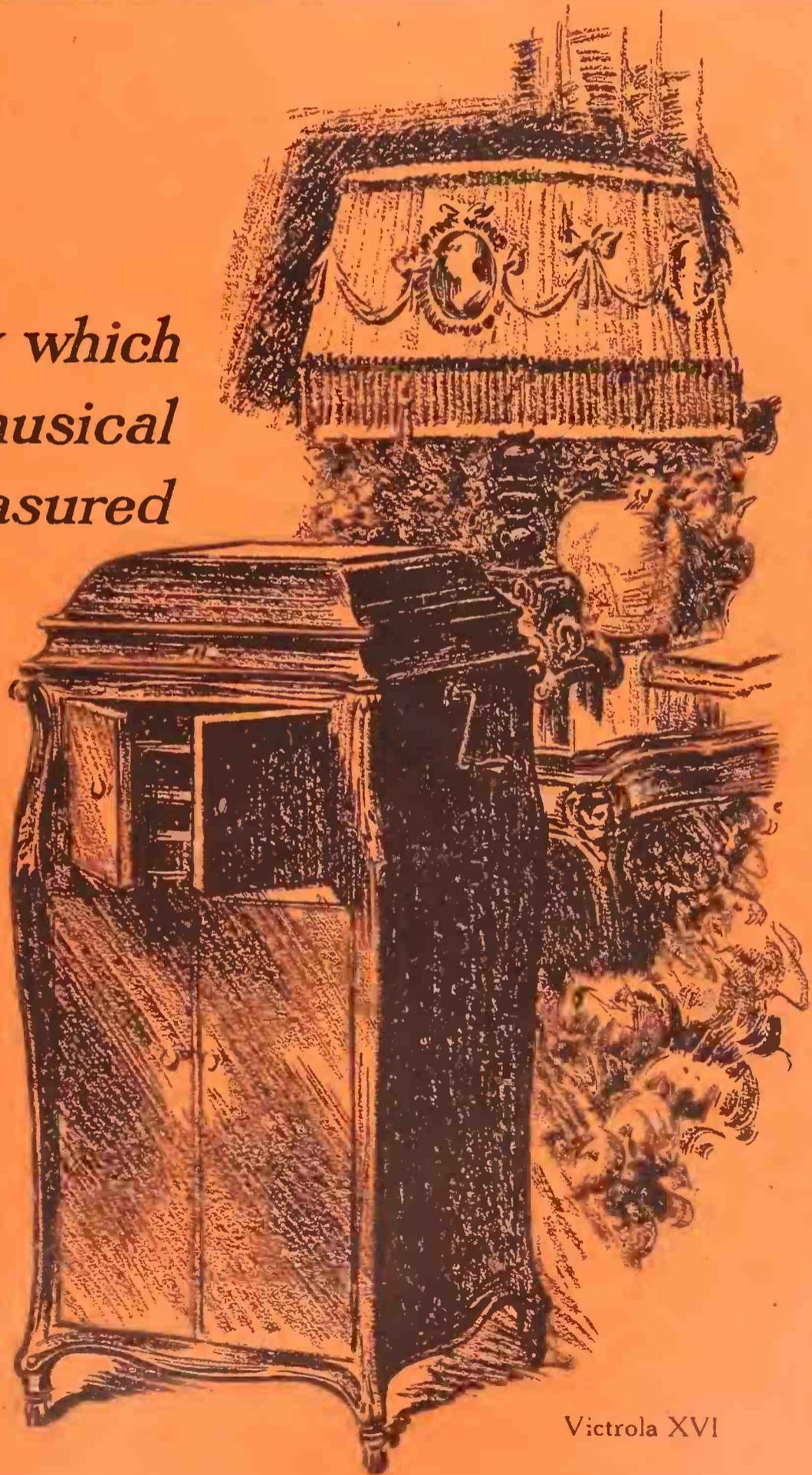


# The TALKING MACHINE WORLD

For the  
makers &  
sellers of  
talking  
machines

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

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



Victrola XVI



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.



