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

This trademark and the trademarked word "Victrola" identify all our products. Look under the lid! Look on the label!

VICTOR TALKING MACHINE CO.
Camden, N. J.

Victrola XVI
People with BUYING POWER choose Sonora

—money well spent is economy

The "class" buying power has been but little affected by present economic conditions and there is a big field for Sonora sales ready for you to cultivate.

The people who buy the Twin Sixes, the Dual Valve motors, the famous English, French and Italian automobiles, the magnificent sables and sealskins and the many-carat jewels, have still ample means to purchase the finest of all phonographs.

Sonora is a quality instrument. It is bought by men and women for whom the best is none too good, who are willing to pay a fair price for demonstrated value and who will go even to distant cities to get the Sonora if they can't get it in their home town. To sell the Sonora is not, and never has been, difficult.

Sonora is not a "cheap" phonograph. It doesn't make its strongest appeal to people with "cheap" tastes. There are many well-to-do people who are splendid prospects for you to sell Sonoras to right now.

Sonora has never been sold with "easy" payments as the leading attraction and it brings in CASH. Sonora, besides being protected by many important patents of its own, is LICENSED AND OPERATES UNDER BASIC PATENTS of the phonograph industry, and with perhaps one exception is the only phonograph licensed under the basic patents. The future of Sonora and Sonora’s representatives is secure.

Write regarding an agency.

24 periods, 7 upright styles and 1 portable, $50 to $1800.

SONORA PHONOGRAPH COMPANY, INC.

George E. Brighton, President
NEW YORK : 279 BROADWAY
Canadian Distributors: I. Montagnes & Co., Toronto

The Highest Class Talking Machine in the World
WASHINGTON, D. C., March 5.—In the summary of exports and imports of the United States for December, 1920 (the last 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 December, 1920, amounted in value to $391,570 as compared with $2,150,493 worth of talking machines and parts during December, 1919.

The twelve months' total showed that we exported 87,571 talking machines valued at $4,130,312 as against 66,137 talking machines valued at $2,490,719 in 1919, and 64,439 talking machines valued at $1,906,052 in 1918.

The total exports of records and supplies for December, 1920, were valued at $207,651 as compared with $391,570 in December, 1919. For the twelve months ending December, 1920, records and accessories were exported valued at $744,387; in 1919, $703,668, and in 1918, $276,417.

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Twelve Months Ending December, 1920, Total $7,874,699

Talking Machine Department of Large New York Store Finds Business Steady

The Wanamaker talking machine department, New York, is now handling four lines of talking machines and records instead of six and the energies of the department are devoted to selling machines to the number of 8,041 valued at $435,581 were exported in December, 1920, as compared with 7,206 talking machines valued at $229,421 sent abroad in the same period of 1919. The twelve months' total showed that we exported 87,571 talking machines valued at $4,130,312 as against 66,137 talking machines valued at $2,490,719 in 1919, and 64,439 talking machines valued at $1,906,052 in 1918.

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WANAMAKER NOW HAS FOUR LINES

Talking Machine Department of Large New York Store Finds Business Steady

Ed. Patton Opens Exclusive Victor Store in One of Omaha's Busiest Trade Centers

Omaha, Neb., March 8.—Ed Patton, who owns and operated his Victorola department in the J. L. Brandeis stores in this city for many years, is moving into a fine new location on the main corner of Omaha's busiest downtown thoroughfare, where he will have an exclusive Victor shop. He is closing out everything in the old location in the Brandeis stores. There is perhaps no one in the Middle West who is better known than Ed Patton, and there is no question but that this new Victor location is going to be the busiest place in the city.

THE "WILL TO SELL" ESSENCE OF BUSINESS SUCCESS

This Policy Must Be Unfalteringly Sustained Until Every Prospect Has Been Solicited and the Last Lead Investigated—A Time for Real Strenuous Action

The importance of "getting busy"—of laying stress on the importance of selling—constitutes the subject of a very interesting talk by A. W. Shaw in "System" for March. Under the caption, "The Will to Sell," he points out:

"Most accomplishments in life, and most accomplishments in business, depend on the will to sell. 'The will to sell' and marketing lines not abnormally affected during 'hard times.' Sales forces made aggressive by a real 'will to sell' and specialized consistently in quality products. The selection of the Vocation line, therefore, is accepted as being in keeping with the company's policy and arrangements have been made to feature the line over a wide territory.

NEW STORE IN OMAHA FOR PATTON

Ed. Patton Opens Exclusive Victor Store in One of Omaha's Busiest Trade Centers

VOCALION DISTRIBUTORS IN TEXAS

It was announced by the Aeolian Co. this month that the J. W. Crowds Drug Co., at Dallas, Texas, has been appointed wholesale distributor for Vocalion instruments and the new Red Vocalion records. This company is the oldest incorporated drug house in Texas, handing everything used or sold in a drug store. The president of this concern is C. J. DeWoody. F. Z. Williams is sales manager of the company, and R. M. Rankin is act as manager of the wholesale Vocalion department and is well acquainted with business conditions in that section, having been with the company for fifteen years. At the present time there are twenty-one traveling salesmen in the organiz-
Advantage of Record Purchase Cards in Keeping Record Stocks Up to Date

By R. Newbecker

While practically every talking machine dealer of necessity has adopted some method for keeping track of records in stock, it is surprising to find that a great number of them are following methods that not only prove ineffective in keeping an accurate track of records, but consume about as much time in operating as would a perfected system showing details regarding record purchases, the number of records of various sorts on hand at any one time, and other information of a similar nature.

In a great many cases an endeavor is made to keep record stocks up to date by inventories taken weekly or at other stated periods, but this method of checking often proves inadequate and quite as often makes it possible for stocks of certain records to become depleted before replacement orders can be arranged.

The system that is used in many stores with considerable success is the system calling for a continuous checking up, through stock record sheets and sales slips. This means in practically every instance that the checking up must be looked into after each sale, and this involves a considerable expenditure of time in the aggregate.

As a substitute for a continuous inventory, which frequently proves costly both in time and money, there is offered the record purchasing card which is being used by a number of enterprise dealers, and which enables them to tell how their stocks of various records stand at a glance. A reproduction of the card is shown herewith, being about four by six inches in size, and designed so that each different make of record carried by the dealer can be listed. At the top there is entered the date of the first actual inventory, together with the total quantity of records on hand at that time. In order to facilitate comparison the quantity on hand at the last inventory is also entered.

On the body of the card in the first column the date is entered when each order is placed. In the next column the date is entered when each order is placed. The next column represents the date the shipment is received; the third column is for the title, while the next four columns are for the number of records of various sizes on hand. At the bottom of the card is an entry is made of the total quantity of each size of record purchased during the period covered by the card. If one card were used for one month's purchases the total at the bottom would show the total quantity purchased during this time taken him to dispose of a certain number bought on the last order. From this he can then judge whether or not the amount of his order should be cut down.

By comparing his purchase cards with the stock of records on hand at as frequent intervals as possible the dealer can readily detect slow movers before the time comes for reordering. This helps him to keep his stock of records always up to date and avoid the loss and expense that come through the accumulation of a large amount of slow-selling records. Record cards of this kind are being used with success and with comparatively little extra labor.

Monthly Inventory Record Sheet of Records

<table>
<thead>
<tr>
<th>MAKE OF RECORD</th>
<th>INVENTORY DATE</th>
<th>DATE</th>
<th>AM'T SALES 35</th>
</tr>
</thead>
<tbody>
<tr>
<td>DATE</td>
<td>ORDER DATE</td>
<td>TITLE</td>
<td>QUANTITY ON HAND</td>
</tr>
<tr>
<td>12.1</td>
<td></td>
<td></td>
<td>40</td>
</tr>
<tr>
<td>12.1</td>
<td>12.5</td>
<td>Oh, Such a Time</td>
<td>10</td>
</tr>
<tr>
<td>12.25</td>
<td>1.2</td>
<td>The Next Away</td>
<td>15</td>
</tr>
<tr>
<td>12.30</td>
<td>1.4</td>
<td>Oh What a Gal</td>
<td>5</td>
</tr>
<tr>
<td>12.28</td>
<td>11</td>
<td>The Ideal</td>
<td>12</td>
</tr>
</tbody>
</table>

TOTAL ON HAND

Sacrificing entire stock at less than to-day’s market price.
F. O. B. New York or Chicago.
Executive Office
22-25 Lispenard St.
New York, N. Y.

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—all the time and everywhere

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

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

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

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

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

MARCH 15, 1921

THE PERCENT PLAN

REFUSES TO HAVE VOICE RECORDED

Georges Clemenceau Says His Voice Sufficient for Present Generation and Future Will Not Want to Hear It—Institute to Try Again

The actual sound of the voice of the great Georges Clemenceau may never be heard by future ages if the great French statesman keeps to his recently formed decision. Just before he sailed for India recently he was asked by the Institute of the Sorbonne to allow a record to be made of his voice so that it could be preserved for future generations. He refused to allow this to be done, saying that the present generation has heard enough of his voice and people in the future would probably have no desire to hear it.

When he returns he will be asked to reconsider his decision, for a new scheme is on foot to complete as far as possible the collection of phonographic records of the voices of the famous men now in the Institute and at the same time to make a permanent collection of cinematograph films taken on famous occasions. In these joint libraries of discs and films will be preserved for all time the voices and appearance of the famous men of this generation.

INCORPORATED FOR $150,000

The Master Phone Corp. of America, New York, has been incorporated at Albany with a capital of $150,000. The incorporators are H. Rein, F. C. White and A. M. Hahn, 431 East 136th street.

REGISTER TRADE-MARK "MASTER"

Argentine Firm Makes Application for This Mark Covering Pianos, Talking Machines, Accessories and Many Kinds of Merchandise

American manufacturers of the trade-mark "Master" should be interested in protecting their rights in South America. Word has been received by the Bureau of Foreign and Domestic Commerce in Washington that the firm of Halle & Co. has applied to the Argentine Government for the registration of the word "Master" for goods of several classes, among them being pianos, talking machines and all accessories coming under Class 10.

In view of the fact that in Argentina ownership of a trade-mark is based on the priority of registration, and not of use, as in the United States, it would be well for American manufacturers who have not authorized the Argentine registration of this mark to begin action for annulment. Under the Argentine law annulment proceedings may be brought within one year from the time when the facts came to the knowledge of the owner of the trade-mark, or within three years from date of registration with the authorities.

THE FACTS IN THE CASE

"Yes," admitted Nero, "I did burn Rome, and I fiddled while it was burning. The musical critic of the Morning Vox Populi had said that my fiddling would never set the Tiber afire, and I wanted to show him a thing or two."

Announcing PEERLESS RECORD FILES Nos. 80 AND 90

The logical and most complete filing system for the new models Victrola No. 80 and No. 90

An indestructible record filing cabinet that fits snugly into the machine and improves its appearance 100%.

PHIL. RAVIS, Pres.

WRITE FOR PARTICULARS

PEERLESS ALBUM CO. 636-638 Broadway, New York City

This outfit will make a wonderful selling combination with the new Victrola models. We are ready to supply the trade at very attractive prices.
Victor Supremacy

Victor supremacy is a real asset for every music retailer.

Just how much of an asset depends upon the retailer himself—with no limit to the measure of his success.

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

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

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RAY BILL, B. B. WILSON, BRIAD WHITE, Associate Editors
L. M. ROBINSON, Advertising Manager
L. E. BOWERS, Circulation Manager

Trade Representatives: A. F. CANTY, Boston; E. A. FOLSOM, Minneapolis; M. A. LEOUEX, St. Louis; S. A. MUNROE, Chicago; E. J. MCCULLOCH, Cleveland; H. W. NERON, Indianapolis; S. H. RICHARDSON, Buffalo; H. H. SUDAN, New Orleans; C. D. TAYLOR, Cincinnati; R. W. TERRY, St. Louis; C. W. TURNER, San Francisco; H. S. VANCE, Philadelphia; J. W. WENDT, New Haven; H. C. WOOGARD, Kansas City. 


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NEW YORK, MARCH 15, 1921

CONCENTRATE ON A SELLING CAMPAIGN

THE slogan for the dealer who desires to be a winner during 1921 should be "Sales Promotion." This is the big thought that should be uppermost these Spring days. To this end every dealer should study his territory, formulate plans and prosecute them vigorously, to the common end of making several sales occur that should be uppermost these Spring days.

When we get it down to a final analysis, selling is one of the prime essentials and not merely an incidental factor in business. Too many business men seem to regard the selling of their product as something that requires little thought or much action. Too many business men have neglected or only half-heartedly done that which so many of the great business men of the country have done: they have concentrated on a selling campaign.

THE TALKING MACHINE world has always owed its real strength to a policy of price maintenance. The tendency toward price slaughtering in the talking machine field is another factor that should be uppermost these Spring days. The manufacture of a commodity in one territory and its sale at inflated prices in another territory for the purpose of increasing profits in one territory is wrong in principle and bad business.

The great public had been educated to standard prices and the manufacturer or jobber from whom he buys, or the talking machine manufacturer, is willing to give him suggestions and "leads" that will put him on the right road. Everybody is desirous of helping the dealer who gives evidence of a "will for knowledge" bearing upon sales promotion. The fact is, however, that a very large number are indifferent, and fail to make any unusual efforts in the sales field, yet they complain when a competitor, or mail-order house, captures their trade. The man who is going to make the best record in sales during 1921 is the man who maps out a definite plan of campaign—the man who knows his territory and who gets after the people in that territory intelligently and persistently.

SOME CONSTRUCTIVE SUGGESTIONS ON TAXES

THE members of the talking machine trade who are, in some measure at least, affiliated with the Music Industries Chamber of Commerce should be much interested in the program put forth by the Chamber on the recommendation of its legal committee for providing the revenue required by the Government, while at the same time making possible the abolition of the excise and excess profits taxes. The Chamber. in short, goes on record as favoring some sort of limited sales or commodity tax, and an income tax levy on every wage-earner over twenty-one years old as means for providing the several billions of dollars required by the Government without necessitating further reliance upon excise and excess profits taxes.

For the first time the music industry, as represented by the Chamber of Commerce, has come forward with a constructive suggestion calculated to relieve the industry from obnoxious tax burdens, while at the same time providing means for raising the necessary revenues through other channels. In the several tax fights that have taken place during the past few years the trade has simply filed protests against the burdensome excise taxes and has left to Congress the problem of raising revenue by other means should those taxes be abolished. Congress, on the other hand, has been flooded with similar protests from members of many other industries who have likewise complained of the result that the protestants have received very little consideration.

The suggestion made by the Chamber of Commerce that a general commodity sales tax be put into effect to replace other forms of taxation, and to simplify the tax problem generally, is in line with recommendations made by many other trade bodies in that it is designed to abolish obnoxious excise taxes and should receive the consideration and support of talking machine interests, either directly or through the Chamber. On the latter point it is to be noted that a solidly organized industry is likely to receive more consideration from the law-makers than an industry represented by several distinct units.

A TIME TO KEEP WATCH ON SALES METHODS

In the world of merchandising it is easier to tear down than to build up; easier to upset values than to re-establish them. This fact in itself is axiomatic, and yet numerous dealers in the talking machine industry have apparently given scant heed to this fact in the carrying out of plans to stimulate business, or rather to give business a false stimulus. While general price-cutting may stimulate sales to a certain degree, it does so at the expense of profit and of confidence unless the price reduction is warranted by the lowering of production costs and there is a real reason for the product again approaching the normal in the matter of first cost.

In the talking machine field this condition does not prevail, for increased costs have been absorbed by manufacturers to such a degree that there is now no margin of inflated prices to give some leeway to price reductions to meet a real or fancied demand. Had prices been jumped two or three hundred per cent, as in some lines, instead of only from twenty to fifty or sixty per cent. as in the talking machine trade, they might have been reduced to the public without worrying about the results. It so happens that in this trade inflated margins do not exist.

The tendency toward price slaughtering in the talking machine trade is particularly unfortunate, inasmuch as the retail industry has always owed its real strength to a policy of price maintenance that was so generally observed as to be characteristic. Even after price fixing by manufacturers was frowned on by the courts, talking machine prices remained stable because business conditions were good—the public had been educated to standard prices and the retailers appreciated the fact that such prices kept their businesses sound and healthy.

Even the offering of talking machines on unusually long terms is generally to be condemned, for the average investment is not so heavy but that the buyer, if he is in any sense a good risk, should...
The recent serious illness of Caruso emphasizes afresh that the grand opera tenor of international fame is a veritable monarch, not only in the realm of song, but in the hearts of his fellows the world over. No king, no matter how powerful the country he rules over, could have been accorded greater consideration by the newspapers, his thousands of friends and the general public than was Caruso during his illness. It will not be deemed amiss to attempt to express their sympathy by hearing his records—a sort of psychological manifestation of their good will and friendship.

GREAT SINGERS HAVE NOW BECOME IMMORTAL

The important part the talking machine record plays in the perpetuation of the voices and fame of our famous singers was thus elaborated in a recent editorial in the New York Times:

"Public interest in the illness of Mr. Caruso has been of an unusually personal sort; it has considered not only the accomplished artist, but the well-loved personality. The possibility of his loss brought forth, as might have been expected, attempts at consolation by the reminder that his voice has been preserved on the talking machine, and that a hundred years from now he can still be heard in his great parts.

"In the course of a hundred years or so, however, the talking machine will have had a profound effect, not only on music, but on musical criticism. The first axiom of a certain school of critics is that all the great singers are dead. Too often this is carried on to the corollary that all the dead singers were great. For the last few decades young enthusiasts who ventured to express their admiration of the cherished tenor of the time have always had to risk the scorn of some veteran who would retort: ‘Ah, but those of us who have heard the great Rutabaga!’ or ‘When the divine Mine-strone sang at the Academy of Music!’"
The Base of a Gilt Edge Phonograph Needle is manufactured by the firm that made the first talking machine needle—the oldest and largest manufacturers of phonograph and talking machine needles in the world.

Try This Test With "Triple Plated" REFLEXO "Gilt Edge" Needles

Play any record ten times with a "Triple Plated" Gilt Edge Phonograph Needle. After 3000 revolutions of the record, you'll hear as pure and mellow a tone as at the very first revolution. Here's the explanation of the amazing qualities possessed by "Triple Plated" REFLEXO Gilt Edge Needles:

The point of a Gilt Edge Needle is treated by an exclusive REFLEXO process which adds to the needle point a layer of soft material, that will not wear off until at least 3000 revolutions of a phonograph record have been made. The grain of the steel does not come in contact with the record grooves. By minimizing the friction and by eliminating the scratching, scraping sound, the chemical layer on the needle not only produces a more beautiful tone, but actually prolongs the life of the record.

REFLEXO Gilt Edge Needles are triple plated and lacquered to insure them against tarnishing. From base to finished product, they are American made. May be had in Extra Loud, Loud and Medium tones.

REFLEXO Gilt Edge Needles are manufactured of the finest grade steel, and are guaranteed to be absolutely uniform in temper, length and taper.

Line up any number of any of the three tones of Gilt Edge Needles, and see for yourself.

Write for Samples and Prices

Territories Open for Live Distributors

REFLEXO PRODUCTS CO., Inc.
347 FIFTH AVENUE
At 34th Street New York City Suite 1003

Canadian Distributors: The Musical Edge, Sales Co., Toronto
Foreign Export: Chipman, Ltd., 8-10 Bridge St., New York City
Making the Proper Preparations for a Large Crop of Business This Spring :::: By Fred D. Parsons

The Spring of 1921 will be a Spring when results are going to be measured in terms of the preparations made. No campaign ever succeeded without ammunition—effective ammunition—as the world has learned full well. Conditions adverse to ready sales must be met by ammunition designed specially for this purpose. No general would attempt to batter down a wall with smoke bombs. And no talking machine dealer can expect to win for himself a trade victory without the real ammunition of war.

Every sales problem has its own kind of ammunition which, if properly used, will do its work in the proper way. Once the changed attitude of the public toward buying is recognized and means taken to combat it, the campaign must be drawn up and followed through to its conclusion. In some cases talking machine dealers this past Winter have allowed their stocks to sink perilously low. Some of them have held off buying new stock and have held off so long that unless they order at once they will not be in a position to supply a normal demand should this demand arise.

The mind of the average buyer, and this includes the buyer of talking machines and records, has become more critical. The customer, even though he comes into the store, does not evidence the old desire to buy. Once upon a time if he could not be supplied with a particular instrument or record he was satisfied with something else. But now this attitude has disappeared and the half-hearted desire to purchase may be killed by the failure of the dealer to have what is called for.

Particularly is this true in the matter of records. Failure to get a record at a certain store usually sends the trade of this particular discredited customer to a competitor who is doubtless wise enough to see that it is kept there. This Spring there should be no excuse for shortage of records. Every records store should be carefully analyzed and the demands of the trade estimated to a nicety. Store equipment must be put in good shape, modernized if necessary, but in any case made to render the most efficient service possible.

The sales force, above all, should be intelligently trained. Too often a dealer will spend large sums of money on his store—remodeling and redecorating and installing new booths, record racks, counters, etc.—and yet fail to accomplish anything in the way of increased trade. He has failed to realize that the personal contact with the customer is his best means of getting an everlasting holding trade. He cannot take care of everyone himself and so must depend upon his sales force to do this work for him. To-day the work of a talking machine salesman has so far advanced from what was required ten years ago that there is little in common between the two. Now a salesman must not only know all about his product, but he must know furniture styles, finishes, interior decorating effects, and the like. He must be able to talk music, opera as well as popular. He must know about the artists, their personal traits and other interesting information. If he can do all these things he is the salesman who will make and keep patrons for any dealer.

What the Dealer Needs
Is Sales Ammunition
That Will Meet and
Overcome the Present
Attitude of the Public

The saying that "a salesman must be more than a salesman" is certainly true in the music industry, where a dealer is selling really a means to an end. He is selling the enjoyment which his product will bring to the home and family of the buyer. Consequently he must know the needs of the buyer, and in studying them he will know what particular design of machine or what type of records will appeal. This is why the dealer should take pains to train his salesmen before he can expect them to render real service.

Preparing for Spring business seems to consist in doing only a few things: seeing that the stock of machines and records is adequate to take care of the demands the dealer expects to create; making the store facilities equal to the work they are intended for; and, last of all, having the sales force trained in their task. Simple enough to say and some will no doubt say that it is likewise simple to do. That may be, but sometimes it is the simple things that are left undone simply because the feeling that it can be done any time prevents prompt action. To get a store or a business in good running shape requires intelligent thought coupled with intelligent action. Each is powerless without the other.

The dealer may see that certain things are needed in his store if he is to cope with increased trade. He should see that a new record rack or a new booth is installed at once. He should order now if his stock is not up to standard. In other words, he must lay in his ammunition for his campaign. By doing so he prepares for success and if he carries his plans through he will achieve it.

A NEW MICHIGAN CORPORATION
Lind & Marks Music Co. Detroit, Chartered for Purpose of Distributing Vocalions

Detroit, Mich., March 8.—The Lind & Marks Music Co. has been incorporated here for the purpose of jobbing and distributing the Vocalion instruments and Vocalion Red records in Michigan, Northern Ohio and Northern Indiana. The incorporators are Louis M. Marks, M. Marks and S. E. Lind. Mr. Lind will act as president of the corporation. Mr. Lind is an outstanding figure in the phonograph field in Michigan as he has been for nineteen consecutive years associated with the Columbia company, for the past several years as branch manager.

The Messrs. Marks, father and son, have been traveling the State of Michigan for a number of years as branch managers and record buyers. There is not a phonograph dealer in the State of Michigan who does not know all three of these people.

INCORPORATED IN BOSTON

The Hager-Mann Mfg. Co., Boston, has been granted a Massachusetts charter to manufacture talking machines. The capital of the company is stated to be $500,000.

WHOLESALE
THAT'S ALL

In order that we may more properly serve the Victor trade we have decided to discontinue, permanently and entirely, our retail activity, and have therefore sold that branch of our business.

The undivided efforts of this entire organization are now at your command, Mr. Victor Dealer, not only to supply you with Victor merchandise, but to provide you, as well, with our sales helps and service that will assure you a bigger and betterVictor business.

THE ECLIPSE MUSICAL CO.
Wholesale Only
Cleveland, Ohio

MARCH 15, 1921

THE TALKING MACHINE WORLD
WHICH is the easier to sell—a phonograph with all the up-to-date refinements and improvements that make a modern phonograph, or an old-style instrument without them?

Before you ask the public to pay good money for a phonograph, be sure that the instrument you offer has all the modern features.
There Is Only One—Columbia

The Columbia Grafonola not only has all the big and little refinements and improvements that make a modern phonograph, but there is no other modern phonograph, because most of these modern features are exclusive Columbia advantages.

The Columbia Grafonola has the exclusive Columbia Non Set Automatic Stop, which noiselessly switches off the motor at exactly the right moment when the end of each record is reached. Operates on any record, long or short.

All other stops have to be set by hand for every record, but no such preparation is necessary with this exclusive Columbia device. There's nothing to move or set or measure. Just start the Grafonola, and it plays and stops itself.

The Columbia Grafonola has the exclusive Columbia Adjustable Tone Leaves, by means of which its music can be made either loud or soft, as the selection requires, without sacrificing tone quality or any of the beauty of the record.

An additional exclusive feature of the Columbia Grafonola is its Straight Tone Arm, which allows the sound waves to develop fully and naturally. This, with its Scientifically Correct Acoustic Design, insures a tone of exquisite clearness and purity.

Finally, the Streamline Cabinets of all Columbia Grafonolas are exclusive models, each one made in strict accord with modern artistic furniture design. Every Columbia Grafonola is an instrument beautiful to see, easy to operate, and exquisite to hear.

Sales Department
COLUMBIA GRAPHOPHONE COMPANY
NEW YORK

GRAFONOLA
H. A. BRENNAN WITH WURLITZER CO.
Appointed Manager of Victor Department of the New Wurlitzer Headquarters on Forty-second Street, in New York City

Herbert A. Brennan, member of the traveling department of the Victor Talking Machine Co. for the past three years, has resigned that position to manage the Victor department of the Herbert A. Brennan
Rudolph Wurlitzer Co. in its new quarters on Forty-second Street, New York.

He will take up his new duties commencing March 1 and will begin immediately to gather an organization and to handle the many details which will go to make this one of the largest retail establishments in the United States.

Mr. Brennan’s experience in the Victor business has covered a period of seven years, during which time he has become recognized as one of the foremost of the younger generation possessing executive ability. The Wurlitzer Co. is to be congratulated on securing the services of a man so well fitted for this position.

Victor dealers in Brooklyn and Long Island express great regret in seeing him depart from this field which has shown such a vast improvement during his régime. His service to the dealer has brought about a betterment in Victor representation and has established for him the confidence and recognition of his superiors at Camden.

The Wurlitzer Co. will be in its new skyscraper, which it has just completed, about April 1. It is said to be the last word in musical merchandising, surpassing anything which has ever yet been attempted. The Victor department, which will be located on the first floor, is complete in every detail, having more than forty booths. Several floors above this will be given to pianos and musical merchandise. One of the features of the establishment will be the beautiful auditorium, which will be given to daily concerts.

TRAVELING FOR VICSONIA CO.
Frank Rudolph Now Handling Vicsonia Reproducer on the Road—Demand Growing

Frank Rudolph, who is quite familiar with the talking machine trade, is now traveling for the Vicsonia Mfg. Co., Inc., New York, makers of the Vicsonia reproducer for playing Edison records on Victor and Columbia machines. Mr. Rudolph is now in the South and is making very satisfactory reports from that region.

The demand for the Vicsonia, it is stated, is continuing to increase despite general trade conditions. An interesting feature of the business is the number of orders received from foreign countries.

The joy of a kind act is from the same source as that of anything well done—it is all in the doing and not in the gratitude of those for whom it is done.

STATEMENT
OKeh Records have proven themselves!

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

SUGGESTION - Try KENNEDY-GREEN service in connection with OKeh Records

DEAN NEEDLES, etc.

ANOTHER SUGGESTION - Write

KENNEDY-GREEN COMPANY
1865 Prospect Avenue

AND SEE WHAT HAPPENS

FEATURE COLUMBIA ARTIST
Harry Fox Featured in Window Display Made by Hartman Furniture Co. Store

The Dealer Service department of the Columbia Graphophone Co. received recently an interesting photograph from the Hartman Furniture Store, one of the largest stores in Omaha, Neb., portraying a recent window display used by this concern.

Harry Fox, exclusive Columbia artist, was featured in this display, which won the enthusiastic approval of passersby. On the floor of the display the word “Columbia” was formed through the use of Columbia publicity matter, making an artistic centerpiece for a very effective display.

Mr. Sternburg, manager of the Hartman Furniture Store’s talking machine department, reports a healthy Columbia trade that is steadily growing.

LOUISVILLE STORE REMODELED

The L’Harmonie Co., Victor dealer of Louisville, Ky., recently remodeled its store and increased its roster of booths from five to nine. A very handsome reception room has also been arranged in front of the store. Manager Calveard is quite pleased with the change which he believes will add considerably to the attractiveness of the store as a rendezvous for buyers.

Products are not things of steel and wood—they are the expression of dreams, experiments, skill, brains, organization and toil.
How a Local Trade Organization Can Work to Discourage the "Dead Beat" :: By D. G. Baird

Mrs. Henry Jones has selected a cabinet talking machine which she wishes to purchase from the Modern Phonograph Shop, paying therefor $37.50 down and the remainder of the purchase price in weekly sums of $5 each.

The salesman who has waited on Mrs. Jones prepares an application for credit, asking the usual questions about her address, husband's employment, property, references, and whether she has ever carried an account at another store.

The application blank is filled out and she affixes her signature, thereby giving her written word that the above information is true. She makes her deposit of $37.50.

Then the salesman asks Mrs. Jones to excuse him for a moment while he has her bill prepared and attends to some other little formalities. He is gone two or three minutes. He returns and enters into casual conversation with her customer for a moment while he has her bill prepared and has attended to some other little formalities. He is gone two or three minutes. He returns and enters into casual conversation with the customer for a few minutes more.

"How long did you say you have lived at your present address?" he asks presently. Mrs. Jones replies that she has resided at her present address for some six years.

"Tell me, then," says the salesman. "How long did you live at 234 Poplar street?"

"I?" exclaims Mrs. Jones in a surprised tone.

"Yes, you," he continues. "Tell me where you lived at 234 Poplar street in February of this year."

"The Melodious Shop, Mr. Brown," she replies.

"But I thought you said you have lived at 234 Poplar street all these six years."

"I did," she says.

"Well, where did you live at 234 Poplar street last Christmas?"

"I am not sure, I don't think I lived there last Christmas."

"Well, why not?"

"Because it isn't true." 

"Mr. Brown, the Melodious Shop," Mr. Brown produces a paper which he and the salesman compare with Mrs. Jones' application for credit from the Modern Shop.

The signatures are the same. But Mr. Brown's paper is the contract of the Mrs. Henry Jones who formerly resided at 234 Poplar street and who removed from that address several months before while owing the Melodious Shop nearly $300 on a phonograph.

Mrs. Jones may doggedly deny that she is the one who skipped out from 234 Poplar street owing the Melodious Shop a sum of money, but the evidence is all against her. She is told that there is but one thing for her to do—pay the Melodious Shop in full and let her deposit apply on a cash purchase from the Modern Shop. There is no need for her to persist longer. The Modern Shop has her $37.50, together with her new address, references and husband's place of employment. She is caught with the goods on and that is all there is to it. She will pay the Melodious Shop and if she ever buys anything in another talking machine shop in that city she will pay cash for it.

How It Was Done

What happened was this:
When the salesman asked Mrs. Jones to excuse him for a moment he stepped into another room and consulted a card file. In thirty seconds from the time he left Mrs. Jones he was reading a card that gave this information: Name, Mrs. Henry Jones; address, 234 Poplar street; occupation, husband, mechanic, Dodge's. This was the only information given on the card, and the pasteboard itself was white.

Another thirty seconds and the salesman had telephoned to Mr. Brown, credit manager of the Melodious Shop, to bring over the contract of Mrs. Henry Jones of 234 Poplar street. He then returned and engaged Mrs. Jones in conversation for the few minutes it took Brown to hurry over with the convicting contract.

No, this didn't actually happen. It isn't being done among talking machine dealers. What actually did happen was that the salesman bade Mrs. Jones a cordial good-day and delivered the talking machine on the following morning.

Two weeks later Mrs. Jones, having ignored the statements that had been sent to her, a collector called at her home and learned that she had moved and had left no forwarding address. The Modern Shop doesn't know yet that the same person also skipped out on the Melodious Shop, nor do the other talking machine dealers of the city know that such a party has beaten several other dealers and will very likely do the same for them in the near future.

Making Hard Times for the Crooks

The above incident is, however, illustrative of a system that is catching slips almost daily. The dealers in another line in a large city have organized a credit association that is protecting them from untold losses, while collecting thousands of dollars for them.

The system adopted by this association might very well be used by talking machine dealers to splendid advantage.

The system is this: The association employs a salaried secretary who devotes all her time to the work of preparing records of slips, rejections and undesirables. Each day the members prepare lists of their slips or, of those who are too slow in paying as to be wholly undesirable and of those to whom they have refused credit. The secretary calls and collects these lists, returns to her office and prepares cards for each member of the association. These cards are then delivered on the following morning, when she collects the reports for the previous day.

Cards are the usual card-index kind and are of three colors: white, representing a skip or

(Continued on page 16)
DISCOURAGING THE "DEAD BEAT" (Continued from page 15)

one who is wholly undesirable: green, representing one who has been denied credit by a member of the association, and blue, representing women who are implicated in divorce proceedings or whose husbands have disclaimed responsibility for their debts.

The old trick of opening an account and then moving to another address is defeated by the fact that the association knows the name of which was given on the card and have the customer's new address. If, again, her card had been a blue one, he would have returned and said casually, "Now, of course, we'll have to have your husband's signature on the contract, Mrs. Jones." If Mrs. Jones knew this to be impossible, then her card would have been a red one, indicating one who has been denied credit by a member of the association, and blue, representing one who is wholly undesirable; green, representing one who is a very desirable account.

How It Works

When this association was first formed the secretary kept a record of all removals from the association's file to the only store that sells their records — yours. Columbia Graphophone Co.

NEW YORK

"O-H-I-O (0-My-0!)," sung by Al Jolson, and "I Want to Go to the Land Where the Sweet Daddies Grow," by Van and Schenck, will make people want to go to the only store that sells their records — yours. A-3361.

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES, FINISHING and RECORDING LABORATORY JEWELS

Plant No. 1

SAWING

125 Broad Street

Grinding

Tel. 3906 Market

ROUGHING

NEWARK, N. J.

ROLLING

MANUFACTURER OF

EXPERIMENTAL

PHONOGRAPHD 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.

Columbia Graphophone Co.

NEW YORK
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. LUNDBGRO 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.  Guatemala-Hunter Co., Inc.
Birmingham, Ala.  C. H. Killen Co.
Boston, Mass.  C. J. Heppe & Son
Buffalo, N. Y.  W. F.loo Piano Co.
Chi e go, Ill.  Lyon & Healy.
Cincinnati, Ohio  Rudolph Wurlitzer Co.
Cleveland, Ohio  The Knight-Campbell Music Co.
Dallas, Texas  German Piano Co.
Denver, Colo.  Harry Sarno.
El Paso, Tex.  The Knight-Campbell Music Co.
Houston, Texas  The Oletta Co.
Kansas City, Mo.  J. W. Jenkins & Sons Music Co.
Minneapolis, Minn.  Bader Young Brothers Co.
Muncie, Ind.  Wil. R. Hymas.
Meadow, Ala.  Columbus Piano Co.
New York, N. Y.  H. C. Collins.
Oak Park, Ill.  Scrimgeour & Co., Inc.
Omaha, Nebr.  The Talk. Mach. Co. of Texas
Philadelphia, Pa.  Emanuel Blout
Pittsburgh, Pa.  Emanuel Blout
Pond, Mass.  T. S. & A. Andrews
Richmond, Va.  T. S. & A. Andrews
Syracuse, N. Y.  W. D. Andrews Co.

March 15, 1921  THE TALKING MACHINE WORLD  17
FINK HEADS KRANZ-SMITH CO.

Purchases Interests of Well-known Baltimore Music House Formerly Controlled by F. G. Smith, Inc.—C. B. Noon Is Manager

BALTIMORE, Md., March 4.—After eleven years Joe Fink, at twenty-eight years of age, has realized the dream of his youth, for he is now president of the Kranz-Smith Co., in addition to being president of the Kranz-Fink Talking Ma-

chine Co., of this city. The realization of this dream has just come with the announcement of the purchase of the piano company, which was controlled by F. G. Smith, Inc., New York, with the purchase of the piano company, which was established music houses in the city and was

founded by the late G. Fred Kranz, who passed away in 1916. The firm handles the Mason & Hamlin, the Artério-Angelus and the Bradbury and Webster lines. It is quartered in a very im-

posing home at Fayette and Charles street in a five-story building.

Joe Fink started, when a lad of twelve, working in a small talking machine store in East Baltimore. After he had been in the busi-

ness about five years he came uptown and the late Mr. Kranz took him into his employ as a clerk in the Victrola department. That was in 1910. Three years later he acquired half interest

in the talking machine business of the firm and the Kranz-Fink Talking Machine Co. was or-

ganized. The business went ahead with a rush and this continued and the place expanded to meet the ever-growing demand of the trade. When Mr. Kranz died in 1916 Joe acquired from the widow the interest in the business and be-

came the sole owner.

The firm will retain its name. There will be no changes in the policy. Mr. Noon, who has been managing the piano end of the business for some years, will continue as general manager of the business.

Nichols & Frost to Open Soon

Fitchburg Brunswick Dealers Buy Victor Depar-

tment of Hardware Concern and Consoli-

date the Two—Improvements Planned

FITCHBURG, Mass., March 5.—A modern music

store is being opened by Nichols & Frost in the store formerly occupied by B. L. Rich & Co., at 363 Main street. The store will be con-

nected with the present Nichols & Frost stores by the installation of a connecting passage in the rear and will be fully equipped with every-

thing necessary to make it a high-class store for the sale and demonstration of Brunswick and Victor machines and records, music rolls and sheet music.

Nichols & Frost have had a very successful season with the Brunswick line and have out-
grown the present space on the third floor. More room was needed. The Victor depart-
ment carried by the Fitchburg Hardware Co. was bought by Nichols & Frost, now Fitchburg agents for that popular machine. The Victrola machines have been added to the Brunswick department and the firm will carry both makes in their new store. Plans have been made by which the new quarters will contain sound-proof record booths and demonstrating rooms equipped with all modern devices to ac-

commodate customers.

NOTED ARTISTS HELP RECORD SALES

Artists’ Department of Werlein’s Brings Famous Artists to New Orleans—Business Is Very Ac-
tive With This Institution

NEW ORLEANS, La., March 5.—Business with the talking machine department of Philip Werlein, Ltd., is proving to be very active, and the sup-
ply of Victrolas and Victor records now being received and being sold is a strong indication not only of present conditions, but of future prospects. Harry B. Loeb, manager of the art-
ists’ department of the Werlein house, is bring-
ing a number of famous artists to the city. We recently heard Bonci, Schumann-Heink, Tetrazzini, and Godowsky and Max Rosen are scheduled for March 16, Titta Ruffo April 4, and Jan Kubelik April 13. The appearance of these artists in the city has greatly stimulated the demand for their records.

To Open Exclusive Victor Store

COLUMBUS, Neb., March 4.—The C. D. French Furniture Co., Victor dealer in this city, is closing out its furniture store and is going into the exclusive Victor business and will open up an attractively arranged Victor store just as quickly as the furniture stock can be closed out to advantage.

GRANBY SALESMEN

Salesmen who know the Talking Machine business, and have a large acquaintance among better class dealers, can have unoccupied territory, to open and develop, and profit in its future development.

The unusual Granby Cooperation will be tendered to both the dealer and salesman.

Name your territory, past performances, and references, in first letter, which will be held confidential.
The Brunswick Method of Reproduction

A THOROUGH understanding of the Brunswick Method of Reproduction arms the dealer with one of the strongest selling arguments in the phonograph field. It is much more than a phrase. It is a principle, so tangible, so definite, so easily demonstrated to the prospect, that it is practically irresistible.

The Brunswick Ultona, an all-record reproducer, and the Brunswick Oval Tone Amplifier, an all-wood tone chamber, are the two outstanding features of this method, which are in every way exclusive with the Brunswick Phonograph.

From the moment a salesman lifts the top and begins his story, he has at his command an all-enveloping, comprehensive, and most powerful selling appeal.

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., 1365 Boylston Street, Boston, Mass.

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

The Brunswick-Balke-Collender Company,
La Calle De Capuchinas No. 25, Mexico City, Mexico

Brunswick PHONOGRAPHS AND RECORDS
Brunswick
PHONOGRAPH AND RECORDS
JUST as Brunswick factory standards are most exacting, so too it is desired that Brunswick dealers handle The Brunswick in a befitting manner.

Those who would become Brunswick dealers must show by their high standing in their own communities, by their business methods and by their appreciation of and sympathy with Brunswick policies, that they are ready, able and willing to carry out Brunswick ideals.

The Brunswick is a musical instrument in every sense of the term, and it has always been the aim of its makers to have it displayed and sold as such. Brunswick would rather have The Brunswick in the hands of a few selected dealers in each community than entrust it indiscriminately to all who may desire to carry it.

THE BRUNSWICK-BALKE-COLLENDER COMPANY, CHICAGO
The Brunswick Method of Interpretation

The sensational success of Brunswick Records is one of the topics of the hour in the phonograph world.

Buyers and dealers often ask why Brunswick Records are so superior, and what is done in Brunswick Studios that is not done in other studios to make them so.

While recording itself requires both the skill of the artist and the knowledge of the scientist, there is no magic formula which makes superior records: in the last analysis it is the combination of the best men, methods, materials and machines—and the taking of infinite pains in every detail.

Brunswick Records are often made and remade many times before Brunswick standards are entirely satisfied.

THE BRUNSWICK-BALKE-COLLENDER COMPANY
General Offices: 621-633 South Wabash Avenue, Chicago
Branch Houses in Principal Cities of United States, Mexico and Canada
New England Distributors:
Kraft, Bates & Spencer, Inc., 1265 Boylston Street,
Boston, Mass.
Canadian Distributors:
Musical Merchandize Sales Co., 79 Wellington St., West,
Toronto
The Brunswick-Balke-Collender Company,
La Calle De Capuchinas No. 35,
Mexico City, Mexico
TRADE CONDITIONS IN MALTA

Practically No Demand for Cabinet Machines—Cheaper Grades Most Popular

WASHINGTON, D. C., March 7.— Practically all the talking machines sold in Malta, we are informed by Consul Carl R. Loop of Valetta, are known as American machines, but they are imported from England. One makes retail for £4 10s. ($21.90); one for £7 ($34.06) and another for £7 to £24 ($34.06 to $116.80). A great many more of the cheaper grades are sold than of the more expensive. So far there is no appreciable demand for machines in cabinets. The total sale per annum runs from 100 to 150 machines.

Records retail from 3s. ($0.73) to 8s. ($1.95), the most demanded selling for 7s. 6d. ($1.83). It is estimated that about 2,000 records are sold per annum. About 90 per cent of these are records of Italian opera, the remaining 10 per cent being of dance and lighter music. The Maltese people are partial to Italian operas, and the other records are purchased almost exclusively by the English residents.

The Maltese importer is adverse to opening foreign credits for the purchase of goods. Ordinarily he has not a large capital, and does not care to tie it up by opening foreign credits. He prefers to pay cash against documents, if credit is not allowed.

A list of dealers, all of Valetta, Malta, who may be interested in handling machines and records, may be obtained from the Bureau of Foreign and Domestic Commerce or its district or co-operative offices by referring to file No. YE-1692.

EMERSON JOBBER ATTAINS SUCCESS

Emerson Ohio Co. Making Rapid Progress—S. W. Goldsmith Is General Manager

COLUMBUS, O., March 7.— The Emerson Ohio Co., of this city, which was appointed distributor of Emerson phonographs and records on the first of the year, has signed up a number of important accounts in this territory. The company occupies the first floor and basement of the building at 36 West State street, which it uses as an office, display room and shipping room. A stock of phonographs is kept at the W. Lee Cotter warehouses.

S. W. Goldsmith, vice-president and secretary of the Goldsmith Music Store Co. for the past eight years, is general manager of the Emerson Ohio Co., and associated with him is S. M. Hyman, James W. Pommer, of Albany, Ind., and Charles Usher, of Brooklyn, N. Y., experienced wholesale talking machine salesmen, are representing the new company in this territory.

FINDING ITS POLICY SUCCESSFUL

Believing that a hit sells other records, the Standard Talking Machine Co., Pittsburgh, has prepared for its dealers mailing cards and stuffers of the current hits. The company is having much success with this plan. The hit selected last month was "Rosie."

The bigger your field and facilities the greater the proposition I can make, so write me fully in your inquiry.

EDMUND BRANDTS, President

The Harponola Co.
101 Merceina Park
Celina, Ohio

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
Reliability

Every Rishell Phonograph is typical of the house back of it—and the 55 years of that house's consistent record for **reliability**. Every Rishell Phonograph is always in order; always ready for producing that marvelous tone that is the wonder of the trade and the despair of other phonograph makers. Every Rishell Phonograph is cased in the perfection of cabinet work, exquisitely finished by master craftsmen. Every Rishell Phonograph prepares the way for another Rishell sale.

Write 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, N. Y.
The Talking Machine Is Now Entering the Realm of Literature in the Home ::

By Lee Howard

Just as the talking machine has been the most effective means of increasing the musical knowledge of the great mass of the people of the world, so is it now entering the realm of literature and is making it possible to bring the world's best poetry, prose, reports, orations, or fiction within reach of the average man and woman. Good music in the home—good literature in the home. Each seems to be the logical supplement of the other. Now that the place of music has become established the talking machine will establish literature in the home. It will add to the effectiveness of the best library and will take the place of a library among those who have not sufficient means to purchase expensive books.

The recent recording of standard passages from Shakespeare's plays is the first step toward the higher goal of progress. To everyone has come the pleasure of hearing some talented actor or some trained reader render some pleasing bit of prose or poetry. Theatre lovers go often to hear their favorite stage characters because there is something about their particular style of speaking that appeals. To be able to bring the very voice of Shakespeare is, as we have said, the first step. From this basis the work of recording good literature can and should be extended until it embraces a record library as varied and as excellent as the present-day musical library. Realizing that education must begin with the child, the talking machine industry has already prepared records for children. These little records of nursery rhymes or the songs of childhood have become very popular with the youth of the nation. But as yet their field has been but slightly developed. The larger records should contain standard literature for the children, too. Imagine, for a moment, the value of these records in the modern educational system, elementary or secondary. After studying some piece of literature the child could hear this spoken and spoken correctly, every syllable clear and distinct. In this way the child would quickly learn to speak correctly and also appreciate what is best in the literature of the world. The appeal to the eye and ear is the ideal combination. The appeal to the eye alone is not sufficient, as educators have learned. It is useless to try to learn to speak a foreign language merely by gazing at the printed page. The moving picture theatre offers a good example of the appeal to ear and eye. To have films alone without music does not satisfy. Consequently orchestras and organs have come to be necessary adjuncts to the modern motion picture house. The appeal to the ear.

Much as these educational records are needed at the present time, their development waits upon the development of the recording industry. Larger records are needed or else records upon which a great deal more can be recorded. Records larger than the present twelve-inch size have been regarded as impracticable by record manufacturers as a whole. But the twelve-inch record is hardly large enough to be used in the field of literature. In the necessity of changing records so frequently lies the greatest handicap. Surely here is a field for development. Either in the modification of the talking machine or the records must the answer lie. Once this problem is successfully solved the industry will have made another step forward.

Kewanee Brunswick Shop Moves

Business Formerly Associated With Furniture House Now Becomes Independent

KEWANEE, I11., March 3—The Brunswick Shop, which is managed by Miss Grace C. Van Couren and has been located in the building with the Ogle Furniture Co., 219 West Second street, in Kewanee, has recently moved to the Sugar Bowl Building, at 118 North Tremont street, and becomes a separate enterprise, to be known as the Brunswick Shop Co.

The new location will display the Brunswick products to a much better advantage. With a few changes the south side of the building will be fitted up appropriately with demonstration booths. The new record room is decorated in a blue and white color scheme as a splendid setting for this music shop.

Brunswick phonographs and records will be featured and a full line of Emerson and Gennett records also will be carried.

D. M. Smith on Lengthy Trip

Sales Manager of Rishell Phonograph Co. Visiting Trade in West—Important Dealer Accounts Established Recently

WILLIAMSPORT, Pa., March 5.—Douglas M. Smith, sales manager of the Rishell Phonograph Co., of this city, manufacturer of the Rishell phonograph, left recently on an extended Western trip, which will include a visit to the leading trade centers as far West as Kansas City, Mo. It is possible that Mr. Smith will proceed to the Pacific Coast, as inquiries for Rishell representation have been received from a number of prominent concerns in that part of the country.

During the past few weeks good-sized orders have been received by the Rishell Phonograph Co., and accounts have been opened in important territories, including the establishment of several dealers in active Ohio industrial centers. The Rishell phonograph is steadily increasing in popularity, and the gratification of numerous letters of commendation from its dealers as to the quality of the product it is now turning out.

INCORPORATED IN CINCINNATI

The Market Music Co., Cincinnati, 0., has been incorporated with a capital of $30,000. The incorporators are: M. B. Fishel, D. B. Stone, S. H. Miller, R. E. Stein and B. R. Kohn.

THE VICTOR RECORD

A series of

ACHIEVEMENTS

of the

VICTOR TALKING MACHINE CO.

† The Victrola No. IV was really the first type of hornless machine to appear on the market and tended to eliminate the unsightly horn models.

† The immediate popularity of this type, and the enormous sale of same, led to the development of the large type Victrolas.

A SUGGESTION

† The Knickerbocker "Ready-to-Play" Carrying Case, made to fit the Victrola IV, and having compartments for a record album, the needles and winding crank, now listed at $20.00, together with the Victrola IV listed at $25.00, makes a $45.00 portable outfit—the ideal equipment for campers, travelers, etc.

† Write us for prices or communicate with your nearest Victor Wholesaler.

KNICKERBOCKER TALKING MACHINE CO.

Victor Wholesalers

138-140 West 124th Street New York

Now That the Place of Music Has Become Established the Talker Will Bring Good Literature to the Home

MARCH 15, 1921

THE TALKING MACHINE WORLD
"A new Gennett!"

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

To know the utmost in music's reproduction hear Gennett No. 4661. In the "Home Again Blues" Medley Fox-trot Joe Coleman's President Orchestra makes your toes fairly tingle and on the reverse Green Brothers Xylophone Band brings out with great vivacity the snappiness of "Toodles," a One-step.

Gennett Records
Manufactured by
THE STARR PIANO COMPANY
RICHMOND, INDIANA

New York—Chicago—Los Angeles—Birmingham
Detroit—Cincinnati—Cleveland—Indianapolis
Boston—Jacksonville—London, Canada
Marion Harris' new "blues" are "Look for the Silver Lining," from Sally, and "I'm Gonna Do It If I Like It." This exclusive Columbia songbird's latest will line your pockets with silver—if you like it. A-3367.

Columbia Graphophone Co.
NEW YORK

TIME TO HUSTLE, SAYS HOWARD
Large Part of Dullness in Talking Machine Industry Is Psychological Rather Than Real, Is Belief of Granby General Sales Manager

After five years or more of watchful waiting a photographer was at last able to induce E. C. Howard, general sales manager of the Granby Phonograph Corp., Norfolk, Va., to enter his

E. C. Howard

studios. It took a New York photographer to accomplish this task.

Mr. Howard spent about three weeks recently in the metropolis in the interest of the Granby Phonograph Corp., and in that period found time to get in touch with his many friends in the industry. He is known as a human dynamo and accomplished much in the furtherance of Granby interests in the short time he was in the city.

Mr. Howard believes that a good deal of the inaction in the talking machine business is psychological rather than a fact, and believes that "any merchant who will get up and hustle instead of sitting around cussing the country' will find good business during the year.

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The Schmelzer Co., by the way, just closed its second salesman ship class, which was well attended, the dealers in this territory being most appreciative of this very important means of increasing their knowledge of how best to serve the public. Moreover, each dealer returned to his field of Victor endeavor full of inspiration, with a knowledge of the product and ideas of better service to his customers, all leading to increased sales. During the course of the sessions addresses were made by Dr. Edward Gerraughty, one of the leading physicians in Kansas City, who has made a considerable study of music as related to economics; C. J. Schmelzer, treasurer; Arthur A. Trostler, secretary of the Schmelzer Co.; the managers of the record, advertising and repair departments, and by W. A. Fritschi, impresario. These classes have been under the direction of David R. Walsh, who has found the dealers most keenly interested. The third salesman ship class was opened late last month.

Why worry about the past? The best way to redeem it is to forget all about it.

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"
December 31 1920

The Magnavox Co.,
Oakland, Calif.

Dear Sirs:

As a real sales promoter your Magnavox is the best ever; aside from the wonderful advertising value, the actual sales made have more than paid for the instrument in this short time that we have owned it. You are overlooking a good bet if you do not sell every live wire talking machine shop in the country, and here hoping you do.

With the season's best greetings we beg to remain

Yours very truly,

The Music Shop Inc.,
Per. 41,-...cs-ex.-C1,-

Write Your Nearest Distributor for Further Information and Details of Dealers’ Proposition

J. O. MORRIS CO., INC.,
1270 Broadway, New York City.

MINNEAPOLIS DRUG COMPANY,
Minneapolis, Minn.
States of Minnesota, Montana, North and South Dakota.

SONORA DISTRIBUTING COMPANY,
1707 Elm St., Dallas, Texas.
Entire State of Texas, except northern Panhandle.

CANADIAN DISTRIBUTORS
I. MONTAGNES & COMPANY,
Ryrie Bldg., Toronto, Canada.

Manufactured By
THE MAGNAVOX CO.
Oakland, Calif.

Pacific Coast Distributors of Sonora Phonographs
Our expert staff of Victor merchant-disers are at your command at all times—each offering you a real service in helping you to solve your retail problems.

We Back the Dealer Who Backs the Victor

Knight-Campbell Music Co., 1608 Wynkoop Street, Denver, Colo.

WIRELESS MEGAPHONE CONCERT

Music on Steamship on High Seas Heard by Audience in College Laboratory

Toasting on the waves somewhere off Sandy Hook the steamship "Gloucester" was proceeding on its way, while below deck the crew were entertaining themselves by playing the latest records on the ship's talking machine. But only half of the audience was present. The other hearers were waiting in the laboratory of Professor A. N. Goldsmith at the College of the City of New York. Professor Goldsmith adjusted three needles on a dial, threw a switch and a motor began to hum beneath a large megaphone. The music faded and the crackle of the high-aire noises except the music were excluded. The next moment the sound of the music on board the ship was heard as plainly in the laboratory of the "Gloucester" was heard telling the concert was about to begin. The next moment the sound of the music on board the ship was heard as plainly in the laboratory as though the instrument were actually in the room. Each note was loud and clear. By means of a localizer and an amplifier all other air noises except the music were excluded. A slight movement of the needles on the dial and the music faded and the craddle of the high-powered wireless stations on all sides took its place.

NEW MUSIC SHOP IN MEMPHIS

MEMPHIS, TENN., March 3.—Arrangements have been completed for the opening of a new shop at 108 Madison avenue, to be occupied by a branch of Fortune's Music Shop, operated by the Fortune-Ward Drug Co., just opposite the City of New York.

MEMPHIS, TENN., March 3.—The interior will be thoroughly overhauled and remodeled to accommodate the new shop, it was announced. Saul Bluestein is manager of the department. Mr. Bluestein is to leave to-morrow for a buying trip in the East. It is planned to open the shop within two weeks, with a complete line of talking machines, records and player rolls.

We are introducing a reproducer which is different from anything on the market. In principle it is non-metallic, at the same time practically indestructible and not affected by moisture or temperature changes. We guarantee it as a quality product. All principles of construction covered by basic patents. Samples to the trade $7.00 each.

Requests for Tests and Demonstrations Are Solicited from Manufacturers, Jobbers and Dealers.

Steurer Reproducer Company, Inc.
158 West 21st Street
New York City

RECORDS TO TEACH HEALTH RULES

Chicago House Prepares New Series of Records for Course in Body Building

A Chicago health institute has adopted the talking machine record and put out a series of records on health. These records contain short talks on how to build up the body and maintain physical fitness. Music is combined with the talks in an effort to make the course as interesting as possible so that the patient will continue with the work once it is started. This system would seem to be a new application of the record and yet an entirely logical one, extending the field already covered by the language courses and other educational methods.

EXPANSION OF GRANBY BUSINESS

Plant at Newport News Very Busy—Distributing Center for New York District on Canal Street—Levy & Co., of Norfolk, Active

NORFOLK, VA., March 4.—The Granby Phonograph Corp. reports that the Granby factory at Newport News is working at full speed and that night shifts are put on several weeks ago to take care of the increased product requirements. Commodious warehouses have recently been secured at 365 to 367 Canal street, New York, which the Granby Phonograph Corp. will use as distributing center for the metropolitan district. E. C. Howard, director of sales, is highly pleased at the manner in which the Granby has taken hold, and reports that fourteen new retail accounts have been established from the new New York distributing center. Philip Levy & Co., Granby retailers of this city, have advised the Granby organization that they did a special holiday business of 500 Granby phonographs from their Norfolk store, and 250 from their Newport News establishment. This company is also featuring the Granby line in its new Washington, D. C., store on Seventh street. In the opening week 125 instruments were sold.

Striking Advertisement by Thomas A. Edison, Inc., Uses Interview With Inventor as Basis of Interesting Discussion on Tone Quality

In a striking advertisement which will appear in national and farm magazines in all parts of the country the Thos. A. Edison, Inc., is using an interesting interview with Thomas A. Edison on the improvement of the human voice. Mr. Edison makes the statement that out of the 3,800 singers who have made voice trials for him he has found but twenty-two who could sing pure notes. In explanation of this he says:

"I have collected, through my agents in Europe and America, phonographic voice trials by approximately 3,800 singers. Of these there are but twenty-two who sing pure notes, without extraneous sounds and the almost universal tremolo effect. A singer still is quite a different thing from a tremolo.

"A trill can be and is controlled by the brain, but a tremolo is not within brain control and, so far, there has been no means found for correcting it. Most singers cannot sustain a note without breaking it up into a series of chatterings, or tremolos. The number of waves varies from two per second to as high as twelve. When at the latter rate the chatter can just be heard and is not particularly objectionable. When at a slower rate it is very objectionable.

"If this defect could be eliminated nothing would exceed the beauty of the human voice, but until this is done there will be only a few singers in a century who can emit pure notes in all registers. Patti, for example, was conspicuous for emitting pure notes, except in the lower part of her scale, and she was always reluctant to sing a song requiring the use of her lower register."

The interview goes on to tell Mr. Edison's reason for the "Realism Test," which demands that the bearer close his eyes in order to give his ears full play in comparing the living voice with the re-creation of it.

The whole advertisement is unusual in form and content and is one that will without doubt be read by music lovers and others in all parts of the world. A portrait of the famous inventor occupies a prominent place at the beginning of the interview.

CUBAN IMPORTERS ENLARGE CAPITAL

The well-known importing house of Quevedo & Cabarga, of Havana, Cuba, has admitted Jose Garcia Conde as partner and the concern will hereafter be known as Quevedo, Cabarga & Co. The capital of the company has been considerably increased.

The 1921 man is going to be one who tackles the most difficult problems confronting his department or his business or his industry, or his community, for that matter, and licks them.
CONSTRUCTIVE FEDERAL TAX PROGRAM SUGGESTED
BY MUSIC INDUSTRIES CHAMBER OF COMMERCE

Adoption of Some Form of Commodity Sales Tax Urged as Plan for Raising Necessary Revenue
While Permitting of Abolishment of Excise and Excess Profits Taxes

At a meeting of the board of directors of the Music Industries Chamber of Commerce, held
at the general offices in New York last month, at which Ralph L. Freeman, director of dis-
tribution of the Victor Talking Machine Co., was present, chief attention was given to the
plans of the Chamber in connection with the Federal tax revision program and the tariff. The
legal committee on Federal tax revision pre-
sented a comprehensive report embodying a
number of recommendations favoring in a gen-
eral way some form of sales tax and it was
voted that the Chamber continue its present
campaign. The program as outlined provides
that:
The Chamber will urge Congress to abolish
the excess profits and the so-called "war-time"
excise taxes; to impose a minimum tax of $5
upon all persons twenty-one years of age or
older who receive an independent income; to
raise the additional required estimated mini-
um revenue of $2,000,000,000 for the most part
by a uniform tax on all sales of commodities,
wares and merchandise, not including capital
assets, to be paid monthly by each seller.
The Chamber will recommend to the Ways
and Means Committee of the House of Repre-
sentatives that the present customs duty of 55
per cent ad valorem on musical instruments and
parts be increased to 45 per cent ad valorem;
that player-piano actions be added to the list
of parts specifically mentioned in the Tariff
Act; that music wire be added at the rate of 35
per cent ad valorem, and that the present duties
on raw ivory be eliminated.
The Chamber will advocate the more adequate
financial support of the Bureau of Foreign and
Domestic Commerce and the Consular Service.
The report of the legal committee, the gist of
which is given above, upon being accepted was
ordered printed so that copies may be sent to
members of Congress, to the principal news-
papers, business magazines and trade papers
of the country and to local commercial and na-
tional trade associations. It was also decided
to obtain the approval of as many national as-
sociations as possible for the commodity sales
and have them give it active support.

Calculating that the requirements of the
Government would amount to four billion dol-
lar revenue, it was recommended that Con-
gress be urged to revise the present Federal tax
system as follows:
1. That the excess profits tax and so-called
"war-time" excise taxes be abolished, and that
the individual income surtax rates be materially
reduced.
2. That all persons residing in the United
States and having an age of twenty-
one years be compelled to report income, and
that a minimum tax of $5.00 be imposed upon
all persons who receive an independent income.
3. That the additional revenue required (esti-
mated maximum, $2,000,000,000) be raised, for
the most part, by a uniform tax on all sales of
commodities, wares and merchandise, not in-
cluding capital assets, to be paid monthly by
each seller.

In the preparation of the report the commit-
tee went with great detail into governmental
finances to provide a basis for argument, and its
recommendations included those to the effect
that the excess profits tax should be repealed,
surtales should be revised, and that wartime
excise taxes should be eliminated, as they vio-
late the principles of justice and fairness in
taxation, and will not yield the expected revenue
because such taxes will serve to restrain sales
in the industries upon which they are levied.

Evidences of Discrimination
The report says specifically:
"As illustrative of how some of the commodi-
ties now subject to excise taxes conform to
these tests, the products of the music industry
may be cited. Musical instruments, particularly
 pianos and phonographs, which are the most
important, are purchased usually with the ex-
pectation of lasting a lifetime. They are in
the nature of investments, being an essential part
of the home, and usually require a relatively
large investment for the purchaser. The re-
tailer almost never makes a cash sale and in
the great majority of cases the initial payment
serves merely to offset the tax which has been ad-
anced to the Government months previously
by the manufacturer. In normal times the
transaction is not completed by the final pay-
ment for two, three and often four years after
the initial sale is made by the retailer. The
instrument is not infrequently returned and has
to be sold again. No industry operating under
such conditions can flourish with the extra bur-
den of an excise tax draining a large part of
its cash resources in a constant stream. The
sales and credit methods of such an industry
cannot be changed without entailing a serious
decline in volume of sales and consequent loss
of revenue to the Government and profit to the
industry. It is absurd and indefensible to retain
a special excise tax on such an industry.

