month. This month it is another £1,000 advertisement on the front page of the Mail to feature the service of Celebrity Artistes (who record exclusively for the "His Master's Voice") at prices which bring their fine records within the reach of all. Dealers received in advance duplicate pages of the advertisement for window display purposes.

Mr. Sternberg in the States

At the time of writing Mr. Sternberg is not expected back until at least the end of the month. He left rather hurriedly just before Christmas week at the dictates of social as well as business reasons. The Sterno Manufacturing Co., of which David Sternberg is chief, has for some time past been out to develop its interests abroad, and in this connection it is expected that Mr. Sternberg will have something to say upon his return to London.

TRYING TO REDUCE CANCELLATIONS

"Your order is your word of honor. Protect it."

The above slogan has just been adopted by the executive members of the Credit Co-operation and Credit Methods Committee of the National Association of Credit Men which is trying to reduce the number of cancellations so prevalent to-day. The committee, of which H. F. Barker, of Providence, R. I., is chairman, suggests that salesmen should be given the following instructions before being sent out to solicit orders:

1. Get the order signed by the buyer or an authorized agent.
2. Order forms should contain a cancellation clause.
3. If the terms of the contract are set forth on the back of the order blank the following statement should appear above the signature of the buyer: "Please ship the above goods subject to the terms as set forth on the reverse side of this order blank"

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in



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Every talking machine jobber in this country should be represented in this department, no matter what kind he handles or where he is located. The cost is slight and the advantage is great.

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