*Minuet*



*Nocturne*



*Trovatore*

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. Brightson, President

NEW YORK : 279 BROADWAY

Canadian Distributors: I. Montagnes & Co., Toronto

*The Highest Class Talking Machine in the World*

# The Talking Machine World

Vol. 17. No. 3

New York, March 15, 1921

Price Twenty-five Cents

## TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Twelve Months Ending December, 1920, Total \$7,876,699

WASHINGTON, D. C., March 5.—In the summary of exports and imports of the United States for the month of December, 1920 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during December, 1920, amounted in value to \$60,361 as compared with \$67,843 worth which were imported during the same month of 1919. The twelve months' total ending December, 1920, showed importations valued at \$875,830 as compared with \$558,253 worth of talking machines and parts during the same period of 1919.

Talking machines to the number of 8,041 valued at \$435,581 were exported in December, 1920, as compared with 7,286 talking machines valued at \$329,424 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 66,157 talking machines valued at \$2,490,719 in 1919, and 64,459 talking machines valued at \$1,906,052 in 1918.

The total exports of records and supplies for December, 1920, were valued at \$287,631 as compared with \$391,570 in December, 1919. For the twelve months ending December, 1920, records and accessories were exported valued at \$3,746,387; in 1919, \$3,702,668, and in 1918, \$2,276,357.

## WANAMAKER NOW HAS FOUR LINES

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 the Victor, Brunswick, Sonora and Cheney. Manager Bertine declares that he is confident business will continue strong throughout the year. In spite of the fact that last year was a banner year, the department is equaling, and in some cases passing, the sales totals of 1920.

## THE "WILL TO SELL" ESSENCE OF BUSINESS SUCCESS

This Policy Must Be Unflinchingly Sustained Until Every Prospect Has Been Solicited and the Last Lead Is 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 win, that intangible quality of determination which in all contests sustains the winners through those final deciding moments when losers weaken. It is renamed the more closely to fit each specific application, but fundamentally it remains the will to win—in warfare it becomes the will to kill, in business 'the will to sell.' This last particularly apt phrase I have borrowed from T. C. Powell, vice-president of the Erie Railroad Co.

"Just now the very essence of business management is 'the will to sell,' unflinchingly sustained until the last prospect has been solicited and the last lead investigated. Many a sales manager has sworn to meet the required quotas, many a sales force has to a man vowed to 'make the grade,' only to weaken and report that the business was not to be had.

"Yet here and there working under exactly the same conditions, a sales manager and his men have sustained their efforts a little longer, long enough to find the orders coming a bit easier as

## NEW CONCERN TO MAKE RECORDS

Olympic Disc Corp. Organized With \$260,000 Capital to Make Records—Remington Phonograph Corp. Has Acquired a Controlling Interest—First Releases on April 15

The Olympic Disc Record Corp., with \$260,000 capital, was recently incorporated under the laws of Maryland. This new corporation announces that it "will manufacture the highest possible quality phonograph records, and plans to engage the best artists available." The New York office of the corporation is at 1666 Broadway, New York City. The laboratories and manufactory are located in Brooklyn, N. Y., and are already in operation.

The officers and directors are Philo E. Remington, president; James S. Holmes, vice-president; Everett H. Holmes, treasurer; John Fletcher, secretary; Walter W. Bock, assistant treasurer.

The Remington Phonograph Corp. has acquired a controlling interest in the capital stock of the Olympic Disc Record Corp. and will handle the distribution of the Olympic records throughout the United States. The initial catalog and first releases will appear April 15.

## MAGNAVOX FOR WM. DE MILLE

Used to Direct the Making of Moving Pictures the Magnavox Proves Its Value

Another new use for the Magnavox has developed. Recently William de Mille, director of one of the largest moving-picture corporations, purchased a Magnavox which he now uses to direct the pictures as they are produced. While sitting leisurely in a chair with the transmitter of the Magnavox before him, he talks in a natural tone of voice and succeeds in directing his productions. The result is that the film is not only properly directed, but Mr. de Mille's vocal chords are saved considerable strain.

## TAKE OVER PATHE AGENCY

Cure & Son, Martinsville, Ind., have taken over the Pathé agency formerly held by Frank and Fred Finney, of that city.