"Excise taxes have been defended at times
on the grounds that they are usually imposed
on industries which can easily obtain the tax
without curtailment, or, whose curtailment does not deprive
the public of anything which is essential to its
welfare or which is even desirable. From a tax
standpoint, such a theory is indefensible, for
a tax which curtails the taxable source, irrespec-
tive of the desirability of curtailment, defeats
its only real purpose, that of obtaining
revenue. As a method of curtailing alleged lux-
uries, it is sufficient to point out that Govern-
ment curtailment of industries which are harm-
fal to neither public health nor morals, and Indi-
rect Government regulation of the buying habits
of the people, is contrary to the true Ameri-
can conception of the rights of theIndividual

THE PHONOMOTOR
Trade Mark Registered U. S. Pat. Office

THE STANDARD ELECTRIC PHONOGRAPH
DRIVE OF THE WORLD

Patented in U. S. and Canada

Mr. Manufacturer,

DO YOU KNOW?
That the PHONOMOTOR was and is, the first in the field, that many owners testify
to its wonderfully perfect service.

It is progressive, in pace with the electric age.
It is a UNIVERSAL Motor, and perfectly silent.
There are NO REPAIRS needed for years.
Its constant speed is guaranteed.
There are thousands in use today, many of them for nine years.

IT IS FOOL PROOF
We guarantee this motor to be as represented in every respect.
And DO YOU KNOW that the PHONOMOTOR will add to your profits?

A word to phonograph repair men: You will find a profitable business in replacing spring
motors with the electric, the PHONOMOTOR is adapted to any PHONOGRAPH, a great
number of repairs can be done which can add to the value of your business.

On application prices will be quoted on quantity orders.

GEORGE CLAY COX
73 State Street
Rochester, N. Y.
amounting to about $2,000,000,000,' and that the taxes already discussed will provide a revenue whereby everyone should be required to pay an amount of money for education.

Education as separate from the other necessities of life is not really to live. Living as distinct from making mere existence possible is possible only when people are cultured. It is impossible to live without religion, and indispensable to many forms of amusement. The existing excises tax the motor truck, as they are not luxuries. But not the horse-drawn vehicle doing the same work and is odorless and will not stain. Watch Oil is best for phonographs and sewing machines-for polishing furniture and woodwork and in outdoor and will not rust. It is free from acid and will not gum, chill or become rancid. Sentimental it best for guns because it prevents rust. Watch Oil is put up in Oz., Half, and Two Bottles and in Quart and Gallon Cans.

Non-Luxuries Subject to High Excises

"Even though it were either just or possible to tax luxuries in a proper manner, musical instruments and many other commodities now subject to high excises taxes should not be so taxed, as they are not luxuries. Musical instruments are essential to the education of the child, constitute the means whereby thousands of persons earn their living, are essential to religious worship, and indispensable to many forms of public life. Music is the most potent, universal and cheapest factor in making life worth living as distinct from making mere existence possible; and in the days of advanced civilization to exist merely is not really to live. The typical piano or phonograph is not the expensive toy with which he earns his living, but not the hand instrument with which he amuses himself.

The Best Oil For Any Talking Machine

In refueling, 'Oil' is given the same care as our family's automobiles. All gums and impurities are removed, leaving it Colorless, Odorless and Stainless. Housekeepers say they would not be without NYoil because it is non-staining, non-corrosive, in machines-for polishing furniture and woodwork and in outdoor and will not rust. NYoil is free from acid and will not gum, chill or become rancid. NYoil is best for guns because it prevents rust. NYoil is put up in Oz., Half, and Two Bottles and in Quart and Gallon Cans.

THE TALKING MACHINE WORLD

The Mutual No. 6 Reproducer

No screws nor adjustments on the stylus suspension. A GREAT ACHIEVEMENT finally mastered.

A patented device of springs now holds the stylus on a knife-edged suspension which entirely eliminates the annoyances and blasts caused by the loosening of screws and various adjustments on the reproducer and stylus.

If you are looking for a sound box that will stand the test of time, our No. 6 is exactly what you want. It is the only reproducer on the market containing this new invention which is the fruit of many years of hard, experimental labor devoted to the improvements in the phonograph industry.

Quotations sent upon request.
The action of the Remington Reproducer has a uniform freedom of vibration throughout its entire surface, while in other instruments the diaphragm is immovably held in a casing.

Thus the Remington permits the reproduction of the minutest detail tone wave and prevents all unpleasant nasal and screechy effects. The volume and clearness of tone is easily 25 per cent. to 30 per cent. superior in the Remington Phonograph.

Progressive dealers desiring information relative to our agency proposition, are invited to write.

Remington PHONOGRAPH CORPORATION

1662-64-66 BROADWAY, NEW YORK, U.S.A.
Various Methods of Increasing Talking Machine Sales Interestingly Described

By W. Bliss Stoddard

Greeley, Ill.

The W. G. Groffman Co., Berlin, Wis., adopted a clever advertising scheme on New Year's Day which could be practiced to equal advantage at Easter, these being the special days on which greetings are sent. Early on New Year's morning the firm sent a number of young men throughout the residence district of the city to tag every house with bright red cards, on which were printed in green letters the words, "Wishing you a Happy New Year! W. G. Groffman Co." These cards were printed in a very gay and cheerful lettering in the wind. The simple and appropriate greeting was generally appreciated rather than otherwise by the householders, while the bright colors and uniformity of card made them easily recognizable, once one had been observed at close range, as representing the third firm.

What's Your Number?

A clever plan to arouse interest of the citizens in talking machines was adopted by W. Howard Sallee, Litchfield, Ill. The plan is one which would, of course, work to the best advantage in small cities, where there is considerable rivalry among several towns of about the same size. This surprising dealer in Litchfield as a hub, sold machines in all the adjoining towns. After conducting an energetic campaign therein he reverted to Litchfield business, and in the manner of putting the matter on record, says that the talking machine concern in that city has already proven very successful in stimulating the sales of both machines and records.

Sidewalk Display Sells Machines

Litchfield! What Will Your Number Be?

Hillboro will have a number. Gillespie has already gotten one. Litchfield will have one. What number will you have? Gillespie's number is 21. New, Litchfield, listen. Will your number be larger than Gillespie's? Why not? Aren't you as musical as Gillespie? I have just installed 21 talking machines there. How many are there in Litchfield who want one? Come down and look over my large stock. Ask to hear them demonstrated—and to hear the latest records. And then resolve there on your own and to send Litchfield's number to a point exceeding Gillespie's?

The clever way in which he appealed to the pride of local patrons induced many to go to see his machines—and resulted in a number of additional sales.

Making the Window Pay at Night

A program of night talking-machine merchants of Utica, N. Y., has solved the problem of how to catch these orders this firm has a pad of printed blanks read:

The order blank reads:

CONCERTS TO INCREASE TRADE

Concerts on the fourth floor, it is now on the eighth floor in a specially designed auditorium, where an extensive line of musical instruments, including a large stock of talking machines, is carried. There are a number of demonstration booths, and a handsomely arranged recital hall where records will be played for the general public two hours daily. An interesting series of concerts is being arranged, under the direction of one of the well-known artists of the city, and here vocal and instrumental selections will be given by conservatory students, in addition to numbers on the phonograph. These concerts will be well advertised in the papers and by personal invitation. A. H. Snyder, head of the music department, says that the talking machine concerns have already proven very successful in stimulating the sales of both machines and records.

Novel Plan of Payments

In order to start the 1921 partial-payment season with a rush the C. T. Sherer Co., Worcester, Mass., offered to the first fifty people who joined the Grofoula Club an instrument for an initial payment of 5 cents, and delivery of the machines at their homes. The payment the second week is to be 10 cents, the third week 15 cents, rising 5 cents a week until a weekly payment of $2.50 is reached, after which the payments decline in the same ratio. Worcester is the hub of some thirty large and small suburban towns and the firm deals on a large business with the farmers and suburbanites. Each Spring the Sherer Co. presents all its customers with the Farmers' Almanac, as a token of appreciation of their patronage.

Guarantee Phonograph Prices

Goodwits, Ltd., Montreal, Can., anticipates customers' fears of reduced prices by assuring them that "We protect our customers with the promise to refund any difference if prices are lowered prior to May 1, 1921." They also advertise "money cheerfully refunded" if the instrument sold fails to fully satisfy the customer.

Simply Wonderful! Marvelous! Beautiful!

THAT'S WHAT U-SAV-YOUR USERS SAY

WHOLESALE DISTRIBUTORS

Wholesale Distributors

Our business is, making just one thing, and making that the best.

No parfils, no way, no ammonia,—to cause you to worry—to kill the cabinet—to throw your furniture into a turmoil.

OUR GUARANTEE:. If U-Sav-Your Cleanser and Dressing is not the finest you ever used, the purchase price will gladly be refunded.

Send for large sample—5c delivered

U-SAV-YOUR MFG. COMPANY

33 Perkins Avenue

Warren, Mass.
A query.

**OF THE** dealer.

**WHO** wants.

**SERVICE.**

**BUT DOESN'T** get it.

**BEEN WATCHING.**

**EMERSON OUT-FIRST**

**FOR MONTHS back.**

**THE EMERSON** dealer.

**HAS had.**

**THE LATEST** hits.

**FIRST!**

**AND AHEAD of.**

**His competitor.**

**AS A consequence.**

**His** smile is broad.

**FOR.**

**His** Cash register.

**TINKLES and chinkles.**

**WITH a music.**

**AS cheering.**

**AND pleasant.**

**AND joyous.**

**TO him.**

**AS his.**

**EMERSON RECORDS.**

**SOUND.**

**TO HIS customers.**

**WE THANK YOU.**

**EMERSON—**

**OUT—FIRST!**

(With apologies to K. C. B.)

---

**EMERSON RECORDS in German,**
**Polish, Italian and Jewish**
are a big asset to the dealer
catering to these nationalities.

---

**EMERSON PHONOGRAPH CO., Inc.**
**NEW YORK: 206 Fifth Avenue**
**CHICAGO: 315 South Wabash Avenue**
Folks will fox-trot happily to “Remember Me” by the Paul Biese Trio, and “Happy Hottentot,” with Frank Crumit’s rapid rhythmic patter. Profits you’ll remember in this double. A-3359.

Columbia Graphophone Co.
NEW YORK

NEW MANOPHONE TRAVELER

H. D. Frost Now Represents Manophone Corp. in Michigan and Indiana—Well Equipped to Give Dealers Service and Co-operation

The Manophone Corp., Adrian, Mich., manufacturer of the Manophone phonograph, recently appointed H. D. Frost a member of the whole-sale traveling staff, with Michigan and Indiana as his territory. Mr. Frost has been associated in the music industry for more than fifteen years and is, therefore, well equipped to give maximum service and co-operation to Manophone dealers in his territory.

During the past few months the Manophone Corp. has received quite a number of applications from dealers throughout the middle West for Manophone agencies. These dealers state that business conditions are improving steadily, and, without exception, they emphasize the fact that the industrial outlook is just what the country needs at this time.

It is the plan of the Buffalo Talking Machine Co. to visit its dealers, show them how to work up a prospect list, supply them with real sales literature, including special letters, convincingly written, for prospects to fit the dealer’s individual requirements and aid the dealer to find the most logical channels for the distribution of the sales literature available from the manufacturers.

This work is particularly opportune because so many merchants who have been able to sell all the merchandise they could get without making any sales effort have gotten out of the habit of really selling goods and now are at a loss to know where to turn for machine prospects and sales.

Because of the industrial depression, wholesale salesmen were able to divert stock from the affected centers so as to supply other dealers more bountifully, and this, coupled with the fact that the gigantic Victor plant is now producing machines and records greatly in excess of its past performance, insures dealers actually having enough merchandise to justify a sales effort.

Good service on the part of the wholesaler will always be a vital essential to the industry, but very likely the term “sales promotion” will be heard throughout the trade more often than “service” has been heretofore.

Intensive selling efforts are now required because of the demoralization ensuing from post-war conditions.

“We earnestly solicit competition in this field,” said V. W. Moody, manager of the Buffalo Talking Machine Co., in discussing the industrial outlook in their localities, which gives substantial reason for optimism.

AN ACCOMPLISHED MUSICIAN

ELLENSBURG, Wash., March 4—Ned Douglas, head of the sales promotion department of the Seattle branch of the Columbia Graphophone Co., was a recent visitor to this city, calling at the establishment of E. W. Moore, local Columbia dealer. While in Ellensburg, Mr. Douglas consented to play the expensive Wurlitzer organ which was installed in Ellensburg Theatre, and the patrons of this theatre were given a delightful entertainment.

Mr. Douglas is a musician and a composer of considerable ability, and prior to joining the Columbia sales staff played the mammoth organ in the Liberty Theatre of Seattle.

PLANNING EXPERT SALES PROMOTION WORK FOR DEALERS

Buffalo Talking Machine Co. Engages Ed. J. Curren to Be Head of Advanced Type of Service Department—A Move That Is Calculated to Meet New Business Conditions

BUFFALO, N. Y., March 5—The Buffalo Talking Machine Co., exclusive Victor wholesaler in this city, has recently inaugurated a sales plan which might properly be adopted by other Victor wholesalers and a great many other merchants, too. Alert to the necessity of adapting its policies to existing conditions, this company has employed an expert for special “sales promotion” work for its dealers.

Ed. J. Curren, who is the man chosen for the job, is a graduate of the William N. Albee school, and his work heretofore has been selling for his customers, rather than to them. Selling for the dealer—or at least helping him sell—is just what the country needs at this time.

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Intensive selling efforts are now required because of the demoralization ensuing from post-war conditions.

“We earnestly solicit competition in this field,” said V. W. Moody, manager of the Buffalo Talking Machine Co., in discussing the intelligent plan of sales promotion work for which this company is sponsor.

No matter what your troubles are, come up smiling. If you do this the biggest prize in the world is ready for you—success.

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

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

HENRY BURR
BILLY MURRAY

ALBERT CAMPBELL
FRANK CRONSTON

JOHN MEYERS
FRED YAN EPS

FRANK BANTA

PLANNING EXPERT SALES PROMOTION WORK FOR DEALERS

Buffalo Talking Machine Co. Engages Ed. J. Curren to Be Head of Advanced Type of Service Department—A Move That Is Calculated to Meet New Business Conditions

BUFFALO, N. Y., March 5—The Buffalo Talking Machine Co., exclusive Victor wholesaler in this city, has recently inaugurated a sales plan which might properly be adopted by other Victor wholesalers and a great many other merchants, too. Alert to the necessity of adapting its policies to existing conditions, this company has employed an expert for special “sales promotion” work for its dealers.

Ed. J. Curren, who is the man chosen for the job, is a graduate of the William N. Albee school, and his work heretofore has been selling for his customers, rather than to them. Selling for the dealer—or at least helping him sell—is just what the country needs at this time.

It is the plan of the Buffalo Talking Machine Co. to visit its dealers, show them how to work up a prospect list, supply them with real sales literature, including special letters, convincingly written, for prospects to fit the dealer’s individual requirements and aid the dealer to find the most logical channels for the distribution of the sales literature available from the manufacturers.

This work is particularly opportune because so many merchants who have been able to sell all the merchandise they could get without making any sales effort have gotten out of the habit of really selling goods and now are at a loss to know where to turn for machine prospects and sales.

Because of the industrial depression, wholesale salesmen were able to divert stock from the affected centers so as to supply other dealers more bountifully, and this, coupled with the fact that the gigantic Victor plant is now producing machines and records greatly in excess of its past performance, insures dealers actually having enough merchandise to justify a sales effort.

Good service on the part of the wholesaler will always be a vital essential to the industry, but very likely the term “sales promotion” will be heard throughout the trade more often than “service” has been heretofore.

Intensive selling efforts are now required because of the demoralization ensuing from post-war conditions.

“We earnestly solicit competition in this field,” said V. W. Moody, manager of the Buffalo Talking Machine Co., in discussing the intelligent plan of sales promotion work for which this company is sponsor.

No matter what your troubles are, come up smiling. If you do this the biggest prize in the world is ready for you—success.
The Jewel Tone Arm and Reproducer 8½ inch length

We have changed the name and improved the product.

**EDISON**

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.

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 Pathe and other hill and dale records.

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

**VICTOR**

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 Pathe and other hill and dale records.

**Victor Position**

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

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, Universal Attachments, Automatic Stops
U. S. DISTRICT COURT DISMISSES RECORD SUIT BROUGHT BY VICTOR CO. AGAINST STARR PIANO CO.


Judge Hand, in the United States District Court for the Southern District of New York, on Friday, February 11, dismissed the action brought by the Victor Talking Machine Co., Camden, N. J., against the Starr Piano Co., Richmond, Ind., charging infringement of certain Johnson patents held to cover the manufacture of lateral-cut records. In his decision Judge Hand says the bill was dismissed for "lack of invention and for abandonment."

The decision in full reads as follows:

THE DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

VICTOR TALKING MACHINE CO.
Appellant.

THE STARR PIANO CO.

No. 655,557.

WILLIAM HESTON KENYON and JOHN D. MYERS

For the Plaintiff.

D. W. P. F. W. for the Defendant.

LEWIS, HAN., J.: The result in this case seems to me to depend altogether upon what the patent in suit is regarded, and once that is settled the whole situation is not unsatisfactorily cleared up. If the patent is regarded as (the plaintiff wishes) to include any sort of direct lateral cut with an elliptical section, then for the reasons I shite it below it can hardly be held too much anticipated and was anticipated long before there was any such cut made by the defendant. It is not disclosed in the original application, while it may be of some consequence, I think, that it may be valid notwithstanding the fact that it was anticipated, if I am right as to the words "disclosed"; a departure from the original specification. If in trespass it was not valuable to disclose it, then it would be useless to spend any further time upon it.

The general understanding of the art in the years 1897 and 1898 is the key to the situation. Our contemporaneous documents are apt to grow it, except in those rare cases in which they attempt to explain or illustrate a part of the common stock of information. That understanding flows from the statements shown whose patentees much of the discussion turned, Clark & Johnson, 624,425; Jones, 688,739, and Johnson, 778,973. The terms "lateral cut," "enlarging," etc., (I do not distinguish them) a lateral groove direct on the wax and "sounding" in the art, in which there remained no room for invention, except in the means used, or the character of the result. Figures three and four of Clark & Johnson's patent for a sound box filed in the very beginning of 1897 (January ninth), together with the text (page 1, lines 18-25, lines 76-100, page 2, lines 26-33), implied that the machine was to be an art at the time supposed by the patentees to be familiar with "lateral cutting." The patent was only for an "improvement" to produce "clearer reproductions" and nothing more except by reference to machines in common use, and that is not "enlarging" in any detail.

The record would accordingly be better preserved. The existence of a lateral cut was a presupposition to his whole discovery. In Johnson's sound box patent, filed February 3, 1898 (No. 655,557), there is another instance of an implied appeal to the common knowledge of the art. It was obvious for a lateral groove and is described as a recording as well as a reproducing machine. We know that Johnson at that time never meant to claim his supposed invention for direct lateral cut. If so, how was the art to employ this sound box as a recorder if it did not already know the process of direct lateral cutting? The same observations apply to Johnson's patent, filed December 32 (No. 761,440), another recorder as well as reproducer. The following language may be noted (page 1, lines 48-51): "The sound-recording or inscriptions are in the sides of the groove and the stylus is positively vibrated thereby;" today, it may be asked, was the disclosure to record the inscriptions in the side of the groove? No method is described; certainly the patent must have been intended to be adequate. It was presupposed that given the mechanisms everyone thought who would know how to produce them. They could be "cut" as the Clark & Johnson patent had already implied.

In the tool patent the same thing appears, though it must be owned not so clearly. In the original application— and the same language remained to the end (page 1, lines 15-21)—he constructs the lateral cut machines to which his apparatus was applied with the "proper lateral cut. The reference is as to a process already well known, and his primary purpose was merely to better the walls of a lateral cut (page 1, lines 22-28). Later, however, he did in some detail disclose the whole process of making the lateral cut, namely the engraving of the wax plate and its engraving by the tool. This was the "gramophone" to which he had already referred. He refers to it "briefly." No that the cutting operation may be understood, but as the cutting tool since is the subject of my present invention, I have not deemed it necessary to herein illustrate, or further describe, the construction of the machine in which it may be applied." His understanding of the existing art, as shown in this "brief reference," depends upon whether he intended it only for identification of the process, or as a disclosure necessary to the operation of the tool claimed. It is true that it would have been more convenient with his other specifications before and after to omit any description whatever, and perhaps the description was in itself enough for a disclosure.

If so, I can only conclude that he put it in for identification only, and was addressing an art which he assumed to be fully advised. The passage, which was eventually canceled (June 29, 1904), is the single suggestion anywhere in his applications of 1897 and 1898, that he did not assume that the process of direct lateral cut was a commonplace in the art. From all the evidence, at the very best—in fact at much better than the best—Johnson is in this dilemma: either he knew the direct lateral cut to be old, or, supposing himself to be the first inventor, he thought it was not a patentable step in advance. The second hypothesis is a remote possibility. Patent and he patented everything completely new which he discovered down to the very labels upon the record. To suppose that he could have refused to apply for a patent upon so obviously important a thing as the direct cutting of a lateral groove on the wax, because they feared the invalidity of the patent when issued, is to my mind incomprehensible, though honestly enough now so remembered at so long a period of time. Moreover, I think it strange that Johnson should not have suggested the machine Invents, where was the case, where it would at least have supplied one link in the chain.

Mr.怎麼 and Johnson knew it, or acted on any assumption, the fact unquestionably was that the art did contain entirely adequate disclosures of the lateral cut, and of this fact Johnson himself seems to have been entirely aware. It had been used in fact, with perhaps a more significant—had treated the lateral cut as an alternative open to anyone who might wish to employ it. Bell & Tainter, 141,214, make it entirely clear that their "cut-out" or "cut-out" the grooves (page 1, lines 19-49, page 2, lines 70-75, page 6, lines 70-79), and that its walls should be shaping (page 1, lines 70-76, page 7, lines 56-61) (claim 23). The shape of the tool and the lateral cut, and the use of the lateral cut, and the lateral cut. The shape of the tool and the lateral cut, and the lateral cut, and the lateral cut. The shape of the tool and the lateral cut, and the lateral cut, and the lateral cut. The shape of the tool and the lateral cut, and the lateral cut, and the lateral cut. The shape of the tool and the lateral cut, and the lateral cut, and the lateral cut. The shape of the tool and the lateral cut, and the lateral cut, and the lateral cut.

"We have a wonderful proposition for export business."

The Washab Cabinet Company

Wabash, Ind., U. S. A.
DECISION IN VICTOR-STARR SUIT
(Continued from page 33)

learn that it could be, and had been, so used. Moreover, we now know, their tool and practice were fitted to produce as good records as Johnson’s 1898 tool.

In 1897 Berliner disclosed his inventive lateral groove record, and in 1888 Adams Randell, in perhaps a somewhat different way, suggested, if he did not disclose, a direct lateral cut record. The disclosure has been held insufficient of itself to constitute an anticipation of Jones, American Graphophone Co. v. Leedy & Catlin, 170 Fed. 577, and will not anticipate here either, but it is none the less a relevant step of the art.

In 1898 Edison, in his first British patent (Gouraud, 2,503, 1898), disclosed in figures eleven and twelve a mechanism necessarily operating laterally and these he adequately described. The plaintiff argues that it is not shown to be a “cutting” machine, and it is true that that does not expressly appear. Yet it does appear that the record was to be made directly on the blank, and if it was not a cut it was at least a “displacement”. Nothing remained in any event but to do the same thing with a genuine cutting tool. Moreover, in the later part of this very patent a genuine cutting tool is disclosed applied to a vertical cut and the later part is spoken of (page 9, lines 7-9) as “the second part of this invention.” I want us to suppose that it seems to me the hair’s breadth distinction to suppose that the alternative shown in figures eleven and twelve was not supposed to have the same kind of equipment as was shown in the first patent.

However that may be, in 1891 he filed a second British patent (Gouraud, 3,201, 1893), which lays at rest any possible doubt. In this he shows, figure twenty, a mechanism which is adequately described (page 11, lines 22-40), to give a better record than “in the usual way,” i.e., bit and dale. There can be no doubt that this was a groove directly “cut out” upon a wax blank not only because that appears throughout, but also and specifically because “a jewel cutting tool” is recommended (page 11, lines 31-55), which is spoken of as having a “cutting point or edge,” made with “a curved sharp edge for cutting the surface of the blank.” Whether ever used commercially or not, the whole invention was here described beyond any question, and if all else is disregarded it leaves nothing as far as I see, for the basic claim.

At about the same time Brinings, 662,687, threw out as a more optional embodiment (page 2, lines 105-122) the translation of the sound box through an angle of ninety degrees to effect a lateral cut, and this in what was certainly a cut record. As in itself a disclosure, I agree that this was not enough. Nothing remains in any event but to do the same thing with a genuine cutting tool. It shows that Brinings at least supposed that the direct lateral cut was known and could be practiced by anyone, and it is strong evidence of the understanding of the art at the time. Perhaps Brinings had heard of Bell’s and Tainter’s work, or seen Edison’s disclosure, but in some way may he clearly assumed that both kinds of cut were already in the public domain.

Thus we know that Jones and Johnson were correct in their tacit assumptions in 1897 and 1898, that the question was not of making a direct lateral cut which would reproduce nothing but improving it to such an extent that the imperfect embossments up to that time. That it had not been possible to make a direct lateral cut, did not by any means show well enough, but the experiments made in this case also show that the earlier disclosures were tolerable as they stood, and as good as Johnson had come to and been no better than 1898. Such inventions as are to be attributed to him during these years, were not, as from Royal’s testimony I conclude that the whole disclosure in 1899 proved of little value. It was only when Turner filed his applications after 1898 that the basic idea might be refined. Concededly shop practice oozes through the patent, and the result, and our duty is to attribute the plaintiff’s eventual success to what was shown in the application of August 16, 1898.

My own view is that it was substantially correct if not that correct, certainly it was at some time later it was substantially used and that the whole was held by the field. It would be an entire perversion of the past and to attribute to anyone he did in 1897 or 1898 the source of the essential invention. To suppose that he was the first to embody any form of direct lateral cut, and to say that he invented it, would do him no service. It was not, but that for nine years thereafter neither he nor anyone else supposed that he was.

Against this is urged the decision of the Circuit Court of Appeals in American Graphophone Co. v. Universal Co., 151 U.S. 247, 1899. That case is not directly pertinent to the argument is that the only invention as there found lay in the substitution of a lateral, for a vertical, cut. The significance of the decision is lost, however, if it be forgotten that the lateral cut was but a step in Jones’ process, which consisted of making the eventual discs or tablets instead of a direct lateral cut which Jones did not disclose. It shows that Bruining at least supposed that the direct lateral cut was known and could be practiced by anyone, and it is strong evidence of the understanding of the art at the time.

Every one who passes within blocks of your store is a prospective customer. But the store that is lost in darkness loses many a sale.

A Federal Electric sign gives a timely suggestion to the prospective customer that here is a store ready to take care of his needs. And a timely suggestion brings a sale.

But it pays to invest in a sign that lasts. How long a sign will last?

This glittering Federal Electric Sign is made of porcelain enameled steel, will not rust, decay or fade—never needs refinishing. An occasional washing keeps it sparkling like new.

Costs but a few cents a day for perfect information and price—no expensive advertising.

Mail coupon today for free sketch showing how your sign will look, also full information and price—no obligation.

Take Off and Mail Coupon Now

FEDERAL ELECTRIC COMPANY
Representing Federal Sign System (Electric), 8700 South State Street, Chicago, III.

Please send me full information, price and free sketch of a Porcelain-enameled Steel Sign for my business. Evaluate your 12-months-day Plan.

Name
City State
Street and No. Business
Store Frontage No. of Floors

MARCH 15, 1921

Tear Off and Mail Coupon Now

A Permanent Sign That
Soon Pays for Itself—
Every one who passes within
blocks of your store is a
prospective customer. But
the store that is lost in darkness
loses many a sale.

A Federal Electric sign gives a
timely suggestion to the
prospective customer that here
is a store ready to take

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This glittering Federal Electric
Sign is made of porcelain enameled
steel, will not rust, decay or fade—
ever needs refinishing. An occasional
washing keeps it sparkling like new.

Costs but a few cents a day for
electricity—no other
machinery needed.

It is strongly legible both day and
night. Costs but a few cents a day for
perfect information and price—no
expensive advertising.

Mail coupon today for free sketch
showing how your sign will look, also
full information and price—no
obligation.

Tear Off and Mail Coupon Now

FEDERAL ELECTRIC COMPANY
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Please send me full information, price and free sketch of a Porcelain-enameled Steel Sign for my business. Evaluate your 12-months-day Plan.

Name
City State
Street and No. Business
Store Frontage No. of Floors

TWM-3
JOHN McCORMACK

The World-Famous Irish Tenor, the Greatest Tenor on the Concert Stage.
(Recorded in London for the International Talking Machine Company)

50001
12 in. I HEAR YOU CALLING ME (Marshall) - John McCormack with Orchestra
$1.50

50005
12 in. CELESTE AIDA (From "Aida") (Verdi) - John McCormack with Orchestra
$1.50

HENRY HADLEY

Associate Conductor of the New York Philharmonic Orchestra

5001
12 in. DANCE OF THE HOURS (From Opera, "La Gioconda") (Ponchielli) - Henry Hadley's Symphony Orchestra
$1.75

5002
12 in. LARGO FROM THE NEW WORLD SYMPHONY (Part 1) (Dvorak Op. 95) - Henry Hadley's Symphony Orchestra
$1.75

6002
10 in. LARGO FROM THE NEW WORLD SYMPHONY (Part 2) (Dvorak Op. 95) - Henry Hadley's Symphony Orchestra
$1.75

6004
10 in. NARCISSUS (E. Nevin) - Henry Hadley's Symphony Orchestra
$1.25

6005
10 in. MINUET (Op. 14 No. 1) (Paderewski) - Henry Hadley's Symphony Orchestra
$1.25

6006
10 in. THE JEWELS OF THE MADONNA (Intermezzo-Introduction to Act 3) (Ermanno Wolf-Ferrari) - Henry Hadley's Symphony Orchestra
$1.25

MARINA CAMPANARI

Another great singer for OKe, Mme. Campanari is a Coloratura Soprano

5003
12 in. CARO NOME (Dear Name) (From Opera, "Rigoletto," Act Two) (Verdi) - Soprano with Orchestra
$1.75

5004
12 in. VOCE DI PRIMAVERA (Spring Voices) (Johann Strauss) - Marina Campanari
$1.25

5005
12 in. ROMEO ET JULIETTE (Waltz Song) (Ah! Je Veux Vivre) (Ch. Gounod) - Soprano with Orchestra
$1.25

5006
10 in. MALAGUENA (From Opera, "Boabdil") (M. Moszkowski) - Henry Hadley's Symphony Orchestra
$1.25

OKe Records

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street New York City, N. Y.
tric Co., 246 Fed. R. 693. No doubt a specific intent to abandon must be shown, a purpose to seek a patent
upon the invention, but once that exists, and he takes some overt step in execution of that purpose, then
the invention is abandoned. Kendall v. Winsor, supra, did not, I think, turn on estoppel or an implied license; the
judge's charge is quite susceptible of that interpretation, but it was not properly so intended, nor has the case been
so treated. It was a case of straightforward abandonment and turned upon the plaintiff's intent, which would not have been so
had it been an estoppel.

So viewed I can see no escape here from holding that Johnson abandoned the invention—if there was one, which
I deny. With its character fully in mind be filed both applications, and four more, intending at the time not to
include it in any. Indeed, in the passage already quoted from the trial patent he expressly announced that the tool
as distinct from the process was "alone * * * the subject of my present invention," and this is an application which
fully identified all its steps. Such language is quite dif-
ferent from filing a disclosure without disclaimer; it
ap-
pears to me the equivalent of a disclaimer. Whether it be
or not, it was intended to be an abandonment and that
intention continued for nine years. If the plaintiff is right as
to the exaction of any invention at all, it has nothing to
stand on but that Johnson was misled by Pettit's advice.

Now, mistake is a good excuse for refusal by statute
(R. S. Secs. 4886, 4920, sub. 5) makes no such exception
in cases of aban-
donment, nor have the courts. Moreover, the dedication
involved in the issue of a patent
comes within the
scope of the
statute.

And if it were not, what equity is there in the
abandonment?

But abandonment must be deliberate and
unre-
versible, and therefore only a wrong
charge
upon the plaintiff's
abandonment must be shown, a purpose not to seek a patent

The mistake was of
character
which they knew
would be appealed, although no definite
intended, nor has the case been so
acute abandonment and turned
suggestion that
the dies themselves disclosed the invention seems hardly
require an
answer.

Bill dismissed for lack of invention and for abandonment
with costs.

Attorneys for the Victor Talking Machine Co.,
when seen after the decision had been handed

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the dies themselves disclosed the invention seems hardly
require an
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Bill dismissed for lack of invention and for abandonment
with costs.
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
CONDITIONS STEADILY IMPROVING

Wm. Maxwell, in Interview With The World, Says Retail Dealers Are Experiencing an Increasing Demand—Good Outlook Ahead.

ORENCE, N. J., March 2—In an interview with The World, William Maxwell, vice-president of Thomas A. Edison, Inc., stated that conditions in the retail end of the Edison industry are satisfactory and that the outlook is very good. The Edison organization has received reports from a representative list of its dealers located in every section of the country and in Canada, covering the retail sales for each store during the month of January, 1921. These reports show that the retail merchants are moving goods on a healthy basis. In the Middle West, where the crop situation has been most severe, a shrinkage in sales has taken place, although a good volume of business is still being done. In practically every other section the sales are within 10 per cent of, equal to, or in excess of the instrument sales for January, 1920.

The sale of Edison re-creations is in every case considerably in excess of that for January, 1920, so that nationally speaking the sales turnover in for the retail merchants runs ahead of the same month last year. The telegraphic and other reports covering February already received indicate that the month ran ahead of the previous month.

In view of these facts, Mr. Maxwell feels most optimistic because, after all, the success of the business is directly proportional to the sales made by the dealers. He looks for a steady growth in sales from now on, and believes that the industry as a whole is now operating under normal conditions, which means products must be sold upon their own merit.

Mr. Maxwell, vice-president of Thomas A. Edison, Inc., plans to leave for an extended Western trip this month, during which he will call on the Edison jobbers located in various sections of the country.

USING THE MAGNAVOX IN PUBLICITY

Ohio Dealer Uses Magnavox to Advantage in Publicity Work—Produces Tangible Results and Enhances Prestige of His House

The Magnavox Co., Oakland, Cal., received recently its first order for the new Delivery of the Volta & Moninger Co., Alliance, O. C., successful talking machine dealer, stating how this company is using the Magnavox in its publicity work. This letter, which is representative of many communications received by this company in the past few months, reads as follows:

"We have had our Magnavox about three weeks, thanks to a huge electric Columbia Gra-

vola sign which has recently been erected in front of that building. The sign can be seen for blocks away.

ARTISTS VISIT SCHMELZER CO.

Efrem Zimbalist, Madame Homer and Her Daughter Speak to Dealers in Educational Classes Conducted by Kansas City Jobbers

KANSAS CITY, Mo., March 4—The Schmelzer Co., wholesale Victor distributor of this city, recently received a visit from the famous viol- inist and Victor artist, Efrem Zimbalist, who was appearing here in concert. At the time of Zimbalist’s visit to the store one of the edu-
cational classes was in progress in the Model Shop and the dealers present were delighted at the opportunity to meet the artist, who told them of his experiences in making Victor records. Madame Homer and her daughter also paid the Schmelzer store a visit and furnished the dealers with autographed photographs. The visit of these three Victor artists aroused great enthusiasm among the dealers.

VICTROLA NO. 90 NOW ARRIVES

Second New Model Announced by the Victor Talking Machine Co. Listed at $125

Closely following the announcement last month of the new Victrola No. 80, which was received with enthusiasm by all Victor dealers, the Victor Talking Machine Co. has put forth another new style, known as Victrola No. 90, listed at $125. This latest model is made in the usual variety of finishes, but for the time being will be available only in mahogany, English brown and American walnut. The Style X Vic-

trola will be discontinued. Victrola No. 90 has concealed door hinges and the back of the cabinet is completely finished. It is equipped with all patented Victrola features.

HANDLES KENT LINE IN NEW YORK

Louis A. Schwartz, 1265 Broadway, New York City, the well-known manufacturers’ representa-
tive, has been appointed an Eastern agent for Kent attachments, tone arms and small parts by the F. C. Kent Co., Irvington, N. J. This company specializes in attachments for the Edi-
on, Victor and Columbia machines and manu-
factures tone arms and sound boxes, as well as steel, sapphire and diamond-point needles.

Nothing can be put across in this world with-
out enthusiasm. It is enthusiasm that makes long hours pass quickly, and hard work a pleasure—John J. Commons.

ARTIST’S TRIBUTE TO THE “TALKER”

Famous Singer Philosophizes on Advantages Artists Now Possess Through the Preservation of Their Voices on the Record

The wonderful perfection of the modern talk-
ing machine record has excited more interest among operatic singers than perhaps any other section of our community. The other day a great singer whose position many years ago in the operatic and concert field was the equal of many of our present-day artists was chatting in the lobby of the Manhattan Opera House be-
 tween the acts of one of the performances of the Chicago Opera Co. ‘What a blessing,’ he remarked, ‘that great voices that I have heard to-night will be preserved in all their glory and perfection for posterity.’ In my time,” he continued, ‘the talking machine was in its infancy. It was merely a toy which nobody ever really conceived would be a factor of impor-
tance in the musical world. We singers of that day, of course, heard of what was being done, but we paid little attention to it. Moreover, the records of those days are not the records of today, owing to the amazing development of the art. To-day the singer whose tones are pouring forth so gloriously from those round, black discs can listen to himself almost as he actually is—in fact, the artist of the record is the artist whom I have been hearing to-night. The dif-
ference is so slight that even my trained ear can scarcely detect it.’

The remarks of this artist superinduced some comments on his own career, and he was taken back again to the past with its triumphs and an obvious desire was evident that he wished there existed some such perfected mechanism when he was in his prime so that his voice could have been so photographed and preserved for future generations. He really lived over again the scenes of many an operatic climax, amid the enthusiasm of the public, regretting that his voice now is something beyond recall. But when you stop to consider it, what a tribute there is in the remarks of this artist to the power and potency of the talking machine record as a great factor for musical advance-
ment in our community! Those who use the talking machine are not prone to look upon it in its true light as a missionary for musical ad-
vancement, more particularly of America, where the opportunity for the development of the American artist was practically unknown up to the production of the modern talking machine. No longer does a great singer’s voice die with him.

Elvey Talking Machine Co.

Atlanta, Georgia

Exclusively Victor

Strictly Wholesale

Business is being done.

But not by the man who is still looking for the “soft things” of 1920.
32 Wonderful Models—
Supreme in tone, design and important features of construction

You can satisfy every visitor who enters your doors if you handle the Sonora. People who should be your customers are buying Sonoras. Do you wish to sell them Sonoras or are you willing to let this valuable business go to your competitors? Sonora offers a remarkable line of both upright and period styles.

Remember, Sonora's 24 period styles are all standard (in stock and not made-to-order specials) and you can secure any design which you may not have on your floor in reasonable time from the Sonora factories.

Sonora maintains its leadership in giving the public what it wants.

On these pages are shown but a few of the many models which are ready. Sonora has consistently advertised all its styles and they are familiar to thousands of interested prospective buyers. Prices $50 to $1,800.

For the building of a substantial business you need the Sonora.

It is easy to sell the famous instrument which, at the Panama-Pacific Exposition, won highest score for TONE against all competition.

Your customers will enjoy the pride of possessing a Sonora CLEAR AS A BELL
Write regarding an agency to the jobber covering your territory. Sonora is LICENSED AND OPERATES UNDER BASIC PATENTS of the phonograph industry and you are safe from troublesome patent litigation.

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.,  
Syracuse, N. Y.  
States of Maine, New Hampshire, Vermont and part of Massachusetts.

Griffith Piano Co.,  
Syracuse, N. Y.  
State of New York.

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

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

Lee-Col-Andersen Hardware Co.,  
Omaha, Nebr.  
State of Nebraska.

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

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

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

Moore-Bird & Co.,  
114 California St., Denver, Colo.  
States of Colorado, New Mexico and Wyoming east of Rocky Mountains.

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

Robinson-Pettet Co., Inc.,  
820 West Main St., Louisville, Ky.  
State of Kentucky.

Sonora Phonograph Co. of Pittsburgh,  
282 Liberty Ave., Pittsburgh, Pa.  
Western Pennsylvania and West Virginia.

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

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

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

Sonora Phonograph Co., Inc.,  
210 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.,  
310-312 Marietta St., Atlanta, Ga.  
Alabama, Georgia, Florida and North and South Carolina.

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

Strevell-Paterson Hardware Co.,  
Salt Lake City, Utah.  
Desh, 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.

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

Sonora Phonograph Co., Inc.,  
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Southeastern part of Texas.

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

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

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

The Highest Class Talking Machine in the World

Italian Renaissance, Jr. - Lucerne

The Highest Class Talking Machine in the World

Italian Renaissance - Peruna

Louis XV - Du Barry

Adam - Westminster

Colonial - Mt. Vernon

Hepplewhite - Islington
"A Southern Lullaby" with its sleepy clarinet and humming bees, "Mammy Dear" with its unusual climax will soon be well-loved songs of the Southland. Barbara Maurel sings them. A-3355.

Columbia Graphophone Co.
NEW YORK

WHY THE POPULAR RECORDS SELL SO WELL
By R. D. GALT

John Barber smiled as he placed another record of late popular music to one side. I looked up just in time to catch the twinkle in his eye. I wondered at it for a second, but finally I forgot to be puzzled in the ecstasy of a new dance record. In the short second that I raked my brain for an explanation of that amused grin, the proprietor of the Barber Phonograph Shop had slipped another late hit into place.

It little mattered that this should be a vocal variation of the same popular music. I listened eagerly to catch each new melodic variation that I had come to expect in the popular songs. Something about it enthused me greatly and I waved the piece into the pile to one side. Again I looked up just in time to glimpse the vanishing curves of a smile on my friend's lips. I call John Barber my friend, as he lives next door to me when we are at home. I had just stepped in on my way home, for I knew John would be going soon. It was almost midnight.

You would hardly expect to find the proprietor in shirt sleeves at that time of night, but it was no new thing for John Barber. I had found him in that state many times before. And I always knew that he had received a shipment of late records when I saw him thus. Strange, too, but I was always eager to stop on those evenings.

"What's the joke?" I asked, rather abruptly. John flashed another generous smile.

"I was just thinking how you would enjoy this next one-step," he replied. "A new orchestra, and they certainly know how to put jazz into their playing. Muted trombone and a regular cascade of tumbling notes on the saxophone—falling downstairs, I believe you call it. Everything that can be done, and more. You'll like it."

I took John's explanation badly. I had gotten the idea that he was laughing at me. I watched him sharply all through the playing of the new record and quite forgot to applaud in my usual fashion. When John glanced up to see what was wrong, he noticed my vigilant gaze.

"Well," he said, "don't you want this one?" He eyed the stack of records as he spoke and I imagined the same twinkle tried to break out.

"No," I said vehemently. "And I won't listen to another record unless you tell me what you think is so funny. You're laughing at me. I feel it. What's the joke?"

He paused in the act of picking out another popular hit. Replacing the record he sat down and began unrolling his shirt sleeves.

"It's not really a joke, old man," he said good-naturedly. "I was just ruminating on people as I have found them in a music shop. A few things struck me as being amusing."

"Yes?" I said coldly.

"Oh, not you in particular. You're one of many. They are all alike. Almost all of them. And the strange thing about it is that they know what I smile at and do not care."

"Here's one that doesn't," interrupted John. "See here. If I were to tell you that I wouldn't let you have that pile of records you've picked out, you'd kick like a — — —. Well, maybe you wouldn't either. You'd march out like a proud peacock and buy the same records at my competitor's shop."

I stared at him. "What if I would?"

"That's what I was smiling about. Every month when I get in the new records you step in and buy a stack like the one you have bought to-night. It's the same every month. There must be a reason. What is it?"

I shook my head. Come to think of it, I did not really know.

"I know, or at least I have figured it out as nearly as possible," continued my friend, letting his face wrinkle itself into a fresh burst of merriment. "I live next door to you and in that way the mystery has been solved. For months I wondered why my customers bought more popular music records than others. I always ran short on the one and had plenty off the others. I didn't uncover the real reason until a few weeks ago."

"The majority of my customers buy both the high-priced and the so-called popular records. Not in the same proportion by any means. Living next door to you I have fattened the records."

"Every month you buy a dozen or two popular records. When another month ushers in a new list, you promptly show those you have into a corner of your record cabinet and buy the late ones. I never hear a three-month-old popular piece on your machine. Very seldom I hear one that is over a month old. They lose their novelty hold and go into discard."

"It's different with the high-priced records. Only yesterday I heard a vocal selection by John McCormack that I told you two years ago. Of course, that doesn't make business for the Barber Phonograph Shop, but it explains the twinkle in my eye. I make my money on the popular pieces because people soon tire of them and come for a new supply. The others are slower to go into the discard and sometimes never go. That's why I sell fewer. They entertain as much now as they did when they were first purchased. And that's why I smiled."

"Meaning me?" I said, showing my teeth.

John nodded.

"Well—wrap those few up anyway, John. You don't need to cut down your order on popular stuff on account of what you have told me. I'll be back again next month."

SOUTHERN DISTRIBUTORS

PATHÉ PHONOGRAPHS and RECORDS
GRAY & DUDLEY CO.
Write Today for Agency Proposition

NASHVILLE - - - TENNESSEE
JAZZ INVADES SOUTH SEA ISLANDS
Silent Bliss of Mystic Tropics Broken by the
Music of Broadway on The Talking Machine

The South Sea Islands are no longer the
home of quiet and blissful solitude. Talking
machines equipped with jazz records have in-
cluded the silences of the coconut groves and
vie with the ukulele in the mystic moonlight on
the beach at Walliki and parts west and south.
American sailors are said to have introduced
the "talker" in Tahiti, the island of Yap and
other places where Uncle Sam's feet touch.
They made a big hit with the natives and talk-
ing machine house drummers who followed
found a ready market for their wares.

Every native that could scrape together the
wherewithal invested in one of the musical in-
struments. Bananas and yams and other tropi-
cal fruits flooded the markets in the search of
the elusive peso to buy the machines. Planters
found the brown-skinned natives willing to work
at least three days a week in order to lay up
enough to make a first payment on a "talker."

So now the peaceful seines, broken hereto-
fore only by the wash of the sea on the beach
or the boom of the breakers over the coral reef,
are disturbed by a version of the "Memphis
Blues" as interpreted by a Broadway cabaret's
orchestra or by the siren voice of the current
vaudeville favorite.

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

NEW RECORD ALBUM COMPANY
The Two-Side Record Album Corp., New
York, has been incorporated to manufacture
record envelopes. The capital is $100,000 and
the incorporators are J. W. Johnson, H. S.
Wisner and G. C. Loebbers, 574 West End ave-
 nue.

MAIN SPRINGS
AT LAST

Packed in RUST-PROOF, DUST-PROOF INDIVIDUALLY NUMERED CONTAINERS indicating their use, at

We want a portion of your business.

(No Shipment Made Less Than Six Springs)

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>6 each</th>
<th>12 each</th>
<th>50 each</th>
<th>100 each</th>
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<tbody>
<tr>
<td>05</td>
<td>3/4&quot;x.025x12 feet, for small Victrola, pear shape hole.</td>
<td>$ .50</td>
<td>$ .90</td>
<td>$ 4.00</td>
<td>$ 8.00</td>
</tr>
<tr>
<td>07</td>
<td>1&quot;x.025x16 feet, for small Victrola, pear shape hole.</td>
<td>$ .70</td>
<td>$ 1.40</td>
<td>$ 7.00</td>
<td>$ 14.00</td>
</tr>
<tr>
<td>08</td>
<td>1 3/16&quot;x.025x16 feet, for Edison Standard, pear shape hole.</td>
<td>$ .85</td>
<td>$ 1.65</td>
<td>$ 8.50</td>
<td>$ 17.00</td>
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<tr>
<td>09</td>
<td>1 1/16&quot;x.025x16 feet, for Edison Standard, pear shape hole.</td>
<td>$ .85</td>
<td>$ 1.65</td>
<td>$ 8.50</td>
<td>$ 17.00</td>
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<td>10</td>
<td>1&quot;x.025x16 feet, for Vitapone, pear shape.</td>
<td>$ .85</td>
<td>$ 1.70</td>
<td>$ 8.50</td>
<td>$ 17.00</td>
</tr>
<tr>
<td>11</td>
<td>1 1/16&quot;x.025x16 feet, for Vitapone, pear shape.</td>
<td>$ .85</td>
<td>$ 1.70</td>
<td>$ 8.50</td>
<td>$ 17.00</td>
</tr>
<tr>
<td>12</td>
<td>1 3/8&quot;x.025x16 feet, for Vitapone, pear shape.</td>
<td>$ .90</td>
<td>$ 1.80</td>
<td>$ 9.00</td>
<td>$ 18.00</td>
</tr>
<tr>
<td>13</td>
<td>1 1/4&quot;x.025x16 feet, for Vitapone, pear shape.</td>
<td>$ .90</td>
<td>$ 1.80</td>
<td>$ 9.00</td>
<td>$ 18.00</td>
</tr>
<tr>
<td>14</td>
<td>1 1/2&quot;x.025x16 feet, for Vitapone, pear shape.</td>
<td>$ .90</td>
<td>$ 1.80</td>
<td>$ 9.00</td>
<td>$ 18.00</td>
</tr>
</tbody>
</table>

Write for our latest catalogue, now on the press, containing hundreds of needed repair parts. Ask for catalog W.

EVERYBODY'S TALKING MACHINE CO.
Largest Distributors of Main Springs in America
38 North Eighth Street  PHILADELPHIA, PA.
Exclusive Distributors for the General Phonograph Corporation
A part of our gear-cutting department.

Splitting Hairs
Over 1-1000 of an Inch

You should see the care we take in our factory to make each part of The Cheney perfect—to make the finished Cheney the finest of reproducing instruments.

The Cheney

The public is critical, searching for quality. Such conditions give us utmost confidence in the future—for coupled with our high manufacturing standards are basic and exclusive principles of Cheney construction found in no other phonograph. Its rich tone quality, beautiful cabinets and perfect service bring Cheney dealers repeat business which is very significant.

Cheney Talking Machine Company
New York  Chicago

Yet, Cheney Regular Models sell for ordinary prices, $125 to $385.
MUSIC WEEK COMMITTEE COMPLETE

Bishop-elect Wm. T. Manning and Miss Isabel Lowden, Sister of Illinois Governor, to Take Part in the Music Week Work in This City

The personnel of Music Week Committee, under whose direction New York's second Music Week, April 17-24, will be conducted, was completed last month by the acceptance of membership in it by the Rev. Dr. William T. Manning, bishop-elect of the Episcopal diocese of New York.

At the same time Miss Isabel Lowden, sister of Governor Frank O. Lowden, of Illinois, accepted the post of assistant secretary of the committee in charge of details. Miss Lowden comes to the committee from the People's Liberty Chorus, of which she was secretary.

Work of enrolling the various organizations, churches, clubs, etc., which participated in last year's Music Week and urging others to take part already is well under way.

PLAN "CONSTRUCTIVE" CAMPAIGN

POMPELS, ILL., March 5.—B. J. Ottenhaus, manager of the repair department of the Putnam-Page Co., Victor wholesalers of this city, has just returned from Camden. He spent two weeks there in the Victor factory, and is now planning to conduct a constructive and vigorous effort for the development of the repair service offered by the Victor dealers to whom the Putnam-Page Co. sells merchandise. Within a short time he will start out on a trip among the dealers with this end in view.

INCORPORATED

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.

The record of each clerk

An up-to-date National Cash Register shows you exactly what each one of your clerks does every day. Adding counters on the register tell:

1. How many customers each clerk waited on.
2. The total amount of each clerk's sales.

These daily records show you which clerks are most industrious, which clerks sell the most goods, which clerks are most accurate.

They enable you to fix wages on actual selling ability. They give you the figures needed for a bonus or profit-sharing system.

These clerks' records, together with the many other printed and added records made by an up-to-date National Cash Register, enable you to control your business.

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

NATIONAL CASH REGISTER CO.
DAYTON, OHIO.
You Can Now Buy

Brilliantone Needles
in These Attractive Counter Display Cartons

THESE handsome counter display cartons will prove efficient sales-stimulators. Each carton contains a supply of BRILLIANTONE NEEDLES in the following tones: Extra Loud, Full Tone, Half Tone, Medium Tone, Light Tone, Combination Tone. Each tone is put up in a different colored envelope. This makes it easy to select quickly the envelope containing the desired tone.

500 DANCE TONE NEEDLES
in This Screw Top Metal Container

Also in Containers of 200 Needles

BRILLIANTONE STEEL NEEDLE CO. of America, Incorporated

Selling Agents for

347 FIFTH AVENUE, NEW YORK

At 34th Street

Canadian Distributors: The Musical Mdae. Sales Co., 79 Wellington St. W., Toronto
Foreign Export: Chipman Ltd., 8-10 Bridge St., New York City
W.H. BAGSHAW CO.
Oldest and Largest Manufacturers of Talking Machine Needles in the World
Fifty Years of Needle Making
ESTABLISHED 1870  INCORPORATED 1917
FACTORIES: LOWELL, MASS.

SELLING AGENTS
BRILLIANTONE STEEL NEEDLE CO. OF AMERICA INCORPORATED
347 FIFTH AVENUE  SUITE 1003
NEW YORK

Canadian Distributors: The Musical M'dse. Sales Co., 79 Wellington St. W., Toronto
Foreign Export: Chipman, Ltd., 8-10 Bridge St., New York City
NEW REMINGTON APPOINTMENTS

O. W. Newiger Now Assistant Sales Manager-Austin L. Fordham Is Wholesale Sales Representative—Both Experienced Men

O. W. Newiger has been appointed assistant sales manager of the Remington Phonograph Corp. by Everett H. Holmes, sales manager.

DENVER TO HAVE MUSIC WEEK

May 15 Set as Probable Date for Big Musical Event—Dealers and Civic Authorities Cooperate to Make Day a Success

DENVER, Colo., March 4.—Denver is to have a Music Week, the opening date of which has been tentatively set as May 15. Free concerts appealing to every taste will be held in different parts of the city at various hours during the seven days.

The first step in the novel plan, which will mean something entirely new in musical entertainment for the citizens of Denver, was taken at a meeting of twenty prominent business men, public officials and musicians at the Metropole Hotel.

F. H. Talbot, secretary of the local branch of the community service, was named chairman of the committee to perfect arrangements for the week. Mrs. Blanche Dingley Mathews, chairman of the municipal music commission, was named on the committee, as was Charles MacAllister Wilcox.

Public schools and churches will have special musical programs during the week and pastors will include the subject of music in their sermons. Dealers in musical instruments in the city are back of the movement, in addition to the various business men's clubs, choral clubs, the municipal music commission and other organizations.

A pageant to be held in the municipal auditorium is being planned by the musical instrument dealers of the Rocky Mountain region. Free hourly concerts will be held in churches, schools, parks, downtown streets, or wherever a crowd can be assembled. The public schools have offered to bear the expense of publishing programs.

A musical festival was held in Denver last year, but only for a few days and not all of the concerts were free. This year's festival is expected to be a big success.

New Pathé dealers recently established by the Buffalo Wholesale Hardware Co., Pathé distributors, are: Robt. E. Schwalk, 285 Genesee street, Buffalo, and Gerald Arndt, Townline, N. Y.

The Mellor Idea of Service

SERVICE for Victor Dealers that is really worth while must be broad enough to cover a great many forms of real and measurable assistance. It must penetrate beneath the surface far enough to make itself felt. That's the way we interpret it, at any rate.

C. C. Mellor Company

1152 Penn Avenue, Pittsburgh, Pa.
Here Are Three Selling Points
You Get Only With
THE VOCALION

Aeolian Quality and Reputation—The Vocalion is the only phonograph made by a great music house. That is—by a house that had achieved a worldwide reputation for making musical instruments of the highest grade, before the phonograph became a factor in the music business. Aeolian quality and reputation not only make selling the Vocalion easy, but help build up the prestige of every store that sells it.

The Graduola—the only satisfactory tone control. Here is the strongest exclusive selling feature in the whole phonograph industry. The Graduola enables anyone to play the record himself—to control its tone, as easily and instinctively as he controls his own voice. No other phonograph in the world has the Graduola or anything that can take its place. And no customer who sees the Graduola and tries it, is ever satisfied with a phonograph that doesn’t have it.

Real Reproducing—The phonograph today is so much better than it used to be, that everyone connected with its development must be given credit. It is a fact nevertheless that until The Aeolian Company took up its manufacture, phonograph “tone” left much to be desired. It remained for this house to handle the problem scientifically. That is, to use the same scientific apparatus and methods in developing the phonograph that it had used so successfully in developing its other famous instruments. There is no guess work about the Vocalion’s tone. It reproduces voices and instruments more naturally than any other phonograph. And customers are quick to recognize the difference when the Vocalion is played for them.

The Vocalion and the distinctive Vocalion RED records give the dealer a competitive lead that cannot be overcome

The AEOLIAN COMPANY

Makers of the Duo-Art Pianola Piano
Foremost Manufacturers of Musical Instruments in the World

NEW YORK  LONDON  PARIS  MADRID  MELBOURNE  SYDNEY
THE IMPORTANCE OF TALKING MACHINE MERCHANDISING

The Fundamental Principles of Success in Selling Talking Machines Interestingly Explained—The Right Way to Get Salesmen Enthused

The business principles applying to the successful management of a phonograph store have no essential points of difference from those followed in a multitude of other lines, says a writer in a late issue of The Puritan.

If the phonograph were an inert article such as a sideboard, it would be sold on its appearance and construction. Everybody knows what it is for. But the talking machine is in a sense a living thing, like a piano or violin. It must be made to perform before the customer decides whether he wants to buy it. It would seem, therefore, that the salesman or store manager should specialize on the job of putting the phonograph "through its paces," and do it so cleverly that the prospect will be properly impressed. A piano is never sold until the purchaser has heard its tone. It is useless to say that pianos sell outright on their reputation. Reputation has much to do with the sale, of course, but the tone of all pianos of the same make, size and design is by no means alike. The variation is very great in the majority of the best instruments. So it is with phonographs. The reason for these variations is not easy to understand, but they are sufficient to make it advisable to demonstrate every phonograph sold before the purchaser receives it in his home.

The other points in successful phonograph merchandising are of a general character. When an instrument is sold to a family there is small chance of selling another in the same house; but if the dealer can get the owner to purchase records frequently, so that the instrument will not grow stale through over-use, it will be an ever-present advertisement for the phonograph and the store that sold it. It is well to bear this fact in mind. Supposing a lady visits a friend who has just bought a few new records. The hostess will be more likely to suggest playing the phonograph at this time than she would if she herself were tired of the old ones in the cabinet. The conversation would doubtless turn to phonographs, and the visitor, pleased with the model, the tone and the records, naturally gets a favorable impression of that particular instrument. That is a form of advertising that is far stronger than the merchant's printed appeal.

Coming back to the fundamental principles of success in selling phonographs, the elements may be listed roughly in four groups:

1. The business ability of the manager.
2. The quality of service given the public; whether it is in small things or big.
3. The extent of good-will that the store management and sales force can build up.
4. The advertising and teamwork that are built up within the organization itself.

A TRADE-MARK

and What It Means

Below is shown a cross section of the Tone Chamber in the Manophone, which partially explains the wonderful tonal qualities of this beautiful instrument. Just at the point where the "horn" begins, you will notice the "tine-box" or "chamber" of the Manophone, which is carved from solid wood and is fashioned so that it gives the fullest tones possible.

For Exquisite

Tone

With the Human Throat

The Music Master

of Phonographs

The Manophone Corporation

Adrian, Mich.
The most successful stores are those that have a fixed plan, understood by the entire staff, and then steadily worked out. Such an establishment is not given to "stunts" in selling, but rather undertakes a cool, deliberate progression along safe lines. Jumping from one plan to another without giving any of them time for development is never successful. There must be some sound reason for making changes in selling plans before they are undertaken. Guessing is only gambling. You are likely to make a wrong guess.

Better take time to think out the right way, get your assistants into sympathy with your plan, and then work steadily ahead, without being forced from your path by listening to the advice of some expert who doesn’t understand your local trade or your special problems.

TO MAKE RECORD EXCHANGES
Victor Retailers of New Jersey Discuss Trade Questions at Monthly Gathering

The Victor Retailers of New Jersey, an association formed several months ago, held its regular monthly meeting at the Robert Treat Hotel, Newark, N. J., on February 15. An unusually large attendance was on hand, and matters of great interest to Victor retailers came up for general discussion.

A plan of making record exchanges between the various members was inaugurated and other co-operative measures were considered. Many new applications for membership were submitted. The next meeting of the association is scheduled to be held on March 15 at the Robert Treat Hotel, at 12 o'clock noon.

Definition of a pessimist: a man who wears both suspenders and belt.

Why Break Records? Just File Them!
That is if you have the wonderful Record File eye from which 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 hand

Specifications for helping you to make money with MAGNOLA.

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZE, President
General Office and Southern Wholesale Branch
211 MILWAUKEE AVENUE
CHICAGO

We Also Manufacture Attachments for Edison Phonographs

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

No. 2
Plays all records.
Retail at $7.50

THE EMPIRE PHONO PARTS CO.
1362 EAST 3rd STREET
CLEVELAND, OHIO
Branch Office: 33 Auditorium Bldg., Chicago, Ill.

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 reproduces in order to enable them to determine the merit of our product. Our prices are low and the quality of our product is second to none. Write or wire us for samples and quotations and give us an outline of your 1921 requirements.

We Also Manufacture Attachments for Edison Phonographs

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

No. 2
Plays all records.
Retail at $7.50

THE EMPIRE PHONO PARTS CO.
1362 EAST 3rd STREET
CLEVELAND, OHIO
Branch Office: 33 Auditorium Bldg., Chicago, Ill.

AN AID TO GOOD PENMANSHIP
Talking Machine Helps Pupils to Learn Difficult Art in a Considerably Shorter Time

CONNELLSVILLE, Pa., March 3,—The talking machine as an aid to penmanship is an innovation in the school curriculum at Dawson, and so well does music function with writing that the pupils are earning the highest marks in the county in that study.

A. J. Emos, principal of the Dawson schools, said that he would use a talking machine in every room if the Board of Education would furnish the instruments.