## VOCALION DISTRIBUTORS IN TEXAS

J. W. Crowdus Drug Co., Dallas, to Act as Wholesaler of the Vocalion Products

It was announced by the Aeolian Co. this month that the J. W. Crowdus Drug Co., at Dallas, Texas, has been appointed wholesale distributor for Vocalion instruments and the new Red Vocalion records. This company is the



C. J. De Woody

oldest incorporated drug house in Texas, handling everything used or sold in a drug store. The president of this concern is C. J. De Woody.

F. Z. Williams is sales manager of the company and R. M. Rankin is to 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 organiza-



R. M. Rankin



F. Z. Williams

tion and three additional travelers will be added to take care of the Vocalion interests.

The J. W. Crowdus Drug Co. has adopted for its slogan, "The Sign of Quality," and has specialized consistently in quality products. The selection of the Vocalion 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

OMAHA, NEB., March 8.—Ed Patton, who has owned and operated his Victrola 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 what this new Victor location is going to be the busiest place in the city.

# 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 enterprising 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, it 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 the shipment is received; the third column is for the title, while the next four columns are for the size of the records and the amount of each ordered. The next column represents the title on the reverse side of the record, followed by the order number column and the retail price column. At the bottom of the card 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

MAKE OF RECORD		INVENTORY DATE		AM'T SALES				
<i>Progressive</i>		<i>12.1</i>		<i>35</i>				
DATE		DATE		QUANTITY ON HAND				
DATE ORD'D	DATE REC'D	TITLE	AM'T	SIZE	REVERSE SIDE TITLE	NUMBER	PRICE	
<i>12.1</i>	<i>12.5</i>	<i>Oh, Such a Time</i>	<i>25</i>	<i>10"</i>	<i>2 12</i>	<i>Time, Not</i>	<i>5678</i>	<i>85</i>
<i>12.15</i>	<i>1.2</i>	<i>She Went Away</i>	<i>15</i>	<i>10"</i>		<i>Here She Is</i>	<i>7863</i>	<i>85</i>
<i>12.20</i>	<i>1.4</i>	<i>Oh, What a Gal</i>	<i>5</i>	<i>10"</i>		<i>Never Again</i>	<i>1243</i>	<i>1.00</i>
<i>12.20</i>	<i>1.12</i>	<i>The Ideal</i>			<i>12 12</i>	<i>The Locust</i>	<i>2467</i>	<i>1.00</i>
TOTAL NUMBER PURCHASED			<i>40</i>	<i>10"</i>	<i>2 12"</i>			
TOTAL ON HAND			<i>4</i>	<i>"</i>	<i>1 "</i>			

Monthly Inventory Record Sheet of Records

and the total amount of records left on hand at the time of the inventory.

When a card of this kind is used in record checking it is comparatively easy for the dealer to guard against overbuying. This card will show when the records were purchased and the quantity of the different titles. When it is necessary to reorder a certain number he can determine at a glance the length of time it has

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.

## NYACCO Albums At Pre-War Prices



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

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

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

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

New York Album & Card Co.