Several educators who visited the schools on a tour of inspection were amazed at the penmanship specimens shown by Miss Alpha French, who teaches the primary grades. She said she always gave the children "something snappy" on the talking machine during the writing lessons and the music appeared to inspire the children. This plan of stimulating penmanship has been tried by teachers in other States with considerable success.
MUSIC MEMORY CONTEST ON COAST

School Children Taking Active Interest in Musical Appreciation Competition Begun by Sherman, Clay & Co. Educational Department

PORTLAND, ORE., March 4.—The school children of Portland are to compete in a music memory contest which began Monday, February 14, and will continue to April 1. This contest is being promoted largely by Mrs. Evelyn McFarland-McClusky, director of the educational department of Sherman, Clay & Co., whose idea in promoting the contest is to increase the musical appreciation in the city. In these efforts she is assisted by the Women’s Club, Collegiate Alumni Association, MacDowell Club, Opera Association, Parent Teachers’ Association and all of the various music shops in Portland. Forty-eight compositions of well-known composers have been chosen by the committee and plans have been completed for the children to hear them repeatedly at certain of the moving picture houses, music stores and at concerts to be given at Lincoln High and Couch Schools, on the West Side, and at Washington, James John and Jefferson High Schools on the East Side, every Saturday afternoon at 2 o’clock.

The final contest will be held at the Municipal Auditorium, April 1, at which time a large concert will be given by the various artists and organizations of the city. Certain sections of the building will be reserved for the contestants, who will be seated every third seat and will write down the names of the compositions and their composers as they are played.

GEORGE W. POUND BACK AT DESK

George W. Pound, general counsel of the Music Industries Chamber of Commerce, who has been ill at his old home in Buffalo, N. Y., since before the holidays, returned to his desk at the general offices of the Chamber last week.

Mr. Pound is now fully restored to health, and will again assume his legal duties in connection with the Chamber work.

SYMPHONIA MUSIC SHOP

The Symphonia Music Shop, New York City, has been incorporated by H. Shapiro, W. Robinson and R. Hammer. Capital is $10,000.

ADD NEW FINISHES TO LINE

Parks & Parks Increase “Tonar” Brush Line—Repeat Orders Being Received From Dealers

TROY, N. Y., March 7.—Parks & Parks, of this city, manufacturers of the “Tonar” record brush, have recently advised the trade that these brushes can be secured in mahogany and light oak finishes, in addition to the standard black finish. The company has for some time past been desirous of adding these two finishes to its line, in order to accommodate the requirements of the talking machine dealer. “Tonar” brushes are now packed in the assorted finishes, or in any one finish that the dealer may desire. These brushes have met with a very cordial reception from the trade, and Parks & Parks are particularly pleased with the large percentage of repeat orders they are receiving from dealers in all parts of the country.

AL JOCKERS’ VOCALION RECORDS

Al Jockers’ Dance Orchestra has recently recorded a number of some excellent Vocalion records for the Aeolian Co. Among the first of these records to be released are to be found in the March supplement, and include “Broadway Rose,” introducing “Dolly I Love You,” and “Rosie,” introducing “Why Don’t You?” from “Afgar.”

Don’t look for a safe place to linger in. Get out into the thick of the action.

GARFORD “BABY” PHONOGRAPH

A Popular Line of Toy Phonographs

Nothing More—Nothing Less

The “BABY” Model RETAILS AT $6

A Splendid Dealer Proposition Is Available

GENERAL PHONOGRAPH MFG. CO., Elyria, Ohio
"Atlas" Packing Cases, made from "Atlas" Plywood Box Shooks, are the acknowledged standard of the Talking Machine Industry.

The use of "Atlas" Packing Cases indicates the high quality of the contents.

They have been trade-marked as a protection to the particular manufacturers who long ago realized that their use would result in efficiency and economy.

"Atlas" Packing Cases make a better appearance, give greater protection and save freight.

The thoroughly coordinated quantity production of our four mills insures the Talking Machine Industry unusually prompt and sure service.

For years we have made it our business to know the needs of this industry, so that we are authorities on packing cases.

ATLAS PLYWOOD CORPORATION
10 HIGH STREET

Exclusive Selling Agents for
Nelson & Hall Company, Montgomery Center, Vt.
Veneer Products Company, Greenville, Maine
Richford Manufacturing Company, Richford, Vt.
Blair Veneer Company, North Troy, Vt.

LARGEST MANUFACTURERS OF TALKING MACHINE PACKING CASES

BOSTON, MASS.
Toscha Seidel's sympathetic violin brings out the full beauty of Schubert's "Serenade." Here's Schubert's best-known work by one of the best-known violinists. Stock Columbia 49453 for big sales.

Columbia Graphophone Co.
NEW YORK

EXPORT MANAGER VISITS AMERICA

A. F. Bramley, General Manager for J. & C. Fischer, Arrives Here for Short Visit—Has Established Many Sonora Agencies Abroad

A. F. Bramley, general manager for J. & C. Fischer, New York, foreign distributors for the Sonora, visited this country recently, spending some time in conference with the Sonora executives regarding business conditions abroad. Mr. Bramley had been in Europe for two years, establishing Sonora agencies throughout England and in most of the continental countries, including Switzerland, Holland, Norway, Sweden, Denmark, Belgium, Spain and Italy. In the course of his travels Mr. Bramley went through Servia and covered practically the whole of Europe.

After conferring with the New York officials and laying out plans for the new year Mr. Bramley sailed for England on the "Aquitania," to remain there for the rest of the year. In 1922 he will return to the United States and again become active manager for J. & C. Fischer.

INSTALLS UNICO EQUIPMENT

DARBY, PA., March 3.—C. G. Martin has just opened a new exclusively Victor store, which is said to be among the most attractive in this city. The interior is handsomely decorated in ivory finish and a large number of Unico rooms, city.

The interior is handsomely decorated in ivory finish and a large number of Unico rooms, counters has been installed.

MULTUM IN PARVO

No matter how many college degrees a man has, if he cannot earn an honest living he is an educated ignoramus, and is one with the yesterdays, doing pedagogic goose-step adown the ways to dusty death.

NEW STEWART EDUCATIONAL CLASS

Fifth Class of Series, Held Under Auspices of Stewart Talking Machine Co., Indianapolis, Proves a Great Success—Largely Attended

INDIANAPOLIS, IND., March 1.—Filling the note books of the representatives of ten different Victor dealers in this territory, the fifth educational class, under the auspices of the Stewart Talking Machine Co., closed this week the most interesting three-day session ever held in the offices of the Indianapolis jobber. These classes, instituted a year ago under the direction of Miss Caroline Hobson, head of the Stewart Educational Department, had for their purpose mainly the furtherance of activity in the local Victor educational departments, instructing dealers in how to co-operate with public schools in developing the use of Victrolas. The sessions just closed mark a distinct growth in the original purpose of the class. Although the building of the educational departments in the Victor stores formed the fundamental part of instruction, the class was given illuminating lectures on other branches of the Victor business. Boyd Kasvy, experienced in the building of talking machine motors, took apart a Victrola motor before the class and lectured on the construction of each part. A star salesman from one of Indiana's largest Victor stores presented points on salesmanship in the merchandising of both records and instruments. Answers to questions on the conduct of retail sales and the development of different departments were given by George E. Stewart, who also delivered an illustrated lecture on record making. A representative of the Stewart road sign factory made an interesting talk on the effectiveness of the product, and other advertising topics were represented by experienced speakers. But not the least interesting part of the class program were the round table discussions and an old-fashioned spelling match on the names of artists and composers and the titles of Red Seal records.

The Stewart classes will be conducted periodically throughout the year. Those who attended the last class are: Ferne Whisman, Mrs. June Stafford, Esther Smith, Ellen Enswiler, Miss Kemp, Miss Carr, Miss Wilhoit, F. J. Dunlevy, E. F. Routh and Mr. Laidle.

DEATH OF MRS. W. P. CAMPBELL

It is with great regret that The World announces the death of Mrs. W. P. Campbell, who for several years had represented this paper as its Portland, Ore., correspondent. Mrs. Campbell had been ill for several months, her work having been taken care of by her daughter, Miss Irene Campbell, who will continue to represent The World in the trade centers of the Pacific Northwest.

U. S. PHONOGRAPH CO. DISSOLVED

Notice has been published of the dissolution of the U. S. Phonograph Co., of Brooklyn, N. Y.

TO SELL

EDISON PHONOGRAPHs

Is a most pleasant, happy and lucrative occupation. As we are

Exclusive Edison Jobbers

We Know

Frank E. Bolway & Son
INCORPORATED
Exclusive Edison Distributors

SYRACUSE NEW YORK
A few valuable Pathé franchises are available to live wide-awake merchants.

Pathé dealers are in a non-competitive class.

Only Pathé dealers can sell the Pathé Actuelle and the Pathé Electric—the best sellers in the world today.

Pathé dealers make a larger margin of profit.

Pathé dealers are always busy.

Better telegraph now.

Address Sales Department H

Pathé Frères Phonograph Co.
Brooklyn, New York
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<th>P. PATHE</th>
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<td>(Valvular)</td>
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<td>A. 040217</td>
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**HITS FIRST AND BEST ON PATHE (Sapphire) ACTUELLE (Needle Cut) RECORDS**

*Order These from Your Distributor by Wire*

**POPULAR VOCAL “HITS”**

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<tr>
<th>MAKE BELIEVE</th>
<th>Tenor Duet</th>
<th>Stanton Rhodes and Vincent Francis</th>
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<td>NA-JO</td>
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<td>ALL FOR YOU</td>
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<td>SWEET LOVE</td>
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<td>RAILROAD BLUES</td>
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<td>Synco Jazz Band</td>
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<td>Hub Dance Orchestra</td>
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<td>RAGAMUFFIN</td>
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CONFERENCE OF EDISON DEALERS OF PITTSBURGH ZONE

The conference was opened on Wednesday afternoon in the assembly room of the hotel, with Mr. Buehn presiding and H. M. Swartz, the assistant manager, acting as secretary. Thomas G. Shearman, of Salem, Ohio, and S. A. Phillips, of Morgantown, W. Va., spoke on "Tone Tests"; "The Value of Window Dressing" was pointed out by Leo Half, of Home

stead, while H. O. Keef, of McKeeport, spoke on "Sales Aid Service." J. K. Nichol, one of the live wire staff of the Buehn organization, talked very entertainingly on "Pushing the Laboratory Model."

Thursday morning the opening talk was made by J. C. Dilts, Sr., of Wheeling, who spoke on "Circularizing." It remained for E. J. Condon, another of the Buehn roadmen, to explain "Edison Men and Concerts." This he did in a very pleasing and instructive manner. H. H. Findt, of Steubenville, and C. C. Keys, of Salem. W. Va., spoke on "Trucks and Canvassing" and explained the methods they used to promote sales of Edison phonographs in that way. They insisted that, as always got results, all live Edison dealers would be able to do the same if they went out after business in a systematic way. Nelson W. Rüssler, of Cumberland, Md., gave some timely pointers to the dealers on "Advertising." Adjournment was then taken for luncheon.

The feature of the afternoon session was an intensely interesting and instructive "Turntable Demonstration," staged by Mark M. Mitchell, the efficient manager of the retail department of the Buehn company. He was assisted by Mrs. C. Barnes, one of his sales staff, the latter assuming the role of a prospective patron. She acted the part well and her conversation with Mr. Mitchell relative to the merits of the Edison phonograph and comparisons with other makes of talking machines was most interesting and gave the Edison dealers new light on the advantages to be derived from the use of the "Turntable." Harvey C. Trader, another of the Buehn roadmen, gave some new ideas on "Developing Re-creation Sales"; E. J. Hayes, of Clerksburg, W. Va., spoke on "Making Every Edison Owner a Champion.

The big event of the final session was the "Message From the Laboratories," which was delivered in a talk by Mr. Maxwell. In brief, Mr. Maxwell was the most optimistic concerning the future of the Edison phonograph trade and his remarks and enthusiastic spirit were con
tinued so much so that when he ceased speaking his message had "gone home," as was evi
denced by the appreciation and interest manifested by the Edison dealers in his timely and well-chosen remarks.

One of the Edison dealers, E. F. Hodgins, of Chesterhill, Ohio, was applauded when he told that in order to reach the conference on time he was compelled to use "three automobiles and a hack" to make the trip, due to bad roads.

Those present at the convention were: William Maxwell and Charles S. Gardner, Cranley; N. J. McKee, Mr. and Mrs. John Amees, Apollo, Pa.; Mr. and Mrs. T. Anderson, Blairs
dale, Pa.; Mr. and Mrs. George K. Barkell, Scottsdale, Pa.; Miss McGeary, Monaca, Pa.; Mr. and Mrs. Elmer Law and William Scarn
cman, Cambridge, O.; Paul P. Brooks and Miss F. McConville, Altoona, Pa.; Mr. and Mrs. Ross Ganskie, Waynesburg, Pa.; J. O. Claxton and M. S. Hommel, Belle Verano, Pa.; Mr. and Mrs. J. M. Stewart, Mr. and Mrs. W. D. Bowser and Mr. and Mrs. L. P. Marlin, Clymer, Pa.; R. G. Commons and C. W. Peterson, Patton, Pa.; J. W. Cunningham, Reynoldsdale, Pa.; Mrs. C. H. and Miss Pearl Dufford, New Castle, Pa.; Miss Laura Fawcett, B. R. Fawcett and Mr. and Mrs. T. G. Shearman, Salem, O.; Miss Helen Duke and Mrs. G. M. Finicik, Latrobe, Pa.; Mr. and Mrs. H. H. Findt, Miss Marie Huber and R. L. Welsh, Steubenville, O.; S. B. Foist and Miss H. Bardayle, Juniata, Pa.; J. B. Kenner.

A WALNUT TALKING MACHINE CABINET

The finest phonograph is appropriately encased in

AMERICAN WALNUT

"The Cabinet-wood Superlative.

AN "added attraction" to the rich beauty of AMERICAN WALNUT as an appropriate accompaniment for such a fine example of a

Phonograph Cabinet

as is illustrated here, is that of permanence—or, "fidelity to fashioned form." AMER

ICAN WALNUT does not warp, shrink or swell.

The doors or drawers in an AMERICAN WALNUT Cabinet will never stick or refuse to slide. It's an impressive selling argument—a clincher.

Manufacturers of high-grade cabinets and phonographs appreciate this fact.

Send for valuable data for manufacturers—or data for dealers. Also the WALNUT BOOK de luxe, an instructive treatise on Walnut and Walnut Furniture, Free.

Write to the producers of American Walnut Lumber, the

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION Room 1029, 616 So. Michigan Boulevard Chicago.
A CLEVER WINDOW ARRANGEMENT

Comparison of Talking Machine With Small Musical Instruments Makes Strong Point

Here is an idea which one dealer used in designing a window display on the value of the talking machine. And it's a good one, too. In the center of the window he placed a talking machine. Around it he grouped a large number of musical instruments, banjos, ukuleles, guitars, violins, harps, band instruments, etc. The price of each instrument was shown on a small card. A large card at one side had the prices of each instrument arranged in a column and added up. The card read something like this: "To have all these instruments arranged in a column and added up, a large card on one side had the prices of each instrument. A large card at one side had the prices of each instrument arranged in a column and added up. The card read something like this: "To have all these instruments arranged in a column and added up, a large card at one side had the prices of each instrument. The card read something like this: "To have all these instruments."

A complete offering in Tone Rods, Knobs, Escutcheons, Sockets

NEEDLES

Three grades-Loud, Medium, Soft

Three grades-Loud, Medium, Soft

NEEDLES

Three grades-Loud, Medium, Soft

NEEDLES

Three grades-Loud, Medium, Soft

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Three grades-Loud, Medium, Soft

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NEE
We Can Manufacture Your Phonograph Records

UNITED STATES RECORD MANUFACTURING CORP.
206 FIFTH AVENUE, NEW YORK

is equipped for pressing 10-inch phonograph records. Machinery of latest construction and designed for a quantity and quality product.

Can Also Furnish High-Grade Record Stock for Other Pressing Plants.

INQUIRIES INVITED

TALKER HELPS SOVIET PROPAGANDA

Official Machine Used to Reproduce Speeches of the Leading Soviet Officials

In writing of her experiences in Soviet Russia, where she went as correspondent for the New York World, and spent six months in prison, Mrs. Stan Harding, the well-known British woman journalist, in her story now running in The World, throws some interesting light on the Bolshevik methods, and particularly upon the system of propaganda.

In the course of her story Mrs. Harding tells of the use of the talking machine for reproducing the speeches of Soviet officials, and says in part:

"Rosinsky and Mogilewsky took me to what they called 'The agitation point'—really a literary propaganda bureau, an institution common to every railway station in Russian to-day. There was a repertoire of speeches by famous Commissaries. One could also hear recitations by revolutionary poets and 'The International,' as sung by famous choirs on state occasions.

"There was a record by the Commissary of Hygiene on how to combat lice, and another by Trotsky recommending a 'fight to the finish' against the counter-revolutionaries.

"Mogilewsky asked me if I would like to hear Trotsky's speech, and a chubby little girl took up the disc reverently and placed it in position. Trotsky's voice, even on the gramophone, was too big for the little room and awakened some soldiers sleeping on the floor in the adjoining waiting-room. Through the open door I saw them rouse up to listen, clad in their long summer military overcoats.

"Though I could not understand a word of Trotsky Russian I guessed at the furious energy of the man and gathered that the universal war slogan of the 'knockout blow' came in pretty frequently."

ATTRACTIVE STORE IN ALLENTOWN

Block's Music House Featuring the Vocalion Line Exclusively With Much Success

Among the enthusiastic dealers in Pennsylvania handling the Vocalion line exclusively is Block's Music House, at 25 North Sixth street, Allentown, Pa. The company's quarters in the Lyric Theatre Building are distinctly attractive and homelike, the bareness of the usual ware-

View of Interior of Block's Store

room being relieved with potted palms and other plants and numerous floor lamps of elaborate design. Large portraits of Vocalion artists also add to the decorative effect. The accompanying picture gives some idea of the general appearance of the store, although the camera fails to give a proper idea of its real size.

Plan wisely and work hard, expecting nothing from luck, and all the merry villagers will say, "Oh, he is a lucky dog."

Men who succeed have faith in themselves, and faith in their fellows.
New "12 for 25c" Package Sent FREE to Prove a "Point" to 3,000 More Dealers

OVER 3,000 dealers already know and attest the remarkable degree of perfection attained by TONOFONE needles. They sell and use them in demonstrating because the soft, flexible point produces pure, unmixed and undistorted tones, in the volume recorded in the record. They are not made "loud" to intensify tones. Loud needles ruin records. TONO-FONE improves records. Each needle plays 20 to 50 records—any disc record on any phonograph.

To prove it and that the soft, flexible point of TONO-FONE gives more accurate reproduction of original tone and expression and less surface noise—that TONO-FONE prolongs the life of records and is more convenient and economical to the user and more profitable to the dealer—we will gladly send a full package FREE to any dealer. Just mail coupon below.

Or, better still, send an order now for full carton of the new bigger-value, bigger-profit "12 for 25c" package. Remember, you take absolutely no risk because every TONO-FONE is positively guaranteed. Use coupon order at right, giving the big value-big profit price. Don't wait. Begin now.

Send one of the coupons at once.

R. C. WADE CO.
110 South Wabash Avenue
Chicago, Ill.

The Phonograph Needle With the Flexible Point

---Or Order a Carton at Special Price---

To introduce our new, bigger-value, bigger-profit package, which gives your customers 12 TONO-FONE Needles for 25c, we offer a price of $14.00 a carton of 100 packages.

This $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—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 reference or established credit rating.

ORDER BLANK

R. C. WADE CO.
110 S. Wabash Ave., Chicago, Ill.
Gentlemen—Please enter our order for TONO-FONE Needles as follows, which may be shipped through one of your wholesale distributors:

...Cartons, 100 Packages, at $14.00...

Firm Name
Street
City ... State...

Above is purchased subject to your positive guarantee.
THE TALKING MACHINE WORLD

MARCH 15, 1921

OPENS NEW SONORA DEPARTMENT

Fraser Paterson Co., Seattle, Opens Handsome Sonora Department—Store and Window Displays Exceptionally Artistic

The Fraser Paterson Co., Seattle, Wash., one of the leading mercantile establishments in that city, opened recently a Sonora department, which to date has proven a signal success. The company adopted unique methods for introducing the Sonora to its clientele, using full-page engraved announcements to 15,000 of the city's residents.

The entire center aisle of this store was devoted to a Sonora display, the counters and showcases being moved back so that a width of sixty-five feet was available, with a depth of 190 feet. In the rear of the store and at the end of the center aisle there was erected a very beautiful piece of colored art glass which reached from the floor to the ceiling. Around this was draped black velvet and just below the center of this art glass was hung the well-known Sonora gold-lettered sign. From the ceiling to the floor were draped handsome Oriental rugs, valued at $300,000.

Added to the attractiveness of the center aisle were displays in all five of the windows on Second avenue devoted entirely to Sonora period models. Window number one, which was a corner window, prominently displayed the Louis XV De Luxe model in American walnut finish. Window number two displayed the popular Duncan Phyfe model, with a handsome background, including artistic gold curtains. Window number three displayed the Jacobean model in antique walnut, with a background of black velvet. Window number four used a similar background prominently displaying the Sonora Gothic, Jr. Window number five displayed the Chippendale model in mahogany, and the background and floor coverings consisted of handsome Oriental rugs in orange and blue.

The center aisle display was thrown open to the view of the public at seven o'clock on a Saturday evening and remained open until six o'clock Monday morning. During this time it was estimated that over 50,000 people actually visited this display.

BATES MUSIC STORE DESTROYED

Colorado Dealer, However, Secured More Stock and Opened for Business the Next Day

Greeley, Col., March 4.—George Bates, head of the Bates Music Co. of this city, doesn't let even a disastrous fire discourage him a bit. Last month his entire store was destroyed by a fire which broke out early in the morning. Hardly had the burning timbers been quenched when he had secured a temporary location, prepared to resume business. The next morning, papers carried large advertisements telling the public that they could still get the pianos, talking machines and other musical goods from the Bates Music Co. in the temporary headquarters at 812 Eighth avenue.

The Bates Music Co handles the Victor, Brunswick, Columbia and Edison machines and immediately following the fire a supply of these instruments was drawn from the Bates storehouse and a special shipment of records rushed by express.

HAD NARROW ESCAPE IN ACCIDENT

A. L. Jewett, general sales representative of the phonograph department of the Starr Piano Co., Richmond, Ind., has been receiving the congratulations of his friends on his narrow escape from death in a train smash-up which occurred the last week of January. The train in which Mr. Jewett was traveling left the tracks due to a split rail at Greenville, O., and the Pullman crashed into a freight car on a siding. Mr. Jewett was badly shaken up, but is now “on the job” again.

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. CLEVELAND

Eastern Representative—Louis A. Schwarz, 1265 Broadway, New York City

FRANK NETSCHERT

61 BARCLAY ST. NEW YORK, N. Y.

No. 35216 Basket

filled with flowers, as hyacinths, tulips, maybells, etc., each $1.50, per dozen $15.00.

My ILLUSTRATED CATALOGUE No. 33, containing Everlasting Decorative Flowers, Hanging Baskets, Garlands, Hanging Plants, Etc., ETC., FOR THE ASKING.
GREAT GATHERING OF VICTOR DEALERS IN PEORIA, ILL.

Over 75 Dealers From Various Parts of Illinois Entertained by Putnam-Page Co., Victor Whole-
saler—Notable Addresses Made by Prominent Speakers—Attend Banquet at Crève Coeur Club

PEORIA, ILL., March 4.—The Putnam-Page Co., Victor wholesaler of this city, held a very suc-
cessful Victor meeting on Washington's birth-
day, which was attended by about seventy-five of the retail dealers to whom this concern caters. During the morning everybody gath-
ered at the offices of the Putnam-Page Co. and mingled together on an informal basis. At
noon the entire party adjourned to the Palm
Room of the Jefferson Hotel, which had been
reserved for the exclusive use of the Putnam-
Page guests. Here, amid attractive patriotic and floral decorations, everybody enjoyed a most palatable repast to the accompaniment of
music by the Inglaterra Trio.

P. A. Ware, general manager of the Putnam-
Page Co., acted as master of ceremonies. Fol-
lowing a few typically Ware humorous stories
he introduced Jerry McQuade, whose subject
was "A Little Scotch." He told a number of
very entertaining Scotch stories.

Miss Mabel H. Rich, of the Victor educa-
tional department, next spoke on "How the Dealer May Profit Through Educational Work."

The next speaker was L. C. Mountcastle, as-
sistant manager of the Eight Famous Victor
Artists. He explained the results which have
been attained for Victor dealers, under whose
auspices the Eight Famous Artists have given
concerts, and announced that this group of
Victor record makers will appear in a number
of concerts in Illinois cities this Spring. He
asked any merchants interested in making book-
ings for their cities to make their requirements
known right away, so that due provision could
be made to take care of the needs of as many of
the Illinois Victor dealers as possible during the coming tour.

Raymond Bill, associate editor of The Talking Machine World, followed with an informal dis-
cussion on "What the future holds in a business
way for the retail merchants who apply vigorous and intelligent sales efforts."

Joseph J. Rockwell, counselor of the Renick-
Ella Co., Chicago, next spoke on "Advertising," and gave a very interesting discourse on the
history of advertising and the vital part it plays in modern business as an accelerator of sales.

Duane Wanamaker, Western manager of the
Talking Machine Journal, offered some interest-
ing comment and observations on current con-
ditions in the industry.

The next speaker was John Gregg Paine, of
the legal department of the Victor Talking Ma-
chine Co. His speech was the principal feature of the convention, and his subject was "Mar-
eting Victor Goods Is More Than Merchan-
dising." During the course of his address, which proved most interesting and illuminating
to all present, he explained fully the responsi-
nibility which the Board of Directors of the Vic-
tor Co. feel towards every retail Victor dealer, and how they are striving in every way possible

The Banquet Held in the Palm
Room of the Jefferson Hotel

of the utilization of the most efficient and high
quality methods in the factory. He traced in
detail the sources from which various raw mate-
rials are secured and the conditions under which
they are obtained. After offering many very
interesting details on this side of the Victor
business, all of which demonstrated the respon-
sibility which the Victor Co. feels towards Vic-
tor dealers, he then explained how the compa-
ny looks upon each retail merchant handling the
Victor product as the custodian of its good-
will. He explained the responsibilities under
which this guardianship involves, and how the Victor Co. looks to each retailer to uphold in the finest

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A New Source of Profit for the Phonograph Dealers

Many dealers have doubled their sales of phonograph records by using the Magnavox attachment. Large crowds gather in front of their stores whenever they play the new records, which are heard by everyone within a block. It is an entirely new way of advertising phonographs and records.

Now dealers are selling this attachment to schools, churches, movie houses, dance-halls and wherever the phonograph is used. Considerable profit is realized on each sale of a Magnavox.

The Magnavox so magnifies the sound of a record (or the voice) that it will fill a big auditorium. A record can be heard a mile in the open. Yet it can be modulated at will to become a mere whisper. Write us for full particulars.

J. O. Morris Co., Inc.
Eastern Distributors
1270 Broadway, New York
During the evening of Washington's birthday all of the conventioneers were entertained by the Putnam-Page Co. at the Crève Coeur Club. The local non-sectarian and non-partisan club held its twenty-third annual banquet at the Shrine Temple, in celebration of the birthday of George Washington, and it is needless to say that the decorations, the spirit and the meal proved most effective.


The whole affair from start to finish was very enjoyable and provided the retail Victor dealers with many new ideas about the industry of which they are a part and of practical ways to meet current business conditions. Everyone felt most grateful to the hosts.

The day following the meeting proper a number of guests stayed over, and informal discussions were held in the offices of the Putnam-Page Co. during the morning. An informal luncheon at the Crève Coeur Club was given at noon. The last of the invading contingent left by Wednesday evening.


The Putnam-Page Co. was represented by Carl Carey, Miss M. A. Cloud, Ben Oltmann, W. P. Mosher, P. A. Ware, Miss Rose Hernand, F. H. Putnam, L. S. Putnam and Roy Page.

CHESTER, Pa., March 5.—Miss E. V. Martin has just completed negotiations for opening an exclusive Victrola shop in the Edgemont Theatre Building. This location is considered one of the most desirable in the city. She has placed an order for eight Unico demonstrating rooms and will have an attractive decorative treatment across the entire width of the store. An efficient record department, equipped with eight Unico racks and four efficiency counters, has been provided.

Do not surrender your individuality, your identity. Stand for something. The carbon copy is seldom sent out of the office.
PITTSBURGH CONTINUES TO BE A BUSY TRADE CENTER

Group Meeting of Victor Jobbers, Held Under Auspices of C. C. Mellor Co., Great Success—New Quarters for National Phonograph Co.—Opera Window Wins Praise—Talkers Exhibited at Show


Following the business session dinner was served and later all occupied a box in the Alvin Theatre, where "Linger Longer, Letty," was played.

An enterprising show window display was engineered by Fred J. Drake, manager of the C. C. Mellor Co.'s retail Victrola department, and O. B. Dragan, the versatile and resourceful window designer of the department, the past week. Practically the entire window was given over to a small-sized replica of a stage scene depicting the production of an act in "Rigoletto," the celebrated opera by Verdi. At the side an automatic electric sign displayed moving placards telling, in part, the story of the opera. Just at the dramatic point instead of the story continuing a card is shown asking the reader to call inside the store and secure a little pamphlet giving in full the story of "Rigoletto." The show window display proved a means of attracting large crowds the entire day, as high as three hundred persons viewing the scene in less than forty-five minutes. The display was made in connection with the coming of the Chicago Grand Opera Co. to Pittsburgh this month.

Mr. Drake stated that there was considerable activity in high-priced Victorolas and that either cash sales or sales in which first payments were substantial sums were a feature of business in his department the past few weeks.

The National Phonograph Co. will move from its present location in the Jenkins' Arcade to 633 Penn avenue, a six-story building, which will be entirely occupied by the company in connection with the sale and distribution of the Ultraphone phonographs. The first floor will be elaborately fitted up for a retail department.

Jean J. Marcelis, formerly in charge of the talking machine department of Spear & Co., has resigned and returned to New York City. L. W. Weinberg, who for many years has been connected with the firm, has succeeded to the management.

Mr. Weinberg reports satisfactory sales of talking machines and records. The department sells the Victrola, Vocalion, Sonora and Vranola.

The Pittsburgh Food Show and Household Exposition held the past ten days in Motor Square Garden was noted for the fact that two lines of talking machines were on exhibition. The W. F. Frederick Piano Co. had on display a line of Victorolas, while the Vocalion-Melodee Shop had a number of the Vocalions on show. At frequent intervals during the afternoon and evening concerts were given at each of the booths, which attracted large crowds.

The partnership lately existing between Jacob Hirsh and David Bushis, trading as the Oakland Music Shop, 3311 Forbes street, was dissolved by Mr. Hirsh withdrawing from business. Mr. Bushis will continue the Oakland Music Shop.

S. H. Nichols, manager of the Pittsburgh branch of the Columbia Graphophone Co., stated that sales for February showed a decided improvement over business handled in January. He anticipates a brisk trade in the Columbia Grafonola line as soon as business and industrial conditions here are on a more settled basis.

H. Milton Miller, sales manager of the Sonora Co., distributor of the Sonora phonographs, reports a very satisfactory number of sales during the past month. His roadmen, he said, have had exceptional success in making sales and some big orders for the Sonora have been put through.

SONORA PORTABLE NOW $50

The Sonora Phonograph Co. announced recently that the price of the Sonora portable machine had been placed at $50. The company stated that one of the main items in the course of producing this model is leather, and the leather market has dropped so materially that this revision in price was made possible. In its letter to the trade the company also stated: "It should be particularly noted that the change in the price of the Sonora Portable is due to unusual conditions in the leather market and does not in any way affect the remainder of the Sonora line. There is no change in prices of the upright and period models in contemplation at the present time."

L. H. Murray, the exclusive Victor dealer of Davenport, tells a good one. We can't vouch for its truthfulness, but it gave us a laugh, so we'll pass it on to you. A customer asked him for the new record. "Bubbles," from "Lux."

To get a raise where you now are means that you are making good; to be hired away from one firm on promise by another of a higher wage is in the expectation that you will make good. And it's ten to one you won't.
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
DEALERS SEEKING TRADE DO BUSINESS IN TWIN CITIES

Trade Not as Active as Many Would Like to Have It, but Distributors and Dealers Are Making Every Possible Effort to Revivify and Develop Trade—News of the Month

MINNEAPOLIS and ST. PAUL, MINN., March 5—In common with the other business men of the Northwest the talking machine dealers are accepting what the fate has dealt to them gracefully and even cheerfully. Trade is hardly as profitable as they would like to have it, but while the process of adjustment is going on they are resigned that the pain is no greater than it has proven thus far.

There is nothing to be gained by comparing the results obtained by the talking machine merchants a year ago with the present, as the figures will not look good in print. At the same time there is something doing for everyone who will hustle. The downward trend of wages undoubtedly has had a deterring effect upon buying, but it is well that the fight for new wage scales should come at the present time when building and other industries are slack rather than later on when the customary Spring activities are under way.

"All wholesale trade is slow and logy due to conditions that are familiar to everyone," said Sewell D. Andrews, head of the Sonora department of the Minneapolis Drug Co. "We find that many of the country dealers are pretty well stocked with machines. Some think that they are overloaded, but we are glad to say that they are not exclusive Sonora dealers. We are very hopeful as to the future, but concede that the prospects of the Minneapolis Drug Co. "We find that conditions that are familiar to everyone," said Andrews.

Mr. Sprague says that the trade of the Minnesota Drug Co. is hardly as active as usual. The Okeh records are going nicely, but the opera records of the higher price. The Victory business is growing rapidly. February also shows considerably better than the corresponding month of last year and the Brunswick folk are completely satisfied with their exceptional success in view of the general dislocation of business. George M. Nye, manager of the phono-branch, states that the record demand is growing rapidly.

Samuel Levinson has succeeded Jay H. Wheeler as manager of the Pathé department of G. Summers & Co. The Pathé business is holding its own, according to the reports.

TALKING MACHINE WORLD

MARCH 15, 1921

AN OBSERVANT BUYER!

Talking Machine Dealers in Harlem Are Anxious to Meet Gentleman of Color Who Has Santa Claus Pocket and Artistic Taste

A character of former days is reported to have returned to and again departed from the dealers in the Harlem section of the metropolis. Several dealers on 125th street have received a call from a gentleman of color, clothed in a long overcoat, who is said to be a devotee of grand opera records of the higher price. The more they cost the better he likes them. In calling for the record it is said he notices where the clerk selects the record from. He is described as particular and consumes much time in the selection of his records. Dealers report that after purchasing one record he departs—with other records as well which he has deceptively slipped into concealed pockets on the inside of his long coat.

OPLEX SIGNS BRING SALES

OPLEX Electric Signs have a happy cheerfulness which encourages the buying of musical instruments.

They are day signs as well as night signs—raised snow-white glass letters on a dark background. They have greatest reading distance, lowest upkeep cost, most artistic designs.

Let us send you a sketch showing an Oplex Sign for YOUR store.

FLEXLUME SIGN COMPANY

36 KAIL ST.
BUFFALO, N. Y.
While it is true that the talking machine industry has made wonderful progress spreading immeasurable good on every side, yet its position as a paramount influence in the development of musical knowledge and appreciation has not been given the recognition that it deserves. Consequently it is pleasing to note the following tribute to the industry which recently appeared in the Charleston, S. C., News:

"Recent publication of figures on the talking machine trade serves as a reminder of the wonderful part which this new factor for human education is playing in the daily life of the world. From the tinny, cacophonous talking-box of comparatively few years ago to the truly remarkable reproducers of human and mechanical music is due in largest measure to the excellent efforts of the store owners of talking machines were feasting on far more than a story merely of the industry has made wonderful progress spreading world.

"While it is true that the talking machine in general has not been given the recognition that it deserves, it has been the delight of many that the store may not prove fully as great in the long run as that of the cinematograph—perhaps greater. To begin with, the talking machine has a far larger proportion of good and a far smaller proportion of evil than the movie; again, a far greater percentage of the total offered the public by the record manufacturers consists of genuine art.

"Perhaps the great triumph of the talking machine is due in largest measure to the excellent policies adopted and adhered to by all the large record manufacturers. Although the commercial talking machine is not so many years older than the commercial cinema, nevertheless the owners of talking machines were feasting on the finest in opera when patrons of the movies still saw horseplay and slapstick as the highest efforts of the screen artists. Through the talking machine hundreds of thousands of homes that formerly knew and cared little about music have become well acquainted with the compositions of Wagner, Mozart, Beethoven, Grieg, Tchaikowsky, Chopin, Gounod, Verdi, and other noted composers of every nation; with the voices of Caruso and Scotti, Farrar and Galli-Curci, Alda, Homer and Gluck; with the violins of Elman and Helfert, Kreisler and Powell; with the work of the greatest 'cellists, the greatest pianists; with the directing genius of such leaders as Souza; with the best comedy singers. While the motion picture producers still announce with great emphasis the entry of a great dramatic star into the movies or the production of a scenario by a great living author, it has become the accepted thing that the best talent in the musical world shall, as soon as discovered, be recorded for the talking machine. The talking machine industry has brought forth a most important music establishment, headed by Mrs. Lyall, and the fact that the company has left nothing undone that might add to the public's appreciation of the Sonora.

"IT is indeed gratifying that music lovers should so promptly sign the Blandin Phonograph the leadership in musical re-production. A comparative demonstration in your store will reveal Blandin qualities heretofore unknown to you.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.

Hear a Piano Record on the Blandin

USING AGGRESSIVE METHODS

Lyall Music Co., Shreveport, La., Closing Splendid Sonora Business—Timely Advertising a Valuable Help in Developing Trade

Shreveport, La., March 5—The Lyall Music Co. of this city, Sonora representative, is closing an excellent business and Mrs. C. L. Lyall, owner of the establishment, is enthusiastic regarding the progress that the store has made with the Sonora line, which it handles exclusively. From a very small beginning the Lyall Music Co. has grown to be one of the most important music establishments in this city, and whereas in the beginning an order for a few Sonoras was quite an event, it is not unusual at this time for the firm to take a solid carload on one order.

Recently the Lyall Music Co. carried large advertisements in the local newspapers, reading as follows: "Eight Sonoras in 1918—now by solid carload. Our first shipment from the Hessig-Ellis Drug Co., Memphis, Tenn., on February 21, 1918, consisted of eight phonographs. To-day we order these machines by the carload."

The success of the Lyall Music Co. may be attributed to the able salesmanship of the organization, headed by Mrs. Lyall, and the fact that the company has left nothing undone that might add to the public's appreciation of the Sonora.

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Blardin Phonograph Co., Inc.
RACINE, WISCONSIN.

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VISITORS AT NEW YORK OFFICE

Among recent visitors to Aeolian Hall were H. D. Felix, of Schuykill Haven, Pa., who was recently appointed a Vocalion dealer; A. E. Stone, of the Parker-Gardner Co, Charlotte, N. C., and A. T. Sayward, of the M. Steinert & Sons Co., Boston.
ARTIST WRITES HIS OWN REVIEW

Reinald Werrenrath Proves Himself a Writer as Well as a Singer—Famous Victor Artist Tries to See Himself as Others See Him

After a most successful concert in Louisville, Ky., Reinald Werrenrath, popular baritone and a celebrated Victor artist, was invited by a newspaper of that city to write his own review. Taking his pen in a firm grip he wrote:

“You see, I never would have gone to hear this bird Werrenberg, or whatever his name is. He's a poor sap, she says clapping her hands so hard she bust a new pair of gloves and back.

Well, I'll cough up four good iron men plus a war tax, although there ain't no more war, and we go to the concert as it is called, Loo looking like $100,000 and me all dressed up like a plum hooch. We sat around awhile with a lot of other folks that seemed to know why they was there. The men had mostly forgot they were there and the women had mostly forgot a lot of front and back. Well, this guy comes out at last tall and skinny with his shirt sticking out in front like he was proud or something, followed by a little red-headed-beautiful and the crowd claps and stomp before he opens his face. What's the idea, I says to Loo. Shut up you poor sap, she says clapping her hands so hard she bust a new pr. glove; I bot her only last Oct. when she was to Nashvile. Thats to let him know we're all with him, says it may of bin but it was over my head. What does that bird get for his trouble? More than you make in a month you poor cluck, Loo says. Pretty soft I says, but if I gotta write trick close and no vest and come my hare back says. What does that bird get for his trouble? More than you make in a month, you poor cluck, Loo says. Pretty soft I says. Anyways this Werrenstein sings some more and I don't make it. What's he doing, I says. Thats Italian says Loo and shut up, so I get sore and shuts up. Well to make a long story short he sings or thinks he does, the big stuff. Anyway this Werrenrath sings some more and I don't make it. I says, What does that bird get for his troble? More than you make in a month you poor cluck, Loo says. Pretty soft I says. Anyway this Werrenstein sings some more and I don't make it. I says, What's he doing, I says. Thats Italian says Loo and shut up, so I get sore and shuts up. Well to make a long story short he sings or thinks he does, the big stuff.

“So I beats it out in the street and finds I left my strikes to home, so I asks a guy would he lend me one and he does. He says what do you think of the concert and I says rotten. Same here, he says who told that big rummy song he could sing anyway. I never did and I never will, I says and then the guy, not Werrenrath—the guy in the street, says your all right and gives me a hole pack of strikes. He says my name is Coals and Im the Louisville Conservatory of Music and if you want singing lessons Ill give them to you free. Not for mine, I says. If I can sing right now a lot better than that big stuff inside I hope I never drive another taxi. A little chicken tries to hold me up for a ticket when I come in, but nothing doing. “The big slob on the stage is singing right along as if he didn't care where I was, and say I gotta hand it to him on one song he sung as I blue in the door something about donna and the stars and hills and streams and everything. I sure was a bird of a song and when I slides in with Loo again she didn't see I set on her new lid because her eyes were full of tears. "Whats the idea I says. She says you wouldn't understand, and Loo lets it go at that. Well to make a long story short he keeps on singing, and the guys in the seats keeps on clapping and says it may of bin but it was over my head. What does that bird get for his trouble? More than you make in a month you poor cluck, Loo says. Pretty soft I says. If I gotta write trick close and no vest and come my hare back with a fork like that wop Ill stick to the taxi.”

USE ORNAMENTAL LOBBY EFFECT

ELYRIA, O., March 8.—Herbert Day & Sons are completing extensive alterations to their talking machine warerooms in this city, which will add materially to their attractiveness and efficiency. An entirely attractive and ornamental lobby effect has been made and seven Unico demonstration rooms have been installed.

THE TALKING MACHINE WORLD
March 15, 1921

No creem hell take beer. Wants his dame to get up and rush the growler dum as a oyster because I'll off him, the big stiff. Fox, only a swell chanct hes got to get beer for him. She says.

VILLE.

Bot her only last Oct. when she was to Nashvile. Thats to let him know were all with him, says it may of bin but it was over my head. What does that bird get for his troble? More than you make in a month you poor cluck, Loo says. Pretty soft I says. Anyway this Werrenstein sings some more and I don't make it. I says, What does that bird get for his troble? More than you make in a month you poor cluck, Loo says. Pretty soft I says. Anyway this Werrenstein sings some more and I don't make it. I says, What does that bird get for his troble? More than you make in a month you poor cluck, Loo says. Pretty soft I says. Anyway this Werrenstein sings some more and I don't make it. I says, What does that bird get for his troble? More than you make in a month you poor cluck, Loo says. Pretty soft I says. Anyway this Werrenstein sings some more and I don't make it. I says, What does that bird get for his troble? More than you make in a month you poor cluck, Loo says. Pretty soft I says. Anyway this Werrenstein sings some more and I don't make it.

THE TALKING MACHINE WORLD
March 15, 1921

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.

BELL HOOD Semi-Permanent Needle

THE NEEDLE WITH TONE QUALITY

THE BELL HOOD
PAT. MAY 4, 1920

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.

183 CHURCH STREET

NEW HAVEN, CONN.
If you contemplate building a Quality Phonograph at a reasonable price, use our

Motor of Quality

HEINEMAN MOTOR No. 77

We have manufactured and sold over 1,000,000 No. 77 Motors and have only satisfied customers

Motor No. 77 is the Best Known Motor in the Phonograph Trade
Get the swing of this native Orquesta Argentina—piano, two violins, two flutes and a bandoleon—on this month’s Columbia Novelty Record. “Song of Sadness” is a native tango, “Dellos” a waltz. They’ll sell! E-4599.

Columbia Graphophone Co.
NEW YORK

WILL MAKE RECORDS ON COAST
Art Hickman to Make Series of Records for Columbia Graphophone Co.—E. N. Burns in Charge of Recording in San Francisco

SAN FRANCISCO, CAL., March 2—Art Hickman, the famous mandolinist and member of the Art Hickman Orchestra, exclusive Columbia artist, is making arrangements for an exhibition of record making that will undoubtedly attract considerable attention. Mr. Hickman is also assistant manager of the Hotel St. Francis, and after extensive tests and investigation he selected the Borgia Room at the Hotel St. Francis as being acoustically perfect for recording purposes. The recording will be under the direction of E. N. Burns, vice-president of the Columbia Graphophone Co., who is at present in San Francisco, accompanied by A. L. Hausmann, recording expert.

The necessity for absolute silence in the recording laboratory has made it necessary for Mr. Hickman to exclude large audiences, with the exception of one test to which invitations have been extended to Mayor James Rolph, Jr., Chief of Police Daniel O’Brien and a limited number of prominent officials.

Thomas J. Coleman, manager of the Hotel St. Francis, has granted the Columbia Graphophone Co. the use of the Borgia Room during the test period and thirty or forty numbers will be recorded during the month. Mr. Hickman, who has a two-year contract with the Columbia Co., is famous the country over as one of the greatest orchestra directors of the present day and his Columbia records have met with a phenomenal sale.

CO-OPERATES WITH MANUFACTURER
NEWARK, N. J., March 5—The U-Sav-Your dresser and dressing, manufactured by the U-Sav-Your Mfg. Co., of Warren, Mass., was featured on the inside of a cover which L. Bamberger & Co., the big Newark department store, attached to the recent list of Victor records which they distribute. Under the heading of “How to Care for Your Phonograph” they state the many merits of the U-Sav-Your dressing and announce it for sale in the talking machine department on the sixth floor. It is reported that this publicity had a decidedly favorable effect upon the sale of U-Sav-Your in this department store.

PORTABLE PHONOGRAPHS IN FAVOR

PHILADELPHIA, Pa., March 6—The Circla Distributing Co., of this city, has added many new dealers to the list of retailers of the portable phonograph of the same name. An energetic sales campaign is under way, and under the direction of G. D. Giacomo, president of the company, the sales staff of the company will be increased and an intensive cultivation of the territory will follow so as to capture a big summer business.
SERVICE IS ESSENTIAL TO SUCCESSFUL MERCHANDISING

Talking Machines and Records are sold at prices standard throughout your community—therefore, your salvation lies in Superior Service.

When the Talking Machine Merchant reaches a determination to give his patrons the Maximum in Efficient Service, he has won half his battle to make his store the leading establishment in his Community. When he decides to install the Unico System—The Standard Musical Merchandising System of the World—he wins the other half.

This has been proven by 1750 dealers who have installed Unico Equipment, a quality product, fairly priced.

Unico Service functions with surprising rapidity. Unico Demonstrating Rooms, Counters, Record Racks and Decorations are available in twelve designs and standard finish for Immediate Shipment.

Unico Traffic Service expedites transportation to your establishment in minimum time.

Unico Installation Service provides speedy and satisfactory erection in your store, complete and ready for use.

Wire, write or phone today to our nearest office. Your problem will receive immediate expert attention.

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
OLD STUFF THAT IS NEW

Now that things are gradually clearing up and the business atmosphere throughout the country is becoming less and less murky, business men are recovering their health and spirits, as it were, and are beginning to sit up and take notice.

The talking machine trade is able again to take a little nourishment. But if the period of countervalescence is to be not only interesting to the spectators, but easy to the patient, it is obvious that some sort of regimen must be prescribed and that the immediate future activities must be conducted according to some sort of a rule.

The Raison d'Etre

It is absurd to suppose that the talking machine appeals to its purchasers as a piece of furniture or as something to put in the house to be looked at. It is part of the idea of the talking machine that it should be used more or less constantly. The music it gives, which means in another sense the records to be bought for it, constitutes the basis of the idea in the prospective purchaser's mind.

That being so, one is tempted to ask why dealers in talking machines throughout the country do not show more interest in the musical side of the machine. Of course, large merchants throughout the country, as may be seen by consulting the reading columns of this magazine, are doing admirable work in pushing the music side of the business before the people, but the larger merchants do not comprise the greater part of the trade. It is the small dealer, the man who holds the small town or city, who has a small store and a few records that, if they are properly advertised, constitute the big end of the business. It is this man who holds in his hand the destiny of the talking machine store this can only be because they have temporarily lost the realization that the talking machine is the popular means to music par excellence. It cannot possibly be that the people don't want music any more. That is absurd. The people do want music and in every line of musical endeavor there is throughout the country a greater stirring of activity than ever before.

If, then, the people stay away from the talking machine store this can only be because they do not see the value clearly enough of what the talking machine will do for them. Secondly, it is because many of them have been infected by the general feeling of pessimism and have been holding off.

The second of these conditions disappears as soon as the first has been visualized and understood by the merchant. The people require only some honest stimulation. That stimulation is to be had only from the plain recognition, as a basis, that it is not talking machines which are sold and that the sale of a talking machine is only the form in which is wrapped up the first of a long series of sales of "music."

That is what the merchant who is going to make a success this year ought to realize quite clearly. He ought to recognize distinctly that it is music which its customers want to buy. When he thinks of that, and of that only, he will wake up and reform his advertising and selling plans and get out after business in a different spirit.

Renewing the Spirit

Now is the time when the whole spirit of advertising and selling should be renewed. Every merchant whose business means anything to him ought to survey his store and figure out how he can use it to better advantage in bringing to the people of his community the beauty and desirability of talking machine music. There are numerous methods, and many of them have already been worked out effectively by the great manufacturers. I need not go into details in striving to tell the dealer in Victors, Edisonas, Columbias, Brunswick and other well-known machines that the promotion departments of these great companies are only too eager to assist the retail men in prominently the music side of his business. Let us consider one or two "stunts" that the merchant can "pull off" which will increase his profits and double his prestige in short order.

Some "Stunts"

In a small community nothing is more popular than music in the schools. A clever dealer in a community where school music is not yet well developed can study with profit the wonderful educational work of the Victor Co. and can himself, as a volunteer, undertake to introduce it along the simplest lines into the schools. A series of concerts, using educational records, given in the schoolhouses in turn, utilizing some period of recreation or recess, will serve, if properly advertised, to bring pleasure to hundreds of children and to engrave the dealer's name so deeply on their hearts that every parent will hear and remember it.

That is only one thing. In just the same way it would be quite easy to give a weekly concert in the Y. M. C. A. Building, properly advertised. And there are many other ways in which the name of the dealer, the job he is pursuing can be brought home forcibly to the hearts of every man and woman in his community.

Every church, every lodge almost, every society of any kind in a small city is always glad of opportunities for good musical entertainment. Let it be known that the opportunity is there and it will not be neglected.

Not "Old Stuff"

All this sounds like "old stuff," but it is not old stuff. It is in reality very new stuff. It is this because dealers do not practice it. Dealers cannot say that they have pushed music in the talking machine business. They have sold their machines as furniture and they have let the records take care of themselves. There is one way to cure that. That way is to saturate every man, woman and child in the community with the knowledge that Mr. Dealer has music to sell and is willing to let any respectable person sample his wares free.

Our slogan must be, "Every family a talking machine owner; every talking machine owner a record buyer." But to make this practically possible we must hook up the magic of music to the consciousness of the prospective buyer. Let the talking machine store cease to be called that, and instead be called a "music" store, and then we shall see something.

VICTOR DEALERS OF OHIO, INDIANA, MICHIGAN

Toledo is the third-largest railroad center in the United States. We can reach you with direct freight and express service.

THE TOLEDO TALKING MACHINE CO.

TOLEDO, OHIO

WHOLESALE EXCLUSIVELY
**FACTORY WILL PRESS RECORDS**


The United States Record Mfg. Corp., whose plant is located in Long Island City, has advised the trade that it is prepared to press ten-inch talking machine records in substantial quantities and is also equipped to furnish high-grade record stock to those concerns whose facilities do not permit of their mixing their own stock. The plant is equipped with the most up-to-date machinery for the manufacture of high-grade records in quantities and good-sized orders have already been received from record companies who are desirous of taking advantage of the company’s extensive facilities.

The manufacturing staff of the United States Record Mfg. Corp. includes a number of men who are thoroughly experienced in every phase of the record industry and who have made a special study of record pressing. The splendid machinery installed in the plant will enable the company to give maximum service and co-operation to its clientele and the orders received to date indicate that the plant will be kept busy during the year.

**NOTED VISITORS AT UNIT PLANT**

Members of Salesmanship Course at Victor Factory Much Interested in Production at the Spacious Plant of the Unit Construction Co.

PHILADELPHIA, PA., March 9.—On two different occasions the members of the salesmanship course of the Victor factory in Camden visited the large plant of the Unit Construction Co. in this city. One delegation consisted of the male members of the class, the other of the ladies. Both groups were much interested in the entirely modern manufacturing methods employed in the production of Unico equipment. Rayburn Clark Smith, president of the company, welcomed the guests and under the guidance of the executives of the company they were taken through the factory from top to bottom and each interesting process was carefully described. The almost human machinery and the efficient manner in which each process is related to the other earned enthusiastic commendation. Much interest was also evidenced in the extensive welfare work conducted by the Unit Construction Co. in the interest of its many employees. The men were entertained at luncheon in the model restaurant at the Unico plant and afternoon tea was served to the ladies.

Intensive selling develops the most sterling qualities of Americanism if carried on under the American rule for all sport—fairness.

There is much incitement in real salesmanship—for yourself, your honesty, perseverance, optimism, courage, loyalty and religion.

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**VICTROLA AT STATE CONFERENCE**

Music Supervisors of California Meet in Sacramento and Hear Addresses by Mrs. Agnes M. Fryberger in Conjunction With Victrola

Sacramento, Cal., March 3.—Mrs. Agnes M. Fryberger, one of the prominent speakers before the State conference on music, held in the Senate chambers here for two days recently, used the school Victrola to good advantage in explaining its part in the school educational system. Supervisors of music from all parts of California were present. Women prominent in the Parent-Teacher Association work, representing schools in all parts of the State, attended in large numbers. Before this large audience the school Victrola had a prominent place and received some very valuable publicity. The Victrola used was furnished by the local branch of Sherman, Clay & Co., Victor dealers.

**COLUMBIA ARTISTS IN AKRON, O.**

Marion Harris, Saxophone Sextette and Yerkes’ Orchestra Give Concerts in That City

AKRON, O., March 1.—Under auspices of the Standard Music Co. here Marion Harris, the well-known Columbia artiste, with the Columbia Saxophone Sextette and the Yerkes’ Novelty Orchestra, gave a concert which proved one of the most enjoyable musical events of the season for Akron music lovers and the attendance was evidence that Columbia artists have many loyal supporters in Akron. In the afternoon the Sextette gave a concert in the parlors of the Standard Music Co. on South Howard street. The artists are now concluding a most successful tour of the mid-West, and after playing at Erie, Pa., and several other cities in western Pennsylvania they will return to New York. Record sales were stimulated by their presence here, according to the retail Columbia dealers.

Two sales every day beat ten sales every once in a while and beat them by a big margin.
INTRODUCES $5,000 MODEL

Sonora Phonograph Co. Adds Magnificent Instrument to Period Line—Superb Cabinet Work a Feature of This Artistic Design

The Sonora Phonograph Co. made an important announcement recently to the effect that it had added to its line of period models a new instrument which will retail at $5,000. It is named the "Bardini" and is one of the finest instruments that has ever been offered to the talking machine trade.

An illustration of the Bardini is shown herewith, but the black and white reproduction hardly does justice to its remarkable beauty. The magnificent cabinet is hand-carved and the designs are replicas of famous originals. The technical description of the new Bardini model is as follows: Wood, polychrome; cabinet, antique gold trimmings, second half XVI Century, after the manner of cabinet in Bardini collection at Florence; motor, extra heavy, triple-spring motor, gold-plates, plays nearly forty-five minutes, or fifteen ten-inch records, with one winding; motor meter, automatically indicates at all times number of records that can be played before rewinding is necessary; tone passage, continuous all-wooden tone passage from sound box to end of tone chamber; tone arm, with appropriate carving, made under scientific principles of wood throughout, playing all makes of disc records; tone modifier permits regulation of tone from full to subdued without interfering with quality; automatic stop thoroughly reliable, operating with one simple setting; needles, Sonora semi-permanent, diamond and sapphire; certificate of guarantee, broad in scope, emphasizing manufacturer's confidence in product.

OPERAPHONE CO. TO WITHDRAW

Now Winding Up Affairs and Will Cease the Manufacture of Records

The Operaphone Co., Inc., which has for a number of years manufactured the Operaphone records and whose factory and executive offices are at Creek and Meadow streets, Long Island City, N. Y., is winding up its affairs and will shortly withdraw from the record field. It is understood that a large talking machine company is now negotiating for the matrices and other manufacturing equipment and will doubtless take over the activities of the Operaphone Co.

GOOD REPORT FROM PENNSYLVANIA

J. C. Biekarck, a Vocalion dealer of Warren, Pa., visited Aeolian Hall recently just before sailing for Europe, where he is going to visit his mother, whom he has not seen in thirty-one years. He expects to return to the United States in May. Mr. Biekarck reported that conditions in his section were improving steadily, and was enthusiastic regarding the Vocalion.

SERVICE BEGINS AFTER THE SALE

When a man pays you for your time it is no sign that he pays for nothing else. Service begins after the sale.

Satisfaction and Performance Above All

A wonderful performance, successful to the last degree, has created for Mirrolike Products a country-wide demand.

Extensive advertising—plus merit—makes it easily the foremost polish in the field.

Dealers who consider the customer's interest and satisfaction will establish a very profitable business by carrying Mirrolike Polish.

Superior merit has attained the huge success of Mirrolike.

Special Dealer Display Stands—Elaborate Dealer advertising matter—furnished free.

Your business card or letterhead will bring full size sample and full particulars to your store.

Put up in attractive cartons. All sizes, 4 oz. to 1 gallon.

For shine—our only rival is the sun.

Mirrolike Mfg. Co., Long Island City

8th Street, Near Jackson Ave.
BUSINESS CONDITIONS SHOWING SIGNS OF IMPROVEMENT

Review of General Conditions Issued by Chamber of Commerce of the U. S. Points Out Evidences of Returning Activity in All Lines of Trade—Hard Work Will Assure Prosperity

WASHINGTON, D. C., March 5—Business conditions will improve from now on, says Archer Wall Douglas, chairman of the Committee of Statistics and Standards of the Chamber of Commerce of the United States, in his monthly review of business recently issued.

"The most convincing evidence that we are on the high road to recovery," Mr. Douglas says, "is found in the universal report brought by traveling salesmen from every section of the country of steadily growing sentiment that 'business will be better in the Spring'—not a sudden return to prosperity, which is neither likely nor desirable, but a slow and natural working out of those processes of liquidation which are now in full operation.

"There are few who are more responsible than these same traveling salesmen for the growth of this healthy sentiment, which, in effect, is the recognition of the inherent soundness of the situation, and that the remedies for it lie largely in constructive action. Not only is sentiment improved, but there is definite increase in the volume of business done. It is not a very great increase, but, as Mercutio says, 'Twill do,' for it foretells the beginning of better days.

"Farmers are gradually bringing their produce to market. Bankers are slowly 'loosening up' and extending to farmers and dealers money and credit, the two vital factors needed to restore the situation. In the tobacco districts of Kentucky, where the deadlock between sellers and buyers seemed unbreakable, there are increasing reports of agreements made and sales consummated.

"Despite the general story of farmers withholding their products there is daily a steady stream of grain and live stock coming to market, not in full volume, but enough to assist in alleviating the situation. Shipments of early fruits and vegetables from California and the South are running heavily, some 10,000 cars per week, thus distributing much-needed cash among the growers. Caution and conservatism are still universal among merchants in buying and most orders are restricted to immediate wants for keeping up assortments.

"Out in the world of cold, hard facts few talk much stock in the current prophecies of the coming of a new prosperity at any specific date, nor yet in those mystic charts which foretell when declines will cease and business resume its upward march. For it is perfectly obvious that prices have not reached bottom in all lines, and even a Wall Street lamb does not buy heavily on a failing market. The general thought inclines to early Spring, March or April, as the date when distinctly definite improvement will set in, though in many parts of the Cotton Belt the belief is that June is early enough to expect a decided change. Yet scarce any believe that present conditions will prevail throughout the year.

"All are agreed that the only way to hasten matters is by the general exercise of the homely virtues of hard work and economy.

"The South intends to illustrate this theory in a very practical fashion this year by raising the cheapest cotton crop in years; a crop grown on a 'cornmeal and syrup' diet system of expense. Also farm labor everywhere will be cheaper this year and improved farm machinery is decreasing the cost of production and increasing efficiency per man.

"Production is now, and will continue to be, the dominant factor in the business situation. Yet it must be accompanied by intelligent forethought as to adequate distribution of the thing produced. Last Summer a large proportion of the garden truck crop in a section of the Rio Grande Valley was a dead loss to growers because of lack of cars. Somewhere there has been lack of co-ordination between production and transportation.

"A recent expression of opinion by a number of representative business men throughout the country brought out the significant fact that they were not so much concerned about the problems of labor, material, prices, transportation and collection on the whole as they were with the question of sales. In other words, when demand starts up the whole tangled economic skein will begin to unwind like the nursery rhyme when the butcher began to kill the ox, and the ox began to drink the water, then the pig at the other end of the rhyme began to get over the fence and the woman got home that night.

"While unemployment is still large, there is more work and less idleness on the whole in industrial sections. The lessened production in manufacturing has naturally resulted in decreased output of coal. Also in the oil fields there are falling prices accompanied by cutting down the output."

TWO MODELS ADDED TO LINE

SAGINAW, MICH., March 5.—The Brooks Mfg. Co., manufacturer of the well-known Brooks automatic repeating phonograph, has added two new models to its line, and Brooks dealers are evincing keen interest in these additions. The company states that its sales the past month have attained a marked improvement and that, judging from all indications, business conditions are growing better day by day. New agencies are being established in the leading trade centers and the executives of the company are making every effort to co-operate with their dealers in developing Brooks sales in their own territories.

Lots of men expect opportunity to carry a letter of introduction.

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
Years Afterward—

When the talking machine has become a fixture in the home and the shelves are filled with records, the merits of the fibre needle become most strikingly evident.

They mean an instrument still with a voice, with all the original charm of its music retained.

Think what this means in the greater popularization of the talking machine!

—And the continued sale of records, year in, year out!

HALL MANUFACTURING CO.
(Successors to B & H Mfg. Co.)
33-35 W. Kinzie St., Chicago, Ill.
NEW UPRIGHT PERIOD MODEL VOCALIONS INTRODUCED

Ten Handsome and Authentic New Period Styles Just Placed on the Market by the Aeolian Co.— Notable Additions to Present Line of Standard Upright Models

One of the surprises of the new year in the talking machine field is the new line of Vocalions just put on the market by the Aeolian Co., and consisting of a series of ten upright period styles of unusual attractiveness. The announcement of the new style is regarded as particularly important in that the introduction of the new line is said to represent the first serious attempt to offer a full range of period models of talking machines in upright cabinets. In the matter of attractiveness and case design, it is only necessary to state that these new products are fully up to the Aeolian Co. standard in those particulars. In producing these fine models of upright period styles the thought was to meet the requirements of that portion of the public who think of phonographs in upright terms because they have been trained for years to look for upright models, and are inclined to favor models that occupy only a limited space.