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

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

# Victor supremacy

## —all the time and everywhere

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

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

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

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

### Victor Wholesalers

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

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



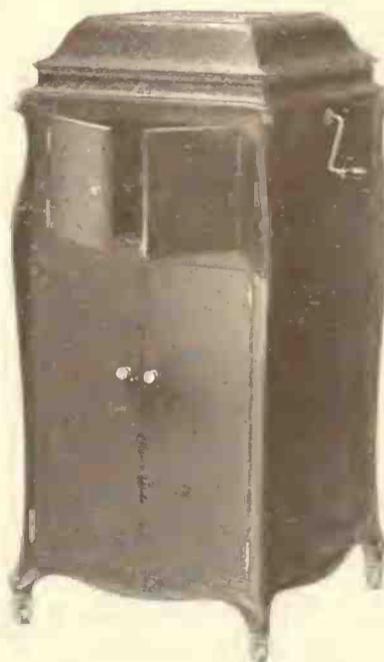
Victrola VI, \$35  
Mahogany or oak



Victrola IX, \$75  
Mahogany or oak



Victrola No. 80, \$100  
Mahogany, oak or walnut



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

## Victor Talking Machine Co.

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



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

## IMPORTANT TO THE TALKING MACHINE TRADE



SELECTING THEIR FAVORITES

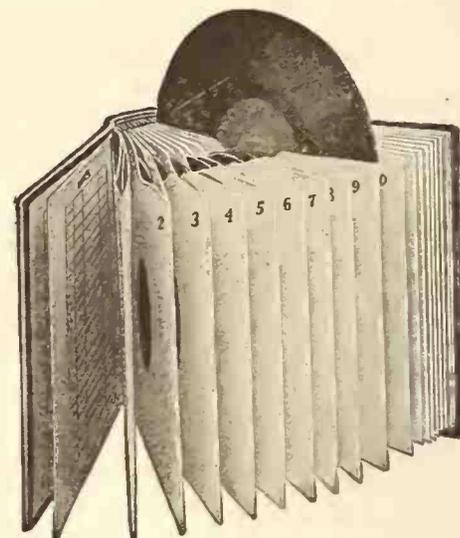
NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.

### Lower Prices for Record Albums

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

We solicit your orders and correspondence.

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



THE PERFECT PLAN

### REFUSES TO HAVE VOICE RECORDED

Georges Clemenceau Says His Voice Sufficed 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.

### ATTRACTIVE MARSHALLTOWN STORE

Mickel Music Co.'s Establishment on Main Street Is Admirably Equipped

MARSHALLTOWN, IA., March 8.—One of the most attractive business establishments in this city is that of the Mickel Music Co., which is handling Victrolas and Victor records exclu-



Interior of Mickel Music Co.'s Store

sively. It is located in the center of the business district on Main street and has six 7x9 foot booths. The decorative scheme in blue and gray is in entire harmony with the light blue Wilton carpet on the floor. This attractive store, which was opened late last year, reports a steadily increasing patronage.

### 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.



This outfit will make a wonderful selling combination with the new Victrola models.

We are ready to supply the trade at very attractive prices.

WRITE FOR PARTICULARS

PEERLESS ALBUM CO.

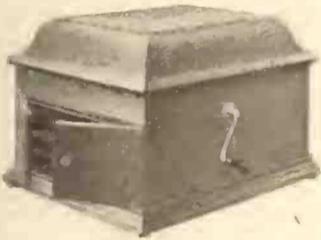
636-638 Broadway, New York City



**Victrola IV, \$25**  
Oak



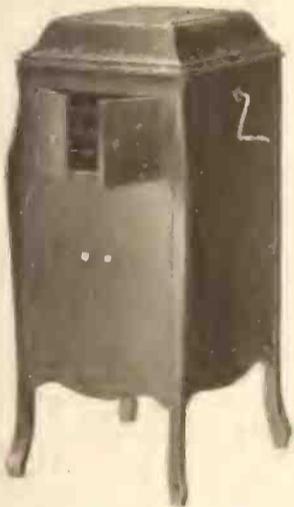
**Victrola VI, \$35**  
Mahogany or oak



**Victrola VIII, \$50**  
Oak



**Victrola IX, \$75**  
Mahogany or oak



**Victrola X \$125**  
Mahogany, oak or walnut



**Victrola XI, \$150**  
Mahogany, oak or walnut



# 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 Trade-mark of the Victor Talking Machine Company designating the products of this Company only.

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## Victor Talking Machine Co.

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



**Victrola XIV, \$225**  
Mahogany, oak or walnut



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



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



**PUBLISHED BY EDWARD LYMAN BILL, Inc.**

President and Treasurer, C. L. Bill, 373 Fourth Ave., New York; Vice-President, J. B. Spillane, 373 Fourth Ave., New York; Second Vice-President, Raymond Bill, 373 Fourth Ave., New York; Secretary, E. L. Bill; Assistant Treasurer, Wm. A. Low.

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The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

Published the 15th of every month at 373 Fourth Ave., New York.

**SUBSCRIPTION** (including postage): United States, Mexico, \$2.00 per year; Canada, \$3.00; all other countries, \$4.00. Single copies, 25 cents.

**ADVERTISEMENTS:** \$5.50 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising pages, \$150.00.

**REMITTANCES** should be made payable to Edward Lyman Bill, Inc., by check or Post Office Money Order.

**NOTICE TO ADVERTISERS**—Advertising copy should reach this office before the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

Long Distance Telephones—Numbers 5982-5983 Madison Sq.  
Cable Address: "Elbill," New York.

**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 where only one occurred before.

The other day the publicity man of a large business institution, one that advertises widely and sells extensively, in the course of an address asked this significant and pointed question of the executives of the concern for whose products he prepares advertising: "What does it avail you to solve all of the other problems of your business if you do not sell your product?" Now this sounds rather a commonplace question, but doesn't it somehow give an unusually impressive and comprehensive idea of the importance which should be attached to the selling end of the business?

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 a mere incident that can easily be attended to without great expense or much thought in preparation. The real fact of the matter is that the selling end of any business constitutes one of the basic, essential factors toward the achievement of success.

A great many business men—and the talking machine field is not exempt by any means—have not concentrated as they should on the proper method of selling their product—at least when present conditions are considered. There is room to put aside more in the cost division of the selling end of the business, and there is room for a number of activities to promote selling which heretofore have too often been neglected or only half-heartedly done. Boiled down to absolute fundamentals there is no commercial profit to be derived from a business unless the product is sold. And the selling, like manufacturing, when properly done costs money and requires persistent and intelligent effort.

There is no excuse for the dealer who is indifferent to these facts, because the manufacturer or jobber from whom he buys, or even the trade publication of his industry, 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 neglected to point a way out, with 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

be able to clear up his obligation in a very few months. But even long terms where the list price is observed are preferable to the general cutting of that list price, for they do not upset what may be termed an established precedent.

The trade as a whole is already feeling the effects of the wave of price-cutting by dealers that has swept through various sections of the country, and there are those who maintain that the practice has already reached the point where in some instances it will be extremely difficult to again re-establish the standard price as a trade characteristic. The unfortunate part of it is that those who adhere to, and have adhered to, established prices in the main, with possible exceptions to meet special conditions and occasions, are suffering, and will suffer, from the practices of those who evidently have little confidence in the recuperative powers of the industry and are taking the easiest way to build up current sales totals.

In the handling of products that cannot be considered seasonable, as, for example, talking machines, and which can be sold in the Fall as well as in the Spring and in the Summer as well as in the Winter, it seems unfortunate that the practice of demoralizing prices, so little warranted by manufacturing and selling costs, should have appealed to so many of those in the distributing field.

**GREAT SINGERS HAVE NOW BECOME IMMORTAL**

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 assert that the great popularity of the great tenor can be attributed in a very large degree to his talking machine records, for they have brought Caruso's voice, personality and art into the homes of the humblest of people—into the backwoods as well as the Fifth avenue mansion. In this way there has been established an unusual intimacy—the closest possible relationship to the singer. Hence it was that the entire country was so keenly interested in the illness of this popular singer, who, we are glad to say, is now convalescing.

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 Rutabago!' or 'When the divine Minestrone sang at the Academy of Music!'

"Such facile disparagement of those who have the misfortune to be alive and audible will be out of favor in another generation or so. The music lover of 2021 will be able to turn to his talking machine and hear, in a reproduction which one may suppose will be progressively more adequate, the voices of Caruso and his great successors. Their relative merits he can estimate for himself. But the critic, when a new vocal star appears, will have to make a serious effort to estimate his value for a public which has its own method of checking his observations."

It is rather interesting to note that talking machine dealers throughout the country reported a tremendous increase in the sales of Caruso records during his illness. It seemed as if people wanted to express their sympathy by hearing his records—a sort of psychological manifestation of their good will and friendship.

**TRADE TREND IS DEFINITELY OPTIMISTIC**

BUSINESS continues to show every evidence of improvement, although progress is slow. The characteristic steps in the liquidation process have occurred in established progression. One thing clearly ahead is a broad cycle of expansion. Hence the trend is now definitely optimistic, despite the numerous cross currents that may be encountered.



**Wholesale** **Exclusively**

*"In and Out the Same Day."*

**METROPOLITAN Dealers, do you use Pearsall's Back Order System?**  
**Ask any Pearsall dealer—He will tell you.**  
*"That's Pearsall Service."*  
*"Desire to Serve PLUS Ability."*

10 EAST 39th ST. NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

**A Vital Message  
to Dealers**

INSURE YOUR RECORDS  
USE

**Gilt  
Edge**

TRADE MARK REG.  
CERTIFIED PHONOGRAPH

**Needles**

MADE IN U.S.A.