The new Vocalion upright period styles are offered in ten different models—each replete with “period personality” and each a faithful reproduction of the spirit of the times in its decorative treatment.

Of particular interest and attractive design is the Jacobean, a beautiful example of this period, finished in shaded walnut, the panels immediately below the top being of burl redwood, shaded to a deep rich brown. There is a sturdiness about Jacobean characteristics that is well exemplified in this case and is followed out to the finest detail—even to the handles on the doors.

A complete contrast is the delicate grace of the Florentine model—illustrating the technique of Italian styles at a time when they represented world leadership in arts and crafts. The decorations are in polychrome or walnut finish, in which the greatest taste has been used, resulting in an artistic whole that would lend a touch of distinction to any attractively finished room.

Simplicity bordering on austerity marks the Yepplewhite model, 1769-1820, which is not shown. The beautiful mahogany case makes the exquisite workmanship the more apparent and makes it possible to introduce this style in a living room in which several different furniture periods are represented. The prices of the several new upright period models range from $300 to $600.

NEW BILLBOARD CAMPAIGN

Redfield & Fisher, advertising agents, with headquarters in New York, have introduced a billboard advertising campaign for Victor dealers exclusively which is meeting with considerable success. Quite a number of Victor dealers have arranged to use these displays regularly during 1921 and the agency is co-operating with the dealers in every possible way.

MERCHANDISING VALUE

Style K4—Top 40½"x22"; Height 35" $150
Style K5—Top 41"x22½"; Height 35" $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.
WORTH-WHILE HINTS ON CANVASSING

Practical Suggestions Offered by Collins & Co. to Help the Talking Machine Dealer

The following excellent article on canvassing as a means of getting and increasing retail talking machine business appears in the March issue of The Record, published by Collins & Co., exclusive distributors of Lyric records, etc.

The suggestions offered are so good that they are well worth passing along for the consideration of talking machine dealers in general.

"Any dealer who hopes to increase his volume of business during 1921 knows by this time that he must resort to methods which were naturally inapplicable during the shortage. We have learned of dealers who are advertising, for the first time, in newspapers and other good publicity mediums, with constant regularity; some are employing outside men to make a systematic canvass; here and there we find retailers mailing prospect letters as a business stimulant and there are a few, we fear, who are trusting to good fortune to pull them through. Happily, the latter class is so far in the minority that their inconsiderateness is pronounced.

"Canvassing is certainly very timely and should be a part of your program for increased business. It is a subject which requires considerable concentration. Only by a well defined campaign can this procedure be of practical value.

"One of our very aggressive dealers related his experiences in canvassing and his ideas were of such constructive value that we believe every dealer can profit by them. He is of the opinion that preparatory to a canvass the homes of some of your business and the name of your company. When your representative calls his chances of an interview are greatly augmented as the psychology of workmen capable of fulfilling a solicitor's duties he could send them out in the mornings when store business is usually slack, having them return in the afternoon to resume their regular work. There is a distinct advantage in this procedure. The salesman is familiar with the line and the policies of your business and you have a fairly accurate knowledge of his dependability and selling strength.

"Reports should be furnished on each call giving information as to the kind of instrument in the home, if the party visited has already purchased, where they are buying their records and whether they are receiving the monthly supplement.

"If this party doesn't happen to have a machine data should be furnished as to when they will be in the market, if they have not been interested at the time of the first visit, etc.

"There is just one way to get more business to-day and that is by going out and creating it. Surely it is more satisfying to acquire business that is the result of your ingenuity and hard work than to just fill the demand which voluntarily comes your way."

PLAN TO MANUFACTURE MACHINES

Independent Talking Machine Co. of Virginia to Bring Out New Table Model

Richmond, Va., March 2.—The Independent Talking Machine Co. of Virginia, with executive offices in this city, announces that in a short time it will begin the manufacture of a table type cabinet talking machine to be offered at an attractive price. LeRoy Goldberg, president of the company, states that the plan is to bring out a quality machine with high-grade equipment, and believes that there is a market for a table machine of that type.

The Independent Talking Machine Co. of Virginia will continue to act as distributor in this section for the Lyric records.

It will never profit you to run down a rival's product.

Knick Super Automatic Stop and Brake

means

Life Insurance to Your Motors

GOVERNOR STOP

Operates the starting and stopping by push button.

Operates on motor's governor, being mechanically the correct principle of braking.

Will prolong life of motor as it eliminates jerking of governors.

Gives that high-class braking feature found only on the highest priced motors.

TURNTABLE STOP

Positively eliminates brake troubles, giving a silent and smooth stopping of motor.

Patent cam brake shoe allows adjustment for wear.

Positively accurate to the line. Will function on any record. Can be accurately set in the dark.

Noiseless in operation. All bearings in both stops bronze bushed.

Both stops permit setting from front of machine. A perfect combination stop and hand brake combined. Easy to mount on motor board; requires no drilling. If not perfectly satisfied with your present equipment, put your troubles up to us, which will place you under no obligation whatever.

Both stops equipped with automatic lighting feature at a slight additional cost.

UNIVERSAL DEVICES CO. :: Cincinnati, Ohio

Manufacturers of TONE ARMS—REPEAT PLAYERS—AUTOMATIC STOPS

Rotten Stone

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

KEYSTONE MINERALS CO.

41 Union Square, New York City
A GOOD CABINET is essential for a good Talking Machine

People will first look at the cabinet, before they will listen to the music.

If the appearance and the quality of the cabinet do not appeal to them, they will not buy.

Our aim is, and always has been, to make good cabinets only.

The ever-increasing demand for our product bears out this statement.

For more information write to

The Celina Specialty Co.
CELINA, OHIO

AN APPROPRIATE WINDOW DISPLAY

Strand Temple of Music, Albany, Couples Up Window Treatment With Showing of Cannibal Film at Neighboring Theatre

In many articles on window displays in The Talking Machine World there has been empha-

ized the desirability and effectiveness of hook-

ing up the display with some local event of

importance in order to secure a maximum

amount of publicity. An interesting example of

the successful carrying out of this idea is found

in the accompanying reproduction of a window

display by the Strand Temple of Music, Inc.,
at 121 North Pearl street, Albany, N. Y.

TWO CONVENIENT UNICO PRODUCTS

New Efficiency Bench and Unico Portable Win-
dow Screen Are Meeting With a Great Deal of Favor Throughout the Trade

PHILADELPHIA, PA., March 8.—Production on the Efficiency Bench, which was recently announced by the Unit Construction Co., is progressing rapidly and early delivery is expected.

The bench illustrated herewith is, as its name

implies, efficient in every respect, and it is ex-

pected will be very popular in the repair de-

partment of the dealer. Space has been provided

for every repair part needed and each unit is

properly partitioned into the required spaces for

termingling of extraneous supplies is avoided.

The metal part of the top of the bench is

pierced so that the motor can be turned upside

down and the shaft will not interfere with its

stability. A concealed pan beneath this hole

collects all drainage of oil or graphite from the

motor. No detail for the convenience of the

repair man has been omitted.

Coincident with the advent of the Efficiency Bench is the announcement of the Unico Port-
able Window Screen, another new Unico prod-

tect. This is planned to fill a decided demand

on the part of the dealer for background and

window dividing purposes and its popularity

is, therefore, assured.

CLOSES EXCELLENT BUSINESS

The Sonora sales department at the execu-
tive offices received recently an interesting let-
ter from Joseph Kessler, Sonora dealer at Glen

Cove, L. I. In his letter Mr. Kessler commented upon the fact that his

first order consisted of eight Sonoras, and that

he had sold nine instruments in the first week.

Mr. Kessler reported the that his

sales department at the execu-
tive offices received recently an interesting let-
ter from Joseph Kessler, Sonora dealer at Glen

Cove, L. I. In his letter Mr. Kessler commented upon the fact that his

first order consisted of eight Sonoras, and that

he had sold nine instruments in the first week.

This is particularly interesting in view of the

fact that Glen Cove is primarily a Summer re-

sort and business is unusually dull during the

Wintertime.

Sometimes it's a good thing when troubles

come together—we get rid of 'em so much the

sooner.

Japanese Harmonicas at Importers' Prices

| Harmonica Type | Key | Price
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Coronation</td>
<td>Key of C</td>
<td>$3.70 per dozen</td>
</tr>
<tr>
<td>Butterfly No. 1</td>
<td>Key of C</td>
<td>$4.10 per dozen</td>
</tr>
<tr>
<td>Oseisaphone</td>
<td>Key of C</td>
<td>$5.00 per dozen</td>
</tr>
<tr>
<td>Marine Band</td>
<td>Key of C</td>
<td>$6.25 per dozen</td>
</tr>
<tr>
<td>Travelers</td>
<td>Key of F</td>
<td>$6.50 per dozen</td>
</tr>
<tr>
<td>Army Band</td>
<td>Key of E</td>
<td>$6.80 per dozen</td>
</tr>
<tr>
<td>Nightingale</td>
<td>Key of C</td>
<td>$7.50 per dozen</td>
</tr>
</tbody>
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WALTER S. GRAY COMPANY
942 Market St. San Francisco
STEGER
the finest reproducing Phonograph in the World

The Steger Phonograph is Your Big Opportunity

Its distinction in the phonograph world is supported and emphasized by its marvelous ability to play all records correctly — no parts to change.

The wonderful Steger tone chamber of even-grained spruce and the patented adjustable tone arm make perfect rendition of every disc record certain.

The tones that issue from the Steger are true echoes of the human voice or instrumental skill of the master.

The ornamental side of the Steger pleases the critical eye. The different style cabinets show rare skill in design and workmanship.

We prepare the way for each Steger sale by our extensive advertising campaign. It makes each sale easier for you. The Steger is half sold when a customer comes into your store.

Explain how different, how superior it is. Play it and you will find how the wonderful music helps the sale to a successful consummation. Build up your phonograph business with the beautiful Steger.

Desirable territory open.

Write for Steger proposition and Steger Phonograph Style Brochure Today.

Phonograph Division

STEGER & SONS
Piano Manufacturing Company
Steger Building, • • CHICAGO, ILL.
Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

"If it's a Steger—it's the most valuable Piano in the world."
No Red Tape About Getting

Grey Gull Records

Order what you want, when you want, and no more than you want.

Sell the records fast, and order more as you need them. Don’t carry a large stock, and turn over your investment quickly and often. Get in early with the hits. Retail at 85 cents for the entire list without exception. Handle any phonograph you want.

These are the policies that are bringing big profits to Grey Gull dealers. They are based on sound merchandising principles. You can get all the records you want for immediate delivery from the distributors listed below. Send an order today.

Grey Gull Records are one of the few makes which are complete in one plant. That insures Quality, Service and PERMANENCE. Pick out a few of the good numbers in the following list and send in a trial order at once.

Distributors

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.
Chapman Drug Co.
Knoxville, Tenn.
Cole & Dumas 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,
Pittsburgh, Pa.
Richardson Drug Co.
Omak, Neb.
Scott Weighing Machine Co.
Topeka, Kan.
Smith & Phillips Music Co.
409 Washington St.,
E. Liverpool, Ohio
Chadeston, W. Va.
Uhrichsville, Ohio
United Music Stores
619 Cherry St.-etoet,

Dance Hits

**NAZIE**-Fox-trot. Bennie Krugger’s Orchestra L-1045
BLUE JEANS—Fox-trot. Bennie Krugger’s Orchestra L-1036
HOMES AGAIN BLUES—Fox-trot. Bennie Krugger’s Orchestra L-1036
SPREAD YO’ STUFF—Fox-trot. Bennie Krugger’s Orchestra L-1015
LOOK FOR THE SILVER LINING, from “Sally”—Banjopators L-1020
NIGHTINGALE—Fox-trot. Ray Miller’s Black and White Melody Boys L-1014
BRIGHT EYES—Fox-trot. Bennie Krugger’s Orchestra L-1042
TOOSES—Fox-trot. Swayze’s Music Makers L-1689
MAKE BELIEVE—Fox-trot. Bennie Krugger’s Orchestra L-1062
GARLINNG—Fox-trot. Ray Miller’s Melody Boys L-1008
PALESTINE—Fox-trot. Banjopators and Ernest Hart L-1004
ONE HORSE TOWN—Fox-trot. Banjopators and Ernest Hart L-1000
OH, GEE GEE!—Fox-trot. Banjopators L-1062
MARGIE—Fox-trot. Swayne’s Novelty Orchestra L-1046
BIDDY—Fox-trot. Swayne’s Novelty Orchestra L-1087
ROSE—Fox-trot. Banjopators and Ernest Hart L-1041
OGO-CONE DANGEROUS EYES—Fox-trot. Banjopators L-1062
WHISPERING—Fox-trot. Swayne’s Music Makers L-1031
KISMET—Fox-trot. Swayne’s Music Makers L-1037
FEATHER YOUR Nest—Fox-trot. Banjopators L-1032
WAKE UP IN MANNY’S ARMS—Fox-trot. Banjopators L-1026
PICKANINNY BLUES—Fox-trot. Stovall Sax Sextet L-1024
PITZER PATTEN WALTZ...Grey Gull Gown Orchestra L-1025

Song Hits

**MY MAMMY**—Sing by Ernest Hare L-1036
HAPPY HOTTENTOT—Sing by Patricia L-1039
CRAZY BLUES—Sing by Noble Sissle L-1037
LOW DOWN BLUES—Sing by Noble Sissle L-1036
BROADWAY ROSE—Sing by Charlie Harrison L-1043
BLUE DIAMONDS—Sing by Henry Burr L-1043
FEATHER YOUR Nest—Sing by Charles Harrison L-1044
MOTHER OF Mine—Sing by Henry Burr L-1044
OGO PAL ANSWER ME—Sing by Charles Hart L-1039
PRETTY KITTY KELLY—Sing by Charles Hart L-1044
LET THE REST OF THE WORLD GO BY—Sing by Henry Burr L-1039
WOND’RING—Sing by Charles Hart L-1040
COWN THE TRAIL TO HOME, SWEET HOME—Sing by Charles Hart L-1042
WHEN I LOOK IN YOUR WONDERFUL EYES—Sing by Noble Sissle L-1043
APPLE BLOSSOM TIME—Sing by Henry Burr L-1045
LITTLE TOWN IN THE OLOWO COUNTY DOWN—Sing by Henry Burr L-1046

Standard Songs

**OLD BLACK JOE**—Sing by Ernest Hare L-1045
ANNIE LAURIE—Sing by Louise Turmel L-1048
WHEN YOU AND I WERE YOUNG, MAGGIE—Sing by Charles Hart L-1050
A PERFECT DAY—Sing by Henry Burr L-1039
MY WILD IRISH ROSE—Sing by Charles Hart L-1050
HOME TO OUR MOUNTAINS (From “Trovatore”.) Sing by Henry Burr L-1046
VETERAN SALESMAN ENTHUSIUSES OVER VICTOR CO. COURSE

Edward G. Evans, of C. Bruno & Son, Inc., With Seventeen Years of Victor Selling Experience
Back of Him, Emphasizes the Practical Value of the Victor Salesmanship Course

There are some talking machine salesmen who, after three or six months spent in the trade, feel that their knowledge is complete and therefore cease studying. There are others, however, the successful men, making up the great majority, who realize that only by adding to their knowledge constantly can they expect to keep in touch with latest trade developments and maintain their selling efficiency at the highest point.

Among the latter is to be included Edward G. Evans, of C. Bruno & Son, Inc., well-known Victor wholesalers of New York, who, after seventeen years spent in active selling of the Victor line, saw the opportunity offered for self-development by the Victor salesmanship course and took advantage of that opportunity. Mr. Evans, be it said, has spent twelve years with Bruno & Son and is recognized as one of the really live Victor wholesale salesmen in the New York territory. Prior to coming with Bruno & Son, he was for five years connected with the Victor Co. at the factory in Camden, and received an excellent training both in factory matters and in the art of selling.

Mr. Evans is particularly enthusiastic over the value of the Victor salesmanship course, and upon his return to New York after the completion of the course expressed himself as follows to a representative of The World:

"Those dealers who have been identified with the industry since its inception will recall that in the early days, because of the newness of the talking machine idea, the device was bought as a novelty rather than because it represented a perfected musical achievement. Only a limited number of records had then been released, hence it was an easy matter to practically memorize all of them, and if the words were reasonably intelligible, or the tune familiar or catchy, with very little publicity effort, sales continued to flow in and the dealer did a thriving business.

"But while time and tide have forced out many of the pioneers it is unfortunate that some of their obsolete methods of presenting the merchandise still survive. The public has been buying records all these years and many enthusiasts have musical libraries of considerable pretensions. Many of these libraries are made up very largely of selections that either did or do not acquire the general popularity, and too frequently are representative of the tastes of persuasive but none too well informed sales people. The result is that in many cases the customer has become pretty well satiated with the merchandise still offered, and his conclusion is that a Victrola is something of which one need not be handsomely compensated by avail-chaser. Applying the knowledge that is acquired in the salesmanship course will go a long way in convincing the customer of the desirability of the instrument as applied to his own particular needs.

"An outstanding impression that one receives during the two weeks' stay at the Victor plant is the idea of thoroughness and permanency that prevails in all their undertakings. From the testing of the sets of which the motor springs are made—the various inspections of the motor itself before its fitness to be installed in the cabinet is determined; the millions and millions of feet of lumber, much of which has yet to have months of seasoning before it is regarded as suitable for cabinet construction; the battery of buildings, each designed for some particular purpose, but all having this characteristic in common, stability; down to the fleet of Pierce-Arrow motor trucks—the thought is driven home of the determination to maintain Victor supremacy.

"And of all the happy recollections that linger with one at the conclusion of this course of study, the pleasure of having been associated with F. A. Delano, class instructor, is unquestionably the most prominent. A broad experience in the operatic field, as well as an intimate study of the dealer's needs, has peculiarly fitted Mr. Delano for tutorship in this work; and the painstaking care given to insure every member of the class receiving the maximum of benefit from the training, bears fruit not only in the way that interest is so generally sustained, but in the expressions of regret at the brevity of the course.

"Summing up the benefits that one derives from the salesmanship course, there is no Victor dealer, no matter how remotely located, but who will be handsomely compensated by availing himself of the instruction that this privilege yields. He will leave with an added respect for the achievements and ambitions of the Victor Co., and the zest with which his activities will be resumed upon returning to his field will prove that the training has actually accomplished its purpose—it has made him a real 100 per cent Victor dealer."

DEATH OF DAVID F. TAUBER
General Manager of Progressive Phonographic Supply Co. Passes Away Suddenly in New York Hospital on February 25

David F. Tauber, general manager of the Progressive Phonographic Supply Co., New York, manufacturer of the Wall-Kane needle, and one of the best-known talking machine accessory salesmen in the Eastern trade, died at a local hospital on Friday, February 25, after a sudden attack of heart failure. Mr. Tauber, who was about forty-two years old, is survived by a widow and five small children. Funeral services were held on February 27, and were attended by his business associates and a large number of friends in the talking machine industry.

Mr. Tauber had occupied the position of general manager of the Progressive Phonographic Supply Co. since 1917, and previous to that time had been connected with a number of other concerns in the talking machine field.

PUBLICITY FOR RECORD REDUCTION

The Schmidt Music Co., Davenport, Iowa, recently got out a most attractive mailing card calling the attention of the company's customers to the fact that the Vocalion Red records had been reduced in price from $1 to 85 cents. In addition to announcing the reduction and listing a few of the popular numbers, the card bore a piece of string held in place by a sticker in the form of a miniature Red record, to emphasize the caption, "A String for Your Finger."

A new interior view of all Udell Record Cabinets when arranged with horizontal shelves. This shows the pressed steel support that the shelf slides in. You can appreciate how substantial it makes the shelf and also that the possibility of the shelf warping is reduced to the very minimum. Send for Blue Book today.

The UDELL WORKS
Indianapolis—1252 West 28th St.
Your Trade Will Want These Emersons; Get Them Quick From Rountree!

April 1921 Releases—On Sale March Fifteenth

10331—Traumerei. Violin Solo - Milan Lusk
Cavatina. Violin Solo - - Milan Lusk

10332—Medley from "Sally."
   Fox Trot - - - Merry Melody Men
   Lady Georgia, Sweet Georgia Rose.
   Fox Trot - Plantation Dance Orch.

10333—It's All Over Now. Baritone Solo.
       Arthur Fields
Roaming. Baritone Solo.
       Arthur Fields

10334—Bright Eyes. Fox Trot.
       Plantation Dance Orchestra
Deenan. Fox Trot.
       Plantation Dance Orchestra

10335—I Never Realized. Fox Trot.
       Joseph Samuels' Music Masters
Spread Yo' Stuff. Fox Trot.
       Joseph Samuels' Music Masters

10336—Love Bird. Fox Trot.
       Green Brothers' Novelty Band
Mazie. Fox Trot.
       Green Brothers' Novelty Band

10337—Spooky-Ooky Blues. Fox Trot.
       Green Brothers' Novelty Band
Just Another Kiss. Medley. Waltz.
       Green Brothers' Novelty Band

10338—What Are We Goin' To Do?
       Comedy Song - - - Arthur Fields
Rosie, Make It Rosy for Me.
       Baritone Solo - - - Arthur Fields

10339—Out Where the West Begins.
       Baritone Solo - - - Royal Dadmun
Bedouin Love Song. Bass Solo.
       Charles Laird

10340—E Lucevan Le Stelle (The Stars Were Shining).
       Tenor Solo in Italian - Max Bloch
Vesti La Giubba (On With the Play)
       Tenor Solo in Italian - Max Bloch

10341—Make Believe. Fox Trot.
       Selvin's Novelty Orchestra
Love in Lilac Time. Waltz.
       Selvin's Novelty Orchestra

ORDER BLANK

Rountree Corporation, Richmond, Va.
Kindly ship by first express and charge our account the following EMERSON RECORDS, for release March 15th.

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Check ( ) Also send me full particulars about the ARIETTA PHONOGRAPH and your agency proposition, without obligating me.

Name……………………………………
Address……………………………
Post Office………………………
Ordered by Mr……………………W.3-21

PHONOGRAPH

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

Three handsome upright models and a popular portable style, all beautifully finished in mahogany. Universal tone arm and all latest improved features. The ARIETTA is the satisfying Phonograph—it makes satisfied customers and nets you a satisfying profit. Check the order blank and get our exclusive agency proposition by return mail.

ROUNTREE CORPORATION

Richmond, Virginia
PROSPECTS' FADS AS A SELLING AID

Watching the Individual Idiosyncrasies of Customers Will Prove Profitable to the Salesmen Who Desire to Build Up Trade

Every prospective purchaser of a high-class talking machine has a fad or a special interest, aside from music, and such a person is more easily approached from that angle, if tact is used. A little list of prospects in an indexed vest pocketbook is a valuable companion in selling work. You cannot hope to remember the individual idiosyncrasies of people without the aid of notes on the subject, and it is a simple thing to jot down opposite any person's name the peculiar interests of that individual and to put there any item of interest picked up by the way.

If you have a prospect who is interested in motoring, note the kind of car used and be prepared to say something interesting along that line. The same way if it is amateur photography or dramatic work or fishing or hunting.

You see, your "talker" or record sales are often made to a member of the family who is more interested in other things than in music, so get a line on those interests whenever you can.

When you talk to a man along the line of his special interests you find him a willing listener. Thus you get the prospect into a good humor and make him feel that you are a human being instead of a mere salesman trying to put something over on him. Prospects are often, without reason, suspicious and anything we can do to disarm suspicion and develop friendliness will help sales.

SPECIAL VOCALION RELEASE

The Aeolian Co. early this month brought out a special release of Vocalion record 14155, bearing two fox-trots, "Do You Ever Think of Me," and "Love Bird," both played by Selvin's Dance Orchestra. Both numbers are distinctly popular and were, therefore, released as an extra feature in order to permit the dealers to realize upon that popularity.

GET IN ON THE PROFITS

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 Charma-phone line on your floors.

Price List and dealers' arrangement sent on request.

Write for wonderful sale arrangement on our discarded models.

CHARMAPHONE COMPANY

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

Factory: Pulaski, N. Y.
DISCUSSSES SALES CONDITIONS

C. E. Richardson Gives Timely Advice on Closing Sales To-day—An Interesting Sales Talk Which Is Worthy of Close Consideration

In a letter received recently by the sales division of the Sonora Phonograph Co., New York, C. E. Richardson, manager of the talking machine department of the Clarke Music Co., Syracuse, N. Y., comments as follows regarding the outlook relating to general business:

“Our phonograph business has been remarkable, with sales far in excess of any previous year. We note with interest the statement made by a dealer recently that his business will not exceed his sales of last year, and we believe this may be true unless an intensive sales campaign is laid out and carefully followed.

“The day of easy sales is past, and now comes the test of the real salesman. We have just passed through, no doubt, the greatest era of easy selling we have ever seen, and to-day we are going through a period of readjustment, which will not only test the stamina of salesmen, but bring to light all business weaknesses.

“The call-and-buy customer of several months ago has been succeeded by a more conservative type of buyer, a buyer who has been so saturated with newspaper price reduction advertisements that much shopping is done before a decision is made. Retail selling has fallen off and it is a good thing for the salesman, because many salesmen have been spoiled by people walking in and saying ‘I’ll take that $700 piano,’ or ‘I’ll take that $200 machine.’ It is just that abnormal condition of the past months which makes it difficult for salesmen to reacustom themselves to the old, before-the-war method of selling, which necessitated intensive outside work.

“It is estimated that during 1921 there will be an output of $80,000,000 phonographs, not including toy phographs, and undoubtedly the next ten years will be the best in the history of the phonograph business.”

NEW TRUCK ATTRACTION ATTENTION

Landay Bros. Add Handsome Truck to Delivery Equipment—Victor Trade-mark Hand-painted

Landay Bros., Inc., well-known local Victor dealers, have received many encomiums from their patrons on the appearance of the new truck which the company recently added to its delivery equipment. Landay Bros. for several years past have made a specialty of utilizing distinctive automobile trucks and the publicity received from the use of these trucks has been very gratifying.

In a chat with The World Max Landay points out that the distinctive feature of this truck is the famous Victor trade-mark is merely a decalco-

MR. RETAILER:
Here are just four facts we want to impress upon your mind about SUPREME STYLUS

Semi-permanent

1 Each needle will play 100 to 200 records
2 Will not wear the records
3 Absolutely no scratching or hissing
4 Will play any make record using steel needle

Packed 4 needles on a card. 100 cards to a neat counter display carton. Circulars and display cards furnished.

Retail price 25c. per card

SEND FOR SAMPLE AND DISCOUNTS TO

Mellowtone Needle Co., Inc. MANFRS. Ansonia, Conn.
Place Orders Now for April Bulletin

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

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


I HEAR YOU CALLING ME—Tenor with Orchestra, John McCormack $1.50

CELESTE AIDA (From "Aida")—Tenor with Orchestra, John McCormack $1.50

CARO NOME (Dear Name) (From Opera, "Rigoletto," Act 2)—Soprano with Orchestra, Marina Campanari $1.75

CAVATINA (From Opera, "Don Pasquale")—Soprano with Orchestra, Marina Campanari $1.25

THE PALMS—Baritone with Orchestra—(Sacred), Bernard Ferguson $1.25

CRUCIFIX—Tenor-Baritone Duet with Orchestra—(Sacred), Charles Henry-James Jordon $1.25

BEAUTIFUL SAVIOR—(Sacred), Shannon Four-Jane Neilson $1.25

WHEN CATHEDRAL BELLS AT TWILIGHT CHIME—Soprano-Four Jeanne Nelson $1.25

LOVIN' SAM FROM ALABAM—(Popular Blues)—Vocal, Mamie Smith and her Jazz Hounds $1.00

DON'T CARE BLUES—(Popular Blues)—Vocal, Mamie Smith and her Jazz Hounds $1.00

KUU PUA LOKE (Our Blossom Rose)—Hawaiian Yodeling $1.00

OVER THE HILL—Tenor with Orchestra, Billy Jones Playmates—Tenor with Orchestra, Charles Hart $1.00

SCANDAL—Tenor Duet with Orchestra, Billy Jones-Ed. Small. $1.00

SHE WALKS IN HER HUSBAND'S SLEEP—Tenor with Orchestra, Billy Jones $1.00

I'M MISSIN' MAMMY'S KISSIN'—Vocal with Orchestra, Mamie Smith and her Jazz Hounds $1.00

SINGING—Vocal with Orchestra, Crescent Trio $1.00

LITTLE DAVID PLAY ON YOUR HARP—(Negro Spiritual) Southland Jubilee Singers $1.00

GREAT CAMP MEETING—Jubilee Song, Southland Jubilee Singers $1.00

TROVATORE (Grand Selection from Opera, "Trovatore") Conway's Band $1.35

REMINISCENCES OF VERDI (Introducing "Il Lombardi, Rigoletto, Il Trovatore, Un Ballo in Maschera, La Traviata") Conway's Band $1.35

GRAND MARCH FROM TANNHAUSER, European Symphony Orchestra $1.25

WEDDING MARCH (Mendelssohn), European Symphony Orchestra $1.25

SELECTIONS FROM "LA TRAVIATA"—Part 1, European Symphony Orchestra $1.35

SELECTIONS FROM "LA TRAVIATA"—Part 2, European Symphony Orchestra $1.35

HUNGARIAN Rhapsody NO. 2—Part 1 (Fr. Liszt), European Symphony Orchestra $1.35

HUNGARIAN Rhapsody NO. 2—Part 2 (Fr. Liszt), European Symphony Orchestra $1.35

IL BACIO (The Kiss)—Waltz—Whistling with Orchestra, Guido Gialdini 85c.

TOUT PASSE—Waltz—Whistling with Orchestra, Guido Gialdini 85c.

CRAZY BLUES—Fox-trot, Joseph Samuels' Jazz Band $1.50

HOME AGAIN BLUES—Fox-trot, Joseph Samuels' Jazz Band $1.50

BRIGHT EYES—Fox-trot, Ray Miller, Melody King, and His Black and White Melody Boys $1.50

MOLLY—Fox-trot, Ray Miller, Melody King, and His Black and White Melody Boys $1.50

OH GEE! SAY GEE! YOU OUGHT TO SEE MY GEE GEE FROM THE FIJI ISLE—Fox-trot, Joseph Samuels' Jazz Band $1.50

SHIM-ME-KING'S BLUES—Fox-trot, Mamie Smith's Jazz Hounds $1.50

ROYAL GARDEN BLUES—Fox-trot, Mamie Smith's Jazz Hounds $1.50

MY MAMMY—Fox-trot...Green Brothers' Novelty Band $1.50

A SWEET MAMA—Fox-trot...Joseph Samuels' Jazz Band $1.50

I USED TO LOVE YOU BUT IT'S ALL OVER NOW—Fox-trot...Orlando's Orchestra $1.50

PITTER PATTERN—Waltz...Hager's Dance Orchestra $1.50

UNDERNEATH THE DIXIE MOON—Fox-trot, Ray Miller, Melody King, and His Black and White Melody Boys $1.50

JUNGO LAND—One-step, Ray Miller, Melody King, and His Black and White Melody Boys $1.50

SALLY MEDLEY (Intro., "Whip-Poo-Will") and "Look for the Silver Lining" (From Musical Play, "Sally")—Fox-trot...Rega Dance Orchestra (Bird Voices and Whistling by Sibyl Sanderson Pagan) $1.50

LOVE BIRD—Fox-trot...Rega Dance Orchestra (Bird Voices and Whistling by Sibyl Sanderson Pagan) $1.50

A LA PAREE—One-step...Rega Dance Orchestra $1.50

I NEVER KNEW—Fox-trot...Lanin's Roseland Orchestra $1.50

THE ST. LOUIS BLUES—Fox-trot, Rudy Wiedoeft's Palace Trio $1.50

SPREAD YO' STUFF—Fox-trot, Joseph Samuels' Jazz Band $1.50

CHINA MOON—Fox-trot...Green Brothers' Novelty Band $1.50

MIDNIGHT MOON—Waltz...Orlando's Orchestra $1.50

IN MADAGASCAR LAND—Fox-trot, Rudy Wiedoeft's Palace Trio $1.50

ARABIA—Fox-trot...Green Brothers' Novelty Band $1.50

DREAMY PARADISE—Fox-trot...Okeh Marimba Band $1.50

JUST WE TWO—Waltz...Okeh Marimba Band $1.50

THE SCHOLAR—(Irish Reel)—Accordian, Peter J. Conlon $1.50

HARVEST HOME AND GALWAY BAY—(Horn Pipes)—Accordian...Peter J. Conlon $1.50

AVE MARIA—Part 1—Violin Solo...M. Michalow $1.50

AVE MARIA—Part 2—Violin Solo...M. Michalow $1.50

ANGEL SERENADE—Violin, Flute and Harp...Instrumental Trio $1.50

INTERMEZZO FROM "CAVALLERIA RUSTICA"—Violin, Flute and Harp...Instrumental Trio $1.50
CARUSO'S VOICE IS NOT IMPAIRED

Doctors Declare Great Tenor's Voice Will Benefit From First Real Rest in Twenty-five Years—C. G. Child a Visitor at Bedside

Enrico Caruso will sing better than ever after he has fully recovered from his present illness, is the report issued by the Metropolitan Opera House in denying reports that the great tenor and Victor artist would never sing again. In reference to these reports the bulletin said:

"There is nothing whatever in Mr. Caruso's condition to warrant any such supposition. The indications are that, once he recovers, he will sing better than ever. This illness, unfortunate as it has been, has given his voice and throat the first real rest they have had in twenty-five years, and this must be of great advantage to the most strenuously exercised vocal organs in the world."

"There remains, then, merely the question of complete recovery of constitutional strength, with probable freedom from the minor lapses in health that troubled him for some time before his final breakdown in December. It is only proper to state now that at no time has there been any injury to or difficulty with his voice."

"Tell me how long this will last."

"I tried to cheer him as best I could and he speedily returned to cheerfulness."

Mr. Child was highly pleased over the report of the doctors that the tenor’s voice would be stronger than ever after his enforced rest. He declared that Caruso would make new records for the Victor Co. which would be even better than the others, if that were possible.

The talking machine industry and the public in general are rejoicing over the fact that Signor Caruso is now convalescing. The tremendous demand for his records during the past few weeks has been convincing testimony to the fact that people in every walk of life wanted to have some permanent record of the singer’s art in case his person should be lost to them. The news of his gradual recovery has been received with great joy and music lovers are happy that the great star will continue to shine in the world of music in the future as in the past.

PATHE FOR AMERICAN LEGION

Rockwell City Post Chooses That Instrument After Careful Test

ROCKWELL CITY, IA., March 4.—The local post of the American Legion recently conducted an interesting contest for the purchase of a phonograph intended for the use of their handsome clubroom. The competition involved a test of the volume, rhythm and resonance of tone and, after a rigid test of a series of records on all of the points, the committee decided upon the Pathé Actuelle as best adapted to fill the requirements of the large hall.

The Pathé Actuelle was entered by Fred Beauchamp, local Pathé dealer.

Mayo Magnon, of Bailey’s Music Rooms, Lancaster, N. H., Victor retailers, left recently to take the course of salesmanship in the Red Seal School at the factory of the Victor Talking Machine Co., in Camden, N. J.

"The Music Without the Blur!"

This idea 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 stretch"

"There remains, then, merely the question of complete recovery of constitutional strength, with probable freedom from the minor lapses in health that troubled him for some time before his final breakdown in December. It is only proper to state now that at no time has there been any injury to or difficulty with his voice.

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MILWAUKEE TRADE ACTS IN EXCISE TAX FIGHT


MILWAUKEE, Wis., March 11.—Aroused to a keen appreciation of the dangers to the future of the talking machine industry lurking in the proposal of Congress to double the excise tax on musical instruments, the local trade, from largest manufacturer to smallest retailer, is engaged in a vigorous and determined fight, under the direction of the Milwaukee Association of Music Industries. The legislative battle, which is being carried on in co-operation with the national organizations of the Music Industries Chamber of Commerce, almost overshadows the struggle to get a fair share of business.

Working in close harmony with the Milwaukee Association, the Wisconsin Association of Music Industries has aroused the trade of the entire State to the same degree as the local men of the talking machine business. An appeal has been directed at every individual or concern dealing in musical instruments in Wisconsin to write a letter of protest to the Representative in the House and the two United States Senators. It has been put up to the dealers that this is virtually a life and death fight for the industry. It should be the object of every trade organization to get a protest before members of Congress, and one which will make it clear to the legislators that to increase the present 5 per cent excise tax to 10 per cent will practically ruin the industry and its ability to make a profit.

The importance of the talking machine industry was recognized to a conspicuous degree at the annual meeting of the Milwaukee Association of Music Industries when it elected Clarence C. Warner, one of the real pioneers of the Victor line, to the presidency of his city, as president for 1921. Mr. Warner has served two terms as vice-president and always has been one of the most active workers in the organization. Frederick W. Caseberry, an exclusive piano merchant, was elected vice-president. For secretary the Association called back into official service another prominent Victor dealer, namely, Richard H. Zinke, president of the H. H. Zinke Music Co., who served as secretary in 1918 and in the following year he was honored with the presidency as an appreciation of his splendid work. Since then he has been a member of the board of directors. William R. Winter, a veteran Columbia dealer and president of the Winter Piano Co., was re-elected treasurer, a post which he has held since the organization was founded.

With this staff of officers the Milwaukee Association is exceptionally well equipped to carry on a determined fight against unjust and discriminatory taxation. Secretary Zinke wields a heavy influence with the State trade, being the president of the Wisconsin Association. This combination of effort doubtless will make the local fight against doubling the excise tax an outstanding one.

The local and State associations are heartily in accord with the Chamber of Commerce for the elimination of the excise tax entirely, and the substitution of a gross sales tax. Stress is being laid on this point, so that it may be clear that the music dealers of Wisconsin are not trying to evade their just share of the tax burden, but seek only a just and equitable distribution of the burden.

During the last three or four weeks trade in talking machines has been rather quiet and featureless, but at the same time local dealers have made tremendous strides forward in developing record business. There is not a dealer in Milwaukee who has failed to show a very generous increase in this department since January 1, compared with the same period of 1920. The active business in records has made it impossible for many dealers and jobbers to make the headway they figured they might be able to make by this time in keeping retail stores supplied in an adequate way with catalog and current numbers. The shortage of records remains rather acute, but promise is held out that this condition will gradually be remedied.

Dealers have been working down their stocks of instruments steadily since the holidays, but for the most part their floors and stockrooms are quite amply supplied for some time to come. However, there is hope that improvement in the demand is coming soon, and it may then not be difficult to keep records and create a rush of buying among dealers.

"Our dealers have been giving us a very satisfactory amount of patronage in the past month or two and we have no complaint to make," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co. Victor jobber. "It cannot be denied that trade has been the accustomed brisk tone of last year and two years ago, nevertheless we feel that we have been very fortunate, for Victor business has always been well sustained, even under the most unfavorable conditions. Since the beginning of March we have noticed an improvement. It looks as if this will mark the revival, and that the resumption of public demand has come."

According to Thomas I. Kidd, manager of the local branch of the Brunswick-Balke-Collender Co., signs are steadily manifesting themselves that public confidence is returning and the "buyers' boycott" is a thing of the past. Brunswick instrument and record business as well as improving to a remarkable extent throughout the branch territory. Dealers are beginning to make requisitions more nearly like those of the "good old days."

Columbia business is making excellent progress in Wisconsin and the recent marketing of the older record numbers at reduced prices has been a remarkable stimulus to trade, which has given the Columbia line increased popularity. Since the attitude of the public for six months or longer has been to buy only when prices go lower, the reduction on records was a decidedly popular thing and as the result of it Columbia dealers have been able to clean house and pave the way for a very respectable volume of new purchases.

An important change in the Aeolian-Vocalion representation in the Milwaukee territory will take place on April 15, when Edmund Gram, Inc., relinquishes the entire Aeolian line. After this date the local dealers will be the J. B. Bradford Piano Co., 411 Broadway, with a south side branch at 596 Mitchell street.

The business founded by Charles J. Orth, who left in February 1, will be continued without change of name or policies by his brothers, according to an official announcement just made. The Orth concern is the exclusive wholesale distributor in Wisconsin and upper Michigan of the Puritan line, and also conducts one of the leading piano stores on Grand avenue, this city.

The Strand Theatre, one of the leading motion picture houses in the downtown district of Milwaukee, last week staged, as a widely advertised specialty of its musical program, the accompaniment by its big orchestra of the Victor record by Caruso of Bartlett's "A Dream." It was a most effective presentation and attracted wide attention. The "Zinke Musics," a bowling team representing the R. H. Zinke Music Co., won high honors in the recent Wisconsin State Bowling Tournament in Milwaukee. It held first place for many days and was outranked in the final hours of the rolling, capturing second money. The day following the first place achieve-

(Continued on page 85)

THE PHONOSTOP


Give us your trade—we will hold it by MERIT

THE PHONOMOTOR CO. - 121 WEST AVENUE ROCHESTER, N. Y.
THE PROCESS OF ELIMINATION

By J. NEWCOMB BLACKMAN

We are now experiencing the process of elimination in all lines of business. This is particularly true in the Talking Machine business. This elimination process is reflected in a refusal on the part of the buying public to accept something claimed to be "just as good."

Special sales at reduced prices do not seem to help much when the buying public refuse a substitute.

Greatly increased Victor supply of Victrolas and records is no longer a promise but a fact.

Prospective buyers are "looking under the lid" for the genuine Victrola trade-mark of "His Master's Voice."

Don't overlook this, Mr. Victor Dealer, if you value your "good will."

It takes a smart man to know when to get "in" the stock market, but a smarter one to know when to get "out."

Give the Victor line the representation it deserves and you will get all you deserve. You can't shut out or entirely avoid all competition.

The most effective competition you can experience is the competition of other Victor dealers. In 1921 Blackman dealers will not be at any disadvantage in both avoiding and meeting competition.

The process of elimination and the greatly increased supply of Victrolas and records, we believe, will enable us to take good care of Blackman's present dealers and to accept some accounts heretofore regretfully declined.

We are going to be very much on the job, Mr. Victor dealer. Seeing us will be believing us.

Blackman
TALKING MACHINE CO.
81 READE ST. NEAR CHURCH ST. NEW YORK
VICTOR DISTRIBUTORS EXCLUSIVELY WHOLESALE
Our traveling representatives are masters in the planning of musical merchandise equipment; their advice may be helpful to you without expense. Write us—one of them may be in your locality now.

Plans and estimates promptly submitted.

VanVeen & Co., Inc.
12 Years of Study and Experience in Building and Planning Music Stores

Executive Office
47-49 West 34th Street
New York City

VanVeen & Company

SALES OFFICE
1711 Chestnut Street
Philadelphia

MILWAUKEE TRADE AID TAX FIGHT
(Continued from page 84)

ment the sporting pages of all Milwaukee newspapers announced the fact in screaming headlines, which is not the worst kind of advertising a Victrola shop can get, judging from the comments in the home and on the street.

Talking machine business in general has gained at least some benefit from the columns concerning the purchase of a Victor for the House of Correction. The fact that a dozen or more "bootleggers" of prominence have recently been committed to the prison by the Federal Court, made the acquisition of the instrument especially an object of special writers and paragraphers. This and other publicity is regarded as splendid "propaganda."

At the recent exposition held in conjunction with the annual convention of the Wisconsin Retail Hardware Association, the Pathé phonograph was exhibited by the Morley-Murphy Hardware Co. of Green Bay, Wis., one of the largest jobbing houses in northeastern Wisconsin. The Morley-Murphy Co. also displayed the line at the first annual Industrial Exposition conducted by the Jobbers' division of the Green Bay Association of Commerce.

WIDENER'S SHOP TO MOVE
Columbia Headquarters to Be Located at 4 West Thirty-seventh Street After April 1

Widener's Columbia Shop, which for the past few years has been established at Fifth avenue and Thirty-seventh street, New York, will move on April 1 to 4 West Thirty-seventh street, two doors west of Fifth avenue. According to present plans, Widener's Shop will occupy exceptionally attractive warerooms at the new address, and decorations and furnishings are now being completed.

In a chat with The World, Mr. Widener stated that the reason for this move was the fact that the rental asked by the owners was exorbitant, and that plans are being made for an intensive campaign after the establishment is located in its new home.

SCHUE TO OPEN IN DOVER
Dover, O., March 3.—It is announced that a new music store will be opened here next week on East Third street in the George T. Rueby Building by Archie W. Schue. He is agent for the W. D. Lerch Music Co., of Canton. Schue announces the store will handle player-pianos, upright pianos, talking machines.

TO ENTER FIELD IN ALLIANCE, O.
Drake & Moninger Co. Plans Big Opening Ceremony for March 24

Alliance, O., March 5.—Among the new stores to make their appearance here this month will be that of the Drake & Moninger Co., on March 24, when a reception to the people of this city will be given with musical numbers by Blaire and Mrs. Dan Cochran, of East Liverpool, and Mack's Orchestra of Canton. The entire first floor of this establishment will be given over to Victrola business, with one window constantly in use for this purpose. R. E. Rosenberger will be manager of the department. A special advertising number of eight pages, prepared by Advertising Manager Ed Hunt, will appear in local daily newspapers. Officials of the Eclipse Musical Co., of Cleveland, will assist at the opening.

MUSIC WEEK IN YOUNGSTOWN
Ohio Dealers Co-operate With Civic Authorities to Make Affair Success

Youngstown, O., March 1.—Music dealers of Youngstown contributed to the observance last week of "Music Week" here. They lent every co-operation to Mayor Fred J. Warnock and his committee. Commencing Monday and continuing every day throughout the week either the dealers or the committee promoted special music events, which, according to Youngstown music dealers, stimulated piano, talking machine, musical merchandise, player roll, record and sheet music sales.

Leading the movement were the following downtown music dealers who used generous newspaper advertising space: The Brunswick Shop, W. F. Frederick Piano Co., Owl Drug Co., Cahn's, Schuman's, the Hawaiian Music Studio and Hess Brothers, who handle Victor, Columbia and Okeh records and Victrolas.
HOW TOLEDO SHOP SELLS RECORDS

Brunswick Dealer Gets Big Results by Securing Co-operation of Theatrical Interests—Girls of Salesforce Dress in Appropriate Costumes

TOLEDO, O., March 7—Featuring one record for three days or a week and doing a record business on the basis of 50,000 a year, although open only a couple of months, is the accomplish-

A Window Idea Worth Emulating

ment of the Record Shop, at Toledo, owned by Robinson & Compton and managed by W. A. Grubbs. This little place is featuring Brunswick records and is located near two theatres. Manager Grubbs picks a record, such as "June," embellishes his window with appropriate set-

tings, has the girls dress in costume appropriate to the story in the record, and the populace comes in to hear—and buy. The help of the theatre people is also obtained. Through the co-operation of P. H. McCulloch, phonograph division sales manager in the Northern Ohio territory, the Brunswick organization supplies orchestrations and these pieces are given to the artists and orchestras at the theatres, and these pieces are gladly played and sung. After hearing these pieces and seeing them featured in the windows as noted, people can't resist buying records.

BERRY WITH DWYER PIANO CO.

Former Victor Traveler Appointed Manager of Victor Department of New Orleans Store

NEW ORLEANS, La., March 7—Wm. P. Berry, formerly traveling representative of the Victor Talking Machine Co., and more recently associated with Philip Werlein, Ltd., wholesale Victor distributor, has just been appointed manager of the Victor department of the Dwyer Piano Co., 131 Carondelet street, this city.

The Dwyer Piano Co. has recently been made a Victor retailer and will handle Victrolas and Victor records exclusively. Upon completion of the new department, which will consist of ten demonstration booths, the Dwyer Piano Co. will have one of the finest equipped talking machine departments in New Orleans.

APPOINT NEW OKEH JOBBERS

Sterling Roll & Record Co. Expands Its Territory to Include Pittsburgh—Lind Music Co., of Detroit, Is New Okeh Jobber

The General Phonograph Corp. announced recently that the Sterling Roll & Record Co., Okeh jobber, at Cinelinnati, O., had also been appointed an Okeh jobber in Pittsburgh. A. B. Smith, formerly assistant manager of the Pitts-

burgh branch of the Columbia Graphophone Co., has been appointed manager of the Sterling Roll & Record Co.'s Pittsburgh division. Temporary headquarters have been established at 436 Fourth avenue and F. F. Dawson, general manager of the Sterling Roll & Record Co., is planning to give the dealers in his territory practical serv-

erie and co-operation.

The Lind Music Co., Detroit, Mich., a newcomer in the wholesale field in that city, has been appointed an Okeh jobber. S. E. Lind, head of this company, is one of the most popular members of the Detroit talking machine trade, and under his direction Okeh records will undoubtedly receive splendid representation in this important territory.

THE VICTROLA AND EDUCATION

New Sales Help Prepared by the Victor Talking Machine Co. Distributed to Dealers

The latest addition to the educational literature issued by the Victor Talking Machine Co. is a small illustrated pamphlet featuring the use of the Victrola in the home and in the school. Now that the educational records are available in greater quantities this new pamphlet is of value to dealers in their advertising to their own local school and educational circles. The cover of the booklet contains an illustration in color, taken from the book, "Music Appreciation for Little Children," put out by the Victor Co.

The inside pages are covered with small pictures showing the uses of the Victrola, both in the school and in the home. Some interesting facts about music are contained on the back cover. It is stated that music educates by sel-

ecting attention, interest, participation and exp-

ession, through sense perception, emotional response, mental discipline and analysis. Music stimulates the imagination, discrimination, selec-
tion, correlation, association and aids concentra-
tion, appreciation, interpretation, assimilation and composition. The total helps to give knowl-
edge, culture, poise and power. Other uses for the Victrola are given and the complete library of educational literature is listed.

ATTEND NORA BAYES SHOW

A group of the executives and department heads of the Columbia Graphophone Co. were the members of a theatre party a few days ago, at which they were the guests of D. G. Slater, manager of Nora Bayes, popular musical star and exclusive Columbia artist. The Columbia party thoroughly enjoyed the pre-

sentation of "Her Family Tree" at the Lyric Theatre, where Miss Bayes has attained pheno-

menal success. Among the Columbia execu-

tives and department heads in this party were Geo. W. Hopkins, Frank R. Pennington, W. A. Wilson, Lester L. Leverich, O. F. Benz, H. L. Pratt, L. C. Stowell and John Bryant.

YOU WOULD NOT

No good merchant would set up a screen in front of the goods he wants to sell.

Don't cloud the superior points of the Victor.

Even at a 3-Ring Circus everything stops when the big Features go on.

The VICTOR is the biggest thing in the music field Investigate transportation from Buffalo to your city—Try our Victor service

BUFFALO TALKING MACHINE CO.

Wholesale Victrola Distributors

BUFFALO, N. Y.
New Dealers Opening Up, Old Dealers Expanding—Eclipse Co. to Wholesale Exclusively—Edison Tone-test Plans—Pathé Dealers Convene—Cleveland Talking Machine Co. News—Other Items

Cleveland, O., March 7.—Regardless of conditions in other businesses, any doubt as to the standing of the talking machine industry, not even Ohio territory at least, appears to be set at rest in the light of developments in the immediate Cleveland and more distant districts during the last few weeks. New dealers are opening up in many communities. Old dealers are enlarging their establishments. New business with all is being booked by jobbing interests. Cleveland business is satisfactory, showing a fair gain over last year at this time. In a few instances remarkable gains have been made. Probably the most conspicuous instance recently is the distribution of more than 3,000 machines by the Fischer Co., Pathe distributor, in thirty-five days with five men, under leadership by the Fischer Co., Pathe distributor, in thirty-five days with five men, under leadership by the Fischer Co., Pathe distributor, in thirty-five days with five men, under leadership by the Fischer Co., Pathe distributor, in thirty-five days with five men, under leadership by the Fischer Co., Pathe distributor, in thirty-five days with five men, under leadership by the Fischer Co., Pathe distributor, in thirty-five days with five men, under leadership of Ralph J. Jamieson, sales manager in the Ohio territory. This feat was accomplished through their ability to guarantee prices to dealers. In record and supplies distribution an equally sensational gain must be mentioned, in that an average increase of business by one-third over the same time last year is being done.

Among the newest establishments for Cleveland proper is the 'live' new department of S. Kohn & Sons, in the East End. This firm has acquired the retail Eclipse Musical Co. account and will have a formal opening as soon as the department is ready. Norman H. Cook, formerly sales manager of the Eclipse, takes charge of this department with the old retail Eclipse staff.

In announcing the disposal of the retail division the Eclipse Musical Co., Victor jobber, will concentrate exclusively upon wholesale business from now on, according to C. K. Bennett, general manager. The elimination of any retail connection will place this firm in an even better position to serve retailers, explains Mr. Bennett. The wholesale business will be enlarged and extended, and all departments developed to a high degree of efficiency.

With a view toward aiding retailers in filling orders for records that could not be had easily until lately, dealers are being urged to send in their back orders now by Mrs. I. M. Howard, manager, Eclipse Musical Co.'s record department. It is pointed out that ability to meet the demands of customers now is giving dealers who do this added business and those who have not sent in back orders are heading the urge.

March will be replete with tone tests in which the Phonograph Co., Edison distributor, and all Edison dealers are taking a big part. First of these was held by Claus & Schroeder at the Lyceum Theatre, where 2,000 persons walked in and 1,000 turned away. The artists appearing in Cleveland this month are Miss Marie Morrissey, Walter Chapman and Harold Lymn. The second big event was held at the Auditorium under direction of A. E. Friedlander, Bailey Co. talking machine department. This program was divided into eight numbers with about twenty selections. Several prizes will be held through the month, ending on March 31 with a grand concert at Masonic Auditorium, where $4,000 A. S. I. prizes are expected to be present. Personal assistance to dealers in conducting the tone tests is being given by L. M. Bloom, general manager; Harry Tucker, sales manager; M. G. Kreissler, S. Hirscheberger, Richard Goss and other members of the Phonograph Co. organization.

In connection with its campaign on machine sales lately the Cleveland Talking Machine Co. held a successful convention of Pathé dealers, who came from all parts of the Ohio territory to hear James Watt, Pathe Co. secretary, outline the plans of the home organization for dealers in the country. The meeting was called on less than twenty-four hours' notice and well attended. Fidelity, sales and production features were demonstrated to dealers, with the result that they are convinced that the year will be quite productive of new business for them.

Seventy six sales people entered the sales contest conducted by the Cleveland Talking Machine Co. during February and data to ascertain the leaders in this event, so that the award of a free trip to the Victor factory for the Cleveland dealer who made the best showing may be made, are now being compiled. Dealers say the event has served not only to increase sales over January, which month was taken as the basis for the contest, but that it will also aid in knowing what records are more desired, who the customers are that buy the most records, and how to plan their business for the future.

As an additional aid to dealers in Cleveland and vicinity in pushing records of the classics during March, the Cleveland Talking Machine Co. has issued a supplementary list to that of the regular Victor listing. A feature of this supplementary list is the schedule of dates and the artists who will appear on those dates, which is expected to arouse added interest on the part of dealers' clients in the work of these artists in person as well as their recordings.

Setting the example for dealers, following an urge of long standing by both the Victor organization and Victor jobbers, the Cleveland Talking Machine Co. takes the lead for what is believed to be the first time for a jobber in advertising in a daily newspaper the new records as listed in national advertising by the Victor Co. This advertising uses the famous Victor Portrait Phonograph in full size and advises the public that the new records can be obtained from these dealers. The advertising was so placed that it appeared on a page opposite the local advertising of competing dealers.

It is believed that dealers will not only gain added business in records from this move, but that they will see the advisability of cooperating in a practical way with the national advertising in future.

More than 5,000 children from public, junior and high schools of Cleveland have entered the music memory contest being conducted by the Musical Arts Association. First tests will be held in conjunction with the Cleveland Symphony Orchestra at Masonic Hall March 12. Ten selections will be played. Teams of fifteen students from each school will try to name the composition, the composer, the nature of the selection and something of its history. The winning team will receive a bronze cup which will be held for one year, at which time it will be competed for again. To the individual pupil making the largest number of winning points a talking machine may be given as a personal reward by the talking machine trade here. Orchestra leaders at motion picture houses have been aiding the movement here by playing selections at the request of pupils entered in the contest.

Motion picture orchestra directors also have been a help in another way toward increasing interest in music and incidentally aiding the sale of records. This has been accomplished by Mrs. Loretta B. Flading, manager of the talking machine department of the Aldrich-Howey Co. Good new records which have been slow in reaching dealers because people did not know these selections were entirely too numerous at the Aldrich-Howey. So Mrs. Flading has been asking the movie musicians to play such selections, which they always are glad to do in order to enliven their own programs. The following day a large sign with a list of the selections played usually appears in the Aldrich-Howey window, and a little later buyers of these records appear in the store. This plan has served not only to reduce such record stocks, but offers a new avenue to machine sales with the increasing line of new cassettes.

Another influence for better business for dealers is seen by F. C. Erdman, district representative for the Victor Talking Machine Co., back in town after an extensive tour of the Ohio territory. Dealers everywhere welcome the new Victor 80 and report it moving well with the arrival of first shipments.

NEW PATHE DISTRIBUTOR
Fones Bros Hardware Co., of Little Rock, Ark., secures distributing agency at that point

The important announcement of a new Pathé distributor has been made at the headquarters of the Pathe Freres Phonograph Co., in Brooklyn, N. Y. Sales Manager George W. Lyle informed The World of a new Pathé distributing agency at Little Rock, Ark., where Fones Bros. Hardware Co. has been appointed distributor. Fones Bros. are well and favorably known in this section of the country and have a large, efficient sales organization that will be well able to take care of the efficient distribution of Pathé products in that territory.
"Satisfaction"

The real acid test for any new proposition is not passed until it has been sold, paid for, and given highly satisfactory service to the purchaser.

When this has been done, such a proposition in the hands of capable men, coupled with integrity, provides the safest form of industrial investment.

The TALKING MACHINE WORLD SERVICE is not a new proposition. It is an established Service which has been successfully rendering service for the past two years.

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 a high-class sales stimulator.

This is What the TALKING MACHINE WORLD SERVICE has done for others. It will do the same for you

"You may be interested in knowing that we attribute a very large volume of business which we are doing to the TALKING MACHINE WORLD SERVICE, and if, at any time, you have any individuals who want to know what this Service will do for them, you need not hesitate giving us their addresses because we absolutely know that your Service is the finest that money can buy."

"We find your Service very helpful by using it to the utmost, and are finding it effective and profitable."

"We are pleased indeed with your prospect card and know it must have taken a lot of time and study to get one so thoroughly practical.

THE COST? NOTHING—when you notice the results obtained for the money invested

The population of my city is...
I sell the following machines...
My firm name is...
By...
My address is...

MAIL THE ABOVE COUPON TODAY—WITHOUT FAIL
OHIO MUSIC CLUBS MEET MARCH 30

Mrs. Frances Elliott Clark to Address State Federation on Educational Work

CINCINNATI, O., March 7.—The Ohio Federation of Music Clubs will hold its annual convention in this city on March 30 and 31 and April 1, at which time the members will be addressed by Mrs. Frances Elliott Clark, of the educational department of the Victor Talking Machine Co. The organization is preparing to extend its work among the younger folk through the junior clubs of the Federation, of which division Miss Grazella Pulliver, educational director of the Cleveland Talking Machine Co., has been elected chairman. The junior division will provide ways and means for the youngsters to perform in public and demonstrate what they are learning in music.

TALKING MACHINE MEN, INC., MEET

Dr. Frank Crane Addresses Monthly Gathering of Local Association—Nominating Committee Presents Slate—To Vote on Sunday Closing

The monthly meeting of the Talking Machine Men, Inc., was held at the Pennsylvania Hotel on Wednesday afternoon, February 16. The attendance was quite large, owing, no doubt, to the fact that Dr. Frank Crane addressed the gathering and announced his talk had previously been forwarded to the members.

Dr. Crane made a very enlightening and constructive address along business lines and put forth what he considered the ten commandments of a salesman, which are set forth at length in another page of The World this month. His reference to situations that arise daily as the result of sales was very pointed and instructive, and at the close of his remarks a spontaneous rising of those assembled, followed by a unanimous rising vote of thanks, supported the statement.

It was voted to send E. G. Brown, secretary of the Association, to the annual meeting of the National Association of Music Merchants, to be held in Chicago in May, at which time, it is understood, there will be a gathering of talking machine dealers, particularly those from Los Angeles and Pacific Coast territory, for the purpose of either joining the National Association of Music Merchants or forming a national association of talking machine dealers.

It was decided to place the question of Sunday closing before the Association in a questionnaire form, and a committee was appointed to gather data covering the newspaper publicity of order houses and place it before the Merchants' Association of New York.

The nominating committee presented the following names as officers to be elected at the annual meeting and banquet at the Hotel Pennsylvania, to be held on March 27: President, Irwin Kurtz; vice-president, E. Leins; secretary, E. G. Brown, the present incumbent; treasurer, A. Galubich.

The names presented for the officers of the executive committee were: W. M. Gibbons, L. R. Teager, Harold Berin, Theodore Arison, Sol Lazarus and A. H. Meyers.

Everett W. Richards is now in charge of the talking machine department of the Johnston-Hatcher Co., in Springfield, Ill.

MAIN-SPRINGS

For any Phonograph Motor

Best Tempered Steel

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SAPPHIRES—Genuine

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<td>1 1/2 in. x 10 ft. for Seal or Silverstone</td>
<td>$0.60</td>
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SAPPHIRES—Genuine

Path, very best loud tone genuine, each 16c; 100 lots, $1.50.

 Edison very best loud tone, 15c each or $1.25 in 100 lots.

MOTORS

Special price on Kressberg motors. Order right from this ad.

Send for price list of other repair parts.

THE TALKING MACHINE WORLD

MARCH 15, 1921

THE FINEST OF

CORE STOCKS

For Phonographs and Record Cabinets

Are supplied by the

GERMAIN BROS. CO.

Makers of the Famous

"German Piano Backs"

SAGINAW MICHIGAN

WINS A PRIZE FOR POLITEINESS

Miss Lorraine Templeton, of Famous & Barr Co. Talking Machine Department, Secures Award for Politeess and Good Nature

Several newspapers in the West have been endeavoring recently to test the standard of politeness among sales people in retail stores by offering a substantial prize each day to the person whom a special investigator believes is the most polite. In Chicago, Milwaukee and other cities clerks in music stores have been successful in capturing several prizes, and in St. Louis one of the young ladies in the music section of the Famous & Barr Co. won the award offered by the St. Louis Times. In his story the investigator said:

"Where are the phonograph records?" Investigator asked an elevator starter.

"Sixth floor, sir. Take the end car, please." The answer was given in such a pleasing manner that Investigator fingered the voucher in his vest pocket. Here, indeed, was a worthy person who might warrant further investigation. If none better could be found Investigator would return to him.

On the sixth floor the quest begins in earnest. Investigator took a stand at the counter. Came three young ladies at one time.

"Are you waited on, sir?" in chorus. Investigator didn't wait. The voucher was placed into the hands of Miss Lorraine Templeton, of Famous & Barr Co., of this city on March 30 and 31 and April 1, at which time the members will be addressed by Mrs. Frances Elliott Clark to Address State Federation on Educational Work.

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MOTORS

Special price on Kressberg 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 Lure of Music" is a book that tells folks about the music great exclusive Columbia artists make. The convenient Columbia Record Album is a constant invitation to fill it with records. Our Dealer Service man has supplies of both.

INCREASED BUYING REPORTED BY TRADE IN ST. LOUIS

Conditions Interestingly Reviewed—Important Discussions at Music Merchants' Meeting—F. C. Schuyler With Local Columbia Branch—Death of J. E. Medairy—Kieselhorst Study Hour

St. Louis, Mo., March 3.—There is improvement in the talking machine situation in St. Louis. Pledge was made by the Association to continue remarkably good.

They are simply uncertain what to do. Whether there are going to be any price changes. The Association's attitude against announcement they are not to be designated as reductions.

Mark Silverstone's merry-go-round, being the talk of the town, was exhibited to the customers. He did not have many of them, but they are sure what to do. His organization was having was with residential dealers. He declared that musical advertising was cleaner in St. Louis than in any other large city in the country, but said there was still room for improvement.

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INCREASED BUYING REPORTED BY TRADE IN ST. LOUIS

Conditions Interestingly Reviewed—Important Discussions at Music Merchants' Meeting—F. C. Schuyler With Local Columbia Branch—Death of J. E. Medairy—Kieselhorst Study Hour

St. Louis, Mo., March 3.—There is improvement in the talking machine situation in St. Louis. Pledge was made by the Association to continue remarkably good.

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THOS. A. EDISON, Inc.,

by NATIONAL ADVERTISING

now appearing in periodicals and daily papers is emphasizing the ability of the New Edison to play the various talking machine records with highly improved tone quality.

Edison Jobbers and Dealers you will be best prepared to make capital of that advertising by stocking only the highest quality Reproducer attachment.

The Newton Reproducer WITH EDISON ATTACHMENT

leads all others in performance, quality and finish. It embodies a highly scientific diaphragm of double construction made expressly for and adapted to the throat and amplifier of the New Edison.

The NEWTON Reproducer is guaranteed indefinitely

List Price Complete—G. P. $12.00, N. P. $10.00

Sold by Leading Edison Distributors

Direct shipments to Dealers in territories where we are not represented by Jobber. Write for discounts and particulars.

MANUFACTURED EXCLUSIVELY BY

W. L. NEWTON & CO., INC.

SCRIBNER BUILDING

597 FIFTH AVENUE, NEW YORK CITY

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McNabbs, of the Frankfort Music Co., West Frankfort, Ill., was in the other day and Manager Fay almost forced him to take a Style 15. As soon as the machine reached the store he called up on the long distance and ordered two more. He had sold the one and had received a payment of $100 on another. Dan Reardon, who was with the company several years ago, has returned from four years' service in the navy and has again taken a position with the company, visiting the city trade. Frank L. Fay is on an extended trip through Missouri, Iowa, Nebraska, Kansas, Oklahoma and Arkansas and is getting good orders. He will return to St. Louis about March 25.

F. C. Schuyler, heretofore connected with the main office of the Columbia Graphophone Co., has been assigned to the St. Louis branch, where he will have charge of the international records for St. Louis and the St. Louis trade territory. General Sales Manager G. W. Hopkins and International Record Manager R. F. Bolton were in St. Louis recently. Manager E. M. Morgan has returned from a trip to Arkansas. Assistant Manager A. W. Roos has returned from a Southern trip. Manager Morgan announces that February business scored a material advance over January totals.

Edwin Schiele and Herbert Schiele, president and vice-president of the Artophone Corp., have returned from a business trip to Chicago. Sales Manager Salmon reports a fine business in Okeh records in February and March, with the opening of many new accounts. Letters have been received for the John McCormack records, which were made in Europe. The first releases of German, Polish and Italian Okeh records have been received.

Fred Lehman, of the Lehman Music House, East St. Louis, has been honored recently by his fellow citizens, being elected a member of the Board of Directors of the Southern National Bank. A newspaper account of the election carries a history of Mr. Lehman's career in East St. Louis and appreciation of the qualities that have made him successful.

A music memory contest is scheduled in the schools of St. Louis for the month of April. Teachers and pupils are already at work and the cooperation of the parents in the home, of music and civic clubs is being asked. The effects of the co-operation of the parents in the home, of music and civic clubs is being asked. The effects of

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Joseph E. Medary, whose critical illness was noticed in this correspondence last month, died recently at the home of relatives here, following his return from Atlanta, where he was stricken and was compelled to relinquish his position as manager of the Goodart-Tompkins Co. Before going to Atlanta he was manager for several years of the Stix, Baer & Fuller talking machine department. Before that he was with the Bollman Bros. Piano Co. and the Aeolian Co. and with F. Loeser & Co., Brooklyn. He was thirty-seven years old and is survived by his widow and one child. He was one of the charter members of the Tri-State Victor Dealers' Association. Members of the Tri-State Association and the Stix, Baer & Fuller talking machine department attended the funeral.

St. Louis audiences have been treated to some rare musical events within the last month. Sergei Rachmaninoff carried off the piano honors of the season, when he was enthusiastically greeted by a full house.

The La Scala Orchestra with Arturo Toscanini gave one of the finest orchestral evenings ever heard in St. Louis and impressed deeply the immense audience.

Fred Kreisler appeared again just four weeks after a previous concert, this time as guest artist with the St. Louis Symphony Orchestra. It proves his immense popularity that he was just as enthusiastically received in this Symphony appearance as in his concert when he played more popular numbers.

Hans Kindler surprised music lovers in the concert. The composer is a practically unknown artist, but left with the highest praise of everyone who heard him.

In all of these concerts, save that of the La Scala Orchestra (when the New York Souvenir Program was used), the programs were used by the Kieselhorst Piano Co., the Smith-Reis Piano Co. and the Lehman Music House, of East St. Louis, to advertise their Victor service on records by the artists appearing.

The Music Merchants' Association of St. Louis has contributed $150 and 25 per cent of its income for the rest of the year toward the deficit of the St. Louis Symphony Society.

Manager R. W. Jackson of the Brunswick Co. announces a very good demand for the Brunswick console type machine that sells for $200 and says the trend is toward the higher-priced machines. Manager Jackson has returned from a business trip to Chicago.

The February business of the Stix, Baer & Fuller talking machine department was 55 per cent ahead of February, 1920, according to F. J. Ennis, the new manager of the department. The best demand was for the most expensive and the cheapest machines. Medium-priced machines did not go so well.

A. E. Whitaker has closed his piano and talking machine business in the Arcade Building and has taken a position with the Scruggs, Vandervoort & Barney music department.

Miss Emma Hammer, formerly with the Kieselhorst Piano Co. talking machine department, has taken a position with the Wurlitzer firm machine department.

George E. Brightston, president of the Sonora Phonograph Co., New York, was here recently. The Kieselhorst Piano Co., of St. Louis, has opened a study hour for the Victrola department covering the first hour of the day and including the machine and record sales people and manager, T. L. Maetten. One sales person will have charge each week under the general supervision of Mr. Maetten.

YAZOO RIVER RED GUM

Specials for prompt shipment:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Description</th>
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<tbody>
<tr>
<td>4 cars 1/4&quot;</td>
<td>1st and 2nd Plain Red Gum.</td>
</tr>
<tr>
<td>2 cars 1/2&quot;</td>
<td>1st and 2nd Plain Red Gum.</td>
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<td>1st and 2nd Plain Red Gum.</td>
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<tr>
<td>10 cars 2&quot;</td>
<td>1st and 2nd Qrtd. Red Gum.</td>
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<tr>
<td>5 cars 2 1/2&quot;</td>
<td>Common and Btr. Qrtd. Red Gum.</td>
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<td>4 cars 3&quot;</td>
<td>Common and Btr. Qrtd. Red Gum.</td>
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<td>8 cars 3 1/4&quot;</td>
<td>No. 1 Common Plain Red Gum.</td>
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<td>No. 1 Common Qrtd. Red Gum.</td>
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<td>3 cars 3&quot;</td>
<td>No. 1 Common and Btr. Plain Red Gum.</td>
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<tr>
<td>5 cars 1 1/4&quot;</td>
<td>1st and 2nd Sap Gum.</td>
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<td>1st and 2nd Sap Gum.</td>
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<td>No. 1 Common and Btr. Sap Gum.</td>
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<td>10 cars 2&quot;</td>
<td>No. 1 Common Sap Gum.</td>
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<tr>
<td>5 cars 3 1/2&quot;</td>
<td>No. 1 Common and Btr. Qrtd. White Oak.</td>
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<td>3 cars 3&quot;</td>
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<td>10 cars 1&quot;</td>
<td>No. 1 Common and Btr. Qrtd. Red Oak.</td>
</tr>
<tr>
<td>6 cars 1 1/4&quot;</td>
<td>No. 1 Common and Btr. Qrtd. Red Oak.</td>
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Our Red Gum is of soft texture and rich dark color. Specially manufactured and seasoned.

Send us your inquiries for all kinds of cabinet woods.

THOMAS & PROETZ LUMBER CO.
3400 Hall St., St. Louis, Mo.
A Real Merchandising Proposition

We are not exaggerating in the least when we say that the new Jewett Phonograph has created a very real sensation in the phonograph field.

Besides being an exquisitely beautiful instrument in design and finish, it possesses a tone decidedly more lifelike in quality, we believe, than any other phonograph on the market.

And the entire Jewett line, including both upright and console models, is priced so far below the usual prices of high grade phonographs as to be truly astonishing.

Here is a merchandising proposition of real merit, backed by a company of unquestioned financial standing—the same strong financial interests that have been behind the Paige-Detroit Motor Car Company and other equally large and successful enterprises.

A broad-gauged policy will be followed in marketing it—a policy featured by liberal discounts and generous co-operation in local advertising.

Details of agency proposition may be had upon request.

The Jewett Phonograph Company

JEWETT
PHONOGRAPHS
EDISON JOBBERS MEET IN ORANGE

Two-day Session at Edison Laboratories Sees New Mood Change Tests—Thomas A. Edison Makes Timely Address to Eastern Jobbers

The eastern Edison jobbers and their travelers held a two-day session at the Orange Laboratory on March 1 and 2. The Fourteen Sales Propositions were again the basis for the discussions, with particular stress laid on Sales Aid Service, means of obtaining salesmen and their training, methods of assisting dealers in the financing of their business and the promotion of Re-creation sales. One of the most interesting features of the meeting was the demonstration of a Mood Change Party. This new Edison psychological stunt is being widely discussed throughout the country at present and the jobbers and their travelers thought they would like to undergo a practical test. Mood charts were distributed, four Re-creations were played and those present noted down their various reactions. The whole conference was marked by most intense earnestness and enthusiasm.

It is not often that Thomas A. Edison himself attends a meeting of this description, but he decided to join those assembled for a short time. The company received him with an outburst of spontaneous applause as he made his appearance, and for about 15 minutes he held the close attention by his wit and wisdom. He touched on financial and business conditions, making some shrewd deductions, and he indulged in several humorous anecdotes, which were keenly enjoyed.


HINTS FOR ASSOCIATION MEMBERS

Some "Don'ts" Which May Apply to Members of Any Association—If the Shoe Fits Put It on and Profit by These Examples

One of the members of the trade has suggested that the following hints from the American Furniture Manufacturer might apply to some of the dealers who somehow forget all about their association, organized expressly to better conditions in the talking machine industry:

1. Don't come to the meetings.
2. But if you do come, come late.
3. If the weather doesn't suit you don't think of coming.
4. If you do attend a meeting find fault with the work of the officers and other members.
5. Never accept an office, as it is easier to criticise than to do things.
6. Nevertheless, get sore if you are not appointed on a committee, but if you are, do not attend committee meetings.
7. If asked by the chairman to give your opinion regarding some important matter tell him you have nothing to say. After the meeting tell everyone how things ought to be done.
8. Do nothing more than is absolutely necessary, but when other members roll up their sleeves and willingly, unselfishly, use their ability to help matters along howl that the association is run by a clique.
9. Hold back your dues as long as possible or don't pay at all.
10. Don't bother about getting new members. Let the secretary do it.
11. When a banquet is given tell everybody money is being wasted on blow-outs which made a big noise and accomplished nothing.
12. When no banquets are given say the association is dead and needs a kick to it.
13. If asked for a banquet ticket until all are sold.
14. If you get a ticket don't pay for it.
15. If asked to sit at the speakers' table modestly refuse.
16. If you are not asked resign from the association.

ASSOCIATED No. 70

UNIVERSAL TONE ARM

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

JOINTLY OWNED AND OPERATED BY

Associated Phonograph Supply Co.
Kirkman Engineering Corporation

Send 50 cents for Sample Stop

Kirkman Engineering Corporation
484-490 Broome St., New York
A. G. KUNDE
MILWAUKEE, WIS.

has been appointed the exclusive importer and distributor for the United States of the famous Homokord Talking Machine Records made by the Homophon Co. of Berlin.

The Homophon Company is one of the largest record manufacturing concerns in Europe and produces records of thirty-one different languages and dialects.

These records have long been known for the acoustic properties and the physical composition used, for the faithfulness of the recordings, the high accomplishments of the recording artists and the judicious selection of the vocal, speaking and instrumental numbers recorded.

Mr. Kunde has arranged to carry a very large stock in Milwaukee of Homokord records for the American trade.

A large stock of the German records will be in shape for distribution from Milwaukee headquarters about April 15th.

The April bulletin, covering vocal, instrumental, yodel, dance and humorous records, covers only a part of the April releases.

Address all requests for catalogues, bulletins and complete information to:

A. G. KUNDE
U. S. Importer and Distributor of Homokord Records
297 THIRD STREET
MILWAUKEE, WIS.
MODEL SHOP IN CLEVELAND
Columbia Headquarters to Aid Dealers in Planning Own Stores

CLEVELAND, O., March 5.—A model store, wherein Columbia dealers will have an opportunity to see how they can plan their new stores or improve their present stores, has been completed in the wholesale establishment of the Columbia Graphophone Co. here, and an informal opening will be held for dealers by Manager J. L. Du Breuil in the near future. The store occupies space about thirty by fifty feet, is equipped with two demonstration rooms and two hearing rooms, the most up-to-date record sales system, and is furnished with upholstered chairs and divans. The interior is decorated in cream and gold, the exterior in mahogany. Two large show windows, which will contain frequent changes of window suggestions, are included. The new model machines as they arrive will be installed, making a constant change of display. Unique lighting fixtures, designed especially for the Grafonola store, are used. Stanley Lee, manager of the Dealer Service department, will be in charge of the model store.

FRANCIS ALFRED RUSSELL ARRIVES

For Frank E. Russell, manager of the Victor department of J. N. Adam & Co., Buffalo, February 22 was more than merely a holiday to celebrate the anniversary of Washington's birthday, because on that date Mrs. Russell presented him with a baby boy, who was promptly christened Francis Alfred Russell.

In making a statement to some of his friends, Mr. Russell said as soon as possible this young man will go to the Victor School of Salesmanship. His father went to it and liked it, and has increased the business of J. N. Adam & Co. from knowledge obtained there, hence his desire to pass it on.

J. E. MAUNDER BECOMES MANAGER

J. E. Maunder, formerly manager of the Stix, Baer & Fuller talking machine department, has been appointed manager of the St. Louis branch of the C. D. Smith Drug Co., St. Joseph, Mo., district distributor for the Sonora talking machines. Preparations are under way for opening at 613 and 615 Arcade Building, where a complete line of uprights and art models will be carried for the convenience of dealers in St. Louis and the eastern half of Missouri. The western half of the State and half of Kansas and ten counties in Oklahoma will be looked after from the St. Joseph headquarters.

We all know the old saying that "Honesty is the best policy," but how often some forget to practice it!

MASTER WAX
The Wax and Novelty Company
67-69 Paris Street, Newark, N. J.

Manufacturers of
Special Waxes for Recording and Black Diamond Business Blanks
The Black Diamond Blank for Dictating Machines is made of the finest materials and will give cheaper and more satisfactory service than any other blank.
We would be glad to discuss a sales proposition from different territories for our output.

F. W. MATTHEWS
NORTHERN CALIFORNIA ASSOCIATIONS TO AMALGAMATE

Allied Music Trade in San Francisco Bay Region to Meet at Commercial Club March 15—Important Program Outlined—Will Help Trade Solidarity—Robinson Has Edison—Brunswick Progress

SAN FRANCISCO, CAL., March 5—One special benefit of a deflation period is that at such a time the merchants are brought to a realiza-
tion of the absolute necessity of getting to-
gether in order to uphold standardization in
business methods. The panicicky few have alto-
together too much influence on the trade and the
buying public and it is only by the contacts
possible in forward-looking associations that
general confidence can be effectively stimu-
lated. Business conditions on the Pacific Coast are not
up to normal, yet there is no reason to be un-
duly concerned because of that fact. The mer-
chants are well trained in handling difficult
problems arising from uncertain economic con-
ditions; they have been conducting business for
some months, having in mind a possible slump,
and now they are well fortified against the em-
barrassments of a declining market and curtailing
demand. No business failures of importance in
the California music trades have been reported
recently.

To Organize New Association in the North
A new business organization, which will un-
doubtedly be a great force in maintaining trade
confidence here, is to be formally organized in
San Francisco on March 15. This is the Music
Trades Association of Northern California,
which will be an amalgamation of the talking
machine, piano merchants and sheet music deal-
ers' associations, and will also include the small
goods dealers. The Music Trades Association
of Southern California, which has a paid secre-
tary and permanent office, has done a vast
amount of good in the South, especially in pro-
moting business harmony, Beneficial legislation,
standardization of business procedure, etc. Now
San Francisco will fall in line under the banner
of co-operation. Several meetings of the or-
ganization committee have already been held
and the outlook for a large charter membership
is splendid. On March 15 a dinner will be given
at the San Francisco Commercial Club, to which
all the members of the allied music trades in the
San Francisco Bay region have been invited. A
set of by-laws has been prepared and at the
meeting the dealers will be given the opportunity
to sign up, a method of financing the organiza-
tion will be devised and officers will be elected.
The principal speakers at the dinner will be
A. G. Farquharson, secretary of the Music
Trades Association of Southern California, who
will talk on "Co-operation." The organi-
ization committee is as follows: Temporary
chairman, George Hughes, of the Wiley B. Al-
en Co.; acting secretary, Shirley Walker, of
Sherman, Clay & Co.; Irving C. Franklin, dis-
trict manager of the phonograph division of the
Brunswick-Balke Collinder Co.; G. McConnell,
of McConnell & Fraser; John D. Loder, Pacific
sales manager of the Sonora Co.; Walter S.
Gray, the talking machine accessories jobber,
and Byron Mauzy of the Byron Mauzy Co.
Installs Complete Edison Department
Robinson & Sons Co., large furniture dealers
of San Jose, have done so well with Edison mer-
chandise since they took on the line last De-
cember that the company has added a complete
Edison department on the main floor, making
extensive alterations and improvements to ac-
commodate the department. The department is
one of the most attractive in Santa Clara
County. The main display and demonstration
rooms is twenty by twenty feet and there are
three other soundproof rooms, each twenty by
ten feet. Later three additional demonstration
rooms will be installed on the balcony. Ad-
joining the demonstration rooms is an Edison
sellable room. The department office, on the
main floor, and the other rooms are all finished
in ivory and French grey and luxuriantly fur-
nishned. The record racks are under the grand
staircase leading to the balcony. The manager
of the new department is Frederick Orr, for-
merly with Galagher & Cole, of San Jose, and
prior to that sales engineer for the Pathé Co.
Mr. Orr originally received his training with the
Edison Co., and he is an enthusiastic be-
liever in Edison goods and methods of mer-
chandising. He will take advantage of all the
Edison "go-getter" interlocking plans of mer-
chandising and will carry a complete repre-
sentative Edison line exclusively. A feature
of the new department will be daily recitals in the
concert hall on the second floor of the building.
The grand opening is planned for March 15.

Remember the Fancy Ball on April 2
Folks, get your costumes ready for the grand
fancy dress and mask ball in the Gold Room
of the Palace Hotel on April 2! The arrange-
ments are

(Continued on page 98)
CALIFORNIA ASSOCIATIONS TO MERGE (Continued from page 97)

ments for the big affair have all been made and without question this will be the most interesting function to be held in a long time by the talking machine and music trade merchants of the San Francisco district. Billy Morton, manager of the retail talking machine department of Sherman, Clay & Co., has been working overtime preparing for the ball.

Brunswick Record Stars in Concert
Irving C. Franklin, of the San Francisco office of the Brunswick-Balke-Collender Co., says February business shows an improvement over January. The recent tours of Godowsky, Rosen and Virginia Rea on the Coast have created much interest in Brunswick records. Mr. McNeil of McNeil & Co., Stockton, has won local fame as an impresario by reason of a stunt he maneuvered this month. Mr. McNeil thought it would be a treat for his fellow citizens, as well as a fine business expedient, to have Miss Rea, Godowsky and Rosen give a concert together at the T. & D. Theatre, and he went to work accordingly. Luck favored and he was able to secure the services of the three Brunswick stars. Many record sales resulted.

ADAM AND EVE ON DISPLAY
San Francisco House Has Novel Window Display to Feature Columbia Record Hit
SAN FRANCISCO, CAL., March 5.—Among the interesting and attractive window displays seen recently at the music houses of this city was that of the G. A. Einselen Music Co., featuring Unique Window of G. A. Einselen the Columbia record, "Eve Cost Adam Just One Bone." Two large Kewpie dolls were placed in the center of a display representing the ancient Garden, and the entire background was made up of a large cut-out of the record. In his hand Adam held the rib bone which started all the controversy. The window was designed by R. C. Colart.

SPECIAL WINDOW FOR GRAND OPERA
Unusual Treatment of Display Carried Out by the R. H. White Co. in Boston
BOSTON, MASS., March 7—Quite an ambitious undertaking has been achieved at the R. H. White Co.'s Washington street establishment, where one window is given over to grand opera tableaux wherein are featured the Victor records. In the window a miniature stage has been built and throughout the day there are different scenes from such operas as "Carmen," "Aida" and "Faust" shown, a change being made hourly. In each scene there are two, three or more characters represented, all in costume. In the foreground are the Red Seal Victor records of the selections from the operas illustrated on the little stage. The window has been arranged by Ford M. Sperry, the manager of the R. H. White Co.'s talking machine department, who worked out the scheme in co-operation with local Victor representatives.

EDISON 1921 AMBEROLA DISPLAYS
New Series Is Considerably Larger Than 1920 Displays and Is Prepared in Many Colors
The accompanying illustration shows one of the first 1921 series of Edison Diamond Amberola window displays prepared by Einson Litho, Inc. Edison dealers have already received this display and are enthusiastic regarding its artistic appearance and sales value.

The new series will be considerably larger than the 1920 displays and every display will involve the use of many colors. The April window which is reproduced is entitled "Amberola Nights," the general design typifying the famous "Arabian Nights." A pleasing Oriental color scheme is introduced in this display and the window as a whole is well calculated to attract the attention of passers-by.

THE PHONOLAMP IN TRENTON
The Electric Phonograph Corp. has opened an establishment at 15-17 North Montgomery street, Trenton, N. J., for the sale of the Phonolamp. Roberts & Jammer have been made the New Jersey distributing agents for the Phonolamp. The instrument is a novelty in musical contrivances, being a phonograph and lamp.

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Victor Dealers
The Usoskin Victor Monthly Window Display Service is the ideal salesman.
It stays on the job day and night.
It makes sales for you at all hours.
It never goes on strike.
Its salary is only a few cents a day.
Let us send you a sample set and tell you more about it.
USOSKIN LITHO, INC.
230 WEST 17TH ST., NEW YORK CITY

AUTOS AND TALKING MACHINES
Harry C. Wood, proprietor of the West End Garage, on West Hanover street, Trenton, N. J., is the only automobile dealer in that city to become a talking machine dealer. Mr. Wood has devoted his attractively arranged show-room facing on West Hanover street to the display of talking machines. "The sale of talking machines," he said, "aids my auto business and

DONT SPECULATE on slow service—It hurts trade
MOORE-BIRD COMPANY
Distributors of OKEL Records
Gives best attention and quickest delivery on all orders. Your business requires speed
MOORE-BIRD COMPANY, 1751 California Street, Denver, Colorado

(Continued from page 97)
A Sales Builder

THE

DANCE NEEDLE

The new DANCE NEEDLE which we introduced last month has already won countrywide popularity and dealers are enthusiastic regarding its sales appeal.

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.

*The DANCE NEEDLE is only one of the ten standard styles of needles we manufacture.*

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

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


Boston, Mass., March 4—General business conditions in the talking machine industry are showing marked signs of improvement. The money question is playing its part in retarding progress with the small dealers who are running close on stocks. The partial payment plan is not being seized with any great degree of avidity by the buying public, though there has been great pressure brought to bear through the medium of daily newspaper advertising by many dealers throughout the city. This class of patronage, however, is being very closely scrutinized by dealers who are not disposed to let the buyers get a bit behindhand.

Hope Prof. Day is a True Prophet

According to a speaker who addressed the Dartmouth Club at the City Club yesterday, business will begin to boom this Spring. This speaker, Professor E. E. Day, of the economics department of Harvard, showed charts by which he said the trend of business can be forecasted six months ahead. He declared the process involves nothing mysterious or occult, but follows well-defined economic lines.

"The Wandering Minstrel!" Makes Its Debut

"The Wandering Minstrel," in its dress of green, made its initial appearance about the middle of February and the second issue is awaited with interest. Miss Frances Hanson, of the Steiner forces, is the editor and she is to be congratulated on bringing together some readable material. Frank S. Horning, of the P. S. Horning Co., Inc., Victor dealer at 22 Boylston street, is represented with a good article, and the next issue should find others of the talking machine dealers included within its pages.

New England Columbia Salesmen Gather

All the New England salesmen of the Columbia Co. gathered late in February at the Boston branch headquarters for the February-March sales conference, at which the selling program for the following month was launched. The conference was attended by O. F. Benz, the record sales manager of the Columbia Co., who came over from New York especially for this occasion. Manager Fred E. Mann presided and in his talk to the assembled men he imparted some of his well-known energetic and enthusiastic sales ideas. Plans were outlined for further development of the house-to-house campaign, which has been in progress since before the holidays and which has met with marked success in this territory. Complete plans for the sale of the Musi-Call, the Columbia's novelty self-starting device, were also dwelt upon. Messrs. Mann and Benz described the various uses to which this attachment may be applied.

According to Manager Mann the Columbia's new retired record plan, inaugurated on the first of this month and which calls for the sale of discontinued numbers at fifty-nine cents each, has met with general approval among the company's dealers, who appreciate the possibilities of the plan for stimulating trade. On the whole, the dealers are appreciative of the company's purpose to dispose of the outnumbers in this manner rather than by means of the return system hitherto in force. The first of the month found Mr. Mann quite optimistic with regard to the immediate outlook for continued improvement of business in this territory. February, he reports, made a better showing than January, which had shown a gain over December.

Some Cause for Optimism

The Eastern Talking Machine Co. is finding no cause for complaint, especially when it received an order yesterday from a dealer not far from Boston for twenty-four $150 Victor machines. February, according to one of the Eastern Co.'s staff, was the biggest of any similar month in the history of the company, and from the talks that the company's representatives have had with dealers there is every reason to believe that business is coming along rapidly. The output of the factory is now such that the records are coming along better than ever and dealers are experiencing no difficulty in getting all the popular numbers they desire, to the Eastern Co. reports. Hovey Dodge was over to the factory a fortnight ago and Herbert Shoemaker plans a trip over within the next fortnight.

Alex. Steinert Visiting Panama Zone

Alexander Steinert, head of the Steinert house, is enjoying a trip to the Panama Zone, taken in company with several members of the Boston Athletic Association. On his return he plans to stop at some of the Florida resorts and perhaps do a little golfing, at which sport he is quite an adept.

Business with the C. C. Harvey Co.

Business-in the Edison, Brunswick and Victor lines has been more than good at the C. C. Harvey Co.'s Boylston street warehouses. Manager Francis T. White, who lately suffered the loss of a brother, felt the necessity for a change and rest and, accompanied by his wife and family, he took a trip into the White Moun-
fains, where they were able to enjoy some of the healthy outdoor Winter sports. Mr. White returned to his labors greatly benefited by the change.

Miss Her Genial Presence

Manager Reed of the Steinert house is lonesome these days for he has lost his secretary, Miss Esther Samuels, who, though she had married some months ago and is now Mrs. Max Alman, had returned to take up her official duties. Now, however, she has departed for good and her presence will be greatly missed by those of the trade who were wont to drop into Reed's cheery office. It's domestic life that is now engrossing Mrs. Alman's attention.

Brunswick Artists in Concert Here

There was a large audience at Symphony Hall Sunday evening, February 27, when the Brunswick local management undertook a concert, the artists being two of the Brunswick stars, Max Rosen, the American violinist, and Miss Virginia Rea, coloratura soprano. The hall was well filled and the violinist and singer gave great pleasure. Similar concerts were given at several other places throughout New England. Harry Spencer, the New England wholesale manager of the Brunswick, is to be congratulated on the success of the affair.

Eight Victor Artists Will Not Appear

The concerts planned by Manager Reed of the Steinert house by the Eight Famous Victor Artists have been given up largely because of conditions in some of the New England cities.

Brilliantone Man in Town

L. J. Unger, of the Brilliantone Steel Needle Co., was a visitor in Boston the end of February. He stopped over en route back to New York after a profitable trip among some of the New England cities. He reports the gilt edge Brilliantone needle as becoming very popular with talking machine users.

Dan Creed Drops in

Another local visitor, always welcome, has been Dan Creed, general manager of the New York Talking Machine Co., who dropped in at the offices long enough to say "howdee."

Pathé Dealers Hold Conference

Forty New England Pathé dealers came to Boston in February to have an all-day conference at the Hallet & Davis Co's warerooms in Boylston street. The dealers came from Portland, Bangor, Lewiston and Biddeford, Me., Providence and Woonsocket, R. I., New London and Danielson, Conn., and Springfield, Worcester, Fitchburg, North Adams, Mass., Keene, N. H., and other places. It was a regular "get-together" occasion and its prime purpose was to instill new hope in the minds of the dealers and to convince them that despite conditions there was business to be had if only
the dealers would go after it the right way. R. O. Ainslie, manager of the New England department, presided at the conferences and gave an address. Others to speak were President E. A. Widmann, of the Pathé Frères Phonograph Co., and Mr. Watters, also of the company, both of whom came over from New York for this conference. All of these men made good addresses and gave the dealers some spirited advice as to how to get business. Because of his keen knowledge of retail business W. W. Radcliffe, of the Hallet & Davis forces, gave an inspiring talk on retail merchandising. In the evening the company repaired to the Hotel Brunswick for dinner, following which there was an impromptu entertainment to which some of the talented members of the Pathé staff contributed. It is expected that this conference will be the means of greatly stimulating the Pathé business throughout New England.

Hartford House Takes on Sonora
Manager Joseph Burke, of the Musical Supply & Equipment Co., was over in Connecticut lately and was able to sign up with a new house to handle the Sonora line. It was G. Fox & Co., of Hartford, an enterprising house, which should be able to do a good deal for the Sonora in that territory. A new electric sign has lately been installed on the top of a building at the corner of Washington and Essex streets, a most excellent location, as it can be seen from quite a distance down Washington street. Manager Burke says the Sonora business is coming along very well, all things considered.

National Jobbers' Meeting Is Postponed
The meeting of the Executive Committee of the National Association of Talking Machine Jobbers, which was to have been held in this city on March 10 and 11, has been postponed until next month due to the fact that several members of the committee are being held in New York to attend to legal matters.

According to the present schedule the executive committee will meet in St. Louis on April 4 and 5, and will then journey to Boston to hold another meeting on April 7 and 8. The two meetings will be held in order to enable the membership of the Association at large to confer with the executives on various matters.

Henry Winkelman, head of the Victor department of the Oliver Ditson Co., is a local member of the Jobbers' Committee. Silliman a Visitor From London
Frederic H. Silliman, president of the Pardee-Ellenberger Co., Inc., had the pleasure of entering our city.

(Continued on page 102)
taining his son, Horace Silliman, who is now in business in London, England, and who came over for a few weeks, sailing toward the middle of February. Mr. and Mrs. Silliman, it may be recalled, visited their son in London last Summer. President Silliman says that he sees a constant improvement in the Edison business, and in the New England field he has added a few dealers in the State of Maine.

Changes on Staff of Steinert House

Several changes were scheduled to take place within the ranks of the Steinert Boston house beginning on March 1. The new member of the Victor staff is Mr. Bothwell, who has been retail manager out of the talking machine business for a couple of years, but who now becomes retail manager of the Victor staff is Mr. Bothwell, who has been retail manager out of the talking machine business for a couple of years, but who now becomes retail manager at the Boylston street store of the company. He succeeds G. Frank Baldelli, who has been transferred to the Arch street store to take the place of Gay L. Foote as retail manager. Mr. Foote has been with Steinet's fourteen years and his experience has been such that the house feels warranted in advancing him to be wholesale representative with New Hampshire and Vermont as his territory.

Features Al Jolson's Records

Manager Arthur Erisman, of the Grafonola Co. of New England, had a very attractive window in his Tremont street store the middle of February in which Al Jolson was featured. There was a tall pasteboard figure of this comedian in the center and grouped around were the records of this popular entertainer. Manager Erisman's other shop around the corner in Boylston street is constantly proving itself an admirable location because of the popularity of this street, which is much traveled all through the day.

Fitzgerald to Open in Framingham

William Fitzgerald, who has a well-appointed Victor headquarters in the Studio Building at the corner of Tremont and Bromfield streets, is branching out, and about the middle of March he will open up a new shop in Framingham, which is twenty miles out of the city. He has taken a large floor space and basement at 59 Concord street, which is centrally located, and he is fitting the place up in a most attractive style. He will have an electric sign on the outside and he will carry a full line of Victor machines and records. The store will be in charge of "Billy" Fitzgerald's nephew, William J. McCarthy, who under his uncle has had a thorough and valuable training in handling the Victor product.

ACCEPT 25 PER CENT ON CLAIMS

Unsecured Creditors of New England Piano & Phonograph Co. Meet and Adjust Affairs

Boston, Mass., March 2.—There was an informal meeting last evening of the unsecured creditors of the New England Piano & Phonograph Co. at the warerooms, 405 Boylston street, and of the seventy-five or so creditors thirty-two were in attendance. J. W. Connolly was present to represent the W. W. Kimball Co. of Chicago, which is the largest creditor, and he also represented the New England's interests. Charles G. Faux, the head of the company, was present and he answered such questions as were put to him regarding the company's business. There were a number present who were willing, apparently, to accept twenty-five per cent on their claims and to-day there was filed with the United States Court of Bankruptcy an offer of composition by Mr. Connolly.

Some of the largest creditors are the W. W. Kimball Co., of Chicago, $11,000; the secured creditors $75,000. It is understood that the assets amount to about $210,000. Some of the largest creditors are the W. W. Kimball Co., of Chicago, $11,000; the secured creditors $75,000. It is understood that the assets amount to about $210,000. Some of the largest creditors are the W. W. Kimball Co., of Chicago, $11,000; the secured creditors ($75,000). It is understood that the assets amount to about $210,000. Some of the largest creditors are the W. W. Kimball Co., of Chicago, $11,000; the secured creditors ($75,000). It is understood that the assets amount to about $210,000. Some of the largest creditors are the W. W. Kimball Co., of Chicago, $11,000; the secured creditors ($75,000). It is understood that the assets amount to about $210,000. Some of the largest creditors are the W. W. Kimball Co., of Chicago, $11,000; the secured creditors ($75,000). It is understood that the assets amount to about $210,000.
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

Oliver Ditson Co.
Chas. H. Ditson & Co.
BOSTON
NEW YORK

A REVIEW OF TRADE CONDITIONS AT SOUTHERN POINTS

Business Showing Better Trend Despite the Fact That Prices for Farm Products Are Extremely Low—Price-Cutting Somewhat in Evidence—Suggestions on Moving Merchandise

ATLANTA, GA., March 6.—The month of February, while the shortest of the year, seems to have been productive of a good volume of business in the talking machine and record field in this city. Several important changes in price and special sales have marked the month as bringing the first price reduction in phonograph products in several years.

The prices being received for farm products in this section, particularly cotton, are almost ruinous, but most of the planters and cotton factors have simply charged off last year’s crop as a loss. The special features of the month were reductions in the price of records. The Columbia Graphophone Co. brought out reduced prices on many of the ten-inch records. The Emerson Co. reduced ten-inch $1 records, except those of one noted artist, to $0.95. Okeh $1 records were all reduced to 85 cents, except those of one noted artist.

It occurs to the writer that if any dealer, or any number of them, would guarantee the sale price against their own decline during the life of the lease contract many sales could be made that would otherwise not materialize, due to the lack of confidence that the buying public feel in present prices and the fact that they think that the prices of most phonographs are too high. This, we know, is not always a pleasant suggestion, but it would seem better to move the machinery, even though some unusual inducement is offered, rather than have it “eat its head off in the stable.”

LEON F. DOUGLASS IN HONOLULU

Prominent Victor Official and Motion Picture Inventor Goes to Hawaii to Try Out Perfected Color Photography Process There

HONOLULU, HAWAII, February 21.—Hawaii’s wondrous rainbow-hued fishes will be photographed in their natural colors by Leon F. Douglass, chairman of the board of directors and one of the founders of the Victor Talking Machine Co.

Accompanied by Robert Carson, a camera man who has “shot” films for Mary Pickford, Douglas Fairbanks and other movie stars, Mr. Douglass has arrived here on the Pacific Mail liner “Creole State.” With him are Mrs. Douglass and his sister, Mrs. Florence Egan.

Mr. Douglass has gained world fame by his invention and perfection of an apparatus for taking action motion pictures. Heretofore the best French color motion picture machine could not take pictures faster than one second for each section of film exposed. Mr. Douglass, after twenty years of experimentation and study—color photography being his hobby—has produced a process by which color photographs can be taken with an exposure speed of 1/100 of a second. This makes regular motion picture features in color possible.

Mr. Douglass had charge of Thomas A. Edison’s first motion picture machine, the kinetoscope, in 1890, and helped devise the first projecting machine five years later. His color process for motion pictures gains its effects by subtracting colors instead of mixing them as an artist does. He has secured forty patents.

Speaking of conditions in the talking machine business, Mr. Douglass said the Victor Co. is $130,000,000 worth of contracts behind in production and that it has had to hire more men instead of letting any go.

Pathé Distributors

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.
BEAUTY

EXTERIOR BEAUTY IS A GREAT HELP IN SELLING AN INSTRUMENT, BUT IN PHONOGRAPHDOM BEAUTY MUST BE MORE THAN CASE DEEP.

MODERNOLA EXPRESSES BEAUTY FROM TONE TO TIP OF LAMP SHADE AND HAS THE OUTWARD ORIGINALITY THAT GIVES THE CROWNING TOUCH TO ITS GOOD LOOKS—INDIVIDUALITY.

THE MODERNOLA COMPANY
JOHNSTOWN, PA.
Eastern Distributors:
EASTERN PHONOGRAPH CORPORATION
100 WEST 21st STREET, NEW YORK
LOS ANGELES TRADE PERFECTS PLANS FOR MUSIC WEEK

Will Be Held Week Commencing May 29—Commendable Ethics—New Remington Distributors—National Association Discussed—Sibley Pease With Barker—Interesting Budget of News

Los Angeles, Calif, March 3—Announcement has been made that Los Angeles will have a Music Week commencing May 29. Alexander Stewart, official organizer from New York, has outlined his proposals and plans to have a special committee formed for the purpose, and F.W. Blanche, the most popular and capable of music men in this part of the country, was elected chairman. There are well-founded rumors that the Music Trades Association of Southern California will take advantage of the occasion and put on a Music Show at the same time. A Music Show has never been held in Los Angeles, although often discussed; the chief difficulty has been the organizing of a suitable site. It is certain, however, that, if the project is attempted, it will be staged in a fashion and on a scale in keeping with the high-class standards set by the music merchants in this section.

Sales Ethics Exemplified

A striking example of the high regard for a strict observance of ethics in respect to competitive sales was revealed last week in the following manner: A lady customer entered the Victrola department of one of the leading music stores in Los Angeles and, after purchasing a Victrola, remarked that she desired due credit should be given to the salesman who had called at her home and first awakened her interest in the purchase of a Victrola. She gave the name of the salesman—although she confessed that she was not quite certain that the name was the right one. The sale being completed, the lady left the store. But the house had no salesman with the name given by the lady, so every Victor department in town was telephoned to and asked if they had a salesman of that name—the management declaring that the sale would be turned over to the store whose salesman had been first responsible for the lady's desire to purchase a talking machine.

The above is surely a splendid example of observance of the Golden Rule and strictest regard for a square deal.

 Aeolian General Sales Manager Here

W. H. Alfring, general sales manager of the Aeolian Vocalion, was in Los Angeles during the last week of February accompanied by H. M. Hull, Pacific Coast manager, as well as E. R. Darvill, Southern California representative, who has just returned from an extended trip in Arizona and New Mexico, where he found conditions, from a Vocalion standpoint, very satisfactory. Mr. Alfring expressed himself well pleased with the prospects for the future all along the Coast.

Charlie Ruggles Visits San Diego

After many moons Charlie Ruggles, manager of the Los Angeles branch of Sherman, Clay & Co., Victor distributor, visited San Diego. Victor dealers in the Southern city had looked forward to such a visit for a long time and gave him a warm welcome. He found business in a very healthy state and the outlook for the future bright. Visiting Tijuana in company with Manager La Motte, of the Theatrical Music Co., as a sightseer only he distributed a small amount of change and returned across the border free of any desires to alter his regular habitat.

Santa Barbara Dealer Uses Historic Building

Santa Barbara Dealer Uses Historic Building Ralph H. Paulin, of the Paulin Music Co., as a sightseer only he distributed a small amount of change and returned across the border free of any desires to alter his regular habitat.

We are ready to supply you with MAMIE SMITH records—the best recorded dance hits on the market. Vocal recordings that are perfect in tone and clarity. Your orders will receive immediate shipment.

Don't make the mistake of not being an Okeh Record Dealer. We shall be glad to furnish particulars upon request.
Slides for Talking Machines

Over Five Hundred Thousand
Talking Machines are annually being equipped with
DOMES OF SILENCE
There's a reason!

In addition to the fact that they save strain on Cabinet legs, save floors and rugs, they permit of the Cabinet setting closer to the floor. Thus you obtain Harmony of Design as well as easy moving qualities.

Manufacturers will gladly put them on the Cabinets you order if you specify them.

HENRY W. PEABODY & CO.
Domes of Silence Division
17 State Street, New York

SPECIFY DOMES of SILENCE
Even Government bonds are selling below par; not so with a Victor.

OS ANGELES PLANS MUSIC WEEK

(Continued from page 105)

Los Angeles music trade circles have seen many years of experience in the business. He is, in addition, well known as the official organist for the Elks’ Lodge 99, as well as organist of the First Presbyterian Church, of Los Angeles. He has held both positions for a number of years.

A branch store of Barker Bros. will be opened this month in Pasadena. Very high-class studio and period furniture will be carried in addition to the phonograph department.

National Talking Machine Association Discussed

Members of the music trades directly concerned with talking machine and phonograph dealers only should be present at the March meeting of the New York Piano Merchants’ Association and took advantage of the opportunity to tell the piano men something of the plans which he has in mind for the talking machine trade in and about New York for the coming year. In speaking of the talking machine association he declared that it was a potential factor in the development of better trade conditions and while for some time past it has been more or less inactive he plans to revive it and make it accomplish what it was organized to do. The talking machine dealers will be called upon to do many things to help better the standards of their trade and in so doing will be working with their officers.

W. H. TYLER NOT WITH SONNENBERG

We have been requested by the Sonnenberg Music Co. to state that there is no truth in the statement recently made that W. H. Tyler has been appointed manager of the Victrola department of Long’s Music Store, Pasadena. This very clever advertising plan was scheduled at the local Y. M. C. A.

KURTZ SPEAKS TO PIANO MEN

Tells of Plans to Make the Talking Machine Men, Inc., an Active Organization

Irwin Kurtz, president-elect of the Talking Machine Men, Inc., made up of the leading talking machine dealers in New York, New Jersey and Connecticut, was present at the March meeting of the New York Piano Merchants’ Association and took advantage of the opportunity to tell the piano men something of the plans which he has in mind for the talking machine trade in and about New York for the coming year. In speaking of the talking machine association he declared that it was a potential factor in the development of better trade conditions and while for some time past it has been more or less inactive he plans to revive it and make it accomplish what it was organized to do. The talking machine dealers will be called upon to do many things to help better the standards of their trade and in so doing will be working with their officers.

Standing by the officers of an association is of greatest importance and Mr. Kurtz emphasized this fact to the assembled piano men. Attending meetings should be considered the duty of every member of the association and the coming year this will be impressed on the talking machine dealers by their president.

A Musical Merchandise Department Is an Asset

You can serve thousands of your neighbors with all of their Musical needs

It means

NO ADDITIONAL EXPENSE

QUICK SALES

LIBERAL PROFITS

FINE WINDOW DISPLAYS

REPEATING CUSTOMERS

We have the most extensive and finest line of Musical Merchandise in the trade at the very lowest prices.

Write for Our 1921 Catalog
FULLY ILLUSTRATED

Special Assortments for Phonograph Dealers

Bueglerisen & Jacobson
5-7-9 Union Square
New York

HAS OWN STORE MUSIC DIRECTORY

Sherman, Clay & Co., San Francisco Establishment Is So Large That Guide Is Needed

Some idea of the extent and size of the music establishment of Sherman, Clay & Co., in San Francisco, may be obtained from a glance at a little pocket folder which the company has recently prepared for the convenience of its patrons. In this folder are listed in alphabetical order all the instruments and accessories of a complete music house, the names of the members of the organization and such other information as might be required in cases of emergency. Opposite each item is given the floor number where it may be found. This has been found to be of great aid to customers in quickly locating whatever they may desire to purchase.

Shed no tears over your lack of early advantages. No really great man ever had any advantages that he himself did not create.
This Is the Day of 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.
Philadelphia, Pa., March 5.—The talking machine business in Philadelphia during the past month was very much better than during the month of January, and the prospects at the beginning of March are most gratifying. There seems to be plenty of everything on the market at present—both customers—and they seem now to be getting about in greater numbers. This pleasing development has undoubtedly contributed to the general feeling of optimism which is now apparent at every turn.

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.

We Are Prepared

The Louis Buehn Company
OF PHILADELPHIA
reports that business generally is quiet in comparison to what he feels should be reasonably expected. Goods have been coming in from the factory in a most satisfactory way and for the first time in several years, he says, he is beginning to get stock on the shelves. The firm has put several new accounts into operation, including the Arco Drug Store, of Waynesboro, Pa., which has opened a Victor department in the store, and the Buehns have shared with the Weymann firm in establishing M. P. Malarky as a Victor dealer at Pottsville, Pa. On Saturday, February 19, the Goodenough Piano Co., of Bethlehem, Pa., opened a Victor talking machine department in its store, located on Main street. J. R. Wilson, who has several Victor stores in different parts of the city, is about to open another one at 5029 Baltimore avenue.

New Accounts for Penn Co.
The Penn Phonograph Co. reports that its business was quite satisfactory in February. During the month the Penn Co. treated the interior of the building, 913 Arch street, to a new coat of paint, remodeled the display window, and altogether has greatly improved the place. The company reports that its Minature Victor Dog business has been very good of late. Several new agencies have been established in February, including Charles G. Martin, Main street, Darby, Pa., who has several Victor stores in different parts of the city, is about to

Big Victor Store in Atlantic City
At Atlantic City Braunstein & Black have opened the largest department store of any city along the Coast. They have devoted half of the first balcony to the handling of Victor machines and records, and have made it the most attractive talking machine place at this famous resort.

Blake & Burkart Find Business Good
Blake & Burkart report that they have been enjoying a fair business, with February better than January. Mr. Blake states that machines and records are coming through in very good shape.

Diegel Bros. Buy Reichwein Store
Fred Reichwein, who conducted the store at the present address, has sold his business to Diegel Bros., two young men whose father has a large hardware store on Main street. has just sold his business to Diegel Bros., and records, and have made it the most attractive talking machine place at this famous resort.

Fox says that Emerson records are being received in large quantities and that they are shipping them out as fast as they are being received. They have finally gotten their business in such a shape that they have really been able to give twenty-four hour service. Irving Lieb, the Eastern representative of the Philadelphia Emerson Co., who is now on the road, is making a

SONORA SERVICE
Insures Quick Delivery of Latest Dance and Vocal Hits

Our dealer proposition is worth knowing
Write for details

SONORA COMPANY OF PHILADELPHIA
1214 Arch Street, Philadelphia, Pa.

At the end of the month C. A. Mallett, a member of the firm, spent several days among the firm's trade in Wilkes-Barre and Scranton. The firm have appointed G. W. Freede to go on the road to sell the Granby talking machine, of which the Heath firm are the exclusive distributors here. D. C. Faber, of the sales force, has just returned from a few weeks' trip. He visited Jacksonville, Fla., and other points.

Congratulations to T. W. Barnhill
The many friends of T. W. Barnhill, president of the Penn Phonograph Co. of this city, Victor distributor, will welcome the news of his recovery and the resumption of his many and accustomed duties as co-executive with H. W. Miller in the administration of the affairs of this company.

On Washington's Birthday Mr. Barnhill was operated upon in the Jefferson Hospital in this city. During the convalescing period Mr. Barnhill was the recipient of many calls and written greetings from his interested friends. Mr. Barnhill states that he feels better than ever and is resuming his duties with renewed enthusiasm.

Miss Lillian Wood a Visitor
Among the recent visitors to the Quaker City was Miss Lillian Wood, who is in charge of the educational department of the C. C. Mellon Co., Ltd., Victor distributor of Pittsburgh, Pa. Miss Wood attended the Victor salesmanship course at Camden and while there found time to visit many of her friends in the Victor trade in this city.

Emerson Records Sell Well at 80c
Manager, Fox, of the Emerson Philadelphia Co., is selling the Emerson records at 80c. He states that his business has been most satisfactory and has taken on a number of new accounts in February, and he believes that March is going to be a very satisfactory month. Mr. Fox says that Emerson records are being received in large quantities and that they are shipping them out as fast as they are being received. They have finally gotten their business in such a shape that they have really been able to give twenty-four hour service. Irving Lieb, the Eastern representative of the Philadelphia Emerson Co., who is now on the road, is making a

(Continued on page 112)
A duty due to the Vocalion dealer of the present and to the Vocalion dealer who will be placing an emphasis upon Quality and Consumer Prestige and Profit and Sales Help. And now most opportune on our assumption of the representation in this territory of The Aeolian Company, the Foremost Manufacturers of Musical Instruments in the World, featuring:

**VOCALION**
Made by **THE AEOLIAN COMPANY**

**PHONOGRAPHS AND RED RECORDS**

**POINT ONE:** The Vocalion line is backed by the combined strength of The Aeolian Company and of this company as distributors.

**POINT TWO:** Vocalion is a trade name to conjure with—a name that your customers will ask for and by that token, the more easily sold by you.

**POINT THREE:** Holding to our policy of developing our chosen dealers—helping those dealers to truly expand—rather than appointing so many dealers that expansion is impossible.

**POINT FOUR:** To advise you as to the stocks you should carry. To co-operate with you in the advertising that will give life to business, and to further help you to develop the policies that your own knowledge and experience show to be the most desirable.

**POINT FIVE:** Our Service in a nutshell: To Sell for You, Rather Than Just to You.

Write us for the Vocalion Proposition

**PHILADELPHIA SHOWCASE CO**
123 North 13th Street, Philadelphia

1001 Jenkins Arcade, Pittsburg
very nice showing, lining the dealers up in good shape in his territory.

Weymann Finds Business Satisfactory

H. A. Weymann & Son report that the business of their firm in the handling of the Victor product is getting to a most satisfactory point, and they hope soon to be in a position to consider some of the many dealers who have been making application for the handling of the Victor in the Weymann territory. It has been a considerable time since the Weymann firm has taken on any new dealers, for it has been Mr. Weymann's purpose to take the very best kind of care of his dealers already on his list. Now that the Victor Co. is sending in very much larger shipments, both in machines and records, Mr. Weymann is giving these dealers every advantage possible.

Charles W. Miller, Jr., Arrives

Charley Miller, of the Buehn sales force, is the proud father of a ten-pound boy born in February, and whom he has named Charles W. Miller, Jr.

The Sonora Co. of Philadelphia has gotten its warerooms in first-class running shape. There is a big stock of Sonora machines and records on hand, in spite of the fact that business is increasing rapidly. The front offices and showrooms of the firm, on the sixth floor of the building, are light and airy, and in the rear there is ample space for a great quantity of machines. They were somewhat delayed in getting started with their Okeh record proposition, but now have it in full swing, and have a stock of more than 45,000 records. Among the recent visitors to the company were W. C. Fuhr, of the General Phonograph Corp., and Vice-president F. J. Coupe, of the Sonora Co.

T. W. Barnhill "Makes a Killing"

In the theatrical production, "The Storm," Katherine Hayden, star of the drama, is promised a talking machine. She asks whether it will be one of those which one associates with "the little dog with his head turned to one side."

FOR SALE

A. J. HEATH & CO.

Distributors for

Okeh Records

The Record of Quality

Our superior service guarantees the quickest delivery possible of latest hits.

We are well equipped to take care of and satisfy new dealers. Write for our proposition, it offers big profits to the ambitious dealer.
MARCH 15, 1921
THE TALKING MACHINE WORLD

"waft,

CELESTE AIDA
(From "Aida") (Verdi). Tenor with Orchestra Accompaniment.

Another important announcement is the addition of 25,000 Foreign Records—seven recordings, twenty-eight languages—the music of all Europe.

John McCormack
greatest of concert tenors

APRIL RELEASE:

50001  I HEAR YOU CALLING ME (Marshall). Tenor with Orchestra Accompaniment.

50005  CELESTE AIDA (From "Aida") (Verdi). Tenor with Orchestra Accompaniment.

Another important announcement is the addition of 25,000 Foreign Records—seven recordings, twenty-eight languages—the music of all Europe.

Okeh Records

MAMIE SMITH

and her Six Jazz Hounds add two characteristic numbers this month:


4257   UNDERNEATH THE DIXIE MOON (Miller-Fazioli-Klages). Fox-trot.

RAY MILLER

the Melody King, comes into the April list with new phases of alluring syncopation:

4257   UNDERNEATH THE DIXIE MOON (Miller-Fazioli-Klages). Fox-trot.

JUNGO LAND (Joe Breen). One-step.

Rishell Instant Service is at your command. Phone, write, wire Today.

Rishell Phonograph Co., Williamsport, Penna.
OPPORTUNITY

The Victor dealer enjoys an opportunity at this time such as no other talking machine dealer has. He has back of him a factory and organization whose finished product is recognized everywhere as the best. During the last three years many new machines and several makes of records have been placed on the market. Some have survived, others have fallen by the wayside. The opportunity which is now afforded you is to bring the owners of all these other machines under the Victor banner and to make good Victor customers of them.

How to do this in the most effective way would be a problem if the Penn-Victor dog had not solved the question for you. Before telling you about it, it was tried out in a number of instances and the results have been surprising.

What you want is to get as many talking machine users acquainted with you as possible. Very good. The thing to do is to get them in your store, and you to get acquainted with them. How? That's easy! Here is the plan,

FIRST—Order 500 or more Penn-Victor dogs with your name cast in the pedestal at no extra cost.

SECOND—Have printed questionnaires as per illustration.

THIRD—Advertise in your home paper, or by any other plan which seems best, announcing that you will give away absolutely free to every person calling at your store on certain dates a plaster paris reproduction of the dog in the Victor trade-mark.

You may be sure the public will respond. When a person enters your store hand him or her a questionnaire, saying: "Please fill out the card and present it (specify the place) and receive your dog." Have plenty of small sharpened lead pencils handy so there will be little delay in filling out the questionnaire.

The questionnaire gives you just the information you desire and provides many prospects for Victrolas. One dealer gave 5,000 dogs away and did as much business in the first three days of the month as during all the corresponding months in the previous year. Another dealer of whom we know did $3,000 in three days. He gave 3,500 dogs away and did nearly $1 worth of business for each dog.

The dog is a binder between the prospect and you, making it easy for your talking machine dealer has. The questionnaire gives you just the information you desire and provides you with the desire for a Victrola; who has a machine of another make and wishes to exchange it in part payment for a Victrola; whose name is not on your mailing list.

PENN PHONOGRAPH COMPANY, Inc.

Victor Distributors—Wholesale Only

913 ARCH ST.

PHILADELPHIA, PA.
BIG TALKING MACHINE MEN'S BANQUET ON MARCH 29TH

Elaborate Plans for Entertainment Have Been Made and Prospects Are That This Year's Affair Will Be the Most Successful in the History of the Organization

Can you keep a secret? Then here's a whisper to the effect that the annual Talking Machine Men's banquet will be held this year on March 29 at the Hotel Pennsylvania, New York, U. S. A. Not only a banquet, but an elaborate entertainment has been arranged for under any other auspices, and the indications are there will not be a dull or idle moment from the time the doors are opened until the banqueters wend their weary ways home in the wee sma' hours.

The All Star Trio Who Will Entertain Talking Machine Men and dance also. The Eight Famous Victor Artists have promised to attend and make their usual melodious noises within the secret confines of the banquet room. And Jimmy Davin adds that Paul Whiteman will have his gang down from the Palais Royal to help the restless dancers break the Blue Laws. Also the Van Eps Quintet, Lynch & Sheridan and Miss Irene Williams, from the Brunswick Co., while the Columbia Co. has pledged its support with other entertainers of high caliber. Victor Arden, of the All Star Trio, and his partners in crime, Wadsworth and Green, have made arrangements with the committee to play five special selections of his or her choice for the Victor clerk selling the most of the Victor record 18713, entitled "Dotty Dimples." It's also whispered that checking privileges will be extended this year by Revenue Agent Joe Bryant, detailed from Washington. The password is a check to E. G. Brown, 719 Broadway, Bayonne, N. J., to the amount of $6.00. And, postscripts the committee, "B. Y. O. L. because W. H. G."

Seriously, the plans of the entertainment committee and the responses of the membership indicate that the affair will by long odds be the most successful ever held under the auspices of the organization. The co-operation of the various talking machine companies has insured a program that probably could not be arranged for under any other auspices, and the indications are there will not be a dull or idle moment from the time the doors are opened until the banqueters wend their weary ways homeward in the wee sma' hours.

MONARCH T. M. CO. INCORPORATES

The Monarch Talking Machine Co., New York, has been incorporated to manufacture talking machines. The capital is $10,000 and the incorporators are N. Meadow, I. Weber and S. Wainslash, 230 East Fourth street.

WALLACE BROWN VISITS WEST

Wallace Brown, head of the wholesale Vocalion department of the Aeolian Co., returned last week from a short business trip through the Middle West, in the course of which he visited Detroit and Pittsburgh.

DILLON HEADS AEOLIAN DEPT.

Thomas F. Dillon has been appointed manager of the department of the L. C. Fenner Music Store, in Port Jervis, N. Y., devoted to the handling of Aeolian Co. products, including the Vocalion and the red Vocalion records, regarding which Mr. Dillon is very enthusiastic. He paid a visit to Aeolian Hall last week.

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 Releases
Now Ready

ODEON
RECORDS

16 Sparkling Popular Selections 16
8 10-Inch Lateral Double Discs 8

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Ask for Our Catalogues of Foreign Language Records and FAMOUS-ARTISTS Selections

Ours is a big proposition for high-class distributors

Write for particulars

We are now appointing Jobbers

American Odeon Corporation
100 West 21st Street
New York
CINCINNATI, O., March 6.—A canvass of the talking machine trade in Cincinnati shows a very optimistic outlook among dealers and manufacturers. The last month, taking all things into consideration, has been generally satisfactory. Business has held up very well for February. Machines have moved right along and the sale of records has been unusually good. Orders coming in show business conditions. and the outlook is exceedingly good, according to local dealers. A. H. Bates, of the Ohio Talking Machine Co., who recently returned from a trip through southern Ohio, West Virginia, Kentucky and Indiana, found signs of renewed activity among the dealers and a feeling of confidence that is very encouraging. Mr. Bates says many of the smaller dealers are doing more business than they realize. There are more small dealers than large ones, he says, and these men are all making sales right along, and taken altogether it amounts to quite a large amount of business.

The Ohio Co. has just established a new Victor agency at Middletown, the Cappel Co., which held its opening March 1. The opening was made a big event. Full-page advertisements in the local paper and a truck, on which was mounted a large Victor machine equipped with Magnavos, driven through the streets, announced the opening of the new music house. Another promising new agency is the one just established at Corbin, Ky., which will also be an exclusive Victor shop. Corbin has become a boom town since the recent opening of the L. & N. railroad shops and outlook for business is considered exceptionally good. The agency will be known as the Corbin Music Shop. A third new Victor account is the Cumberland Music & Machine Co., Harlan, Ky. Mr. Bates believes the West Virginia field is still the best of all local territory and is way ahead of other sections in live business. The Ohio Co. has started an active campaign for business and has three traveling men so routed that they will visit every dealer in the territory once a month. Numerous applications have been received for new accounts that show the demand for talking machines is increasing and that business is picking up.

A convention of Edison dealers was held at the Sinton Hotel during the last week in February, at which reports were received and plans and suggestions for future business discussed. Manager P. H. Oelman, of the Edison Co., states that a very marked spirit of optimism prevailed among the dealers at this gathering. The men present were from Ohio, West Virginia, Kentucky and northern Tennessee, and they were in a very buoyant frame of mind. One of the delegates handed out a very good piece of advice to those who had been complaining of the poor condition of business. His advice was to "do less sighing and more selling." By hard work, he declared, it was possible to get all the business a man wanted. Manager Oelman states that the month was the best February they have had and orders that are now coming in make the outlook for the month of March very encouraging. R. T. Moore, of the Edison Co., is taking an extended trip through the territory visiting various dealers.

Miss Florence McMahon of Victory is making a trip through the plant at the factory and its appearance has made it an attractive piece of library furniture. The talking machine business has been rather quiet, but there is, of course, a steady demand for machines, and the record business has been very good.

Charles S. Carlin, buyer of Victor records at the Baldwin Piano Co.'s new department, states that the record business has been exceptionally good. Miss Leola Ranshaw, buyer of Victor records for the Baldwin Piano Co.'s new department, states that the record business has been exceptionally good with them. January and February shipments on Red Seal and other records received have sold as fast as they could be obtained. This department is endeavoring to work up a large Red Seal business. During the past month the Baldwin Co. has installed an educational department under the supervision of Miss Florence McMahon, who for some time devoted her time to the schools of Cincinnati and vicinity and has succeeded in placing Victor school machines in a number of schools. The record department has greatly assisted Miss McMahon in her school work by supplying the schools with the desired records.
REFERENDUM FAVORS EXCISE TAXES

Proposal of Chamber of Commerce of U. S. Carried by Small Majority—Other Questions Upon Which Members Expressed Opinions

WASHINGTON, D. C., March 5.—The Chamber of Commerce of the United States has just reported that the proposal of its Committee on Taxation that excise taxes be put on some articles of wide use, but not of personal necessity, received slightly more than the necessary two-thirds vote to carry when the question was put to the referendum vote of the membership.