*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 Mdse. 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 warfare.

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 disappointed 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 record library 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, rec-

ord 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 and 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

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

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.

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 thing that is 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 consecu-

tive 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 selling phonographs and records. 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 activities, 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 sales helps and service that will assure you a bigger and better Victor business.



## THE ECLIPSE MUSICAL CO.

Wholesale Only

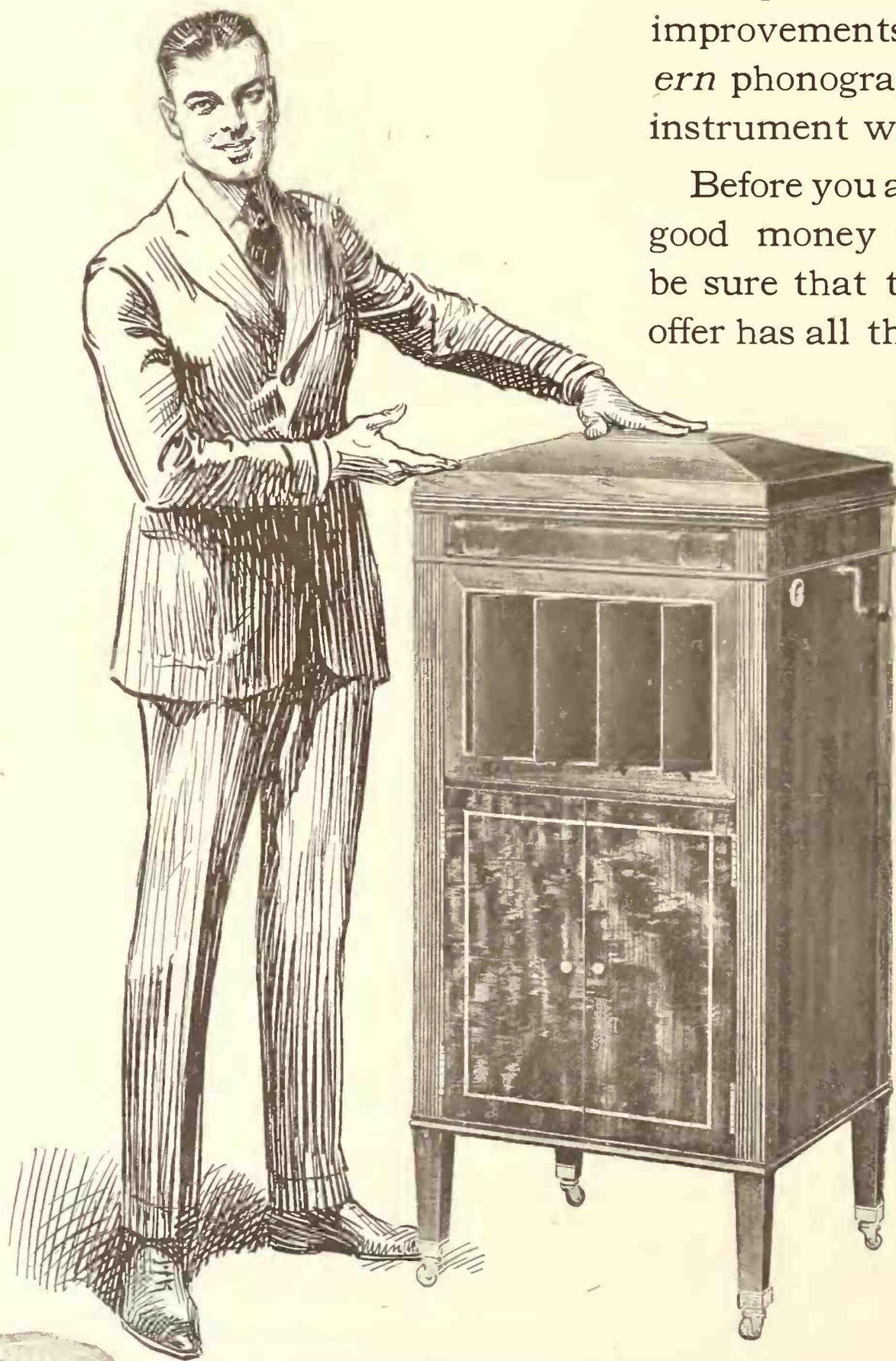
Cleveland, Ohio



# Sell a *Modern* Phonograph

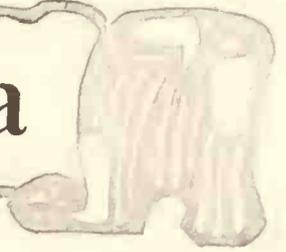
WHICH is the easier to sell — a phonograph with all the up-to-date refinements and improvements that make a *modern* phonograph, or an old-style instrument without them?

Before you ask the public to pay good money for a phonograph, be sure that the instrument you offer has all the *modern* features.



# COLUMBIA

# 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.

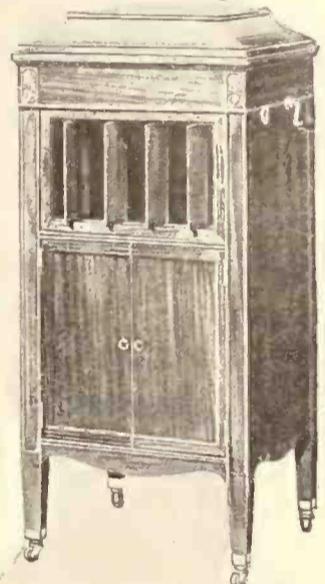
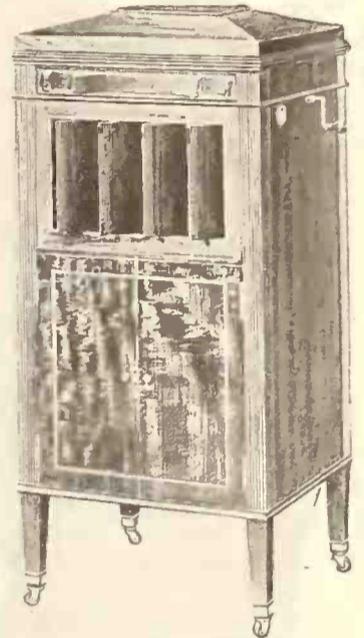
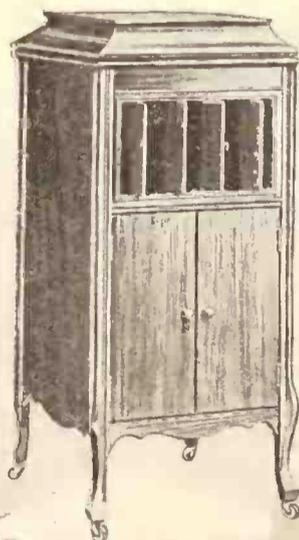
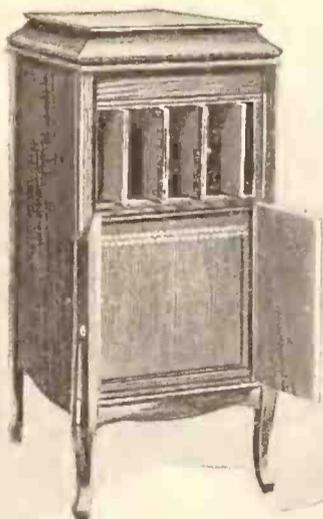
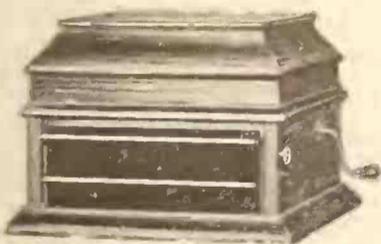
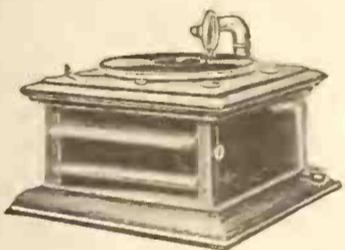
The Columbia Grafonola has the *exclusive* Columbia Adjustable Tone Leaves, by means of which its music can be made either loud or soft, as the selection requires, without sacrificing tone quality or any of the beauty of the record.