It was this proposal that was so strongly opposed by the Music Industries Chamber of Commerce, not only because it appeared to favor increases in excise taxes, but because there were specified no articles upon which the proposed excise taxes should be placed, which left the way open for considerable discrimination in the selection of such articles.

There was a majority voting against any form of sales tax, and of the minority who favored such a tax, therefore, the greater number were favorable to a retail sales tax. The principal objection to a turnover tax was that it would be pyramided and would prove unfair to many of the smaller industries while favoring larger industrial establishments.

The committee's proposal that the Government should ascertain the exact amount of income taxes before payment is made was based on the fact that, no matter how conscientiously a taxpayer may be, he at present never knows when he is through. If a treasury ruling is revised new assessments may be made. Under the present law the taxpayer makes payment of a tax which he assesses on himself. He then waits for years to see if he paid the correct amount of taxes.

The final recommendation of the committee, that administration of income taxation should be decentralized, was held to be necessary because of the great inconvenience occasioned by the fact that so many taxpayers have to journey all the way to Washington to take up taxation matters when they should be able to take them up in their own districts.

ELECT NEW COLUMBIA DIRECTORS

Decision Also Reached to Pass Quarterly Dividend on Common Stock of the Company

The passing of the regular quarterly dividend of 25 cents a share on the common stock of the Columbia Graphophone Co. was announced by the board of directors March 1. The regular quarterly dividend on the preferred stock was declared, however.

Van Horn Ely, president of the company, in announcing the passing of the common dividend issued the following statement:

"In view of the present industrial conditions and the desirability of maintaining the present strong cash position of the company the board decided to declare no dividend on the common stock. The annual report for 1920 will be mailed to stockholders within the next few days."

At the meeting of directors the following were added to the board: G. Hermann Kinnicutt, of Kissel, Kinnicutt & Co.; E. E. Thompson, of Crane, Paris & Co., and Howard Coonley, president of the Walworth Mfg. Co.

THE BRUNSWICK RECORD POLICY

P. L. Deutsch on Company's Ideas as to Size of Catalog of Records

CHICAGO, I. L., March 3.—In an interview with The World P. L. Deutsch, assistant secretary of the Brunswick-Balke-Collender Co., of this city, stated that the Brunswick Co., has found the retail talking machine trade very favorably impressed with the Brunswick policy of a comparatively small record catalog. Mr. Deutsch attributes this feeling to the fact that the dealer is enabled to turn his stock over much faster and has to tie up a much smaller amount of money in record inventory. He explained that one method the Brunswick Co. has pursued to limit the size of its record catalog is the marrying of two very popular selections on the same record. This is directly in contrast to the policy which is adopted by a number of record makers of linking a big hit with a lesser hit and thereby helping to move the less popular selection.

THE VOCALION IN AUSTIN, TEX.

The J. R. Reed Music Co., Austin, Tex., which has been handling Duo-Art pianos and other Aeolian Co. products for some time past, has recently taken the agency for the Vocalion phonograph and records, and has arranged to open a large department to feature that line. The Reed Music Co. started in business in Austin in 1891 and has been very successful.

Many a man who wouldn't commit larceny will cheerfully steal a busy man's time.

The William Phillips Phono Parts Corp.

Big Value in Both Tone and Price

Suitable for Medium Priced Machine

8 1/2 inches, centre to centre
Large size Sound Box

Sample to manufacturers $3.00
Send for quantity prices

The William Phillips Phono Parts Corp.

145 West Forty-fifth Street
New York City
INCREASED ACTIVITY NOW EVIDENT IN BUFFALO TRADE


BUFFALO, N. Y., March 9.—There is practically little complaint among talking machine dealers of Buffalo district as to any dullness in business. Most of them report trade as exceptionally brisk, so much so that some of them have found it necessary to make additions to their staffs. Industries generally here are beginning to show signs of activity. Many of the cities' larger plants which were forced to shut down or make large reductions in their working forces are beginning to take back their employees and as a result the buying public has more money to spend. This in turn is reflected in the talking machine business.

The music group of the Buffalo Chamber of Commerce has found that no new legislation will be necessary in making misleading advertising an actionable offense. Investigation has brought to light the fact that such offenses are covered by both State and city laws, which provide severe penalties for violations. The agitation for legislation covering misleading advertising was started a short time ago, when there were brought to the attention of the music group some advertisements of talking machines which, it was claimed, made it appear that the customer was getting more for his money than was really the case. No action will be taken, however, in regard to these advertisements, it is said, as it is believed sufficient warning has been given through the publicity which was given the matter.

Victor dealers here are doing a good business. Sales of records and machines are going well. A new manager has been appointed for the talking machine department of the William Hengerer Co., which has one of the largest Victor agencies in the city. He is A. H. Fleischman, who was formerly with the Musical Instrument Sales Co. at New Haven, and who has had a long experience in the talking machine industry, having been connected with the business at Cincinnati and Louisville. Mr. Fleischman plans to make a feature of a department for the sale of the Pathe records. He has already demanded a considerable business for this kind of record at the store. A number of Victor dealers found that sales of Caruso records went up greatly during the recent serious illness. The public, fearing that his great voice would be lost forever, hastened to preserve it for themselves by insuring a large purchase of his records.

Recent visitors were: H. A. Brennan, representative of the Victor Co.; Mr. Forbes, of the New York store of the James McCreery Co.; and C. R. Wagner, of the Musical Instrument Sales Co.

Buffalo has a special interest in "Humming," which is making such a hit among records. Ray Brost, a Buffalo man, who writes under the name of Ray Henderson, is the composer. He is the son of William Brost, of J. N. Adam & Co.

F. E. Russell, of the talking machine department of J. N. Adam & Co., reports that the Victor model "80," which sells for $100, is making a great hit in Buffalo. He reports that the foreign Okeh records are making a great hit in Buffalo. There is a large foreign population in this city and the success of the Polish and Italian records was instantaneous.

Wireless operators in Buffalo now have a chance to "listen in" on concerts of Victor records every month. The Wurlitzer Co. is flashing through the air each month the latest Victor releases, and their Buffalo store carried extensive advertising announcing this and instructing the operators here how to "tune" their apparatus so as to catch the notes. William B. Damsel, manager of the Wurlitzer stores at Buffalo and Columbus, O., says that data at the latter city which he has gathered shows that the plan is meeting with great success and that he means to gather data here as to how many wireless operators are availing themselves of the opportunity to hear these "wireless concerts."

G. W. Hopkins, general sales manager of the Columbia Co., was in town the first of the month. While he was here a number of dealers in this district called on him. The local Columbia office reports that the 59-cent record sale in this district is meeting with great success. Dealers report that the sales have drawn to their stores people whom they have not seen in months.

The Thomas Piano Co., of Lockport, which has an extensive talking machine department, is moving into new quarters in that city—a commodious three-story building, which is admirably equipped.

Pride of Possession

At this time, when there are so many talking machines of questionable quality on the market, the dealer who has a Victor franchise should be exceptionally proud of his possession.

Since the inception of the talking machine industry, Victor supremacy has been recognized everywhere.

To all your prospective customers emphasize Victor supremacy.

CURTIS N. ANDREWS
Victor Wholesale
BUFFALO, NEW YORK
Model B—The quaint Queen Anne. One of the most desirable designs. In keeping with the furnishings of many music rooms in modern American homes.
Made in Mahogany and American Walnut.

Model D—The ever-popular Louis XVI., an especially favored design which finds its place in the drawing rooms of prosperous Americans all over the land.
Made in Mahogany and American Walnut.

Our Reproducer
Patented U.S.A.
(Guaranteed for Twenty Years)
1. Its light weight will always keep your records new.
2. Plays all makes of records without any extra attachments.
3. Diaphragm is insulated from all metal parts, assuring natural tone without the metallic phonograph tones.
4. By offsetting the bridge connection to the diaphragm provides a short and long area over which the high and low notes respectively must travel for best results.
5. Oval bar provides ample protection for bridge connection.

Model C—The Hexagon design fits in almost any character of home furnishing. Its solid and artistic appearance is in keeping with the best of periods.
Made in Mahogany and American Walnut.

Model E—For the Chippendale room. Delicate carvings, perfect design and the last word in arts and crafts workmanship. Study the perfection of this design.
Made in Mahogany and American Walnut.

The Dimensions of the Amplifying Chamber are 24 ins. in width and 10 ins. in height. Think of that. The Cabinet is 36 ins. high, 27 ins. wide and 34 ins. in depth—Shipped K. D., which assures lowest freight rates.

Distributors for Dealer and West: Consolidated Music Co., Denver, Colo.
Distributors or Agencies write for prices and territory.

The Dimensions of the Amplifying Chamber are 24 ins. in width and 10 ins. in height. Think of that. The Cabinet is 36 ins. high, 27 ins. wide and 34 ins. in depth—Shipped K. D., which assures lowest freight rates.

Distributors for Dealer and West: Consolidated Music Co., Denver, Colo.
Distributors or Agencies write for prices and territory.

Models E—For the Chippendale room. Delicate carvings, perfect design and the last word in arts and crafts workmanship. Study the perfection of this design.
Made in Mahogany and American Walnut.

The Dimensions of the Amplifying Chamber are 24 ins. in width and 10 ins. in height. Think of that. The Cabinet is 36 ins. high, 27 ins. wide and 34 ins. in depth—Shipped K. D., which assures lowest freight rates.

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Distributors for Dealer and West: Consolidated Music Co., Denver, Colo.
Distributors or Agencies write for prices and territory.
TORONTO TRADE CRITICIZE CERTAIN RETAIL PUBLICITY


At a recent general meeting of the share-holders of Ideal Cabinets, Ltd., manufacturers of Ideal phonographs, the following directors were elected: Edwin A. Stevenson, W. Norman Martin, Henry V. Kautzman and William H. Lantz. Mr. Stevenson was appointed president and Mr. Martin secretary-treasurer.

The Toronto Trade, has, assigned, phonographs to the Canada Gazette, and a meeting of the creditors has already been held at the offices of the authorized trustee.

The A. C. Gilbert-Menzies Co. has, it is understood, brought out the Boboloff's phonograph for juniors. It has a case 36 inches high and will play six-inch records.

C. LeVeil has joined the wholesale selling staff of Gerhard Heistman, Ltd., in the phonograph division.

The Empire Phonograph Co., of 234 Queen street, has just taken on the Brunswick record agency.

A. E. Landon, Canadian manager of the Columbia Co., has returned to his desk in Toronto after a business trip to Winnipeg. Man. From his first visit to the great Canadian West Mr. Landon has been enthusiastic over the future of the provinces of Manitoba, Saskatchewan and British Columbia, and every trip brings him back surer than ever of a wonderful future for talking machine dealers in that part of the Dominion of Canada.

MEETING OF PHONOGRAPH MANUFACTURERS ASSOCIATION

Important Subjects Discussed by Prominent Members of the Phonograph Industry at the Annual Meeting Held at National Club—Election of Officers Results in W. B. Puckett as President.

The annual meeting of the Canadian Phonograph Manufacturers' Association was held at the National Club, Toronto, last month, the business session being preceded by a dinner. W. Stevenson, Lordon, the retiring president, occupied the chair. A representative gathering of the trade was present.

After the reading of the minutes Mr. Stevenson addressed the meeting. He said in part: "In common with various other industries we found that the application of what is most easily described as the luxury tax has had a considerable psychological effect upon the buying public. Although it is true the excise tariffs upon phonographs and records were not changed, but remained both in respect to amount and system of collection as established in 1918 other than the addition of the sales tax, the newspaper prominence given to all taxation items at the time undoubtedly started a wave of public determination not to purchase goods subject to the excise tax that even affected commodities not so taxed. This was the condition facing the phonograph and record manufacturers prior to December 20 last. On that date the Government saw fit to abolish the luxury tax entirely, and, while this was welcomed by the manufacturer, it caused an immediate hardship on many jobbers and distributors who had finished products on hand and who bore the effect of slowing up public buying, as is ever the case on a falling market. If honest, we will admit that the public buying of phonographs and records is, to say the least, not so spontaneous as it was."}

Secretary James G. Merrick gave a short, pointed talk on the need for a strong manufacturer's association in Canada this year as never before. Co-operation was an urgent business need. "Take the matter of adverse legislation alone," said Mr. Merrick, "you have to watch the possibilities of that constantly, because political expediency knows no economic laws nor how they work out." In the interests of the entire industry the constantly changing transportation rulings have to be vigilantly watched.

A proposal for a strong, effective organization Mr. Merrick stressed several requisites, such as: 1. Regular and prompt attendance at meetings. 2. Confidence in the given word of each other. 3. That only the head of the house or a representative with full power to act for the house be delegated to attend meetings; and 4. Banning criticism after the meeting of the decisions reached at any meeting, unless such criticism was voiced in the meeting: or, in other words, lodge no objections at the proper time, which is during the discussion in meeting not afterwards.

Complaints were voiced at the quality of the containers the members of the trade were receiving for shipping talking machines. The suggestion was made that the manufacturers might co-operate in buying from one source, thereby being in a position to demand better containers. No definite action was taken.

A resolution was unanimously adopted whereby the Phonograph Manufacturers' Association will take steps to become a subsection of the Canadian Manufacturers' Association, thereby securing the benefits of the latter's organization for watching against hurtful or discriminating legislation, of which the luxury tax was a shibboleth. It was also suggested that the association will sometimes attempt, and also to keep an eye on all new transportation rulings. Watchfulness in these two directions are of immense importance to the retail dealers all over Canada.

The question of a suitable building during the two weeks of the Canadian National Exhibition was also discussed. These vocal and instrumental exhibitions had been increasingly appreciated by the exhibition management, the public, the contestants, and the industry. It was suggested and urged that they be continued on a larger scale each year. Mr. Ford thought that (Continued on page 123)
Edison Message No. 92

We hope the Government will not find it necessary to increase the Excise Tax on phonographs, for, if it does, we shall be forced to advance our prices.

THOMAS A. EDISON, Inc.
ORANGE, N. J.
as each year the accommodation for the musical competitions would become worse it would help squeeze the exhibition directors into providing the much-needed Temple of Music. The secretary outlined the growth of the Music Temple idea at the Canadian National Exhibition and thought the time had now come to consider a possibility. The exhibition management was prepared to put up a suitable Music Temple if certain prescribed arrangements could be guaranteed for housing and maintenance charges. Until such a building were erected he saw no signs of a suitable, permanent home at the exhibition for the phonograph industry. The incoming exhibition committee was asked to do everything possible to bring about a "Music Day" as a feature of the Canadian National Exhibition. Just as there is a Farmer's Day, American Day, Women's Day, President's Day, etc., it was thought there should be and might be a "Music Day." The election of officers resulted as follows: President, W. B. Buckett; vice-president, E. C. Scythes; secretary, J. G. Merrick; treasurer, W. N. Martin; export committee, S. J. Cook, O. C. Dorian, O. Wagner; advertising committee, J. D. Ford, B. A. Trerail, A. E. Landon; finance committee, D. R. Gourlay, Thomas Nash, E. Van Gelder; legislation and tariff committee, Armand Heintzman, J. A. Roy. Nominating committee, J. D. Ford, W. B. Buckett, D. M. Wright.

The executive committee of the association consists of the elected officers, with the chairman of each of the standing committees.

**HAPPENINGS OF THE TRADE IN MONTREAL BOILED DOWN**

**CHAMPION MUSIC CO. BUYS PHONOGRAPH SHOP—BRUNSWICK BILLBOARDS ATTRACT—A. J. FREEMAN HONORED—CHILD & GOWER CO. BUYS WILLIAMS BUSINESS IN REGINA, SASK.—OTHER TRADE CHANGES**

MONTREAL, CAN., March 3.—There have been several changes in trade circles during the past month. A number of houses have fallen by the wayside, while others have engaged in new ventures. Dealers in established lines are finding business good and are doing all in their power to keep it so.

The stock and good will of the business carried on under the name of the Phonograph Shop of Montreal, Regina, has been purchased by W. A. Robitaille, manager of the firm, which is already operating eight stores throughout the city. It will continue to handle His Master's Voice records and the Starr, Windsor and Cecil machines, as well as the Champion period models. Botham and Stratford, of the Champion Music Co., are the exclusive agents for the Champion period models in that city.

Gray & Jacobst, cabinet makers of Lachine, Que., and the Caron Piano & Phonograph Co. have made assignments.

Congratulations are being extended to Gilbert Layton, youngest son of Philip E. Layton, of Layton Bros., upon his recent marriage to Miss Norah Estelle England, of Montreal. Ed Archambault, Reg. Canadian phonograph distributor, and the Phonograph Sales Co., Ltd., of Montreal, have registered as dealers in talking machines.

During the recent Edison jobbers' convention in Montreal Layton Bros., Edison dealers, extended through the press an invitation to all dealers to make use of their ware rooms as headquarters during the conference.

Billboards advertising Brunswick phonographs greet one from all sides, and this, together with heavy newspaper advertising exploiting the new arrival of Brunswick records, places this make most prominently before the public.

N. G. Valiquette, Ltd., was the only exhibitor of talking machines at the recent Montreal Motor Show and has on display a Pathé Actuelle model and an open model showing the mechanism.

The Zionists of Canada at the closing session of the seventeenth convention held in Montreal recently unanimously endorsed the selection of A. J. Freeman, the well-known Columbia dealer of Ottawa, as president of the organization.

To Tony Rasmopger, of the Brunswick Shop, falls the honor of selling locally the first two Brunswick period models, in that city. J. D. Ford and B. A. Trerail, of the Champion Music Co., are the exclusive agents for the Champion period models in that city.

Mr. Gibbs is a well-known mechanical engineer who has had long experience in the sales field. He is particularly well acquainted in New England territory and expects to introduce his firm's products to the trade in the States mentioned.

Harry Leonardord has also been appointed representative for the firm in the States of Pennsylvania, Ohio, Michigan and Illinois. While Mr. Leonardord expects to make his headquarters in Philadelphia, he will shortly make a trip thoroughly covering all the trade centers in the States mentioned.

**COVERING NEW ENGLAND TRADE**

Wm. T. Gibbs Introducing New Device of Phonograph Specialties Co. to Dealers in That Section—Harry Leonardord on Traveling Staff

William T. Gibbs, of Providence, R. I., who was recently appointed New England representative of the Phonograph Specialties Mfg. Co., well-known manufacturer of a patented motor and spring safety device to prevent overwinding, recently departed on a trip covering Maine, New Hampshire, Vermont, Massachusetts and Rhode Island territory.

Mr. Gibbs is a well-known mechanical engineer who has had long experience in the sales field. He is particularly well acquainted in New England territory and expects to introduce his firm's products to the trade in the States mentioned.

Harry Leonardord has also been appointed representative for the firm in the States of Pennsylvania, Ohio, Michigan and Illinois. While Mr. Leonardord expects to make his headquarters in Philadelphia, he will shortly make a trip thoroughly covering all the trade centers in the States mentioned.

O. W. Weisensborn, president of the Phonograph Specialties Mfg. Co., whose executive offices are at 60 Fleet street, Jersey City, N. J., recently stated: "The results we have obtained from the initial introduction of our device have been most gratifying and lead us to believe that the trade appreciates the merits of our goods. We have received a series of letters from numerous interested parties, particularly repair men, who state that the product has a ready sale."

**BRUNO**

Sending your sales staff to the Red Seal School, Mr. Victor Dealer, shows more wisdom than an investment in gilt edge securities. The former requires no capital and you receive all the "Velvet" of the latter.

**ATTRACTION DEALER PROPOSITION ON CORKY Records OFFERED BY Sterling Roll & Record Co. We handle a complete line of phonograph accessories PITTSBURGH, PA. 436 4th AVE.**

Sterling Roll & Record Co. CINCINNATI, OHIO 137 W. 4th ST.
New Distributing Territories Open

We invite inquiries from progressive houses with efficient facilities for the sale and distribution of Emerson Records.

The territories which are open contain many Emerson dealers who are now doing a good Emerson Record business. This already-developed business is waiting to be absorbed by satisfactory distributors with efficient organizations.

Product and Price Are Right

All Emerson 10" Gold Seal Records retail at eighty-five cents. All are double discs. Included are foreign language records, also operatic and classical selections by well-known artists.

Emerson recordings are noted for their novelty, originality and popular appeal. Prominent musical comedy stars and vaudeville headliners record exclusively for Emerson.

Small Stock, Quick Turnover

The catalogue is small, consisting largely of quick-selling popular numbers of the type which constitutes 90% of the dealer's business. Quick turnover and steady demand are thus ensured.

Out First With New Hits

The Emerson policy of releasing records of the new dance and song hits FIRST gives the Emerson distributor great advantage over his competitor.

Write today, as the territory still open is limited.
A DECIDEDLY BETTER FEELING IN INDIANAPOLIS TRADE

INDIANAPOLIS, IND., March 1.—The Columbia Graphophone Co. moved today to its new quarters in the Capital Paper Co.'s building at 22l-25 West South street. The new plant gives the company 32,000 square feet of floor space, which Manager Scott says contains the most up-to-date distributing plant in the Middle West. The building in which the company has located is of concrete construction and is six stories high. The Columbia Co. has part of the first floor and all of the second and sixth floors.

The plant is the newest of the standardized branches of the company and has every modern convenience known to the trade for purposes of repairing, packing and shipping. On the first floor is the receiving department with trackage facilities to the door. The second floor contains the office and record department, the shipping department, service department, dealers’ service department and dictaphone department. The sixth floor is used for the storage of stock.

J. M. Bayless, who has charge of the work of standardizing the Columbia branches, has been in the city assisting Manager Scott in the arrangement of the new plant. Others who have been recent visitors from the home office are George W. Hopkins, general sales manager; R. P. Bolton, international record sales manager, and O. F. Benz, record sales manager.

Business among the Columbia dealers in this district, says Mr. Scott, has shown an increase in January and February over the same months of last year. This has been particularly true of the Louisville dealers, he says, where remarkable things have been accomplished in building up trade. Business all over the district is showing a finer trend with buying more conservative.

Many New Brunswick Dealers
Manager Burr, of the Brunswick-Balke-Coloe Co., reports new contracts for Brunswick dealers coming in at the rate of two a week. Business is keeping up largely, he says, on the higher-priced machines. A representative of Thomas A. Edison, Brunswick dealers at Buffalo, a town of 5,000, visited the distributing plant last week and reported they had sold six of the Stratford models since the first of the year.

They are specializing in that model.

The Isham Jones Orchestra, an exclusive Brunswick aggregation, is having big receptions in many Indiana towns. The orchestra is being featured at the Haute house under the auspices of the Brunswick Shop and the Knights of Columbus; at Fort Wayne under the auspices of the Spiegel Music Co. and B. J. Dreseier; at South Bend under the auspices of the Lenhart Brunswick Shop and at Goshen under the auspices of the Newel Bros. Dry Goods Co. C. A. Grossart, manager of the Brunswick Shop of this city, says he has had a tremendous record business during the last few weeks. His business in machines, he says, has been largely in the higher-priced instruments.

Edison Trade Here Improves
Mr. Cramil, secretary of the Kipp Phonograph Co., Edison distributor, is spending a few months in Miami, Fla. He reports that he is having an excellent time; that he has forgotten all business cares and has nothing to do but fish, bathe and listen to Pryor’s Band, which gives concerts twice daily at Miami. Walter E. Kipp, president of the company, has just returned from a visit to the Edison laboratories and to Montreal, Canada, at which latter place the Edison Jobbers Association held its annual meeting.

“Reports from our travelers indicate that conditions are improving very steadily in our territory,” said H. G. Anderson, general sales manager of the Kipp Co. “The dealers that are using the Edison sales plans are finding them an excellent aid in producing business. Orders from the dealers in the last two weeks for instruments go to show that stocks carried over the holidays are practically gone. Re-creation sales were exceedingly heavy for February and showed quite an increase over our January sales.”

T. W. Hendricks, manager of the talking machine department of the Pearson Piano Co.'s store, reports a record business doubled in the last ten days under the stimulus of steady newspaper advertising in which he features Victor, Edison and Vocalion machines. Miss Estella Carr, Miss Esther Hartwig, Miss Mary Felts and Harry Jones have been added to the record department by Mr. Hendricks. Miss Carr takes the place of Miss Freda Booth, who went to the W. L. Taylor Carpet Co. Miss Hartwig was formerly in the talking machine department of the L. S. Ayers Company, and Miss Felts formerly was with the Spence Music Co. of Columbus, Ohio.

According to present plans the Indianapolis Talking Machine Co. will move to its new store at 134 North Pennsylvania street March 5. Manager William S. Cooke says his new place of business will be the finest talking machine shop in the Middle West.

February business in talking machines as well as records showed a decided improvement over the business of January, according to Manager C. P. Herdman, of the talking machine department of the Baldwin store.

E. L. Arthur has been employed as retail sales manager of the Indianapolis store of the Star Piano Co. to succeed B. T. Clay, who becomes a city salesman. Mr. Arthur formerly was with Chas. Mayer & Co. as manager of the Sonora department.

Victor dealers are reaping benefits from the many entertainments that have been given in this city during the Winter by famous artists. Sophie Bruslaus, contralto, sang here February 13, as one of the features of the free municipal concerts given by the Indianapolis park board and the school commissioners. The dealers have been featuring their Braslaus records.

Now a large sale of the new La Scala Orchestra records is anticipated in view of a recent appearance of that famed aggregation before a crowd that filled the Murat Theatre.

Trade Defeats Senate Bill
Able assistance in securing the death of Senate Bill No. 57, a legislative measure, was given by Victor dealers throughout the State. The plan of the bill was to require the transfer of the title of goods bought on deferred pay.

(Continued on page 126)
BETTER FEELING IN INDIANAPOLIS
(Continued from page 125)

ments from the seller to the purchaser with the first payment. Similar action has been undertaken by many other legislatures.

The Stewart Talking Machine Co. interested the dealers in the bill by distributing bulletins issued by the Indiana Retail Dry Goods Association, in which the evils of the proposed legislation were set forth. Every Victor dealer received a copy of the bulletin and a letter urging him to telephone each merchant in his community urging a combined remonstrance against the passage of the bill. The following week the bill was killed.

The Herz Co., Victor dealer in Terre Haute, is enlarging its record sales by supplementing the monthly announcement of new records with postal cards sent to customers. An ordinary Government card is used and on the last ones sent out the company featured popular songs.

"Do you like popular songs?" was used as a headline and was printed in bold-faced type. Directly under this suggestive title the names of four popular songs were listed with the names of the artists and also the price of each record. This simple sentence, "We have 'Margie'," was written on each card with ink, and results showed the sentence to be a worth-while booster for that popular selection. Everyone on the entire mailing list received the card and the results were gratifying.

Miss Caroline Hobson, head of the educational department of the Stewart Talking Machine Co., has been placed on the program of the Educational Conference, to be held this month in Chicago. The Stewart Co. is extending its Dealers' Service department to include assistance not only in advertising but also in all the work arising from the retail end of the Victor business. Victor dealers for some time have had the privilege of obtaining lay-ou ts, campaigns and all other needed assistance in carrying out their advertising programs. Now they are to be given the opportunity of obtaining accounting service, arrangement of stock service and any other desired aid from their distributor.

T. A. Wright, formerly of the Holloway-Wright Co., furniture dealers and exclusive Victor agents, of Newcastle, died suddenly February 25, of apoplexy. He was fifty-four years old and was prominent as a Rotarian and live business man of the community.

As a step toward making his store the music headquarters of the city, W. S. Barringer, Victor dealer of Kokomo, is issuing a bulletin each week announcing the musical events of the week. The bulletin is posted at the store.

Pathé Dealers Meet

The retail Pathé dealers of this territory met in a sales conference February 23 at the store of the Mooney-Mueller-Ward Co., Pathé distributor. The meeting was called mainly to hear James Watters, of Brooklyn, secretary of the Pathé Frères Co., who spoke on the general condition of the talking machine business. The dealers are now facing a buyers' market, said Mr. Watters, and it is necessary for the dealer to return to the selling tactics prevailing before the war.

The consensus of opinion at the meeting was that those dealers who intensified their selling efforts and went after business energetically would win a large share of prosperity during the year. Forty dealers were present at the meeting, including E. P. Hawkins, of the Connersville Furniture Co., Connersville, Ind., exclusive Pathé cabinet dealer; Mr. Snapp, of the Brooks & Snapp Co., of Paris, Ky.; P. G. Miller, of Central City, Ky., and Mr. McDonald, of McDonald & DeWitt, Greenville, Ky. Mr. Hawkins spoke briefly in outlining reasons for his belief that the dealers face a prosperous season. The Kentucky dealers reported conditions in that State to be very much on the up grade.

Edgar Eskew, manager of the Pathé Shop, says that the last week in February was the best week he has had this year in both record and machine sales.

OPTIMISM MORE EVIDENT

I. A. Kichler Co., Cleveland, O., Reports Increasing Demand for Valances—Dealers Are Confident Regarding Future

CLEVELAND, O., March 5.—Talking machine dealers are evidently regarding the future with a more optimistic eye than they were a few months back and on all sides can be found indications that the trade has not been dead, but merely sleeping. Evidence of this is shown in one instance by the activity of the I. A. Kichler Co., makers of window valances, in this city.

A. M. Emerling, designer for the Kichler Co., says: "Despite the general quietness in the trade we have enjoyed a wonderful response to our new specially designed valances for retail talking machine stores. It is very plain to us that behind this demand there is a general feeling of optimism and determination to go after business.

"Dealers realize that the successful merchant must above all things have an attractive display window—one with that air of refinement and exclusiveness which should always be associated with a good music store. We are receiving orders for window valances of special designs from dealers handling all makes of machines, thus indicating that this feeling of optimism is general throughout the trade."

AUBURN MUSIC CO. EXPANDS

The Auburn Music Co., located at 8 Exchange street, Auburn, N. Y., has leased the store adjoining its present quarters and will throw the two stores into one in order to provide the required room for the expansion of its business. New piano warerooms will be provided and several record-demonstrating booths installed. The company features the Mehlin pianos and Victor talking machines.
BRUNSWICK RECORD OUTPUT GROWS

New Mid-West Pressing Plant Planned to Give More Direct Service to Dealers

CHICAGO, ILL., March 9.—P. L. Deutsch, assistant secretary of the Brunswick-Balke-Collender Co., announced, in the course of a chat with The World, that the production of Brunswick records is being steadily increased and that plans are now being inaugurated to erect and equip a record-pressing plant, which will be located in the Middle West, and which will enable the Brunswick Co. to give more direct shipping service to the dealers located in this section of the country.

INCREASES CAPACITY OF PLANT

Wax & Novelty Co. Enlarges Factory Facilities
—Demand for Product Steadily Increasing

The new plant of the Wax & Novelty Co., at 57-59 Paris street, Newark, N. J., has been fitted out to take care of the increased business of this company. The plant is up-to-date and modern in every respect with plenty of floor space, so that the company can take care of its fast-growing business. E. W. Mathews, owner of the company, states that business is improving, and a general feeling of optimism prevails.

In addition to the manufacture of wax for phonograph records, this company also manufactures wax blanks for use on dictaphones. Mr. Mathews is well known in the industry as an expert in the manufacture of wax and enjoys the confidence of the trade.

NEW FIRM IN WAUKEGAN, ILL.

Alden & Kastner Title of New Firm of Piano and Music Dealers in That City

WAUKEGAN, ILL., March 4.—Earl C. Alden and W. A. Kastner have organized the firm of Alden & Kastner in this city for the purpose of engaging in the retail piano and music business, and W. A. Kastner have organized the firm of Alden & Kastner in that city for the purpose of engaging in the retail piano and music business, with quarters at 318 South Geneva street. Both men are experienced tuners and have worked in Waukegan for the past fifteen years. Both also were formerly connected with the Fulton-Alden Music Co. before that concern entered the talking machine manufacturing field.

ISSUES SERIES OF CATALOGS

The American Odeon Corp., New York City, has announced to the trade that catalogs of foreign records are now ready for distribution. These include recordings in Bohemian, Polish, Servian, Hungarian, German and Jewish. This company is also offering to the trade Fonotipia records of Italian selections. A new catalog of Odeon records featuring the first American releases has been well received by the trade, and future additions to the catalog will be made regularly each month.

ISSUES TWO NEW RECORD ALBUMS

The New Models Offered by Peerless Album Co. Made to Fit Latest Style Victrolas

The Peerless Album Co., which recently moved to its new home, 636 Broadway, New York, has just announced two new record files, to be known as No. 80 and No. 90. The Peerless Album Co., which has one of the most efficient manufacturing establishments of its kind in this country, has been in the forefront in the matter of progress and has produced these new files for the purpose of creating an indestructible filing cabinet to fit the new Victrola models.

The albums include some very unique features. They are alphabetically arranged and there are special styles for both the ten and twelve-inch records. On the top of the ten-inch albums, in order to make the files uniform in size, there has been added a patented receptacle, in the form of a drawer, to hold needles and accessories.

Phil Ravis, president of the company, recently stated that they are prepared to take care of a very heavy demand on these goods. In commenting on the general trade he said: "Since moving into our new quarters we have installed much new machinery, all modern equipment, adding to the efficiency of our plant. This, together with the lowering of labor costs and the improvement in general business, allows us to market these goods at attractive prices."

INSTALLS ADDITIONAL MACHINERY

Superior Die Casting Co. Increases Factory Equipment—Opens Two Branch Offices

CLEVELAND, O., March 5.—The Superior Die Casting Co. has just completed the installation of air-operated die-casting machinery of the firm's own special design. "This equipment is productive of better quality castings, which can be turned out at a more rapid rate and at a minimum of labor," said A. E. Weiss, general manager of the company. "I don't care to go into detail about the new machines, but we are now able to take care of a larger volume of business at a price that is very attractive, and which increases rather than merely maintains our quality."

The Superior Co. has opened an office in Philadelphia, which is in charge of D. B. Wilcox and D. H. Ensign. It is located at 105 Real Estate Trust Building. A Detroit connection has also been made with F. L. Nieward and M. F. McManus, whose offices are in 1250 Book Building.

TO MAKE RECORDS IN NEWARK

The Phonographs Recording Co., Newark N. J., has been incorporated for the purpose of making records. The capital is $500,000 and the incorporators are Charles P. Gambee, Elmer M. Harrison and George L. McCracken, Newark.

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. Once placed needs no attention—graphite lubricated.

NOW READY FOR VICTROLA MACHINES—SAME ATTACHMENT FOR ALL SIZE VICTROLAS

Territory Open to Jobbers and Dealers

PHONOGRAPH SPECIALTIES MFG. Co.
67-69 Fleet St.
Jersey City, N. J.
WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., March 8, 1921.

If we all practiced what we preach this would be a lovely world. One can have a sneaking sympathy with the hard-boiled gent who doesn't like to be reminded each and every day of his shortcomings in this or that direction. Still, a good sermon has its values and just now it seems that scarcely anything is needed more than a general good dressing-down for the crape hangers who for so many weeks past have been holding the center of the stage. We arrive at this comforting conclusion just in time to begin writing these paragraphs, and as we do so our eyes are drawn to a late issue of the Music Trade Review, wherein are to be found some hot texts for a sermon which will be found interesting to readers of The Talking Machine World. Our very well-known friend, W. S. Miller, who is vice-president of the Bush & Geris Piano Co. of Chicago, is one of those who believe that half the world's troubles are to be traced to an inability or unwillingness to tell the truth; and in The Review the other day he sets forth his views on things in general with a directness and conciseness at once practical and delightful. "Since I was a boy," says Mr. Miller in substance, "we have had all sorts of patent remedies for the various ills from which business suffers, or is supposed from time to time to suffer. I can well remember when 'efficiency' came in. We were all going to run our businesses by such wonderful automatic methods that it would be necessary to do nothing, have all our work done and not count the money at all. But even the counting would be done by machinery. Well, some of us found out, rather late, too, that a business can be so blamed efficient that the efficiency system absorbs all the energy of the business and leaves the owner, rather late, too, that a business can be so blamed efficient that the efficiency system absorbs all the energy of the business and leaves the owner.

One can have a sneaking sympathy with the hard-boiled gent who has not a car. Plain disinclination to work. Our youngsters dream only of sitting at home. In a word, I believe that the trouble with business is three parts dependency on how willing we are to take our medicine. The process of education may be long or short, easy or painful. That depends on how willing we are to take our medicine. Yet, take it we must, until we have learned that the world goes by work, by plain, honest work, without frills on it."

THE MID-WEST

So far our friend as we interpret him, freely as to the letter but accurately as to the spirit. How easy it is to know the truth when one meets it! Always the truth is distinguished by its fitness, by its instant applicability to our own special case. The old prescription that stands revealed in the one word work is plain and simple; and it fits the talking machine business just as much as it fits the building or the steel business. What we need just now is to get away from words, from cloudy piffle, and to get down to work. Let every dealer throughout this land realize that music is one of the prime necessities of the age, and that the talking machine is the music bringer par excellence; and he will lose no further time before buckling down to work and going out after sales. The way to get sales to-day is to go out after them. For five years there has been little or no need to go out after sales, for sales have been coming in faster than they could be attended to. But before 1914 no one used to worry about having to go out and hustle up sales. Take the piano business, which is harder than the talking machine business ever has been or ever will be. Those who know how the piano business was run before the great war know that there was nothing more natural than to go out and ring door bells until the prospect had been discovered and then to induce the coy and newly discovered one to come to the store and submit to being "sold" on the proposition. That sort of process was well known, in fact it was the only normal process seven years ago. Is there any special reason why that process should not become popular again?

The Wise agents who gather up the news for our columns, and who thus satisfy each month the impatience of thousands of palpitating persons who live, so they tell us, only from issue to issue of The Talking Machine World, have been sleuthing again, and again returning with wise prophecies as to what is going to happen. They are always doing this sort of thing, and sometimes they do it well. The main point is that there will be a big boom in portable machines this Summer. Can any one imagine why? Simply because there will be a boom in vacation parties of the camping, motor-touring and similar simple kinds, as against the expensive hotel kind which was so popular last year and the year before. The reasons can be imagined. But the main point is that if our staff sleuths are right there ought indeed to be a big boom in small talking machines of every kind, especially in the sort of machine which can be folded up and carried around like a grip. Everybody who ever passed down Wabash Ave- nue in the Summertime knows that the enterprising talking machine men at Lyon & Healy's get the big corner window as often as they can so that they may set therein a camping or boating scene life size, with the usual little Victor portable in a prominent place. Certainly! And this year they are likely to have more than ever of the good excuses which ingenious managers put up to window-dressing experts in these big establishments. For the portable is on the cards and the campers in their thousands will want it.

By the same token our sleuths tell us that there is a widespread tendency to talk and think about small and moderate-priced console machines. Just how much this means cannot be said at the moment, but the idea suggests something interesting. For the parallel is almost complete with the small grand which, during the last three or four years, has so come to the front in the piano world. The small grand piano is the logical result of attempting to find something which will fit into the small apartment or bungalow of the prosperous urban dweller, and which at the same time will be superior in construction, in tone and in musical worth to the ordinary upright piano. The prosperous citizen, or his wife, wants something better than the ugly and inartistic upright. Yet the large grand piano is both very expensive and much too large for ordinary living rooms. Hence the small grand. So, too, along parallel lines of rea-
The truth is, some wise men in the talking machine trade are already seeing that the prospect has to be dug up and sold. We learn that so keen a merchant as William Wade of Chicago is employing canvassers to dig up prospects from the homes of the people in his community, and that he is meeting with eminent success. There is every reason why this should be so. Human nature is curious enough in all conscience, but nowhere is it more curious than in its schemes to get something for nothing. Thus the busy Wade canvassers are finding, so we hear, that a great many excellent folks are declining to come into town to the stores, although they profess themselves sympathetic toward the idea of a talking machine in the home. They say, however, that when some one takes the trouble to look them up and run after them, as it were, that is proof that the some one in question has a bargain of some kind to offer. Whereupon the bond of sympathy is established and there is no longer much difficulty in getting things going toward a successful sale. Now, that sort of thinking does not seem to be very logical, but it is the sort of thinking which a great many folks are doing just now.

The idea is that the man who sends after one must need business; that a declining market exists it is hard to hold them at any point long enough to sew them up on a deal. The fact is that the people have less of a desire than before for music. Far from it. Rather is it that public ideas as to values are rather too confused, so that the people do not know quite where they are standing in respect of judgment of worth. Here is where the expert copy writer comes in. He knows his case and knows how to put it before the casual reader of a newspaper or magazine, how to put it so that the wandering attention shall be caught and focused and trains of thought set in motion which shall crystallize into definite and favorable action. Expert copy writing is the thing just now, and the Steger co-operative advertising shows the expert.

We note that the energetic advertising manager of the Steger & Sons Piano Manufacturing Co., is at it again. This time his department is occupied immediately in pushing the sale of Steger phonographs, which worthy work is being done through the agency of some very artistic and worth-while advertising, especially prepared for the use of Steger dealers. This co-operative advertising has been found by the Steger folks to be most useful in promoting the sale of their well-known pianos and its extension to the field of phonographs is likewise expected to produce parallel results. The fact is that the average retail merchant, supposing that all things are the same, is doing in the schools, and consumes the subjects of his appeals. Expert advertising presents a knowledge of the subject.

Point of View

March 15, 1921

The Talking Machine World

storing, we may see the desire for the small console machine. In the first place, the man who has a little money and is learning to achieve taste as well as mere comfort, wants something less obtrusively obvious than the ordinary cabinet talking machine. Up till recently the console machine has been a very exclusive affair altogether. Well, now the masses are beginning to want exclusiveness, if the epigram may be pardoned, and yet they do not want and cannot appreciate the very expensive console machine done in some elaborate reproduction of an authentic period and costing a great deal more than a good cabinet machine will fetch on the market. So the logical answer to the want is the small and moderate-priced console. It is not at all unlikely that we shall see a great deal of this sort of thing during the year and the manufacturers out in this part of the world will have much to do with putting it across. For our own part we are heterodox enough to believe that the cabinet type of the world will have much to do with putting it across. That is the sort of thing during the year and the manufacturers out in this part of the world will have much to do with putting it across.

The tendency is to crush all that they have brought to us of native art, music, tradition. Yet, apparently, these immigrants are permitted neither to retain their native culture nor to obtain an American culture in its place. The tendency is to crush all that they have brought to us of native art, music, tradition. Those who, like the experts of the Victor Co., have deeply studied these questions in relation to music teaching in this country, know that it is essential to retain the foreign arts which come to us, and especially the foreign folk-songs, dances and traditional melodies. They know that the way to a truly musical America is along the path of least resistance. They realize that that is exactly why every talking machine man who cares for the future of his business and of his country should welcome the constructive work of the Victor Co. Granted that its immediate object is to promote the sales of Victor machines, records and educational methods in music teaching throughout the schools of the country. What of it? Business makes the mare go. The direct result is more business. The indirect result is more music. More music again means more business, and once more the circle is traversed.

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A Talk Regarding
Publicity

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The "Goose Neck" Sound Box Tube—exclusively VICTOR

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

CHICAGO
Talking Machine Co.
12 N. Michigan Av.

Victor Wholesalers Exclusively
MARCH 15, 1921

CHICAGO, ILL., March 8.—A great many men in the trade have recently asked, "When business picks up, what will be the general trend in the domain of designs?" It is evident that these questioners have been asleep to some extent—just as if they were not they wouldn't consider probabilities. Anyone who has been keeping abreast of the times knows that business in the past two or three weeks has already begun to pick up. We have recently made a round of the supply houses and in our interviews with these people we learned that, as a whole, more supplies were sold in the first two weeks of February than during the months of January and December combined. Then again we learn that these supply houses are receiving more inquiries from new sources than ever before. This would seemingly imply that a large number of new concerns contemplate making an entry into the talking machine field.

Now, as regards new designs. From what we can learn, there will be little change in styles. Perhaps the only instruments that will be affected along this line will be the console models. Many of the manufacturers in and about Chicago are figuring on bringing out instruments of this kind which may come to be known as miniature or midget model consoles. This change is deemed necessary because of the increasing numbers of inquiries from dealers all over the country for extra small sized consoles.

From present indications there will be an exceptionally large number of small portable machines sold this year. In trying to find the whereabouts of this expected business we are told that dealers have been feeling their regular patrons out, and after more or less conversation pertaining to the coming vacation season have concluded that this year many of their patrons are figuring on spending their vacations in camps and on auto tours. If this really be the case, it is fair to assume that the vacationists will want portable instruments to take along with them.

One thing we have noticed in particular is that some manufacturers are complaining about loss of business, while others are saying that, although business is nothing to brag about, still they have no kick coming. In making a diagnosis of this situation, we find that the fellows who are doing the kicking are those who have been overconservative in their business. By which we mean that, when it became necessary to curtail expense, the kickers began curtailling and didn't know when to stop. They not only cut out their advertising, but they cut out their sales help as well, whereas the fellows who are not kicking cut out everything they could with the exception of their advertising and their sales help. This is evident from the fact that many out-of-town dealers tell us that it is an unusual sight nowadays to see a traveling representative of a talking machine company. These dealers admit that because of present circumstances they are forced to buy from hand-to-mouth, but the travelers who call on them and study their particular situation are finding ways to help them get business. These travelers in turn are repaid by getting the dealer's business. Other things being equal we can, therefore, readily see why the wise manufacturer or jobber is keeping his man in business.

Something to Think About

J. C. Dunas, of Cole & Dunas, puts forward the following thoughts which we believe ought to be taken into consideration by talking machine dealers at large: "Many dealers in the field are doing good business in spite of the so-called depression in buying, and if one stops to inquire how these fellows are still making money he will find several reasons. Of course, it goes without saying that these successful ones are not letting the grass grow under the feet of their canvassers, but another reason that is just as important to my mind is that all of them seem to have their own repair departments. "In the past two years business has been so thriving that the average dealer didn't want to stop in the midst of his sales of talking machines and records to give the repair side of his business a thought; being content to recommend any inquiries along this line to repair shops located in places other than his own place of business. However, there are quite a few dealers who did stop and think, and they soon found out that their inquiries for repairs would supply enough work for a department of their own. After establishing such a department they soon found it to be one of the most profitable parts of their business: Another thing brought to their attention was that when an outsider came in to have a repair made he usually became a steady customer, and bought all his records and accessories in that dealer's store. The customer realized that this dealer was a dependable man and there was the feeling of satisfaction that if anything went wrong he knew where he could get it fixed right. Further than that, he would become a booster for that dealer, advising his friends, if they contemplated purchasing a machine, to go to the dealer with a repair department and save themselves the trouble of running all over town looking for a repair man in case their machine went wrong. When it comes right down to the point, there is really nothing in the way of repairs in a talking machine that requires a great outlay of money on the part of the dealer, while the cash intake from this line of work is astonishing in many respects. Take, for example, when a main spring needs packing with graphite lubricant, the can of graphite costs very little, but the amount that you get for this is enough to pack ten or more machines and the return on that outlay is, in many cases, from 200 to 1,000 per cent."

Another Firm Moves

The Chicago office of Jones-Motrola, Inc., announces this week that it will soon move to larger quarters at 58 E. Randolph street. This company has been located at 57 E. Jackson.

(Continued on page 133)
The Third
Example of the Dealers' Helps
prepared by Lyon & Healy

The Victrola Art Window Display Cards are drawn by the best artists and printed in several rich colors. There are four issued each month, two cards 11 x 14 inches, two cards 14 x 22 inches, each featuring one of the records in the monthly list. Put them in your window, on your counter or in your demonstration rooms.

Lyon & Healy Dealers' Helps Increase Your Sales

All of the Lyon & Healy services are well tested and tried. We use them for our own retail trade—one of the largest in the country.

They are sold exclusively to the most progressive Victor dealer in each city. If you are that man, write for a complete list of our services, full information and samples.

LYON & HEALY

Victrola Distributors
CHICAGO
boulevard practically all the time since its arrival here several years ago.

W. A. Carter, manager of this office, also states that he has taken on the representation of the Ready File Co., of Indianapolis, and that he will also represent the Ready File Co. in several States. Mr. Carter left on a sales trip Monday night and will call on the dealers of St. Paul and Minneapolis.

The Stuart Products Corp., manufacturers of the new talking machine flashlight, known as Fonoliter, and the Continent Products Co., distributors of Continent talking machine polish, will also be located at 58 E. Randolph street.

Brunswick-Balke-Collender Co., left to-night for Pasadena, Cal., where he and Mrs. Deutsch will enjoy a one month's vacation.

Mamie Smith in Chicago

Mamie Smith and her Jazz Hounds came, saw and conquered in Chicago during the month of February. She played to large audiences on the north side and on the avenue theatre with immense success. The Chicago Defender, a newspaper circulating among the colored people of the city, carried large advertisements featuring the Okeh stock. "Hear this world-famous phonograph star," read the advertisement, "sing 'Crazy Blues' and all her latest hits, and then hear her popular Okeh records, the greatest blues records of the century. Mamie Smith records have enjoyed tremendous sale in all parts of the country."

Okeh Ad Campaign

The General Phonograph Corp. recently fired its first big gun in the spring campaign for Okeh records. Advertisements in two evening papers, The Chicago Daily News and the Chicago Evening American, featured copy containing six of the very latest Okeh dance records. This is the start of a campaign which will be extended throughout the spring and which is aimed to increase the sales of Okeh dealers throughout the city. Manager Potee, of the record department, states that the 1921 demand for Okeh records has maintained an unusually high level thus far and indications are that there will be very little slackening off when the warm weather arrives.

A Retail Newspaper

The Somerset Shoppe, a retail music establishment located at Sheridan road and Argyle on the north side, has conceived the idea of printing a newspaper to keep alive the interest of the "shopper's" patrons. It is called the "Somerset Record" and is said to be published "just to satisfy our own vanity." It is a most interesting and amusing little sheet, as may be gathered from the titles of some of the articles. Here are some of them: "Dr. Jekyll and Mr. Hyde Found in Somerset Shoppe," "Violin Teacher Finds Secret by Which Tone of Phonograph Can Be Made to Grow Richer With Passing Years" and "Rosie Gets Hearing January 22," "Caresses Create Big North Side Sensation."

Move Headquarters

During the month the Nupoint Mfg. Co. moved its general offices from 128 North Wells street to Room 324, 59 East Van Buren street. This company is one of the newer needle manufacturers to establish headquarters in Chicago, and M. Cole, its president, has been having a busy time lining up dealers in the Central West. He has personally called on dealers and has been continuously on the road for the last six weeks. From the looks of the orders he is sending back to headquarters, talking machine dealers have given the Nupoint needle a favorable reception. This company is making some very quick deliveries and establishing somewhat of a reputation for itself for twenty-four-hour service. This is somewhat of a record.

Presentment

George M. Cook, president of the Michigan Phonograph Co., was never much of a believer in presentment, or, as it is most commonly known, "a hunch." To-day all that is changed, and Mr. Cook is one of its firmest believers. He had been in and about Chicago the first week in February and had made up his mind to return to his headquarters at Grand Rapids Sunday night, via the Michigan Central Railroad. He purchased his ticket and was returning to his hotel to get his grips, etc., when he began to think over the business situation and decided he would wait until Monday and take another whirl at the Chicago trade. The more he thought it over the better he liked the idea, saying to himself, "A good order is better than a broken leg, which might happen if I boarded the train." Little did he realize how truthful his thought was until Sunday night when the Chicago papers came out with a big extra heralding the collision at Porter, Ind., between the Michigan Central and New York Central trains, wherein forty or more people lost their lives. The Michigan Central train that was wrecked was the one Mr. Cook would have taken had he followed out his first inclination to return to Grand Rapids. What is more to the point, on Monday morning he received from a well-known Chicago firm one of the biggest orders he had taken so far this year.

Getting the Business

M. B. Silverman, vice-president and general manager of the Mandel Mfg. Co., left Chicago the first of the month on an extended trip through the South and to the Coast. On this trip Mr. Silverman will make arrangements with Mandel dealers for the handling of the new Mandel record. This record is lateral cut and since its introduction has kept pace with the latest hits. The first release consisted of popular dance and vocal records, Hawaiian selections, standard selections, both instrumental and vocal, and violin selections. Among the artists recording for Mandel are Raderman's Novelty Dance Orchestra, Ben Selvin's Dance Orchestra, Green Bros. Novelty Orchestra, Ficara and Franchini.

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**Your Account With Us**

**Lateral Cut**

**Records**

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

**OKEH RECORDS**

No Waiting for Delayed Shipments When You Order From Us

**MAGNOLIA TALKING MACHINE COMPANY**

711 Milwaukee Avenue

OTTO SCHULZ, President

CHICAGO, ILL.
FOR ANY
Talking Machine or Phonograph

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"

The Only Portable Phonograph Light
SIMPLE, EFFICIENT, ATTRACTIVE AND A SELF SELLER

RETAIL PRICE COMPLETE
$2.00

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, Chicago, Illinois

SOLE SALES AGENT
W. A. CARTER
56 and 58 East Randolph Street
Chicago, Illinois

NOTE—Send All Inquiries to W. A. Carter
The employment rest room at Lyon & Healy's has come into great popularity. Rest periods of fifteen minutes both in the morning and afternoon are granted the workers and it is at these times that the women like to come up and spend the time in the rest room with the magazines that are there supplied.

In the spring it is proposed by the personnel department to open up a lunch room in connection with the rest room, where employees who care to can bring and eat their lunches.

Preparing for Summer

Cole & Dunas have recently taken over additional space in the building where they are located, and this space is being equipped as a wareroom for small goods such as ukuleles, violins, harmonicas, strings and instrument picks. This company believes that by spring the majority of talking machine dealers will be preparing to take on additional lines of small goods, thereby placing themselves in a position to handle extensive small goods trade this summer. Several months ago their attention was called to the small goods trade by several inquiries they received from dealers, and this caused them to wonder to what extent this trade could be pushed. In one of their advertisements in the World at that time they decided to use their space exclusively for the announcement of ukuleles, violins, etc., and tried to find out how goods of this sort would appeal to the talking machine trade at large. The inquiries they got on this line of goods were so satisfactory that they decided to make small goods a permanent feature in their business, and accordingly took over the additional space for the aforesaid stockroom.

This company believes in keeping their customers well informed regarding everything they carry, and some time ago hit upon the plan of sending out a monthly bulletin, showing the goods on which they were in a position to make immediate delivery. This plan proved to be a good one, for it saved the customer the trouble of writing in to the company. The latest monthly bulletin is just off the press and is taken up with an announcement of a large volume of goods especially adaptable to the spring trade.

P. E. McCullough, who has been connected with several of the well-known talking machine concerns in Chicago, was recently appointed as head of the house-sales department. He will handle the customers who call at the sales-rooms of Cole & Dunas.

Why is it that more popular songs are not recorded vocally as well as instrumentally? We wonder, for instance, why that famous song written in its entirety by Chicago talent, "I Love You, Sunday," would not make an excellent vocal record?

Walter Scanlan Appears in Chicago

Walter Scanlan, exclusive Emerson artist, was in Chicago during the early part of the month, appearing at Shubert's Central Theatre in "Hearts of Erin." This is an Irish play to which Mr. Scanlan's talent is admirably adapted, and admirers all over the city are seeing it.

(Continued on page 136)
opportunity of seeing him in person at the above theatre. The appearance of this exclusive Emerson artist in Chicago has also appreciably increased the sale of Emerson records throughout the city.

New Sheridan Road Store

F. A. Dempsey, in charge of city sales of the Emerson Phonograph Co., announces the opening of a new exclusive Emerson Shop to be known as the Sheridan Music Shop, and which is located at Wilson avenue and Sheridan road. It is owned by Joseph R. Lynch, who will handle talking machines, records and player rolls and sheet music. It is ideally situated in the heart of the Wilson avenue district, where record sales have always been exceedingly good. An excellent future is predicted for the new establishment.

Returns From Trip

I. A. Lund, traveling representative of the Mandel Mfg. Co., returned from a three weeks' trip through the East, and reports business "as usual." Although the dealers are still holding off to a great extent in their buying, their stocks are being gradually reduced and small orders here and there indicate that it will not be long before the old business volume is attained. Mr. Lund visited the cities of Pittsburgh, Toledo, Buffalo, Cleveland, Cincinnati, Dayton and Rochester.

Brunswick Night at Marigold Gardens

On Monday night, February 28, the Ernie Young Agency, which provides music and entertainment features for the Marigold Gardens, this city, entertained a number of the officials of the Brunswick-Balke-Collender Co. and also thirty or more of Brunswick retail dealers and their families from Chicago and its environs. The party was staged at the Marigold Gardens and was known as Brunswick night. The Ernie Young Agency, which provides music and entertainment features for the Marigold Gardens, and the playing of this famous orchestra at the Marigold Gardens was the occasion for Mr. Young's party. Everybody had a most enjoyable time and, needless to say, danced with great pleasure to the tunes played by the Jones orchestra.

Deterling Representative Cheerful

H. T. Carroll, of the Mid-West Specialties Co., announces this month that he has been made territorial representative of the Deterling Mfg. Co., of Tipton, Ind. Mr. Carroll has been visiting the dealers in Chicago who handle the Deterling machine and reports that these dealers are well pleased with this instrument. Mr. Carroll's territory covers Illinois and a part of Wisconsin. He also is Western representative of the International Mica Co. In a recent round of the

To the Wide-awake Dealer eager for—
An increased business with substantial profits,
The pleasure of selling that which the public wants,
And satisfied customers

We Recommend

Okeh Records

Decide to become this successful dealer. Send your name and address to us—and we'll do the rest with constructive help and a big stock of Okeh Records

WADE TALKING MACHINE CO.

Okeh Distributors

14 North Michigan Ave.

CHICAGO
FROM OUR CHICAGO HEADQUARTERS— (Continued from page 136) and the general business situation is clearing up in a manner which permits the energetic sales force to reap a really good harvest.

Sterling Devices in Demand

The Sterling Devices Co., of this city, reports that the demand for its Victor-Edison attachments is still keeping up very satisfactorily. This proves to the company's satisfaction that dealers have not laid down on buying. It also shows that the people are interested in whatever will improve the efficiency or the convenience of the talking machine. The Sterling Devices men are well pleased with the state of things.

Proofs of Increasing Business Activity

The Oro-Tone Co., of 1000 to 1010 George street, reports that from present inquiries the

(Continued on page 138)
coming year will see many new faces in the talking machine business. They have received numerous orders from large concerns which at present are manufacturing other lines of goods, but which are contemplating entering the talking machine field. The new Oro-Tone arm is making a hit with the trade, as its telescopic feature permits it to be used in any machine, whether the call is for a lengthy low arm, a high short arm or vice versa. This telescopic feature is an extension immediately behind the elbow, which by means of a set screw permits the extension of the elbow to slide into the arm proper and allows an adjustment from seven and three-quarter inches to nine and a half inches. An adjustment screw engages an index channel in the extension and this index channel, which is measured by quarter inches, assures perfect alignment. At the base of the arm there is also an index channel, which is locked by a thumb-screw, and this permits the raising or lowering of the arm and adjusting to height. This arm is also equipped with the new type throw-back improvement which permits the reproducer to clear the tone arm when the latter is thrown back, regardless of whether the producer is in position for playing hill-and-dale or lateral-cut records.

Blood & Kloer Activity

This month sees the new firm of Blood & Kloer located at its new headquarters, 400 West Erie street. All the machinery necessary for the assembling of tone arms and sound boxes has been set up for a week or more and the new Blood tone arms are being put up in fairly large quantities.

The new Blood tone arm is claimed by this company to be "non-infringing." It is composed of a new metal, said to have greater tensile strength and to be lighter than any ever put out before. This permits them to make their new sound box much larger than heretofore, while at the same time the weight is approximately half of that of the older sound boxes.

Judging from the numerous orders received, the new Blood tone arm has met with instant favor. In their new location they have ample facilities to take care of all customers and make immediate shipments. The extreme simplicity and construction of their new arm and reproducer enables them, they say, to turn out their goods in a very short time, because of the small amount of assembling necessary. The simplicity of construction also enables them, by virtue of its time-saving features, to cut the assembling costs to a minimum. This assembly cost-saving, they say, is passing on to all purchasers of their goods.

In a recent letter to the Chicago office of The Talking Machine World Messrs. Blood & Kloer mention, in view of the numerous inquiries they have received from their recent advertisements in The Talking Machine World, that many manufacturers are making preparations for a large Spring output. They also say that these inquiries seem to show that manufacturers in general are taking a keen interest in securing high-grade equipment. These inquiries also prove to their satisfaction that The Talking Machine World is an excellent advertising medium, as the largest part of their inquiries came from this source.

For the time being Blood & Kloer will only manufacture the one design of arm and sound box. The latter, of course, will be equipped with either mica or composition diaphragm. They believe that demand for an arm such as they turn out is very large and in sticking to one design they will be enabled to insure a production that will tend to keep the price down.

B. B. Blood has been connected with the talking machine industry for a number of years and has been connected with many of the best firms in the central West, especially in and around Chicago. He claims to have devoted more than twenty years to mechanical inventions. The last twelve years have been devoted in the main to bringing out inventions and improvements applicable to talking machines. The object of the present organization is to market exclusively new devices which Mr. Blood considers a hit with the trade, as its telescopic feature is an improvement which permits the producer to clear the tone arm when the latter is thrown back, regardless of whether the producer is in position for playing hill-and-dale or lateral-cut records. (Continued on page 140)
Mr. Dealer:

Are you ready to meet the big increase in the Spring record business? Its coming is assured!

Quickest releases of latest hits are your only weapons in trade competition.

Okeh makes a point of rapid releases of latest hits.

Become a dealer in Okeh Records and your business will feature tremendous profits.

Prompt service is our specialty—

Write today for our terms.

Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Ill.
templates bringing out in the near future. All of these devices he claims will be covered by patents owned by himself. He believes that the talking machine field offers greater opportunities than any other field in the country to-day and he can see no reason why the future of this industry is not destined to become one of the largest in the world.

The other member of the firm, Oscar J. Kloer, has been associated with Mr. Blood for a great number of years. He is very familiar with the trade and for the past few years has canvassed nearly every talking machine manufacturer in the industry. In the new organization Mr. Kloer will devote all of his time to the sales management and from time to time will make personal calls on manufacturers of machines. Mr. Kloer is also an optimist and is of the opinion that

EDUCATIONAL CONFERENCE TO BE HELD IN CHICAGO

Western Victor Distributors Planning Important Gathering for March 28, 29 and 30—Impressive Program of Addresses Along Educational Lines Scheduled—Dinner-concert Planned

CHICAGO, ILL., March 5.—There will be held a most important educational conference, under the auspices of ten Western Victor distributors, at the Congress Hotel, Chicago, on March 28, 29 and 30. All Victor dealers are heartily invited to attend and may be assured that they will receive a vast amount of information and inspiration regarding the promotion of the Victor Talking Machine Co. of Chicago, charging the latter with infringement of its patents. In the bill of complaint filed in the office of the clerk of the Northern District Court of Illinois infringements are alleged on the amplifying horn patents Nos. 814786 and 814848. An injunction is asked, as well as an accounting and payment of the profits realized on the alleged infringed patents. The Victor Co. also requests a settlement for damages sustained as a result of the alleged infringements, the amount of this to be three times as much as the profits.

All Victor dealers are heartily invited to attend in person if possible. Dealers are expected to send letters to their dealers urging enrolment, to send follow-up letters and programs to dealers and also to have their traveling representatives seek to interest dealers in the value of the conference and persuade them to attend in person if possible. Dealers will assume traveling and hotel expense of their own representatives. They must respond promptly, as the enrolment of necessity must be limited.

The lecturers are to be Mrs. Frances E. Clarke, Miss Edith M. Rhetta, Mabel Rich, Margaret M. Streeter and Caroline Hibson. Also John G. Faine and S. Dana Townsend. A tentative synopsis of lectures, subject to slight changes, is as follows:

1. Opening Address: Victor Ideals.
2. Songs—Primary and Intermediate Grades.
3. Folk, Art and Part Songs for Grammar Grades and High Schools.

One notable feature of the conference will be a dinner-concert in honor of the Victor Co., given by the jobbers through whose cooperation the Chicago educational conference has been made possible. It is planned to have a number of Victor artists in attendance who will entertain the guests in a display of their individual vocal and instrumental talents. The Victor Talking Machine Co. will provide templates bringing out in the near future. All of these devices he claims will be covered by patents owned by himself. He believes that the talking machine field offers greater opportunities than any other field in the country to-day and he can see no reason why the future of this industry is not destined to become one of the largest in the world.

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AN OPTIMISTIC OUTLOOK

General Manager Travers, of Magnavox Co., Writes Interesting Article—Company Is Making Remarkable Progress

In a recent issue of The Magnavox, the successful house organ published monthly by the Magnavox Co., there appeared an interesting article, entitled "Our Optimistic Outlook," by F. B. Travers, general manager of the company, which emphasized the progress attained by this company in the past year, as follows:

"Much space in newspapers and magazines of national distribution has of late been devoted to prophecies of business conditions for the coming year. Our survey of these articles leads us to feel (as they are in a great measure of a pessimistic nature) that they have had a great influence over the rank and file of business men. In consequence, an expression, far-reaching in its effect, has been greatly used—The country is going to the bow-wows."

"We are inclined to think that much of this propaganda is being sown by, and is the result of the efforts of, those who would really be happy if such a condition actually should prevail."

This company finds great pleasure in looking forward in the future at the high point of production curve, rather than at the lower limit of the line, where it is an easy matter for anyone to remain in a state of lethargy.

"Our Oakland factory has now been in operation for approximately a year and a half, and only once during this period have we discovered any attempt to distribute radical literature to the employees by a co-worker. This man, incidentally, was the highest paid hourly man in our employ. This would indicate that our organization is composed of a class that has more than an ordinary interest in the products we are developing, and when one considers that there is a publishing house in Chicago eight floors high, covering an entire city block, that is devoted exclusively to printing, in twenty-seven languages, radical literature encouraging destruction of business and endeavoring to promote class hatred, there is no wonder that some of it eventually percolates into practically every industrial plant in America.

"We merely mention this in passing, but nevertheless, there is food for thought in the above paragraphs—It pays to be square—square with one's employer and square with one's self."

"We have made a special effort to keep the interest of our customers, as well as our employees, well stimulated with propaganda of a constructive nature instead of propaganda leading to destruction, and it is such a policy that will ultimately insure gratifying results. We appreciate the chaotic state of the period through which we are now passing, and that it tests equally the fiber of both the employer and employee."

"As an employer, we aim through just and fair treatment to gain the respect and sincere allegiance of every employee, welcoming at all times suggestions that will benefit our material condition. All we ask of our employees is fairness of mind, confidence and thrift, which will bring results such as will make each and every one feel proud of his efforts."

It's Non-Infringing
We've told you about it in Previous World Advertisements. Send in your order now. We can make immediate shipments.

Tonal Supremacy Guaranteed.
ARTISTIC

In the Steger the phonograph is art. The Steger has artistic wood-cut style. Its' attractiveness is in the thoughts expressed, as well as in the thoughts expressed.

How the Steger & Sons Piano Mfg. Co. Co-operates With Dealers

This is the belief of Charles E. Byrne, advertising manager of Steger & Sons Piano Mfg. Co. In line with the well-established Steger policy of assisting its representatives, in every possible way, to build up a greater volume of sales and to increase the prestige of their stores, the phonograph division of the company has issued a remarkably attractive series of hand-lettered announcements suitable for use of dealers in their local newspapers.

The Steger Division of the company has issued their dealers through co-operative advertising. This is the belief of Charles E. Byrne, advertising manager of Steger & Sons Piano Mfg. Co. In line with the well-established Steger policy of assisting its representatives, in every possible way, to build up a greater volume of sales and to increase the prestige of their stores, the phonograph division of the company has issued their dealers through co-operative advertising.

THE MOST THOROUGH NEEDLE OFFER KNOWN

NUPOINT NEEDLES SELL AND SATISFY. EVERY NEEDLE AMERICAN MADE—UNIFORM POINT—UNIFORM HARDNESS—UNIFORM LENGTH

FREE-DISPLAY STAND AND SAMPLE PACKAGES

A beautiful display stand holding 100 packages is given Free. In order to introduce NuPoint Needles we have put up sample packages of needles to be distributed Free to the people who come into your store. We also furnish two large window strips inviting requests for these Free NuPoints.

50 BRASS NEEDLES TO PACKAGE EACH NEEDLE PLAYS 10 RECORDS

100 PACKAGES (40 Loud, 40 Extra Loud, 20 Medium) to Carton

Dealer's Profit $8.00

Retail Value $15.00

Jobbers—write for samples and attractive proposition!

NUPOINT MANUFACTURING CO., 59 E. Van Buren, Chicago, Ill.

(ALL-IN-ONE PHONOGRAPH CORP., 21 E. Van Buren St., Chicago, Ill.)


(TH. W. BECKER, 725), Peachtree St., Atlanta, Ga.)
MID-WEST VICTOR DEALERS ORGANIZE AN ASSOCIATION

Large Assemblage of Victor Dealers in Chicago and Adjacent Territory Form Mid-West Victrola Association on March 2—Interesting Talk by F. A. Delano—Dinner an Enjoyable Affair

CHICAGO, ILL., March 6.—With the object of promoting whatever may benefit the Victrola and Victor record business, as well as to encourage good fellowship among its members, about 150 Victor dealers got together in the Crystal Room of the Sherman Hotel, Wednesday evening, March 2, at 6:30, and launched the Mid-West Victrola Dealers' Association. Membership is confined exclusively to Victor dealers whose places of business are located in and about Chicago. The affair started off with a dinner, during which John Steel, of the Ziegfeld Follies, rendered some vocal selections, such as "I Found the End of the Rainbow," "Sweet Tulip Time," "Tell Me Little Gypsy" and "Rudolph's Narrative" from "La Boheme." Other artists who furnished entertainment for the evening were Van and Schenck, who pleased the audience by singing "Um-m-m-m," "Gypsy" and "Ohio." The Misses Lucile Hayley, Olive McCormick and Mary Malone, all of the Lyon & Healy Victrola department, gave some very satisfactory vocal selections, with Miss Malone at the piano. Instrumental music was furnished during the evening by Benson's Victor Orchestra, which kept everybody banging away on their plates, keeping time. The chairman of the evening was Burt Corcoran, of the Music Shop, who had been appointed temporary chairman.

After the entertainment and dinner had been disposed of the meeting was called together by Mr. Corcoran for the purpose of discussing the by-laws that were submitted and electing officers. The by-laws adopted by the association fix the dues at $25 a year. After the adoption of these by-laws the following officers were elected: B. F. Corcoran, president; Ed. Dublin, vice-president; T. B. Stone, treasurer, and T. P. Flannery, secretary. The executive committee appointed was for both one and two-year terms. The two-year members are H. P. Hopkins, of Toledo, and E.
time it started, about three years ago, to the present, during which time they have had about six hundred students. He told of the praise these students have given the school, and how they all approve of it because it has helped them in their business life.

One thing that Mr. Delano did not approve of was self-service counters, as he believes that individual service is far better, if in charge of a competent sales person who really knows records. It is necessary also, he believes, to have a knowledge of various types of people as well as a thorough knowledge of the record stocks, as this will tend to eliminate the inevitable question of "just what do you want," or "what can I do for you," when a customer comes in to make a purchase.

If a sales person knows how to handle a customer there is no reason why that customer should not buy a well-balanced program of records instead of a single one. Further than that, a knowledge of the record will bring more enthusiasm, not only on the part of the dealer, but the owner as well, and this will mean more money to the dealer, as enthusiasm means success. Herein he quoted a little remark that was once made by President Johnson, of the Victor Co., who said that he wouldn't consider himself or the Victor Co. a success unless he was sure every dealer was a success. Mr. Delano closed his talk by calling attention to the fact that there would be a special Red Seal Course given at the Congress Hotel, Chicago, March 27, 28, 29.

Mr. Delano was followed by Mr. Corcoran, who spoke of his appreciation in being chosen president of the new association and also thanked the members in behalf of the officers. He then asked for a rising vote of thanks for Mr. Delano and those who entertained. The meeting was then adjourned.


The Diamond Disc Shop, of Atlanta, Ga., suffered some damage by a fire on February 27, which was confined to the storeroom.

**SPECIAL!!**

Needle Cups, at 1c. ea.
Needle Cup Covers, at 1/2c. ea.

Order right from this ad—enjoy quantity! Quality and im-

W. J. Blaut, 27 E. Madison St., Chicago, Ill., in stock and ready for immediate delivery for

COLE & DUNAS MUSIC CO.
52 W. Lake St., Chicago, Ill.

**EXCELSIOR PADS**
The most satisfactory packing ma-

H. W. SELLE & COMPANY
1000-1016 N. Halsted St., Chicago, Ill.

**LYON & HEALY** - Chicago, Ill.
THE SCOTFORD TONEARM AND SUPERIOR REPRODUCER

Manufactured under the Patents of Louis K. Scotford

PROFITABLE SPECIALTIES FOR THE DEALER

On the EDISON

(The Ideal All-Record Reproducer for the Edison Disc Phonograph)
Superior Reproducer with 31-E Connection for Edison—Sample prepaid, Nickel $2.50, Gold $10.00

On the VICTOR

On the COLUMBIA

On the EDISON

On the VICTOR

On the COLUMBIA

On the COLUMBIA

On the VICTOR

THE SUPERIOR LID SUPPORT

The fault of most tonearms is that they copy the tapering shape and curving turns of the original model used in the first successful phonograph. These imitations possess no individuality or distinctive merit of their own. But the Scotford Tonearm is different. The design is not a copy of any other, and none of the mechanical features are the same. It does not follow the common theory of developing the sound waves within a tapering tube of curving turns, but obtains superior results through a straight tube of unobstructed single turns—the proven method of the "speaking tube." The Superior Reproducer plays all makes of records as they should be played, the needle retaining the same curve and same correct angle in both positions. Note the split, spring-like frame, with perfect insulation between frame and backplate and between reproducer and tonearm connection. Note also the sensitive pivoting of the needle bar, imparting a hammer-like movement to the diaphragm. These patented features, obtainable only in the Scotford inventions, give a tone of mellow richness, genuinely musical in quality, positively not equalled by any other.

Samples Will Be Submitted on Approval

Style 1 (as illustrated) is a combination of Japanned and Plated parts—Tonearm long tube and main elbow—Replicates the shape of the tube. The reproducer back Japanned, face Japanned and front Plated
Style 2. Tonearm long tube and main elbow Japanned, base Plated; Reproducer back Japanned, face Japanned and front Plated
Style 3. All parts of Tonearm and Reproducer are Plated

THE TALKING MACHINE WORLD

BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

Price of Sample Prepaid

Sample of Any Superior Specialty on Approval

Write for Quantity Price List of Superior Specialties

If not rated, deposit the price, which will be refunded on return of samples

THE SCOTFORD TONEARM AND SUPERIOR REPRODUCER

Play Only Vertical (16R and 20R) Cut Records, but Plays Them at Their Best
Scotford Model 1 Reproducer 1-V for Victor—Sample prepaid, Nickel $6.00, Gold $7.50
Scotford Model 1 Reproducer with 1-C Columbia Connection—Sample prepaid, Nickel $6.75, Gold $8.75

Sample Prepaid at the Above Prices—Quantity Prices on Application
present-day conditions have made necessary the adoption of unusual selling methods to maintain the volume of phonograph sales. dealers today are as much concerned about the selling plan and factory co-operation as they are about the necessary details of the cabinet, the finish and tone qualities.

**Every Demonstration Spreads the DALION Reputation**

The DALION has long been regarded as an instrument of superior qualities. There are nine models in the line. It is unsurpassed in finish, in design and in reproduction of either vocal or instrumental records.

So the dealer's success depends largely upon the number of demonstrations he can make. Shrewd buyers have come to distinguish between finish and "tin pan" reproduction. So our campaign—the first of its kind that has ever been successfully attempted—is built entirely around the DALION demonstration.

**Dealers Must Qualify**

There are thousands of phonograph dealers who have never had the proper factory support. The past demand for phonographs has largely accounted for their success, combined with the aggressive methods they have themselves originated.

The dealer who sells the DALION is guaranteed success because he must first qualify as the type who can successfully demonstrate the DALION.

He must have a good store in a good location. He need not be the largest phonograph dealer in his locality. But he should be the most aggressive. He should be prepared to canvass for country business. He should appreciate the value of local newspaper advertising which we carry on with him. He should aspire to be the biggest phonograph dealer in his locality. Honesty is an essential in all business.

**Inquire About the DALION**

May we present the DALION line for your examination? Will you please indicate what line of phonographs and records you have been selling? And the territory you serve?
COLUMBIA GRAPHONOLA PRICES RADICALLY READJUSTED

The Columbia Graphophone Co. of New York announced this week a radical readjustment in the prices of the entire line of standard model Grasfonolas. This readjustment has carried the average price of the whole line of standard model Columbia Grasfonolas below the pre-war level, but this is hardly an adequate comparison because of the many improvements that have been introduced since the pre-war period. All but the two portable models are now equipped with the new Columbia non-set automatic stop, which has proved such a valuable feature that the company has devoted the major part of its advertising to it for a year past.

The new price schedule for standard model Columbia Grasfonolas is as follows:

<table>
<thead>
<tr>
<th></th>
<th>Old Price</th>
<th>New Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>A-2</td>
<td>$32.00</td>
<td>$30.00</td>
</tr>
<tr>
<td>C-2</td>
<td>59.00</td>
<td>45.00</td>
</tr>
<tr>
<td>D-2</td>
<td>75.00</td>
<td>60.00</td>
</tr>
<tr>
<td>E-2</td>
<td>125.00</td>
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<tr>
<td>F-2</td>
<td>140.00</td>
<td>100.00</td>
</tr>
<tr>
<td>G-2</td>
<td>150.00</td>
<td>125.00</td>
</tr>
<tr>
<td>H-2</td>
<td>165.00</td>
<td>140.00</td>
</tr>
<tr>
<td>K-2</td>
<td>225.00</td>
<td>150.00</td>
</tr>
<tr>
<td>L-2</td>
<td>275.00</td>
<td>175.00</td>
</tr>
</tbody>
</table>

There is no change in the price of Columbia period models, and this readjustment in the prices of standard model Columbia Grasfonolas follows closely on the 59-cent sale of Columbia Retired Records and the restoration of the pre-war 85-cent price to all Columbia 10-inch blue label A series records, except records made by the Columbia Graphophone Co. This readjustment has carried the average price of the entire line of standard model Columbia Grasfonolas below the pre-war level, but this is hardly an adequate comparison because of the many improvements that have been introduced since the pre-war period.

Mr. Manufacturer, Mr. Jobber or Mr. Dealer

"SWEETEN UP" your line of "upright" talking machines with these handsome console types and move your whole stock.

We will furnish you the cabinets alone, or equipped, or you may furnish the equipment and we will install it—expertly.

The cabinets are beautiful, attractive designs, superior cabinet work, perfectly finished. Limited stock ready for immediate delivery.

Better order mighty quick. Prices right.

SINGER TALKING MACHINE CO., 575 to 579 Market St., Milwaukee, Wis.
Trade News in Brooklyn and Long Island Territory

Talking Machine Sales Active in This Section of Brooklyn and Long Island Territory

For several years past Brooklyn and Long Island territory has been recognized as one of the most important centers of talking machine and record distribution in this section. Many of the most attractive talking machine establishments in Greater New York are located in Brooklyn territory, and the dealers in this metropolis are constantly expanding in order to accommodate the requirements of their patrons. When a representative of The World visited the Brooklyn trade he found a feeling of optimism and confidence which was reflected in healthy sales totals.

Business Is Steadily Improving

Business is more than holding its own with the Victor department of the Sterling Piano Co., at 518 Fulton street. E. T. Leture, manager of this department, is greatly pleased with the upward trend of business, and believes that it will continue for some time. V. A. Hurst, a member of the sales staff, sold a model eighty Victrola a few days ago to a lady customer, who was so well pleased with the attention given her that she came back the following Monday and brought with her two friends, who both purchased Victrola 80's for their homes. Instances like this prove beyond doubt that it certainly pays to make a friend of every customer and to give just a little bit more by way of service. It brings home the sales.

Saunders with G. T. Williams Co.

S. A. Saunders, an experienced wholesale talking machine salesman, has joined the sales force of the G. T. Williams Co., Victor wholesaler. Mr. Saunders comes back to the Victor business after an absence of some time in another field. He will represent this well-known Victor jobber as a traveling representative in Brooklyn and Long Island, and his former experience will enable him to give dealers practical service in merchandising Victrolas and Victor records.

Making Plans for Spring Trade

W. P. Doing, talking machine manager of Abraham & Strauss, Columbia dealers, is very busy these days preparing intensive selling plans for Spring business, which he believes will be very encouraging. Nineteen-twenty-one is looking like a successful year, and, in fact, February showed an increase, but Mr. Doing states this was the result of carefully laid plans and real enthusiasm. In discussing dealer problems Mr. Doing emphasized the importance of timely and intelligent buying of records. Dealers should study carefully their customers' buying habits for every class of records, keeping a check on these demands, so that when new or special numbers are issued they can anticipate the sale and order accordingly. Only in this way can dealers order intelligently without having a large surplus stock on their shelves, while, on the other hand, they will have enough stock available while the records are popular.

New Location Attracts Business

The new quarters of Geo. S. Uniss, Inc., exclusive Victor retailers, at 121 Court street, are certainly arranged to care for the customers' needs. Two very attractive show windows can be viewed from both Court and State streets, giving ample opportunity to display to advantage the Victrola models. Mitchell S. Trabulsi, who manages this exclusive Victor store, believes that Spring business will be active, but that it will require hard work in order to bring the sales into the winning column. The interior of the store is finished in gray with a comfortable reception room at the entrance with booths on each side, and the record stock adjoining the booths. This exclusive Victor establishment recently moved from 117 Court street to take advantage of the fine corner location at 121 Court street. It was a splendid move, according to Mr. Trabulsi, as this corner location is much more desirable.

New Pathé Dealers in Brooklyn

Live dealers recently added to the Pathé fold include Hill & Sons, 1365 Myrtle avenue, and Wick & Wick, Flushing, L. I. The former, which is well known as one of Brooklyn's foremost piano houses, engaged forty-eight crowing red rooster decalcomanias to tell passers-by of Pathé's arrival. Wm. Hill, Jr., spent considerable time promoting Actuelle sales in Nevada, and his return to Brooklyn was, to a great extent, responsible for the signing of the contract with Pathé. Wick & Wick, exclusively Pathé, plan an extensive selling campaign, and their outside salesmen will carry the Pathé message over many square miles of Long Island territory. C. E. Kennedy's attractive store on Fourth avenue continues as a Mecca for music lovers from all over Brooklyn, thanks to the personal service which Mrs. Kennel has injected into the business.

Moves into Larger Quarters

The Rowes Music Shop, Lynbrook, L. I., has recently moved down to 20 Atlantic avenue, into a new and larger up-to-date store, and every convenience has been installed to give efficient service, and no detail has been spared to make their new store an attraction. This aggressive, ever-increasing business of this progressive shop is more than warranted this removal into new quarters.

Victor Dealers Using Outdoor Advertising

Considerable activity is being shown in Brooklyn by Victor dealers, who are anticipating a healthy Spring business. R. H. Morris, of the American Talking Machine Co., Victor wholesale, believes that the dealers will show granting sales totals, and states that his company is urging the dealers to stimulate this business by intensive local advertising. He states that outdoor advertising has met with considerable favor among Brooklyn dealers and he believes that Brooklyn leads all sections of the country in this kind of advertising. The majority of dealers are advertising their stores and their product by attractive billboard designs, which are meeting with favorale comment in Brooklyn territory.

Foreign Record Business Increasing

W. H. Relling, of Ridgewood, and Peter Pendola, of 564 Hicks street, have developed an active foreign trade among foreign dealers. The Pendola plans to open a second store to accommodate his continually expanding business. Miss Evelyn Bedell, proprietress of the Jamaica Phonograph Co., has created a sensation in that corner of Brooklyn by employing a sound amplifier at her window, which literally enables passers-by to talk out loud. The effectiveness of this attraction is reflected in Miss Bedell's sales reports.

Optimistic Report by Jobber

A noticeable improvement in business during the past few weeks is reported by John Streiff, distributor of the Remington phonograph in Brooklyn and Long Island. The location of his store on Flatbush avenue is one of the best in Brooklyn and it is equipped with the most modern appliances for the retailing of phonographs.

Using Windows to Advantage

Albert and Otto Ruckgaber, the popular proprietors of the "Arthora," exclusive Victor shop, are very enthusiastic regarding February sales. They are both "live wires" and are bending every effort to increase their Victrola business now in the anticipation of a possible "let-up" in the Summer months. A show window has been attractively arranged to display a popular model Victrola, Gothic type, and this window attracted the attention of passers-by and produced sales.

Carry Full Page in Newspaper

Michaels Bros., of Brooklyn, N. Y., are firm believers in the power of advertising. This long-established furniture house recently took on the Granby phonograph line, manufactured by the Granby Phonograph Corp., of Norfolk, Va. This important fact was announced to the residents of Brooklyn by a full-page advertisement appearing in the local papers. This advertisement was so well done that the Granby line was shown and the effect was very impressive. These progressive dealers report that they are doing very well with the Granby line and expect the demand to continue throughout the balance of the year.

A New Firm in Brooklyn

The new firm of Sheiman & Schwartzstein have taken over the business of the Flatbush Talking Machine Co., 1135 Flatbush avenue, Brooklyn, N. Y., and will handle the Columbia, Sonora and Brunswick lines. Joseph Sheiman, the junior partner, has been in the talking machine business for ten years, being connected at various times with S. A. Sherman in New York and the Grand Phonograph & Piano Co., Inc., in Brooklyn.
Are Good Profits Going By Your Door?

Where do your talking machine and piano customers buy their musical merchandise?

If you are among those who haven’t as yet installed a money-making musical merchandise department, think it over.

A Gretsch special assortment at $500.00 will start the profits coming your way.

The well-known Gretsch quality enables you to unqualifiedly place your endorsement behind the instruments you sell.

Send for our new confidential price list, just off the press.

THE FRED. GRETSCH MFG. CO.
MUSICAL INSTRUMENT MAKERS  
Since 1883

54-82 BROADWAY     BROOKLYN, N. Y.
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.

"LOVE BIRD"
By Mary Earl and Ted Fiorito
April release, Victor and Columbia Records

"ROYAL GARDEN BLUES"
By Clarence and Spencer Williams
The "Blues" Hit of the Year

"BEAUTIFUL HAWAII"
By Mary Earl
The Writer of "Beautiful Ohio" and "Love Bird"

"MY LAST DOLLAR"
By Charles Bayha and Chris Smith
Bert Williams' Big Hit in the "Broadway Brevities"

"REMEMBER ME"
By Ted Fiorito
Writer of "Love Bird"

ALL FROM THE GREAT MUSIC HOUSE of
SHAPIO RO BERNSTEIN & CO., INC.
BROADWAY AT 47th ST. NEW YORK
Leading Orchestra Leaders Tell the Most Popular Hits

This is a new feature that will serve the interests of the dealers, record manufacturers and music publishers. In each issue of The World this section will print reports from the country's leading orchestra leaders direct, who will report the most popular numbers in their respective territories. The list of leaders has been carefully selected—they are prominent figures in Eastern, Middle and Pacific Coast musical circles. The records quoted give an important "lead" to dealers.

PAUL WHITEMAN SAYS:
"Rose"
"Underneath Hawaiian Skies"
"Now and Then"
"I Never Knew"
"Darling"
"Caresses"
"Home Again Blues"
"My Mammy"

ART HICKMAN SAYS:
"Bright Eyes"
"Dream of Me"
"Do You Ever Think of Me"
"Rose"
"My Mammy"
"Margie"

AL JOCKERS SAYS:
"Grieving"
"My Mammy"
"Now and Then"
"Bright Eyes"
"Make Believe"
"Margie"
"You Ought to See My Baby"

ISHAM JONES SAYS:
"Bright Eyes"
"Rose"
"My Mammy"
"Humming"
"Darling"
"Caresses"
"Underneath Hawaiian Skies"
"Na-Jo"

JOSEPH KNECHT SAYS:
"Rose"
"Home Again Blues"
"Kiss-A-Miss"
"Darling"
"Whispering"
"Mello 'Cello"
"Dreaming of Your Eyes"
"Humming"

HARRY RADERMAN SAYS:
"Grieving"
"Rose"
"Home Again Blues"
"I Never Knew"
"My Mammy"
"Caresses"
"Bright Eyes"

EDDIE KUHN SAYS:
"Home Again Blues"
"I Never Knew"
"My Mammy"
"Now and Then"
"O-Hi-O"
"Sunshine"
"Some Little Bird"
"Coral Sea"

D. SHERBO SAYS:
"Rosie"
"Margie"
"Whispering"
"I Never Knew"
"Now and Then"
"Make Believe"

TAKES STAND FOR CLEAN LYRICS

Publishers' Association to Take Action for Good of Industry—Vaudeville Circuit Puts Ban on Suggestive Songs and Lyrics

That the vogue of melody songs is not to mark the end of progress in the standard of present-day popular songs has recently been evidenced by the action of the leading vaudeville circuit, which has announced that all "blue" and double-meaning lyrics are to be banished from vaudeville programs. Also, no matter how slight the degree of suggestiveness, it must be eliminated.

The following letter has been sent out by E. C. Mills, chairman of the Executive Board of the Music Publishers' Protective Association, which also shows that body is to take action on the works of its members along the above lines to forestall any outside reform:

"I take the liberty of suggesting a very careful scrutiny of the lyrics of songs hereafter accepted, with a view to eliminating entirely the suggestive, lascivious, double entendre or 'blue' material."

"Outside of the fact that as publishers we do (Continued on page 152)

We refused $25,000 advance royalty, in cold cash, for this number, from three different publishers. A lot of money these days, but real hits are scarce. This song is the biggest hit on the market.

Recorded by every Talking Machine Record and Player Roll Manufacturer and booked for early release.

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.
TAKES STAND FOR CLEAN LYRICS
(Continued from page 151)

not wish to be sponsors for indecent material or songs that are capable of wrong construction, the fact is that from now on in increasing measure such songs are going to be barred from the better vaudeville theatres, and the publisher who sponsors them may find all professional publicity sources withdrawn.

"Clean fun, wit and humor, yes, and plenty of it. The more the better. Lyrics that inspire lewd thought or action, NO! and none of them. Let us attend to this now ourselves and out of our own initiative, before others attend to it for us and compel the action we should be proud to voluntarily take.

"Will you please make it a point to make your writers understand? The subject will come up for discussion at our next meeting."

Following the receipt of the communication there were several meetings between the heads of various houses and their writing staffs and the order went out that in the future no writer could hope to receive consideration for any lyric that bordered on the suggestive or lewd.

There is no doubt that many of the present-day songs are not only objectionable for home use, but also are entirely out of place in the theatres or any other places where ladies and gentlemen congregate. The large number which have during the past year or so been published and exploited have in almost all instances failed to sell in any large quantities, and their presence in the market has doubtless contributed in some measure at least to the big music slump from which the business is slowly but surely emerging.

It is a source of satisfaction that the lyrics of the type of songs complained of rarely find their way into the record field. For this we must be thankful.

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NEW COLUMBIA ARTIST

Miss Blossom Seeley, Musical Comedy Star, to Make Columbia Records

G. C. Jell, manager of the Columbia Recording Laboratories, announced this week that arrangements had been completed whereby Miss Blossom Seeley, popular vaudeville and musical comedy star, will make Columbia records exclusively. Miss Seeley, who is well known to thea
tregoers throughout the country, has already made several records, which will be announced in an early Columbia supplement, and the prominence of this artist in the theatrical field will enable Columbia dealers to feature her records to advantage in their sales campaigns throughout their territory.

The way to begin living the Ideal Life is to begin.

FREE!

YOUR DISTRIBUTOR WILL GLADLY FORWARD ON REQUEST, AT ONCE, Cut-outs, window strips and other display material for the "MY MAMMY" week, commencing Saturday, April 2 to April 9 inclusive.

During the week, April 2 to 9, vaudeville acts, orchestras everywhere, in vaudeville theatres, motion picture theatres, hotels, cafes and wherever music is sung or played will feature this

Cyclonic Phenomenal Hit of Hits

MY MAMMY
(The Sun Shines East) — (The Sun Shines West)

Write Your Jobber—Distributors Prepare The Biggest Week for the Biggest Hit

Distributors, write for plans, details and display matter. Dealers, if your jobber is unable to supply you write direct.

IRVING BERLIN, Inc., 1587 Broadway, New York
HANDLING SHEET MUSIC TO HELP SALES TOTAL

Where Additional Income Is Desired a Line of Popular Music Fits in Logically With Other Musical Goods—Can Be Handled Without Any Considerable Outlay of Capital

(Enlarges the Market—The suggestions regarding the opportunities of talking machine dealers to carry sheet music, as a safe item, appealing in this department to those who have not been able to co-operate with the intention of raising the trade that it is in the public interest for them to do. In order to show the dealer who needs some additional stimulation in the way of sales and profits that it will be far better for him to carry active sellers in sheet music than to stock a product totally unrelated to his line.)

Stores in larger cities, at least those in the shopping centers and, indeed, those in the buying centers of even smaller communities, hardly need to look beyond their own talking machine and record business to keep their sales force active.

For those, however, located in districts or territory where business and profits must be taken from all sources found available there is no question but that sheet music of the popular type, and at its present wholesale and retail selling figure, does appear to be the logical line to insure added activity.

The proper results cannot be obtained from even a limited sheet music department, however, unless some definite plan for the department is laid out and prepared for operation before the music stock is installed. In other words, it is not fair to the sheet music line to handle it on a hit-or-miss basis.

If a dealer contemplates stocking the active sellers and does not want to become involved in carrying a large stock there should be no more than fifty of the best sellers selected. This will eliminate any gamble that might be found in the business and, in addition, reduce the space required for such a purpose to a minimum.

The goods should be purchased from centrally located jobbers so that the stock, when necessary, can be replaced overnight. Of the fifty best sellers probably twenty will be showing unusual activity. These twenty selections then should be stocked the heaviest—probably at the start or twenty copies of each. The next ten numbers would be what are known as second-best and, of course, should be stocked in proportion, while the last twenty, which might be termed the mediocre sellers, should be stocked with care and with the chief idea of presenting an assortment.

Any one of the leading jobbers will willingly offer his co-operation and assistance in the selections of the titles and of the amount of goods to stock of the individual numbers. It will be well for the dealer, opening such a department, to select his jobber with a view to obtaining the best co-operation, suggestions, ideas, plans, etc.

The best method to display the music is in a wall rack occupying less than five feet of wall space and practically no floor space—a rack that displays each and every title, making it a self-service proposition. This rack need not be located in any particular spot, but our suggestion would be that it be placed adjacent to the cashier's desk or the counter where records are wrapped. In that manner the usual record sales are made, following which the customer, more often than not, steps toward the rear of the store and the conspicuousness of the titles in the rack will create the sale of the sheet music. In this manner the sales of one department do not conflict with those of another.

Since sheet music has been practically eliminated from the ten-cent syndicates many merchandising organizations which heretofore gave departments devoted to such goods no consideration have taken very kindly to the idea of opening up sheet music sections. During the past two years many of the very highest type of department stores have opened sheet music departments. These are more often than not opened in obscure corners of the store and one of the primary purposes of this, after a reasonable profit is considered, is the attracting (Continued on page 154)
of customers to departments which would be otherwise overlooked or infrequently visited. The syndicate stores use the same methods to carry their customers to the rear of their floors. Where there is a basement a music counter will always be found there, or, if there is a rear balcony, that will be chosen for its situation. Of course, this has no application to the average talking machine shop other than to show that some of the biggest merchandisers in the country acknowledge sheet music as a product holding sufficient attraction to create unusual interest, sales and profits.

VISITORS AT PEARSALL OFFICES

Among the recent visitors at the office of the Silas E. Pearsall Co., New York, Victor wholesaler, were J. H. Barney, Newport, R.I., and John Williams, of Fall River, Mass. Both of these Victor dealers spoke optimistically of the business situation these Victor dealers spoke optimistically of the saler, were J. H. Barney, Newport, R. I., and John Williams, of Fall River, Mass. Both of these Victor dealers spoke optimistically of the business situation in their cities, stating that they were making plans for an active Victrola and Victor record trade this Spring.

Men Who Make Popular Songs

No. 20—Arnold Johnson

One of the younger song writers who has made a name for himself during the past year is Arnold Johnson, whose first work to bring him into the limelight was the novelty song "Oh," written in collaboration with Byron Gay. His newest song is called "All for You," a ballad number shortly to be released by his publishers and one which created some attention in manuscript form.

Besides his other activities Mr. Johnson heads the Arnold Johnson Novelty Orchestra, now playing an extended engagement at the Café de Paris, New York City. He personally arranges all the numbers his orchestra renders and this, too, in an impressively original style.

Of the newer writers devoting their efforts to writing popular songs none is better equipped from a musical standpoint than Mr. Johnson.

HAYS FROM A MUSICAL FAMILY

Grandfather of New Postmaster-General Won Considerable Fame as Composer

It was somewhat of a surprise to musical circles of Washington to find that the new Postmaster-General comes of a line of song writers. Will Hays, the paternal grandfather of the present member of the Cabinet, composed a number of old-time songs and are said to be of the work of Stephen C. Foster.

The father of the Mr. Hays of this generation is also said to have been a musical bent, having written a number of hymns and having won something of a local reputation as a musician in his younger days.

In some cases, if you don’t know what to say, it is best to say nothing.

"THE HORRORS OF PROHIBITION"

Popular Hits of the Day Inspire a Paragrapher in a Gainesville, Tex., Paper to Inflict a Sad Story on His Readers

Under the title, "The Horrors of Prohibition," a columnist in the Gainesville, Tex., Register recently contributed the following, which shows how hits in New York are hits on the Pacific Coast or in Texas!

You ought to see "Margie," from "Ohio," eating some "Chile Bean" at the "Moving Picture Ball," dressed in her "Alice Blue Gown," and making "Honolulu Eyes" at "Chong," who is "Whispering" to "Rose" and saying, "I Told You So," and entreating her to "Let the Rest of the World Go By." And you can see "Jean" from "Avalon," with "The Alcoholic Blues," because, as she said to "Rosie," "Mandy" is "Tired of Me" and won't "Feather Your Nest." And you can see a "Crocodile" at "Ching-a-Ling's Bazaar," where a band plays "That Naughty Waltz." You might take "Irene" to the "Tripoli" in your "Blue Jeans" and chase away the "Hula Blues" beneath the "Venetian Moon" in "The Duck," and then go to "My Little Home on the Hill."

SOLICITATION BRINGS RESULTS

The value of personal solicitation among likely prospects has been proved by F. M. Smith, of his own establishment at Ashland, O., and Mrs. E. J. Wahl, manager of the record department, who have booked some extraordinary orders for machines and records in and near that city.

THE SWEEPING HIT

"Carolina Lullaby"

Lyric by WALTER HIRSCH
Music by LOUIS PANELLA

THREE WONDERFUL SONGS

by HAGER & GOODWIN

Lyric by "Wonderful Mother of Mine," etc.
"Mumsy My Own"
"Just a Little Sympathy"
"Rainbow Sal"

On All Records and Rolls

Harrison Music Co.
438 W. Larree St. 310 Strand Theatre Bldg.
Detroit New York
sonora record to be soon introduced to the trade

President Geo. E. Brightson Announces Plans Almost Completed for the Introduction of New Sonora Lateral-cut Double-faced Records—A Talk With Mr. Brightson on the Subject

George E. Brightson, president of the Sonora Phonograph Co., announced this week that the company is about ready to place on the market the Sonora record. Full details in connection with the record line will be announced by Mr. Brightson in the course of the next few weeks, but it is understood that the company will manufacture a complete line of ten and twelve-inch lateral-cut, double-faced records. The library will be complete in every detail, and the personnel of the record division will be ready for announcement to the trade very shortly.

In an interview with The World, Mr. Brightson stated: "The Sonora Phonograph Co. had never in the past desired it necessary to have a record line in conjunction with the Sonora phonograph because the company had found it impossible to secure a quality record that would be in keeping with the world-wide prestige of the Sonora phonograph. It was also impossible for the company to supply itself with a quality record product that would compare with the best that the market afforded. "During the past year, however, we have devoted considerable time to a thorough investigation of the record field and arrangements have been recently completed whereby we will be in a position to offer the trade a record that will be in entire accord with the high position occupied by the Sonora phonograph."

Sonora jobbers have visited the offices of the Sonora Phonograph Co., and Mr. Brightson has taken advantage of the opportunity to play some of the new Sonora records. These jobbers have advised Mr. Brightson that they are most enthusiastic regarding the tone quality and the recording of the records, and predict that they will meet with a hearty reception.

W. I. Brunner Joins Okeh Staff

Well-known Wholesale Man Joins New York Distributing Division—L. C. Ziegler Resigns

Lambert Friedl, manager of the New York distributing division of the General Phonograph Corp., announced this week with regret the resignation of Louis C. Ziegler, who had been a member of the traveling staff of this division, covering the trade in Brooklyn and the East Side section in New York City.

W. I. Brunner, who has been identified with the local talking machine trade for many years, has been appointed a member of the sales staff of the New York distributing division, and will give Okeh dealers the advantage of his thorough knowledge of the trade. Mr. Brunner was formerly associated with the local wholesale branch of the Columbia Graphophone Co.
Back to Pre-War Prices

COLUMBIA, as usual, leads the way. Columbia has authorized the most radical price readjustment ever made in the phonograph industry.

The new prices quoted on the opposite page are below the pre-war level. And this for much improved models.
**Columbia Leads the Way**

**Here Are the Figures**

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<tr>
<th>Models</th>
<th>Present Prices</th>
<th>NEW PRICES</th>
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These figures speak for themselves. They will also speak for you. Take full advantage of the fact that we are the first to readjust prices. Here is your chance for immediate sales, new customers, and permanent business.

All these Standard Models are equipped with the *Non Set Automatic Stop*, an exclusive Columbia feature.

COLUMBIA GRAPHOPHONE COMPANY
NEW YORK

GRAFONOLA
MELLOR SALES STAFF INCREASED

George C. Baish to Cover Territory East of Pittsburgh — Educational Department Now Has Special Office, in Charge of Miss Lillian Wood, Who Recently Returned From Camden

PITTSBURGH, Pa., March 7.—The Victor wholesale and distributing department of the C. C. Mellor Co. sales staff has been increased by the addition of George C. Baish, of Altoona, Pa., an expert Victor man, who will cover the territory east of Pittsburgh. The other salesmen are R. K. Myers, with the title of assistant manager, and F. H. Barthick. The latter will cover the western territory. Thomas T. Evans is the manager of the department. He has established headquarters in the wholesale department at Penn avenue and Twelfth street for Miss Lillian A. Wood, who is well known for her activities in the Victor educational department. In the future Miss Wood will co-operate with the Mellor Co.'s Victor educational department.

F. H. Burbick, the retail department, 604 Wood street, which is managed by Fred J. Drake.

DEATH OF M. H. ANDREWS

Well-known Dealer Dies in Bangor, Me.—Prominent in Musical Activities

BANGOR, Me., March 6.—The many friends of M. H. Andrews, president of the Andrews Music Co., of this city, were grieved to hear of his death, which occurred here a fortnight ago. Mr. Andrews was one of the oldest and best-known music dealers in this section of the country, having been in business in Bangor since the Civil War. He was an orchestra director, violin player, violin maker and composer, and in his younger days a teacher of dancing.

Mr. Andrews was the organizer of the Maine Piano Dealers' Association, and was twice president of this organization. He was interested in all musical activities and since the formation of the Maine Music Festival he was one of its chief supporters. Mr. Andrews was intimately acquainted with many of the great musical artists of the last fifty years and his loss will be keenly felt in the musical organizations with which he was affiliated, as well as in the trade, where he had a host of friends who esteemed him for his many fine qualities.

CLOSES MANY NEW ACCOUNTS

L. M. Cole, of Iroquois Sales Corp., Establishes New Okeh and Granby Accounts—Arranges for Extensive Advertising Campaigns

BUFFALO, N. Y., March 8.—L. M. Cole, general sales manager of the Iroquois Sales Co., Okeh and Granby jobber, returned a few days ago after a trip through New York State and a visit to New York City. While in New York Mr. Cole conferred with the General Phonograph Corp., manufacturer of records, and also spent some time with E. C. Howard, general sales manager of the Granby Phonograph Corp., Norfolk, Va., who happened to be in New York at that time.

As a result of Mr. Cole's trip, Howard & Winlow, Inc., Middletown, N. Y., are new Granby dealers, and are also handling a complete line of Okeh records. Mrs. McLean & Haskins, Binghamton, N. Y., are handling the Granby and Okeh lines, and Week & Dickinson, Binghamton, among the most successful talking machine dealers in the State, have arranged to handle the Okeh record line.

In addition to signing up four new Okeh dealers in Syracuse, N. Y., Mr. Cole also made arrangements whereby the Venetian Music Co. will handle the Okeh line in Utica, Binghamton, Syracuse, Rochester and Buffalo.

Mr. Cole states that a deal was closed calling for a good-sized advertising contract for Okeh records in Polish, German and Italian papers throughout New York State, and that there will also be an extensive bill-board advertising campaign for the Granby line in Middletown, N. Y., with an extensive newspaper campaign in Binghamton.

MOREHOUSE CO. ENLARGING

COLUMBUS, O., March 7.—About May 1 an important opening will be held at the Morehouse Co., this city, where Manager L. J. King is completing extensive alterations. The plan is to make this establishment one of the most beautiful as well as one of the largest in the State.
Get the "March" on Your Competitor

PRACTICALLY every one in the talking machine field concedes to-day that an owner's interest in his machine will wane if he is not educated to buying high-class selections. Therefore, you should continually create a list of your salesmen. Enclose in your window bulletins, which you have already made and which are blank, so that customers can fill in the details about your "easy payment plan." Enclose therein a postal card-one side of which is your name and address, on the other a formal inquiry for more detailed information concerning your plan, with a place for the name and address of the prospect. Now, the little wrinkle is as follows: On the place where the stamp should be affixed have a square printed and within the square the following: "A Penny for Our Thoughts." A dealer who employed this wrinkle informed us that many of the customers, to whom he had finally sold through the form letter, told him that they answered the original postal card because it only cost "a penny for our thoughts.

A CHILD when shown a new toy immediately reaches out his hands to play with it. Grown folks feel the same desire, although they do not express it. When demonstrating your next machine, show the customer how the needles are attached, how the machine is started and stopped, and then permit the customer to do it himself. You will be surprised how quickly the customer will take genuine interest in the demonstration.

IT is an old saying that "Whether the hen faces East, West, North or South in the nest, it lays the same egg." Equally true is the statement that "No two salesmen present their proposition in the same manner." The second salesman would then remain in the booth and would apologetically inform the first one that he was wanted. He would ring the bell, whereupon another salesman would appear and would explain that he would try his method and would re-discuss with the prospective customer the entire proposition.

HERE is a system which is being used to increase the mailing list for the record bulletins and is meeting with quite considerable approval in different parts of the country: Hung in each booth is a neat card, measuring about 9x12 inches—which has a bulletin attached to it and carries the following words: "DO YOU WISH ONE OF OUR ATTRACTION BULLETINS SENT TO YOUR HOME EACH MONTH? IF SO, WE WILL GLADLY PLACE YOUR NAME ON OUR MAILING LIST." A dealer who did quite a large mail order business hit upon the scheme of keeping his regular customers supplied with printed postcards bearing his address on one side and ruled lines on the other. On the first of the month, when the new supplements were mailed to his customers, he attached to the supplement one of these ruled postal cards. When the order for records came in a delivery boy was sent out to take these packages to the different homes. On receipt of the package the customer would pay the boy for the amount of money due for the records. Of course before sending the records out, they should be sealed to show that they have never been used. The sealing of your records will inspire confidence in your customers, and they will have no fear of ordering records from you through the mails.

ONE of the hardest things to do is to get rid of your old records, or stickers. Here is a little idea which will help you to solve that problem. Build a record rack in each booth which will hold four records. Over the top of this rack have the following words neatly printed: "Here are the records we recommend this week." Then place a classification over each one of the four record spaces. One should be "Operatic," another "Dance Hit," a third "Popular Song," and a fourth "Children's". Place records that are stickers under their appropriate titles. Change the four selections each week.

GROWN folks will stop and watch a steam-engine or any other mechanical device in operation. Take your repair department and move it, or at least a part of it, into one of your show-windows. A work bench, a foot lathe, a few springs and motors will be sufficient. Let your best repair man sit in the window and clean and repair your motors. About the window have several signs placed, which will convey the following messages: "Our Expert Repair Department Is Always at Your Disposal!", "This Is a Practical Demonstration of the Expert Work Which We Do!" The second salesman might then go out on your Machine Guns Up—Therefore Your Motor Should Be Cleaned, Oiled and Adjusted at Least Once Each Year!"; "We Will Call For Your Motor and Return It to You Within a Period of Two Days." Such a window will bring you some unexpected business and will definitely impress the public with the fact that you have a repair department.

ONCE upon a time Mrs. Browning, the poetess, seated herself at a table, while a footman served her a rich repast. In a few moments a man might try a method of approach when the first salesman had failed, the following system was devised: A push button was placed in the booth behind the talking machine, or in any other place where it was inconspicuous. This in turn rang an indicator which was located in the rear of the shop. When a salesman realized that he had practically lost the sale he would ring the bell, whereupon another salesman would appear and would apologetically inform the first one that he was wanted.

A TALKING machine dealer once openly made a statement that he was selling talking machines and records. Get that idea out of your head and realize that you are selling music. Talk, deal and think in terms of music. In this way, you will develop your store of music which the different individuals cared for so that their record buying became a genuine pleasure.

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.
Edison Amberola Message No. 15

The Amberola Co-Operative Newspaper Advertising Campaign makes it possible for Edison Diamond Amberola dealers to cash in on the demand that is created by satisfied Amberola owners. It makes the name of the dealer known to the public. It identifies his store as headquarters for the phonograph of high quality and fair price.

THOMAS A. EDISON, Inc.
AMBEROLA DEPARTMENT
ORANGE, N. J.
THE TRADE SITUATION IN DETROIT SHOWS IMPROVEMENT

Jewett line.

report that the machines they are selling are for conditions improvement every day, and by April 1 we look for payments down and the cut in prices on some to the special liberal time payments, the small is.

MARCH 15, 1921

sic class, are in the greatest demand.

a downtown office for the collection of his in-
tire stock for sale.

Mr. Ling has been handling the Brunswick line, which he plans to occupy on May 1. Mr. Hut- tie will devote much space to the Brunswick phonograph department, which will be located in the basement, with more booths than he now has and with more room for display.

The Home Furniture Co. at Kalamazoo, after handling another line of phonographs for five years, is giving it up to handle the Brunswick exclusively.

B. A. Dickerson, of Constantine, Mich., recently visited Detroit and spent several days here getting new ideas for an exclusive Brunswick Shop, which he will open at Three Rivers, Mich.

Harold Barnard, of the Barnard Music Co., of Jackson, was also a recent visitor to the wholesale headquarters of the Brunswick. He reported that business is improving now that industrial conditions in his town have bettered. He handles the Brunswick line and is pushing the period models with splendid success.

THE NEW YORK RECORDING LABORATORIES

1140 BROADWAY

Established 1917

NEW YORK, N. Y.
"SIAM SOO" CREATING A SENSATION

Unique Dancing Figure Attracts Attention of Passers-by—Handled by Columbia Dealers

The Dealer Service department of the Columbia Graphophone Co. advised its dealers recently that the company had secured exclusive rights to "Siam Soo," an artistic figure that can be placed on any talking machine and which keeps perfect time with the rhythm of the modern dance records. The figure goes through all the movements of the "Shimmy" dance, and wherever it has been displayed has served to attract crowds of interested passers-by.

A year ago Mrs. Florence Burgess Meehan, a member of the Bray Powell expedition, visited the palace of the King of Siam, where she saw all of the native dancers. In Cambodia the same dances were performed for her in the King’s palace, and she became more interested in bringing this dancer to America. On reaching Java she found a Malay boy who was able to make a very good reproduction of the dancing figure, carved out of wood, and this constitutes the origin of "Siam Soo."

"Siam Soo" in Operation

the movements of the "Shimmy" dance, and wherever it has been displayed has served to attract crowds of interested passers-by.

The Grafonola Co. of New England, well-known Columbia dealer, recently placed a "Siam Soo" in the window of its shops and traffic was blocked so seriously that it was necessary to call out the police reserves. "Siam Soo" can be used as a record sales stimulant, and in addition is an accessory that will give the dealer a substantial profit.

A well-known music publishing house in New York is about ready to introduce the words and music of a song entitled "Siam Soo," and this unique dancing novelty is meeting with an enthusiastic reception from Columbia dealers.

It is stated that "Siam Soo" is an exact reproduction of the figure of one of the royal dancers in the King of Siam's palace.

REPORTS BETTER CONDITIONS

William Phillips, president of the William Phillips’ Phono Parts Corp., New York City, reports that this company is receiving steadily increasing demands for its tone arms and reproducers and that orders now call for increased quantity. Mr. Phillips reports the general conditions in the trade are on the upward trend and that from now on they will progress rapidly towards normal.

We have a great dealer proposition on

The OKeh Library includes the world famous

John McCormack

In addition to Mamie Smith "Blues" and all of the latest dance and vocal hits.

Immediate Deliveries

Lee-Coit-Andreesen Co.

OKeh Distributors

OMAHA NEB.
Miss Grace Barr, educational director of M. Steinert & Sons, Boston, Mass., has recently completed an extensive survey of New England school conditions in the interests of Victor dealers throughout the territory.

A recent number of The Music Review issued by the American Book Co., New York City, contains three articles by leading music supervisors stressing the primary importance of music appreciation in grade, high school and university courses.

** Owens & Beers, Inc., 81 Chambers street, New York City. Max White (associate educational director), have just issued an eight-page booklet featuring their New York and Brooklyn establishments and the industrial welfare work in which the Victrola serves in recreation. This firm has sold over 150 instruments for such purposes.

* * *

This picture shows Miss Helen Colley, educational director of Emanuel Blout, Broadway and 108th street, New York, with a group of children's class in musical appreciation. The concentration of children taking music appreciation lessons. Among the artists who have appeared to greet these children are Sally Hamlin, the inimitable story-teller; Reinauld Werrenrath and Princess Watawaska. * * *

Oklahoma is a leading State in progressive school methods. The Victrola is in use throughout the length and breadth of this former Indian Territory. * * *

At the National Education Association Convention of Superintendents, held February 24 to March 3 in Atlantic City, N. J., the talking machine trade was represented by both the Victor and Columbia educational departments. The Victor display attracted a great deal of attention and favorable comment for its beauty and originality. From the pictures of twelve leading Victor artists white ribbons were strung through the horn of a Victor school instrument.

Bliss Reproducer

"Known From Coast to Coast"

Distillation is made of carefully selected milk under scientifically controlled conditions. Relief from fatigue, is said to be similar. The larger portion of the distillation is contained in the last. It is prepared in an air-tight vessel and may be stored away from the light for several weeks. Price, 100 cents.

On Victor Machines

is used to play Pathé and Edison records. Price $1.35 in sets, 92.50 in sets, each 89.50 in sets.

On Edison Machines

is used to play Victor and Columbia records. Furnished with universal base attachment. Price $1.35 in sets, 92.50 in sets, 89.50 in sets.

COLE & DUNAS MUSIC CO.
52 W. Lake St., Chicago, Ill.

The TALKING MACHINE WORLD
Appellate Court Finds Error in $2,000 Verdict Against Victor Co. Under Anti-Trust Laws

The United States Circuit Court of Appeals at Philadelphia handed down its opinion in the appeal of the Victor Talking Machine Co. from judgment of $2,000 entered against it last May in favor of Louis Kemeny, of Perth Amboy, N. J. Kemeny brought suit in October, 1918, in the United States District Court for the District of New Jersey for $300,000 as trebled damages under the Anti-Trust Laws, alleged to have been suffered by him as a result of his suspension as a dealer in Victor talking machines in March, 1917.

The trial of the case occupied two weeks, commencing March 30, 1920, the complainant’s claim being vigorously contested throughout. Kemeny admitted extensive price-cutting in the year previous to his suspension and other violations of the license agreement in force at that time. The result of the trial was a verdict for the plaintiff in the sum of $666.66, which, trebled, amounted to $2,000.

The Appellate Court now finds that the trial judge erred in permitting a recovering for anticipated profits which the plaintiff claimed he would have made if he had not been suspended, and holds that Kemeny must accept a reduction of $1,000 in the amount of the verdict or the judgment will be reversed and a new trial granted.

Dealers in Canton, O., Report Progress—Klein & Heffelman’s New Building—Other Items

CANTON, O., March 8.—After experiencing one of the slowest Februarys in many years Canton music dealers are encouraged over prospects for March and report increased activity in the talking machine and record business since the first of the month.

E. J. Heffelman, head of the Klein & Heffelman Co., which is now completing a $500,000 seven-story department store building at Market avenue N. and Fourth street, told The World representative that the new store would open to the public the last of this month. The exact date is not yet determined. With the opening of this store the three individual stores of the company here will be consolidated under one roof. The music store at Market avenue N. will be the first to vacate its present quarters. In the new building there will be more spacious warerooms and adequate booths to care for the rapidly expanding business. Many innovations in music store equipment will be available.

The Van Fossen-Smiley Piano Co. opened its new store in South Market street last week and is now firmly established. Associated with S. B. Van Fossen, president of the concern, are five other well-known music store men of many years’ experience in various phases of the game. This store announces it has taken over the agency for the Sonora phonograph.

Dealers here plan special displays and a newspaper advertising campaign boosting Victor records. It will be the first appearance here of the well-known orchestra and its leader.

SUES ON JOHNSON RECORD PATENT

On March 8, 1921, the Victor Talking Machine Co. filed its bill of complaint against the Brunswick-Balke-Colleider Co. in the United States District Court at Wilmington, Del., in which State the Brunswick-Balke-Colleider Co. is incorporated, for infringement of the Johnson cut record patent, No. 896,059, dated August 11, 1908. Injunction is sought against the manufacture, sale or use of the Brunswick lateral cut record in violation of the Johnson patent, together with an accounting for damages and profits.

The Victor Talking Machine Co. has declared a quarterly dividend of $10 a share on the common stock, together with the regular dividend on the preferred stock.

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

PROGRESSIVE PHONOGRAPHIC SUPPLY CO. 145 WEST 45th STREET NEW YORK CITY
PERFORMANCE

THE VICTROLA is made with one specific purpose in mind—the perfect reproduction of sound—always was, and always will be.

The performance of this specific purpose has made the Victrola distinctly supreme in the realm of music and caused it to be universally recognized as the "world’s musical instrument."

Faultless in cabinet construction, excellent in finish, exclusive in equipment, and vastly superior in other refinements, the true value of the Victrola is its performance in accurately and faithfully reproducing the voice of the artist and the instrument of the master musician. This, in truth, is the purpose of the Victrola.

Others may sell "fine furniture," fancy knobs, nickel hinges, and other trivial effects, but you, Mr. Victor Dealer, should never lose sight of the fact that the real issue is perfect reproduction of sound—the very thing that the prospective buyer starts out to buy, really wants, and will ultimately insist upon having.

C. BRUNO & SON, Inc.
351-353 Fourth Avenue
New York

Victor Distributors to the Dealer Only
BRUNSWICK ALPHABETICAL CATALOG

Volume of Fifty Pages Lists All Selections Up to and Including December, 1920.

Just as we close our last form the new alphabetical record catalog issued by the Brunswick-Balke-Collender Co. reaches us. This is a most comprehensive volume of fifty pages, which lists all numbers issued up to and including December, 1920. The names of selections, artists and organizations appear in their proper alphabetical order, along with catalog number, size and price, so that there is no difficulty for the dealer, salesman or purchaser in securing the exact records he may desire. The arrangement is very effective and convenient. A special section of the catalog is devoted to the Brunswick exclusive artists, such as Richard Bonelli, baritone; Elias Breeskin, violinist; Mario Chamlee, tenor; Leopold Godowsky, master pianist; Dorothy Jordon, soprano; Theo Karle, tenor; Elizabeth Lennox, contralto; Irene Pavloska, mezzo-soprano; Virginia Rea, coloratura soprano; Max Rosen, violinist; Marie Tiffany, soprano, and Irene Williams, soprano, which is accompanied by biographical sketches, portraits and the list of Brunswick records which they have recorded. The volume is admirably conceived and emphasizes the growth in popularity of the Brunswick record. Lack of space prevents a lengthier mention this month.

TELLS OF STRONGER BUSINESS TONE

CLEVELAND, O., March 7.—A rapidly improving condition is evident in the talking machine industry, according to W. J. McNamara, president of the Empire Phonoparts Co., of this city. “While definite orders are still coming slowly, and orders are coming in in increasing quantities, handled these lines for a comparatively short time, the results are already very encouraging and the future with every confidence.”

REPORTS INCREASING ORDERS

The Eastern Phonograph Corp., distributor of both the Tonofone needle and the Jones-Motrola, reports excellent business in both these accessories. George Seiffert, president of the company, states that although they have only handled these lines for a comparatively short time, the results are already very encouraging and orders are coming in in increasing quantities.

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.


HOFHEINZ WITH WERLEIN

Has Been Appointed Wholesale Manager of This Enterprising New Orleans Institution

NEW ORLEANS, La., March 8.—John A. Hofheinz, well known in the Victor trade, has been appointed manager of the wholesale Victor division of Philip Werlein, Ltd., Victor wholesaler. He assumes his new duties on March 10, succeeding J. D. Moore, who has become general manager of the Talking Machine Co. of Texas. Mr. Hofheinz will announce interesting plans for the company’s Victor division in the course of the next week or so, and in the meantime two experienced travelers have been added to the wholesale Victor staff.


NEW MODERNOLA PLANT OPERATING

Addition to Company’s Plant in Johnstown, Pa., Permitting of Increased Production

George E. Seiffert, president of the Eastern Phonograph Corp., Eastern distributor of the Modernola talking machine, recently returned from a visit to the headquarters of the Modernola Phonograph Co., in Johnstown, Pa. The new factory is already well proving its worth in the increased production of Modernola phonographs. Mr. Seiffert stated that the new factory not only allows for larger production, but also provides facilities for the highest class of workmanship. In a tone contest held in Johnstown, the home of the Modernola, the factory entered a Modernola phonograph in competition with the result that it was awarded highest honors by the local judges.

Mr. Seiffert reports that business has improved remarkably within the past ten days and expects that 1921 will prove an exceptional year. He gives as the remedy for slow business—good salesmanship, good merchandise and good service.

A NEW FLETCHER PRODUCT

THE FLETCHER STRAIGHT LINE TONE ARM

Lengths 8½ in. and 9 in.

Ready for Delivery April 20th

Straight inside and taper outside, equipped with the regular FLETCHER Reproducer, giving the same unusual tone quality.

Write for Terms and Prices

FLETCHER-WICKES CO., 6 East Lake St., Chicago, Ill.

GEORGE McLAGAN FURNITURE CO., Stratford, Ont., Exclusive Canadian Agents
THE MACY-VICTOR CASE IS NOW COMING TO A CLOSE

Defense Now Reaching the End of Its Case, to Be Followed by the Summing Up—Several Victor Jobbers Appear as Witnesses and Offer Interesting Testimony—Charles E. Hughes Appears in Behalf of Victor Co.—Summary of the Month's Progress of the Trial of This Suit

The action brought by R. H. Macy & Co. against the Victor Talking Machine Co. and a number of Victor jobbers, which went on trial before Judge Mack and a jury in the U. S. District Court on January 17, is still occupying the attention of that court, although the end is now in sight. The plaintiffs rested their case on February 17, having taken just one month to present their side, and on the afternoon of the same day the defense began. The plaintiffs' side was summarized in The World last month.

Amount of Damages Reduced

As a result of the discussion on the law by and with the court shortly before the plaintiffs rested their case, damages asked for in the suit were reduced from a basic figure of $190,000 to a sum approximately $60,000, including $15,000 counsel fees paid by Macy in the patent case brought against the company by the Victor Co. The damages asked for, trebled under the Sherman Act, will amount to something like $150,000, or slightly over 25 per cent of the original amount asked.

The first witness called by the defense was C. H. North, formerly connected with the legal and contract departments of the VictorTalking Machine Co. and at present connected with the Ohio Talking Machine Co. in Cincinnati. The direct and cross-examination of Mr. North occupied about a week, and he was called upon to give testimony relative to the production of the Victor plant during the several years from 1914 to 1917, the systems used to keep track of machines and record orders from and deliveries to Victor plant during the several years from 1914 to 1917, and other matters of similar nature. Particular attention was called to the letters received from representatives of different dealers complaining of the price-cutting tactics of Macy & Co.

Mr. North told of the manner in which the Victor Co. handled its distribution, how an effort was made to keep dealers in close proximity to communities in order to avoid having dealers in too close proximity to each other, how the Victor travelers studied the conditions and took various ways and means to get the maximum business out of their territories, and rehearsed other details connected with the Victor distributing program with which he was familiar through experience.

Chas. E. Hughes Appears for Victor Co.

The case came in for considerable newspaper and public attention, as, on Saturday, February 17, through the fact that former Supreme Court Justice Charles E. Hughes, as a member of the law firm of Hughes, Brown, Schurman & Dwight, made his last appearance as counsel before taking up his portfolio as Secretary of State under President Harding.

Mr. Hughes appeared in behalf of the Victor Talking Machine Co. while bringing his arguments analyzed various Sherman Act suits involving patent rights. In speaking of Federal damages he pointed out that the decision in each case which was announced by the Patent Office cannot in any way be interfered with by the Sherman law. He said that in the period from April 14, 1914, to May, 1917, the system of agreements entered into by the Victor concern and dealers in records was lawful and insisted that the defendant should not be mulcted for doing what the law sanctioned.

He based his main argument on the contention that after the decision of the United States Supreme Court in the case of Henry vs. A. B. Dick Co., rendered on April 14, 1912, and up to the decision of the same court in the case of the Motion Picture Patents Co. on April 9, 1917, the course of action pursued by the Victor Co. was legal in placing restriction upon its machines and records.

Mr. Hughes said that the Supreme Court had reversed itself, and cited a case in which the court had held that the Legal Tender act was unconstitutional, later holding that the law was constitutional, the change of opinion affecting many suits in the Henry-Dick case and others having affected the actions of his clients. He added that in the Henry-Dick case the court had ruled that the method and system of distributing the record machines did not violate the Sherman Act.

"They charge," he said, "that the Victor Co. cloaked a sale under a license. But the defendant did it according to the law. He said it had a right to do. The question narrows itself down to whether the patentee has a right to make a licensed agreement."

Judge Mack took Judge Hughes' arguments under consideration.

During the past week other notables called to testify for the Victor Co. included former Solicitor-General of the United States under President Cleveland, and since that time a leading attorney in actions brought under the Sherman Act. Judge Maxwell provided a very willing witness and seemed desirous of telling considerably more than Judge Mack was willing to allow to be inserted in the testimony.

J. L. Spillane's Interesting Evidence

An interesting witness for the defense was John L. Spillane, who in 1913 was assistant manager of the Blackcomb Talking Machine Co. Mr. Spillane testified he had with Macy & Co. in connection with the threat of that company to offer some shop-worn and cut-out records for prices below those of the Victor Co., following the alleged refusal of the Victor Co. to take back or exchange the records. According to the witness the records were offered to the public without the prices, and at the suggestion of Mr. Blackman he was asked to return the records providing the price-cutting was stopped. The terms were agreed to, declared Mr. Spillane, but after the records had been taken back by the Blackcomb Co., Macy's continued to cut prices, proferring as an explanation that Mr. Straus was pleased with the success of the sale, for it brought people to the store to shop.

It developed in the testimony that before the record question between Blackman and Macy could be adjusted the plaintiffs had been cut off as dealers by the Victor Co. The course of his testimony Mr. Spillane explained the various features of the cut-out and exchange plan of handling old records, as put in force by the Victor Co.

J. N. Blackman a Most Important Witness

The most important witness was J. Newcomb Blackman, president of the Blackcomb Talking Machine Co., the first of the defendant jobbers to be called to the stand. Mr. Blackman had an impressive amount of testimony to offer and got the bulk of it in the records. He declared that he had refused to sell Macy's when approached by Williams, a Macy buyer, "because of my previous experience based on my dealings with R. H. Macy & Co., because of conversations with me by representatives of Macy & Co. or in my presence, and because of investigations personally made by me regarding Macy & Co.'s methods of doing business and of price cutting in general."

In explanation of his business dealings with Macy & Co., to which reference had been made, Mr. Blackman said:

"We were doing business with R. H. Macy & Co. up to the early part of May, 1914. At that time they started to cut prices on Victor goods. As a result we was obliged to [Continued on page 166]
Macy-Victor Case Nearing Close

(Continued from page 106a)

The Effects of Macy Advertising

The witness was asked if Macy's advertisements prior to April, 1917, had any or played any part in his reasons for declining to sell Macy. Mr. Blackman declared: "They had a great influence." Following along this line he quoted a Macy advertising statement published on April 21, 1912, reading as follows: "When, in a moment of desperation, others cut prices, Macy would be more interested in selling their own brand of talking machines or some other talking machine than that in which I was interested, and I did not believe that their advertising was to the benefit of the advertised article, that it was for the purpose of substitution and would injure my business and had injured it."

Mr. Blackman told of his personal visits to the Macy store, and of his experiences with the sales service, which he declared was unsatisfactory. He also testified that the volume of Victor business handled by Macy each year had not progressed in volume to a satisfactory degree.

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THE CABINET and ACCESSORIES COMPANY
Otto Goldsmith, President
145 East 34th St. New York City

Get All Your Accessories from One Source

Lundstrom Converta Cabinets
Record Albums
Record Delivery Envelopes
Grotolitas
Record-Lites
Fibre Needle Cutters
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Phonograph Buffs
Table Cabinets, All Kinds
Talking Machine Toys
Brilliantone Needles
Fletcher Needles
Red-Wax Blue Needles
Polishes and Oils
Elect-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

We are
Sole Metropolitan Distributors of
The CIROLA

Price Now, $35.00
Special Introductory Discount to Dealers

Write or Phone For Representative to call

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.
MACY-VICTOR CASE NEARING CLOSE

(Continued from page 166b)

in evidence another Macy ad on May 24, 1915, reading: "Macy's is not bound by any agreement to sell Victor machines and records at prices fixed by manufacturers."

Mr. Blackman told of the alleged effect of advertising upon recognized dealers doing business with him, and cited one Macy advertisement announcing "A complete collection of the new November records," which announcement he declared tended to injure his trade. "In my opinion," said Mr. Blackman, "I was in a position where either had to antagonize my trade and go Macy's way and help them in their attitude, or preserve my business and show good faith by refusing to sell Macy and doing everything I could because I did not believe in Macy methods."

The witness also told of the visits of Macy representatives in search of Victor goods, and particularly of conversations with Oliver and Gillam, Macy representatives, following the U. S. District Court's decision in favor of Macy in the suit over the Victor license agreement.

P. E. W. Carlson Testifies

Following Mr. Blackman, the next witness for the defense was Paul E. W. Carlson, manager of the wholesale Victor department of Charles H. Ditson & Co., who, in the course of his testimony, stated that his company had never sold goods to Macy and had, in fact, up to a very few years ago devoted the bulk of attention to the retail business.

Louis Buchu a Witness

The next witness was Louis Buchu, president of the Louis Buchu Co., Inc., Victor wholesalers of Philadelphia, who, in the course of his testimony, declared that he was opposed to selling to price cutters, and had had, moreover, no desire to sell to Macy & Co., because of the fact that his company's store was in New York and outside of what he considered the boundary of his legitimate territory as wholesaler, even though that territory was not definitely limited by any rule.

Following Mr. Buchu's testimony on March 1, the trial was halted temporarily owing to the illness of a juror which necessitated an adjournment until Saturday.

V. D. Moody on the Stand

On the resumption of the trial March 7 the principal witness was V. D. Moody, general manager of the Buffalo Talking Machine Co. and who was formerly connected with the New York Talking Machine Co. Several minor witnesses were also examined, and the court adjourned again until March 9, when several witnesses, including two of the defendants, were called to the stand.

Clarence Price Testifies

The first witness was Clarence Price, manager of Ormes, Inc., New York, who testified that for a number of years his company was primarily a retail Victor house, and did little or no wholesale, the jobbing business having been gone into in a big way only within the past few years. He testified, however, that Ormes, Inc., enjoyed the privileges of a jobber's franchise which had previously been held by Sol Bloom, the founder of the business which Ormes, Inc., now controls.

The next witness was W. Wolff, who had been general manager of Ormes, Inc., before Mr. Price took the management, and when the business was entirely a retail one. Mr. Wolff declared that during his regime no wholesale business whatever was done by the Ormes interests.

H. W. Weymann a Witness

H. W. Weymann, of H. A. Weymann & Son, Victor jobbers in Philadelphia, was on the stand for a brief period, and after giving some data regarding the shortage of Victor goods as his company had experienced it, brought out the fact that orders were not accepted from Macy & Co. because that concern was located outside the territorial boundaries observed by Weymann & Son.

Thomas F. Green an Interesting Witness

The last witness of the day was Thomas F. Green, president of the Silas E. Pearsall Co., who proved an interesting and at times entertaining witness. Mr. Green was very free with facts and figures regarding the business of his company, and offered considerable testimony to prove that a shortage of Victor goods had existed for a number of years. Mr. Green brought out the fact that a number of accounts distant from New York had been cut down, or eliminated altogether because the shortage of goods made it necessary to give chief attention to retailers in this section. He explained that although the volume of business handled by his company each year increased substantially between 1914 and 1917, and larger amounts of goods were received each year from the Victor factory, the demand from dealers increased even more rapidly so that the shortage of goods persisted.

Following Mr. Green's testimony, Mr. Blackman was called back to the stand to testify regarding certain sales figures.

Emanuel Blout on the Stand

On Friday morning, as The World goes to press, the witness was Emanuel Blout, Victor distributor, of New York, who testified regarding the manner in which he conducted his business during the several years in dispute and in connection with the shortage of Victor goods during that period. It is expected that Mr. Blout will be the last of the jobbers to go on the stand, although the defense has several other general witnesses.

NOW MRS. DAVID SMITH

Janette Miller, of the phonograph department of Seiberling & Lucas, Portland, Ore., was married recently and is now Mrs. David Smith. This store reports business in the small goods department picking up considerably, the reason being the reopening of the lumber mills.

APPOINTED GRANBY DISTRIBUTORS

The M. M. Romer Sales Corp., of New York City, has secured the wholesale distributing rights for the Granby phonograph in the metropolitan district. This new distributor has opened a large number of new accounts for the Granby during the past few weeks.
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

PHONOGRAPH MUSIC, OVER A WIRE REPRODUCED,
AMPLIFIED, TRANSMITTED ELECTRICALLY

Volume Control.
Tone quality superb.
Rich, full, natural.
Operates on small storage battery.
Can be heard mile away in the open.

Reproduces all there is on the record. For Homes, Churches, Dancing, Clubs, Schools, Restaurants, Dance Halls, Sea Shore, Summer Resorts, Porches, Gardens, Motor Boats. New possibilities for the phonograph.

Live dealers secure exclusive territory. Fully guaranteed. Retail Price, only $150.00. Lamp complete, without shade, $220.

VITALIS HIMMER, Jr.
205 Sixth Ave., New York

INSTALLED IN LAMP
The Value of Display

F. W. Woolworth made millions of dollars in his 5 and 10 cent store business. He built the Woolworth Building downtown in New York, the tallest office building in the world, which stands as a monument to his success.

His success was accomplished by displaying the goods he had to sell.

Properly displaying goods is one of the sure methods of making a sale.

Universal Displayors

Save room and present your records to your customers in a most appealing way.
They move the records which have been pigeonholed and forgotten.
They sell new goods without the aid of a salesman.
They offer a self-service to your trade which your trade likes.

Fifty different models that fit every need in the phonograph record store, for the display of records, music rolls and sheet music. One catalogue shows the whole list, free for the asking. A postal card will bring it.

Universal Fixture Corporation
133 WEST 23rd STREET, NEW YORK CITY
A. G. KUNDE'S NEW ENTERPRISE

Prominent Milwaukeean Secures Importing and Distributing Rights for Homokord Records, Which He Is Now Introducing to the Trade.

MILWAUKEE, Wis., March 5.—As briefly stated in last month's issue of The World, A. G. Kunde, of this city, has secured the importing and distributing rights for the Homokord records, made by the Homophon Co. of Berlin, Germany. Mr. Kunde, who recently discontinued jobbing Co.

lumbia machines and records for Milwaukee and Milwaukee County, last week sold his retail store at 516 Grand avenue to the Winter Piano Co. of this city, who will continue to do business under the name of the Grafonola Shop and will commence in a week or two the issuance of monthly record bulletins.

In writing this story the writer has been telling what Mr. Kunde has done, and in referring to the activities of the Kunde concern has been using the pronoun "he" instead of "they." Now, enter Mrs. Kunde. She has been his helpmate not only in life, but in business, ever since he started in the talking machine business in Milwaukee some twelve years ago. She is a finely educated woman and knows all about music, literature and art, but she has got honest-to-goodness commercial sense, too. She has been a big factor in the upbuilding of the Kunde business and Mr. Kunde fully recognizes it. Fine team work this merry couple are doing. There are some little Kundes, too, and it is a masked example of both Mr. and Mrs. Kunde's executive ability that the junior members of the family have not been neglected while a very remarkable retail and wholesale business was built up, which, with the money made and the experience gained, forms the basis for the house of A. G. Kunde.

A. G. Kunde

Mr. Kunde has secured the entire third floor of the building at 297 Third street, with a floor space of about 5,000 square feet, and is rapidly getting it into shape for his new wholesale Homokord record business. The Homophon Co. makes singing and speaking records in thirty-four different languages and dialects, namely, German, English, Scottish, Irish, Kaffir dialect, Austrian, Hungarian, Croatian, Slovene, Ruthenian, Russian, Little Russian, Tartar, Polish, Spanish, Flemish, Galician, Basque, Argentine, Creole, Mexican, Portuguese, Brazilian, Italian, Holland, Danish, Roumanian, Serbian, Arabian, Moroccan, Yiddish, Hebrew and Ukrainian.

It is Mr. Kunde's desire to accumulate a large working stock of the records at first. The new quarters on Third street are being fitted up and the stock being got in shape. They expect to be ready to make deliveries from stock in America to the general trade about April 15. He is furnishing the trade with an original catalog and will commence in a week or two the issuance of monthly record bulletins.

NEW STORE IN LANSDOWNE, PA.

M. E. Luckenbach to Handle the Vocalion Phonograph and Melodee Music Rolls

LANSDOWNE, Pa., March 10.—M. E. Luckenbach has opened a music store to be known as the Music Shop in this city. It is located at 33 South Lansdowne avenue, in the old Post Office Building, and is to be an exclusive Vocalion shop, also handling Melodee player rolls, which are likewise made by the Aeolian Co. Mr. Luckenbach has over fifteen years' musical instrument and talking machine experience, starting in when he was practically a boy with Godfrey at Atlantic City. A few years later he moved to Philadelphia and secured a place with Weymann & Sons, where he was connected both with the talking machine and musical instrument department and was very successful, becoming manager of their wholesale department. It has always been his desire to have a store of his own and the opening of the new store in Lansdowne is the result of that intention. He is most enthusiastic about the Vocalion and within two or three days after the opening of the store he sold one instrument and practically closed the deals for three other Vocalion prospects, to say nothing of a lively business on the new Red Vocalion record.

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
PETITIONED INTO BANKRUPTCY

Receivers Appointed for the Cathedral Phonograph Co. in the United States District Court of Omaha on February 25—Assets Scheduled to Be Sold by Receiver's Order on March 11

CHICAGO, ILL., March 8.—A petition in bankruptcy was filed against the Cathedral Phonograph Co. in the United States District Court of Omaha on February 25. The petitioners include the Universal Stamping Co., Warren Veneer & Panel Co., Mohawk Veneer Co., and the Alemite Die Casting & Mfg. Co. The receivers appointed for the Nebraska district at Omaha are: E. L. Akres, president of the company; and Harry Hildreth, Jr., treasurer. The receivers intend, if possible, to continue the business, as they have nearly three thousand cabinets on hand. Edwin D. Buell was appointed receiver for the Northern District of Illinois, Eastern division and Nebraska. Ancillary receivers were appointed for the Northern District of Ohio. Latest reports are to the effect that the assets of the Cathedral Phonograph Co. are scheduled to be sold at public auction on Friday, March 11, at 11 a.m. in the Consumers Building, this city, by S. L. Winternitz & Co., by order of Edwin D. Buell, receiver.

WIDE RANGE OF PRODUCTS COVERED


The Fred Gretsch Mfg. Co., Brooklyn, N. Y., manufacturer and wholesaler of musical merchandise, has just issued a confidential trade price-list covering the Spring of 1921. This book represents the result of days of careful concentration and much detail work and presents to the trade a remarkably wide range of musical merchandise with the latest prices. The strong spirit of co-operation manifested by the Fred Gretsch Mfg. Co. to its dealers is summarized on the first page of this book in referring to the prices therein. "Whenever we make a saving in the cost of production we give our customers the benefit." The Fred Gretsch Mfg. Co. also produces the Violaphone which it describes as "the talking machine with the violin tone." The new model, known as style 100, has been recently introduced to retail at a popular price. It contains the distinctive features of the Violaphone line of talking machines.

IMPORTANT TRADE ANNOUNCEMENT

Emerson Phonograph Co. Sends Out Letter Denying Malicious Rumors

The Emerson Phonograph Co. sent out an important notice to its trade this week relative to certain rumors which have reached the company's executive offices regarding its financial affairs. This announcement read in part as follows:

"We desire to take this opportunity of calling to your attention certain unfounded and malicious rumors that have been circulated in regard to the Emerson Phonograph Co. These are to the effect that this company is liquidating its affairs and going out of business. These rumors are not only unfounded, but are absolutely untrue. The best answer to these unfounded rumors is the fact that during the receivership new releases have been issued with the same regularity and promptness as heretofore, and that there has been no let-up in the supply of Emerson records required by our distributors and dealers. In order to put a stop to these reports, we ask our co-operation of our jobbers and dealers by immediate notification as soon as any of these rumors are brought to their attention and, if possible, with information as to their source. We are particularly anxious to trace the responsibility for these statements and will deal with those responsible in such manner as we deem necessary under the circumstances."

MODERNOLA

Features

TONE

BEAUTY

UTILITY

Retailers of the Modernola are finding 1921 a big year. There is an irresistible charm about this phonograph in both tone and appearance that has placed it among the leading makes. Write us regarding Modernola representation in your locality.

Exclusive Eastern Distributors

EASTERN PHONOGRAPH CORPORATION

GEO. SEIFFERT

PRESIDENT

Office and Showrooms:

101 West 20th Street
100 West 21st Street

Corner Sixth Avenue, New York

Telephone Chelsea 2044
NEW PARAMOUNT DISTRIBUTORS

Burton H. Corbett appointed Pacific Coast Manager—New Jobbers appointed in Cleveland, O., and in Baltimore, Md.—Important Moves

CHICAGO, Ill., March 9.—The Paramount Co., Fort Washington, Wis., has appointed Burton H. Corbett Pacific Coast sales manager for Paramount phonographs and records. Mr. Corbett has been connected with the talking machine trade for the past twenty years and is considered an expert on merchandising.

The Paramount Co. also announces the appointment of the Widman Co., Cleveland, O., as distributor for Paramount phonographs and records for northern Ohio, and of the American Wholesale Corp., Baltimore, Md., as distributor for Paramount records. Both concerns stand high in their respective territories.

INDEPENDENT CO. FILES SCHEDULES

Liabilities of New York Concern Given as $381,600—Assets Are $198,435

The Independent Talking Machine Co. of Manhattan, Inc., New York, has filed schedules in bankruptcy with liabilities of $381,600 and assets of $198,435, the main items of which are stock, $59,200; bills, etc., $14,970; furniture, fixtures, machinery, etc., $2,350; accounts, $113,301; and deposits in banks, $7,007. There are four secured creditors named for a total of $26,000.

ERNEST C. SCHEFFT HONORED

MILWAUKEE, Wis., March 10.—Ernest C. Schefft, head of Charles H. Schefft & Sons, a leading wholesale and jobbing house, secured creditors named for a total of $36,000, and deposits in banks, $7,007. The company is said to be in a flourishing condition.

H. Corbett Pacific Coast sales manager for Paramount phonographs and records, recently visited the company's headquarters in New York City. The talking machine department of this store, which carries Victrolas, Sonora, Brunswick, and Columbia machines, has for some time past made a feature of them art styles and the giving over to a window for the special display of such machines is in line with the campaign they had inaugurated to make their store a center for the music trade.

H. K. Berkley, manager of the talking machine department of Bloomingdale Bros., intends to make the department the most complete period model display in the city. His firm has adopted the slogan, "Everything and Anything for Your Phonograph at Bloomingdale's." In a recent statement, he said: "Our business during the past few weeks has been most satisfactory and the increased activity shows a greater interest as well as sales. We have been very fortunate in presenting period models to the public and our recent window display was a means of creating purchases for the goods displayed. We think the coming season will be one of great activity for period models."

THE VOCALION IN CAMDEN, N. J.

Samuel Kotlikoff, who has a music store at 3406-08 Federal street, Camden, N. J., has been appointed Vocalion agent. He has two demonstrating booths and is doing very well with the Vocalion line. Mr. Kotlikoff is one of the oldest merchants in the city of Camden.

MOTROLA GROWS IN FAVOR

KANSAS CITY, Mo., March 8.—The distributing branch of Jones-Motrola, Inc. located at 1104 Walnut street, this city, has experienced an entirely satisfactory demand for this electric windup device in its territory. This organization now covers the states of Missouri, Kansas, Nebraska, and Iowa. B. A. Silliman, manager of the company, states that the company has built and equipped a pressing plant at the foot of Grove street, Milwaukee, and has established a laboratory in New York City. The company is interested in the production of characteristic folk songs and instrumental numbers of interest to the general public as well as to Polish people.

WILL FEATURE POLISH RECORDS

Polonia Phonograph Co., Milwaukee, Elects Officers and Establishes Plant

MILWAUKEE, Wis., March 9.—The Polonia Phonograph Co. of this city held a meeting of the stockholders yesterday and elected the following officers: C. P. Drzazdewicz, president; L. A. Fronc, vice-president; F. N. Smolinski, secretary; C. A. Krszewinski, treasurer, and S. J. Zowski, director. All the new officers are prominent business men of Polish birth or ancestry, and the company has thoroughly recovered from an attack of ptomaine poisoning and is now on a trip to take care of the accounts in the plant and to continue its important work.

A Phonograph of Supreme Quality

FULTON TALKING MACHINE CO.

253-255 Third Avenue Between 20th and 21st Streets New York City

Mahogany, 16x10x10 in., double spring motor, universal tone arm. Back casting and continuing. Price for Sample NOW $15.75

Write for discounts in quantity lots.

We are also Wholesale Dealers and Jobbers of Phonographs, Records, Cabinets, Phonograph Lamps, 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

Here at Last—A Phonograph of Supreme Quality

FOR ANY PHONOGRAPH MOTOR

DEPENDING entirely upon four simple levers C. A. Mirrolike main supply. One main spring is made wholly for Merchant. The balance of the lever, end as other, are made to order. This insures the duration of use. They are manufactured by the Vocalion Motor Co., New York.

No. MIR-8—With hard wood, 60c. with long, marine

No. MIR-7—With hardwood, 60c. with long, marine

No. MIR-6—With hardwood, 60c. with short, marine

For Columbia Motor

No. MIR-5—With hardwood, 60c. with long, marine

For Heimann Motor

No. MIR-4—With hardwood, 60c. with long, marine

For Krasse,R. Neal, Thomas, Stevenson & Co.

No. MIR-3—With hardwood, 60c. with long, marine

For Other Standard Makes

No. MIR-2—With hardwood, 60c. with long, marine

No. MIR-1—With hardwood, 60c. with long, marine

Every main spring for which there is a consistent demand will be adduced in due course. Terms for retail: Cash 50c, orders for large quantities deliverable in 30 days. Prices quoted are for C. A. Mirrolike only. Additional parts may be used for Vocalion motors.

COLE & DUNAS MUSIC CO.

52 W. Lake St., Chicago, Ill.

Order Right From This Ad

HOURS 9 A.M. TO 6 P.M., MONDAY TO SATURDAY

FOR ANY MORAL MACHINE

ACME-DIE CASTINGS

ALUMINUM-ZINC-TIN & LEAD ALLOYS

Acme-Die-Casting Corp.
1681 Rocky Point, Brooklyn, N. Y., Detroit, Chicago

INTRODUCES DISPLAY STAND

Mirrolite Mfg. Co. Furnishes Dealers With Attractive Counter Display

The Mirrolite Mfg. Co., Long Island City, N. Y., manufacturer of Mirrolite polish, is offering its dealers an attractive counter display stand for bringing to the attention of the trade its Mirrolite polish for talking machines.

K. Sandhopp, president and general manager of the company, states that the growth of the Mirrolite polish business has been extraordinary during the past year. Dealers everywhere are very enthusiastic about the use of the polish and are being steady purchases of it.

Convenient Display Stand will be added to their already large list. The growth of the company is reflected in the fact that it is now making preparations to move into a new and modern factory, where it will be able to take care of an increased business. Mirrolite polish has been advertised extensively by this company throughout the country for the past five years and the use of the "Mirrolite Kids" is a distinctive feature of this advertising. In addition to the talking machine polish the company is now making a lubricating oil for talking machine motors which should meet as ready a demand as the polish.

COMPLETES EASTERN TRIP

L. Levenson, secretary of the Player-Tone Talking Machine Co., Pittsburgh, Pa., was a recent visitor to New York, calling at the offices of The World. He just completed an Eastern trip, and has closed several important deals which will be announced in detail in the near future. There have just been added to the Player-Tone line two art models which are meeting with considerable success, and in order to take care of its fast-growing business the company recently opened a branch at Jamestown, N. Y.

HERE AT LAST—A Phonograph of Supreme Quality

FULTON TALKING MACHINE CO.

253-255 Third Avenue New York City

Between 20th and 21st Streets

Price for Sample NOW $15.75

Write for discounts in quantity lots.

We are also Wholesale Dealers and Jobbers of Phonographs, Records, Cabinets, Phonograph Lamps, Needles and Accessories, Repair parts for all makes.

Distributors of the Arto Phonograph Records and Arto Music Rolls. Write for details.

Cash with order
Quietness

Quietness in the operation of the Stephenson Precision-Made Motor is not a matter of chance, but, rather, a result of sound engineering and right manufacturing. The triple thread worm of the Stephenson Motor, by allowing the maximum number of teeth to be constantly engaged with the fibre gear, reduces noise, reduces vibration to a minimum. The wind of the motor is smooth and even; the familiar click as the ratchet drops into place has been eliminated. Both in design and manufacture of this motor, all possible has been done to make its operation quiet; all possible has been done to make it truly a Precision-Made Motor.

STEPHENSON
DIVISION
DE CAMP & SLOAN INC.
One Hundred and Seventy Pennington Street
Newark, New Jersey

MANUFACTURERS OF THE STEPHENSON PRECISION-MADE MOTORS AND TONE ARM AND SOUND BOX
NELSON TAKES CHARGE IN ATLANTA

Becomes District Manager of the Phonograph Division of the Atlanta Branch of the Brunswick-Balke-Collender Co.

CHICAGO, ILL., March 10.—Richard M. Nelson was appointed, the early part of March, to the position of district manager of the phonograph division, Atlanta branch, of the Brunswick-Balke-Collender Co. He will represent the Brunswick wholesale interests in Georgia, Alabama, Florida and South Carolina, working out of Atlanta.

He left Chicago the first week in March for a short stay in St. Louis, where he familiarized himself with the modus operandi of the Brunswick branch office in that city. Later he left for Boston and was joined by Mrs. Nelson on his way to Atlanta. He took up his active duties as district manager shortly before the middle of March.

Mr. Nelson has had an extensive experience in the talking machine industry and his activities have covered the retail, wholesale and manufacturing ends. For two years he was president of a chain of retail stores in New England. Following this, for three years, he was general manager of an important wholesale institution operating throughout New England. Later he was vice-president and general manager of a concern manufacturing talking machines. The variety of his past experience should, therefore, stand him in good stead in his new work.

USES MAGNAVOX TO ADVANTAGE

Columbia Dealer in New England Carries Out Unique Idea—Bert Williams and Magnavox Make a Successful Combination

The Grafonola Shop of Boston, well-known Columbia dealer, carried out a unique idea recently with the Magnavox during the appearance of the “Broadway Brevities” in Boston. Bert Williams, exclusive Columbia artist, who is appearing in the “Brevities,” also participated. A Magnavox Telemegafone was installed in the lobby of the theatre, and the transmitter was wired back to Mr. Williams’ dressing room. While he was getting his make-up ready for the show he ran a rapid fire of conversation with the people coming into the theatre something like this: “Good evenin’, folks! Bert Williams is talkin’. How’re yo’ all? Jes gettin’ ma duds on—see yo’ all a little later inside the show,” etc., etc. In addition a number of Columbia records by Bert Williams were played, all of which contributed to the success of the idea. Incidentally, the sale of Bert Williams records increased several hundred per cent in Boston territory.

SHERMAN REOPENS NEW QUARTERS

Now Occupying New Building at 2138 Third Avenue—Formally Opened March 5

S. A. Sherman, the enterprising Victor dealer at 2138 Third avenue, New York City, whose quarters were completely destroyed by fire in December, held a formal opening on March 5 to 12 of his new Victrola and sporting goods salesrooms. Mr. Sherman has a very imposing line of Victor talking machines, records and other specialties on display at the above address and reports a steadily increasing patronage which his enterprise so justly merits.

SEEN ON THE BOARDWALK

Jerome Harris, secretary of C. Bruno & Son, Victor wholesalers, New York City, was recently seen on the boardwalk at Atlantic City, accompanied by Mrs. Harris. Mr. Harris took a few days’ well-earned respite from his many duties at this popular resort.

NEW CARDINAL RECORDS

NOW READY FOR DELIVERY

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.
Dr. Crane Defines the Ten Commandments of Salesmanship for Talking Machine Men

One of the most interesting and helpful addresses delivered before a trade organization for many moons was the talk given recently by Dr. Frank Crane, the noted publicist, at the meeting of the Talking Machine Men, Inc., in New York City. Dr. Crane chose for his subject the Ten Commandments of Business and in the course of his address emphasized the following points:

"The first commandment of all is 'Be agreeable.' The best thing you have to sell is your disposition and the beauty of it is that you make the greatest profit on it because it doesn't cost you anything at all and you sell it for all kinds of money. No matter what other merchandise you have, if you haven't any agreeableness to sell, why, you are going to have hard work selling it.

"For instance, I may wish to buy a shirt. There are two haberdasheries along the street. I look over the shirts at one and the salesman is grouchly and indifferent and snippy, and the other one is pleasant and good-natured and human. I will buy from the second man even if the shirts are not as good. I want salesmen first of all to be agreeable—not too agreeable, not too darning agreeable.

"Did it ever occur to you why women like to shop? Women don't particularly shop when they need anything. They shop as a pastime. Most of them like to shop because they want to get away from home. They may be abused around home and people are tired of them and they are tired of the old man. They like to go into a store where they will be treated pleasantly. That is the reason they go to see you; and, for heaven's sake, be pleasant to them. It is cheap enough and you may sell something in the meanwhile.

"The second commandment is, 'Know your business.' If there is anything I don't like when I go to buy anything of a man it is to ask him a question and have him say, 'I don't know.' He ought to know all about it.

"It is very irritating when you ask a man about something and he says, 'I don't know.' He ought to know—it is his business to know. You are selling talking machines, for instance, and if I ask you what is the difference between the Edison and the Victrola, don't shrug your shoulders and say, 'It is just a trade-mark,' because it isn't, you know. I happen to know the difference. You ought to know it. It is a different kind of a thing entirely, different scheme. You ought to know that. I went into a talking machine store and was told the difference by a salesman. Whether he told the truth or not I don't know, but it was interesting. I enjoyed it. He said that one of the machines went up and down and the other went sideways. That interested me right away. He put up an awfully good bluff, whether it was so or not. You can do that if you will remember that when you are in business one of the first things you want to do is to make use of every opportunity to improve your mind.

"That is what a salesman ought to be doing all the time—he ought to be studying. You waste enough time every four years to get another college education. Let me tell you that a man's efficiency depends almost entirely upon what is in his 'bean.' There isn't any man in the world worth more than a dollar and a half a day from his chin down. But from his chin up he is just worth anything at all. That is what counts.

"The third commandment is, 'Tell the truth.' You notice that these are all old commandments—there is nothing new about them, but the old things are what count. I don't tell you to tell the truth because you will go to heaven or because it is a pious thing to do, but because it pays, and the reason it pays is that it is according to the law of averages. Some of you may play poker once in a while. You know that the good poker player, the man who wins steadily year in and year out is the man who watches the averages and the fool poker player who loses his money is the man who takes a chance.

"So, why waste time lying? The simplest thing is to tell the truth. If you are in a business where you can't tell the truth, quit. That is all. I would not work for any man, I don't care who he is, or any concern which requires me to tell a lie, because it doesn't pay him. He is a fool if he thinks it does. There are plenty of businesses that don't require lying. If you have got it in your head at all that lying is necessary just cut it out. It isn't.

"The fourth commandment is 'Don't argue.' If I say something never try to prove to me that I am wrong. If I tell you that the humdinger machine is better than yours, don't (Continued on page 173)

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.

Shown are three Brooks models of different sizes, all beautifully carved and finished. Each style is identically equipped with the repeating and stop device.
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-geared 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
argue at all. You know, I am very ticklish and sensitive; I am a customer of yours and what you are after is not to prove that I am wrong contending that you are after is to get the money out of my pocket. Don't argue with me because that makes me mad, and it doesn't do any good. Suppose you convince me. We'll be in business; I may not be as good a talker as you are and can't talk as fast, but when I go away, why, I can lose—I don't stay connected. Then, I send around and say, 'I guess I won't take it, after all.' Then I keep away from you because you are unpleasant. I don't like to argue because you beat me; I like to be beaten.

"The fifth commandment, 'Make it plain.' Whatever you have to say, say it so I can understand what you are talking about. I don't want to know how many big words you know and how smart you are and how big the concern is. I want to understand what it is you are talking to me about. I would like to say that to everybody in the world. I would like to go to all the preachers and the lawyers and the doctors and everybody and say, 'Whatever you have to say, say it so that the man who is listening to you can understand it.'

"The sixth commandment is, 'Remember names and faces.' Remember the biggest asset you have is being personal. Don't forget my name. My name is Crane; don't call me Graham; don't call me Cohen, nor Green. I can forgive you for forgetting anybody else, but not me, because I am the most important person in the world, to me, you know. That is the touchiest part about anybody. Remember his name—all of it. That is possible by practice. You can develop that highly.

"When a customer first visits your store put down his name, look him up in the telephone directory and get his address; get it fixed in your mind where he lives. Put down some characteristic mark about him. He is top-eared or he has a cock-eye, maybe. Observe some peculiarity about the man, and if anything leaks up, but not too boldly; you know, be slick about it, but not too boldly; you know, be slick about it, but bring it up.

"The seventh commandment is, 'Be dependable.' That is, whatever you say, let people depend on it. If you make an appointment to be at a place at two o'clock, be there five minutes before two. Never keep anybody waiting. If you promised to send anybody an article at three o'clock in the afternoon and you can't do it, telephone or telegraph, or hire a taxi and go up and see him and explain that you tried to get it there at three o'clock and couldn't. It will pay you to do it. If you promised to meet a man at the Greenpoint Hotel and you can't get there, you have broken a leg or somebody has hit off an ear or something has happened to you, send a telegram. The Western Union has saved many a reputation. Make the man feel good, and when it comes to three o'clock and you are not there when you said you would be there your stock goes down so much every time. Always make that a point of scrupulous honor. If you promise anything fulfill your promise and just a little bit better. "The eighth commandment is, 'Don't be egotistical.' Don't show off. I don't want to admire you. I want you to admire me. I am the little candy boy in this affair. I want you to make me feel good. Don't show me how much you know about the business. Don't show me how dressed you are and all that sort of thing. You comment on my personal appearance. "The ninth is, 'Think success.' Don't think failure. Why? Work fifty cents when it is just as easy to think fifty dollars? Same amount of gray matter exactly. Don't indulge in anything that lowers your personality, because everything begins with the thoughts, and if you start out in the day with thoughts of failure and humiliation the day is very likely to be that way; but if you start out with thoughts of success and triumph, why, you are going to meet them all day. They will come out of the woods to meet you. That is the way we are made. Don't have any premonitions that you are not going to have a good to-day. That is just clean dirt, that is all, mental dirt. Any premonition of any kind or superstition is bad. Don't indulge in them. They are just mental nastiness because there is no sense in them at all.

"The tenth commandment is the greatest of them all, 'Be human.' You know that is what you get your money for—for being human. If the boss didn't need human beings he wouldn't have you, he would have a catalogue. He has not you just because you are a human being and the human being is the best selling machine in the world. Being a human being simply means being yourself. Don't pose. The most winsome thing in the world is that you can be just exactly what you are. You have noticed
WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement for insertion in this department. The rate is 25¢ per line. All replies are forwarded free. Additional spaces will be billed at the rate of 25c per line. Rates for all other classes of advertising on application.

WANTED—Unusual opportunity for man capable of managing phonograph, small good and sheet music department in growing Western city of 130,000 population. Man from New England States preferred. Address "Western Opportunity," The Talking Machine World, 373 Fourth Ave., New York City.


WANTED—Experience in the management of retail talking machine business. Must be familiar with modern processes and be able to install and to learn working of other record machines. Address Box "916," care The Talking Machine World, 373 Fourth Ave., New York City.

OPPORTUNITY FOR EXTRA COMMISSION. Many of the prominent manufacturers of phonographs or phonograph parts will find it entirely profitable to sell our popular line of pianos and players. Fine as side line. Address Opportunity, "Box 846," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Salesmen for splendid side line, all over the country. Pocket sample. Ten to twenty dollars easily made daily. Demonstration requires few minutes only. Write Purinton, Room 1408, 347 Fifth avenue, New York City.

A RECORD MAN FOR SOMEBODY—Man, age 30, college education, eight years' selling and executive experience in wholesale and retail talking machine business, desires real proposition. Chicago, West preferred, where personality, knowledge, initiative count. Address "M. P. 4," The Talking Machine World, 200 So. State St., Chicago, Ill.

WANTED—Experience with Victrola salesmen to canvass and follow up prospects in the city of Brooklyn, N. Y. Salary and commission. If you are thoroughly reliable and can furnish good references address "Box 917," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—By married man, having 14 years' experience in all phases of phonograph cabinet and music manufacturing. Can take charge of any department or entire firm. Address Box 918, care The Talking Machine World, 209 So. State St., Chicago, Ill.

WANTED—Positions as manager of phonograph department, retail and wholesale in Eastern or Western territory. Five to ten years' experience. Address Box "919," care The Talking Machine World, 373 Fourth Ave., New York City.


POSITION WANTED—Experienced Victrola salesman, desires position in large city store and increase of experience and proven ability, who can undertake entire management of Victrola department in large city store and increase of experience and proven ability, who can undertake entire management of Victrola department. Address Box "920," care The Talking Machine World, 373 Fourth Ave., New York City.

PARTS FOR SALE


BUSINESS FOR SALE


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 895," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Specialty men and accessory hocks 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 hand the most attractive prices and prompt delivery. Address J. L. Gillespie Co., 237 Fifth Ave., Pittsburgh, Pa.

TURN YOUR DEAD RECORDS

Into cash on the spot, salable merchandise. We can use any quantity of records of standard makes, for which we will give you in exchange phonographs of a prominent manufacturer. We also furnish records lists of your stock and quantities on hand. No war songs. Address B. G. & T., The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Phonograph oil and polish. Anything required in the phonograph line we sell at reduced prices. Will also buy anything you have to sell in the phonograph line. Mandell & Co., 88 Rivington St., New York City.

FOR SALE

Single spring motors, 75c; double spring motors, $2.00 up; machine made springs for Victor and Columbia, 28c. Bargains, job lots, parts, motors, exchange phonographs, accessories, etc. Full list on request. Phone N. 1411. Phone Engineers, 225 Fifth Ave., New York City.

PHOTOGRAPHS

FOR SALE

500 or over at 35 cents each net. Cads. Player-Tone Talking Machine Co., 967 Liberty Ave., Pittsburgh, Pa.

Best Prices


CABINETS


BUSINESS OPPORTUNITY

WANTED—Salesman to sell a line of metal num-ber plates, record machines and record cabinets. Big profits. No bulky samples. Commission paid on every order. Can be handled in connection with other line. Up-to-the-minute to-day. Fogarty Manufacturing Co., Dayton, O.

RECORDS FOR SALE

15,000 standard lateral cut records, not over five of a number and no war numbers. Will sell from 200 to 300 at $1.75; 500 or over at 25 cents each net. Cads. Player-Tone Talking Machine Co., 967 Liberty Ave., Pittsburgh, Pa.

FOR SALE


FOR SALE

10,000 phonograph motor springs, 16 ft. by 114 by 144th, $1.25 each, first quality and in perfect condition, all new, none war. Will sell at a sacrifice. Box "921," care The Talking Machine World, 373 Fourth Ave., New York City.

ASSEMBLING WORK WANTED

All kinds of light phonograph parts assembling, such as inner arm, needle box, end pieces, accessory etc. Also engravings, taping, grinding and general phonograph repair work. Address "E. J. R.," The Talking Machine World, 373 Fourth Ave., New York City.

CABINETS


FOR SALE


BUSINESS OPPORTUNITY

WANTED—Salesmen to sell a line of metal num-

FOR SALE


FOR SALE

15,000 standard lateral cut records, not over five of a number and no war numbers. Will sell from 200 to 300 at $1.75; 500 or over at 25 cents each net. Cads. Player-Tone Talking Machine Co., 967 Liberty Ave., Pittsburgh, Pa.

Best Prices


ASSEMBLING WORK WANTED

All kinds of light phonograph parts assembling, such as inner arm, needle box, end pieces, accessory etc. Also engravings, taping, grinding and general phonograph repair work. Address "E. J. R.," The Talking Machine World, 373 Fourth Ave., New York City.

CABINETS


FOR SALE


BUSINESS OPPORTUNITY

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FOR SALE


FOR SALE

15,000 standard lateral cut records, not over five of a number and no war numbers. Will sell from 200 to 300 at $1.75; 500 or over at 25 cents each net. Cads. 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 suburban territory in the State of Wisconsin. Practically without competition and doing a fine business in piano, 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.

500 Phonographs Complete
51 INCH
Positively high class in quality, finish, workmanship and mechanical accuracy. Equipped with Heineman 77 motors, Blood tone arms. Samples will be sent upon request.

Write or wire
The H. Victor Phonograph Co.
6129 Page Avenue
St. Louis, Mo.

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

PROPER DIAPHRAGM THICKNESS

Trenton, N. J., February 22, 1921.
Editor Talking Machine World:

I have just received a shipment of repair parts which includes mica diaphragms to fit various types of speakers. There is also a Sonora-Columbia type of sound box which I took apart to investigate because it played with an intense thin metallic vibration. The diaphragm in this sound box measures 7/1000 thickness and I replaced it with one measuring 11/1000 thickness and got better results with equal volume. I would like to try a thicker diaphragm but have none to hand. I think the thickness of diaphragms in relation to their diameters to be of sufficient importance for a word of caution and instructive advice through your department in The World as many will no doubt take it for granted that the micas they receive from their supply house to be all right and fail to make inspections.

Edward Aller.

Answer—Your letter draws attention to one of the most abused ends of the talking machine business. There are any number of sound box manufacturers whose products are marketed without the least attention being given to the most vital detail of the proper construction and size of the diaphragm. It is so easy to test the various thicknesses of diaphragms that it is surprising that so many sound boxes are assembled inaccurately and sold.

As you state in your letter a sound box received by me had a diaphragm measuring 7/1000 thick and you found that one 11/1000 thick gave you better results. Would it not have been just as easy for the manufacturer of that sound box to have conducted those tests himself and to have found through experimenting just the proper thickness in relation to the diameter that the diaphragm should be? Then it would be only a question of gauging all diaphragms that went into sound boxes of that style and the result would be uniform tone in all assembled.

It was only last month (February) that a customer handed me a sound box, of a well-known make, with the remark that he couldn't get any tone out of it. Apparently the sound box was O. K. but still, when tested, it had no volume and a dull tone. Upon taking it apart the minute I felt the thickness of the mica diaphragm I knew the trouble. It was, I think, the thickest piece of mica I ever saw in a sound box. Assembling the box with the proper diaphragm it was tested and played excellently. Now in this case I would not say it was the fault of the manufacturer, but more than likely the work of some repairman, who replaced the original diaphragm with whatever mica he could obtain at the time.

Mica for use in sound boxes where the diameter of the diaphragms is one and sixteenth of an inch should gauge about 7/1000 of an inch thick to give the best results; thinner than this will give a shrill tone and thicker a dull tone. For sound boxes where the diameter of the diaphragm is about two inches, mica should gauge about nine one-thousandths of an inch thick for best results.

J. J. Farling, Mifflinburg, Pa., has opened a new music store in the Klecker Building, where he is featuring the Pathe phonograph and other musical instruments.
Emphasizing Need of Special Effort to Overcome Depressed Condition of Trade—Government Preparing Bill to Prevent "Dumping" of Foreign Goods—Gramophone Co., Ltd., Not to Open Chain of Retail Stores—Teachers Visit "His Master's Voice" Factories—Activities of Federation of British Music Industries—Gramophone Dealers' Association Meets and Adopts Distinctive Insignia—British Industries Fair Opens—Trade News of General Interest

LONDON, E. C., February 28.—Just at this time when world trade is fast on ebb, it is fitting to remind ourselves that not only England and America, but all other countries are affected by reactionary economic conditions. There is, in fact, a trade depression of world-wide extent. It is a reminder of some value to those whose insular thoughts can find outlet only in a diatribe against their particular government. Let us realize that governments cannot control the barometer of trade and commerce any more than that the sun will not shine at their bidding, and we arrive at the position where individualism counts. In other words, unless we each do our best to keep the machinery of industry on the move and cut out this reliance upon the "other fellow," our present clouds of business depression will last the longer. At a recent lecture on advertising, Charles F. Higham, M. P., said to an audience of music traders: "What is this fit of insular thoughts can find outlet only in a diatribe toward the resuscitation of trade because it will release money for business development and tends to produce a feeling of greater confidence throughout commercial circles. Another important consideration is that labor is settling down to work.

Slight Scale of Import Duty

The Government has under preparation a "Safeguarding of Industries Bill." This will provide against "dumping" a sliding scale of import duties and power to make orders for the specific marking of imported goods. "Dumping" is defined as "the importation of goods for sale in this country at prices lower than their price in the country of origin." The British music trade is directly interested in this, because pianos, gramophones, and parts are being imported from Germany, for instance, and sold here at ridiculously low prices. I heard of a case where sound boxes, priced in marks, 13 to 20, were offered and bought in London for less than 2/-.

Of this particular pattern, the lowest British factory price would be at least 4/-.

A typical case is this, where protection could only be secured by a sliding scale of import duty which should rise or fall according to the state of exchange between the respective countries. With the German mark worth about a British penny, instead of the normal 1/-, the urgent need for some protection is too obvious to be ignored.

Not to Open a Chain of Retail Premises

At the recent general meeting of the Gramophone Dealers' Association a matter of great import was reflected in a members' resolution that "this association learns with much concern that the Gramophone Co., Ltd., have acquired premises in Cheapside and in Oxford street (London) for retail sales, and also it has been suggested that a number of premises are to be opened in the Provinces by that firm."

Speaking on behalf of the "His Master's Voice" Co., Mr. Drucker, who had come to the meeting specially to deal with this question, emphatically contradicted the idea that his firm would open a chain of retail premises. The shops in Cheapside and Oxford street are to be developed in a way that will do justice to his company and at any time a dealer wishes to purchase these businesses he could do so, on one condition, that he only sells the H. M. V. products. Members present thought that was good
enough and expressed their satisfaction according to order.

Meeting of Gramophone Dealers’ Association

The above took place last month, the presi-
dent, Raisin Jones, in the chair. Matters of trade interest were discussed and plans for the settlement of retail problems examined and agreed upon by members present. The follow-
ing gentlemen were elected to serve on the com-
mittee: R. W. Centland, Edinburgh; W. W. Cooke, Dublin; E. H. Aird, of Harrod Stores, and

Approval. was given to the design and use of a badge and a certificate by members, who, also agreed upon a small transfer for use on gramo-
phones. These will serve to promote public con-
tent.

The Federation of British Music Industries was left to the committee to obtain general consent and in the end it was left to the discretion of members how far they would conform to the recommendations.

London School Teachers Visit Hayes

The visit of the London School Teachers, who, in parties of six at a time, were recently afforded the pleasure of being conducted over the greater part of the plant by trained teachers formed the committee of the London Teachers’ Association. They expressed keen ad-
miration of the company’s organization.

Music Federation News

The Federation of British Music Industries is a very active body, particularly so since its energetic organizing director has been at work.

On January 27, at the Hotel Cecil, the Federa-
tion held its second annual dinner, the popular
president, Alexander Dow, being in the chair.
A large number of guests was present, most of whom agreed upon a small transfer for use on gramo-
phones. These will serve to promote public con-
tent.

The toast of “The Music of the Empire,” pro-
posed by Sir Frederick Bridge, C. V. O., proposed in the name of Sir Frederick Bridge, C. V. O., proposed in the name of the company’s organization.

MARCH 15, 1921

The Federation of British Music Industries was left to the committee to obtain general consent and in the end it was left to the discretion of members how far they would conform to the recommendations.

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EDISON BELL

GRAVOPHONE RECORDS

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH DOUBLE SIDED

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestrations and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH


FROM OUR LONDON HEADQUARTERS—(Continued from page 179)

TALKER GUIDES LONDON CROWDS

Enormous Gramophone in Tube Station Shouts Orders to the Passengers

According to a report from London the subway system in that city has a new feature of which even the New York Subway cannot boast. It is the "automatic stentophone," a large gramophone placed at the foot of the stairway to the congested Oxford Circus station. As the crowds come down the narrow stairway at the rush hour they hear the gramophone roaring at them:

"Keep moving, please."
"Let others pass on the left."
"If you must stand, stand on the right."
"Now, then, keep moving on the left."
"Let others pass on the left."
"Keep moving, please."

The machine is worked by compressed air. The records last about a week each. A sound-intensifying device increases the volume of the stentophone voice, so that its hoarse shout rises above the sound of the passing trains.

INTRODUCES THE MUSI-CALL

Columbia Graphophone Co. Places Novelty on the Market—Well Received by Dealers

The Columbia Graphophone Co.'s Dealer Service department recently introduced the Musi-call, an alarm clock device which, when placed on the Columbia Grafonola or on any other phonograph, with the record and tone arm in position, will automatically start the record playing at the time for which the Musi-call is set. The Musi-call has unlimited possibilities, for it can be used as a pleasant reminder that the day's work is about ready to start, or it can be utilized as a novelty when entertaining friends.

It is suggested that dealers should keep a Musi-call set at ten-minute intervals throughout the day, so that practically every customer who enters the store will unconsciously receive a demonstration. Columbia dealers have evinced a keen interest in the Musi-call and are using it to advantage in their establishments.

HOW LAWN PARTIES BOOST SALES

Enterprise Dealer Features Magnavox at Lawn Parties—Increase Machine and Record Sales—Pointers for Interested Dealers

The J. O. Morris Co., Inc., distributor for the Magnavox in New York and New England territory, received recently an excellent suggestion from a talking machine dealer in Michigan relating to the use of the Magnavox. This dealer stated that this particular "stunt" increased his sales several hundred per cent.

Operating in the rural sections, he gets permission from a farmer who is one of the leading citizens in his locality and who owns a pretentious home and grounds to use his place for a lawn party. The dealer decorates the lawn with lanterns and conducts a gala party with the Magnavox as the chief form of entertainment. He states that as a result of these parties he has secured substantial talking machine orders, and his record sales have increased materially.

"NEEDLE CUT"

MAGNOLIA "Built by Tone Specialists"

Cable "Phonokino, London"

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestrations and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH


FROM OUR LONDON HEADQUARTERS—(Continued from page 179)

"His Master's Voice" Co. of the issue of six double discs bearing English folk dance items during the war; their re-advent has been heartily welcomed by the trade.

Fonotipia records has been taken up by the "His Master's Voice" Co. of the issue of six double discs bearing English folk dance items during the war; their re-advent has been heartily welcomed by the trade.

Coggington's Gramophone Exchange, New Oxford street, London. These fine records were not obtainable till May 30.

A report from London states that as a result of two parties in a territory, received recently an excellent suggestion from a talking machine dealer in Michigan out-

Rush hour they hear the gramophone roaring at the crowds come down the narrow stairway at the rush hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone roaring at the rushes hour they hear the gramophone ro
WASHINGTON, D. C., March 8.—Reproducer for Talking Machines. John William Kaufman, Baltimore, Md. Patent No. 1,367,979. This invention relates to reproducers for talking machines and it contemplates certain improvements in Paten No. 1,354,197, dated September 28, 1920. It is a purpose of the invention to provide a reproducer in which the resilient member between the needle and the diaphragm is mounted to materially increase its responsiveness to the vibrations of the needle and to amplify such vibrations by allowing the use of resilient members of greater rigidity. It is also a purpose of the invention to provide a reproducer which can be used on records having vertical undulations as well as those formed with horizontal undulations.

In the accompanying drawings Figure 1 is a perspective view of one form of reproducer embodying the invention, showing the arm in active position upon a record; Fig. 2 is a view showing in front elevation the reproducer shown in Fig. 1; Fig. 3 is a sectional view of the sound box shown in the preceding views; Figs. 4 and 5 are views showing in front and side elevation, respectively, another form of reproducer embodying the invention; Figs. 6 and 7 are views showing in front and side elevation, respectively, still another form of reproducer embodying the invention; Figs. 8 and 9 are detail views showing certain parts of the reproducers. Similar reference characters refer to similar parts in each of the several views.

Stylus or Needle for Phonographs and Means for Regulating Same. Ray A. Fribis and George Baty, Brooklyn, N. Y. Patent No. 1,367,956. This invention is a new and useful improvement in styli or needles for phonographs and means for regulating the same.

The object of the invention is to provide a device of this class in which a wire may be fitted an exact and predetermined distance in the needle, so as to reproduce the sound recorded in the instrument where the device is used, and a further object is to provide a needle which may be fitted in any instrument.

Figures 1, 2 and 3 illustrate one embodiment, Fig. 1 being a sectional view taken on the line 1-1 of Fig. 2, and Fig. 3 is a sectional view taken on the line 3-3 of Fig. 1, and Fig. 2 is a plan view of this form of needle. Figs. 4 and 5 show another form of needle, these two being side elevations taken at right angles to each other. Figs. 6 and 7 show yet another modification, Fig. 6 being partially in section and Fig. 7 being a sectional view taken on the line 7-7 of Fig. 6. Fig. 8 is a side elevation of yet another modification and shows a needle embodying the invention. Figs. 9 and 10 show an adjusting device, Fig. 10 being a sectional view showing two adjusting holes and the part of the device adjacent thereto.

This invention relates more particularly to the construction of the reproducer shell or back and means for providing a connection between the reproducer and the tone arm of a phonograph; and has for its object the provision of a construction wherein a connection between the reproducer and tone arm may not only be quickly effected, but a connection provided which will be free from the serious objections heretofore encountered because of the tendency of such connections to loosen and thereby producing improper noises or vibrations during the operation of the phonograph.

An object of the invention is to provide means whereby the proper relation between the tone arm and reproducer will be insured and the connection easily and quickly provided without the possibility of such connection to cause any chatter or vibration between the parts; the means enabling the connection to be made by the manipulation of a single element after the respective parts have been properly assembled; thus obviating the necessity for the use of a plurality of screws, or the like, which have heretofore been generally employed.

Figure 1 is a rear elevation of a reproducer provided with the invention. Fig. 2 is a cross-sectional view taken on the line 2-2 of Fig. 1 looking in the direction of the arrows. Fig. 3 is a perspective view of the rear or back wall of the reproducer. Fig. 4 is a perspective view of the tone arm connection. Fig. 5 is a perspective view of the connection forming or locking element, while Fig. 6 is a perspective view of a type of washer or gasket that may be employed in the improved construction.

Phonograph Horn. Edward H. Koehler, Chicago, Ill. Patent No. 1,365,210. This invention relates to phonograph horns, and its object is to improve the tone quality and increase the volume and eliminate the metallic character of tone.

In the accompanying drawing Figure 1 is a side view of a phonograph panel horn, showing the panel construction to better illustrate the features of the invention. Fig. 2 is the front view of a phonograph panel horn.

Reproducer for Phonographs. Labby Belvedro, Bridgeport, Conn. Patent No. 1,355,146. The primary object of the invention is to provide reproducers for phonographs which is readily adapted to playing diamond disc records, records in which the sound undulations are on the side of the grooves and discs in which the sound undulations are in the bottoms of the grooves. To this end the invention comprises a tone arm and a sound box universally connected to the tone arm, the sound box carrying stylus or a needle attachment for records in which the sound undulations are on the sides and bottoms of the grooves respectively and carrying a diamond for use with a diamond disc record.

Figure 1 is a side elevation of a tone arm and sound box embodying the invention, the sound box being shown in the box for playing diamond disc records. Fig. 2 is a top plan view of the structure shown in Fig. 1, but shows the sound box in the position for playing discs in which the sound undulations are on the side of the groove. Fig. 3 is a perspective view of one of the two connectors by which the sound box is attached to the tone arm. Fig. 4 is a side elevational view of the structure shown in Fig. 2. Fig. 5 is a section on the line 6-6 of Fig. 4. Fig. 6 is a section on the line 9-9 of Fig. 5. Fig. 10 is a section on the line 10-10 of Fig. 6. Fig. 11 is an enlarged detail sectional view, showing the connection between the lever carrying one kind of record-engaging element and the arm operatively connecting with other kinds of such elements.

Tone Arm for Phonographs. Alexander F. Bruhy, West End, Wis., assignor to Plymouth Phonograph Co., Patent No. 1,364,180. This invention relates to improvements in tone arms employed in conjunction with phonographs or talking machines, and especially to that particular construction of tone arm in which the same, in addition to being mounted to oscillate upon the base-plate, is spring-balanced so as to support or counter-balance the outer end of the tone arm carrying the sound box and thereby prevent the stylus or needle from bearing too heavily upon the record and unduly wearing the same.

Heretofore in tone arms, constructed as described, it has been customary to connect the inner portion of the elbow of said arm with a spring balance, the idea, as stated, being to overcome to a certain extent the weight of the outer free end of the arm and the sound box, so that the stylus or needle traveling over the groove of the record will not subject the same to undue wear. It has been found, however, that the weight of the tone arm and consequently the bearing pressure of the needle in the groove of the record should vary to produce the best results from different makes of records, thus ver (Continued on page 102)
One of the main objects of the invention is to provide simple and efficient means for holding the lid of a phonograph case raised, this means permitting ready lowering of the lid by raising the same to a predetermined extent beyond its normal raised position and then lowering the lid. Another object is to provide a device which will permit the lid to be lowered, in the ordinary manner, and will not require any special skill or practice in its operation.

In the drawings Figure 1 is a fragmentary side view of a phonograph case of conventional type, showing the latch applied; Fig. 2 is a fragmentary inner side view of the lower portion of the latch arm; Fig. 3 is a forward end view of the same.


One object of this invention is to provide an improved structure for automatically moving the needle holder of a sound box into a position from which it can be conveniently changed without injuring the record.

Figure 1 is a fragmentary top plan view illustrating the invention; Fig. 2 is a side elevation of Fig. 1; Fig. 3 is a section taken on the line 3-3 of Fig. 1 showing the sound box and the locking parts in outline view; Fig. 4 is a view of similar character to Fig. 2, showing the same after having been automatically operated to move the needle holder into a position to permit the needle to be conveniently changed without possibility of injury to the record; Fig. 5 is a transverse section taken on the line 5-5 of Fig. 3; Fig. 6 is a detached view shown partly in section of the parts of the invention and illustrating how the same can be taken apart or put together; and Fig. 7 is a perspective view of a spring retaining member which forms a part of the invention.


This invention relates to sound-reproducing machines or phonographs. More particularly the invention relates to improvements in the tone chamber or horn of such instruments.

One important object of the invention is to provide, in a cabinet phonograph, an improved form of mounting for the tone chamber so arranged as to eliminate the damping of the tone chamber vibrations by the cabinet or casing, the tone chamber being free to vibrate independently of such casing.

A third important object of the invention is the provision of an improved form of tone chamber capable of being molded in a single piece or made from a number of pieces separate from the cabinet and, after being so made, assembled in its cabinet.

Figure 1 is a perspective view of a cabinet phonograph constructed in accordance with this invention; Fig. 2 is a horizontal section through the upper part of the casing of the phonograph constructed in accordance with this invention, the view being taken to show the tone chamber in position; Fig. 3 is a vertical section on the line 3-3 of Fig. 2; Fig. 4 is a side view of the tone chamber, showing the manner of supporting the same; Fig. 5 is a bottom or under side view of a lock plate used herewith.


This invention relates to the recording and reproducing of lengthy speech or music on a plurality of records, and its object is to provide certain new and useful improvements in sound-recording and sound-reproducing machines whereby the continuous recording or the continuous reproduction of speech or music can be readily obtained without noticing the transition from one record to another. Another object is to give the operator ample time for placing the next record in position on the machine prior to the stylus, in engagement with an active record, reaching the end of the sound groove, thus insuring the continuous recording or continuous reproduction of the subject matter.

Form of mounting for the tone chamber so arranged as to eliminate the damping of the tone chamber vibrations by the cabinet or casing, the tone chamber being free to vibrate independently of such casing.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 181)
20492 Sunny Sue (Lewis-Young-Donaldson)—Baritone,
ADVANCE RECORD BULLETINS FOR APRIL—(Continued from page 183)

20493 Mad for You (Friedman-Squires)—Fox-trot,
20494 Naja (Wiedeth-Brennan)—Tenor—Fox-trot—Saxophone—Vocal, 
20495 Happiness—Freyt—Orchestral, 
20496 On a Far Alone Isle (Brennan-Rule)—Fox-trot,

27518 Cradle Song (Wiegenlied) (Brahms)—Contralto,

50045 All For You (Davis-Jackson)—Fox-trot,

20497 Calling (Freddy—President of the Actor's Equity Union)

13017 Old Refrain (Kreisler-Loesser)—Violin Solo,

2078 My Isle of Golden Dreams (Intro. “Hiawatha's
Over the Hill”) (Blauffius-Meyer)—Hawaiian Guitar Solo,

10029 Orientale (Cui-Persson)—Violin Solo.

20498 Mazie (Caine-Dawson-Gold)—Fox-trot,

20499 Ragamuffin

20506 I'm Missin' Mammy's Kissin' (Clare-Pollock)—

27518 Cradle Song (Wiegenlied) (Brahms)—Contralto,

3002 Grand March From “Tannhauser,”

10029 Orientale (Cui-Persson)—Violin Solo.

10047 Bright Eyes (Motzan-Jerome)—Fox-trot—For Dancing—

10034 Blue Jeans—Fred Van Eps—Banjo Solo—For Dancing,

10045 Why Don't You? (Tierney-McCarthy)—Soprano—For Dancing,

10058 The Rosary (Nevin)—Baritone—Orch. accomp.,

10044 Dancin’ (From “Honey—A musical)” (Popular Blues)—Vocal,

10042 My Isle of Golden Dreams—Waltz—Whistling,

10039 Blue Jeans—Fred Van Eps—Banjo Solo—For Dancing,

10059 The Rosary (Nevin)—Baritone—Orch. accomp.,

10050 Dancin’ (From “Honey—A musical)” (Popular Blues)—Vocal,

20498 Bri-tain’s Answer (Vause)—Contralto—Piano accomp.,

27518 Cradle Song (Wiegenlied) (Brahms)—Contralto,

10049 Blue Jeans—Fred Van Eps—Banjo Solo—For Dancing,

10040 Dancin’ (From “Honey—A musical)” (Popular Blues)—Vocal,

10041 My Isle of Golden Dreams—Waltz—Whistling,
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

TO ORGANIZE ACCEPTANCE BANK

Paul M. Warburg Forming Corporation to Finance Foreign Trade by Granting Acceptance Credits—Hopes to Begin April 1

Organization of a new corporation, to be known as the International Acceptance Bank, Inc., with a fully subscribed capital of $10,000,000, to finance foreign commerce, and a subscribed surplus of $5,000,000, is about to be effected, under the laws of New York, by Paul M. Warburg, former member of the Federal Reserve Board, and associated interests. Mr. Warburg will become chairman of the new bank; F. Abbott Goodhue, now vice-president of the First National Bank of Boston, its president, and P. J. Vogel, of the Chase National Bank, and E. W. Davenport, vice-president of the First National Corp., New York, will become vice-presidents. It is expected that the bank will open for business April 1 at 31 Pine street.

The activities of the new bank will be concerned primarily with financing American foreign trade, mainly by granting acceptance credits. It will operate under the provisions of Section 25 of the Federal Reserve Act. In the event the bank should not compete with the $100,000,000 Foreign Trade Finance Corp., which contemplates the issuance of debentures, and is thereby precluded from doing simultaneously a general acceptance business, whereas this bank will not have this power.

Instead of establishing branches abroad the International Acceptance Bank has arranged for the co-operation of European banking interests.

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Edison Message No. 93

It is the record of this company that the prices of Edison Phonographs increased less than 15%, including War Tax, since 1914.

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