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, dur-

ing 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

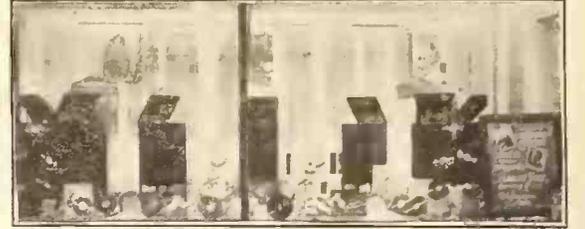
Frank Rudolph, who is quite familiar with the talking machine trade, is now traveling for the Vicsonia Mfg. Co., Inc., New York, makers of the Vicsonia reproducer for playing Edison records on Victor and Columbia machines. Mr. Rudolph is now in the South and is making very satisfactory reports from that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

**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 Furni-



Display of Harry Fox Columbia Records 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.

STATEMENT *Okéh* Records have proven themselves!

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

SUGGESTION - Try KENNEDY-GREEN service in connection with

*Okéh* Records  
DEAN NEEDLES, etc.

ANOTHER SUGGESTION - Write

**KENNEDY-GREEN COMPANY**

1865 Prospect Avenue

Cleveland, Ohio

AND SEE WHAT HAPPENS

# 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 in the city. Mrs. Jones answers the latter question in the negative. She has never liked to run an account, she says, but happens to be a little short of money just at present and has decided to take advantage of the shop's dignified credit plan and have music in her home at once instead of waiting a few weeks until she has all the money on hand at one time.

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 his 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.

"H'm! Let's see," pursues the salesman. "How long did you live at 234 Poplar street?"

"I?" exclaims Mrs. Jones in a surprised tone. "Why, I have never lived on Poplar street?"

"I see. Must have been some other Jones. There used to be some Joneses living at 234 Poplar street. They moved from there last January.

"Did you ever buy anything from the Melodious Shop, Mrs. Jones?"

"No, I don't believe I know anything about the Melodious Shop. Is it located in the city?"

"Oh yes. Right over on Main street. Seems rather odd, but a Mrs. Henry Jones bought a period Melodious from them last Christmas. This Mrs. Henry Jones lived at 234 Poplar street at the time, but removed from that address on January 1 without leaving a forwarding address."

The salesman steps to the door and admits another gentleman, whom he introduces as "Mr. Brown, of 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

*By a Systematic Interchange of Information the Pathway of the Swindler Can Be Made Rough and Dangerous*

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 skips 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 skips, rejections and undesirables. Each day the members prepare lists of their skips or of those who are so 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)



**Anything Worth Doing Is Worth Doing Well**

You are handling Victor merchandise. We believe the logical way to handle it well is to handle it Exclusively.

**ORMES, Inc.**

103 E. 125th St. Wholesale Exclusively NEW YORK



**"O-H-I-O (O-My!-O!),"** 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.**

**Columbia Graphophone Co.**  
NEW YORK

### 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 only information given on the cards, apart from that of color, is the name, address and occupation of the applicant, and the name, address and telephone number of the member who made the report.

Each member of the association has a set of the cards in his own shop. The number of cards is increased from day to day, as the secretary brings around from half a dozen to fifteen or twenty each morning.

Besides these cards, the secretary has another file, called the removal file, in her office, which is not kept by the individual members. In this file the secretary keeps a record of all removals into, out of, or within the city. The file is arranged alphabetically by streets and the names filed alphabetically under the street divisions of the file. The information for this file is gathered from a daily paper published by the city. A city ordinance requires all van and moving companies to report all removals to the Police Department and the information is published, along with other matters, of course, in this paper.

Cards are kept for one year in the removal file, the cards for the same months one year before being withdrawn each month. Cards in the files of the members are kept perpetually.

The information concerning women whose husbands have disclaimed responsibility for their debts is obtained from the personal columns of the daily newspapers.

#### How It Works

When this association was first formed the dealers found that there was a systematic business of robbery being carried on in the city. The same ones who were beating one dealer were also beating other dealers in the same way. Then they brought out their old books and prepared cards for the past five or six years, and they have been collecting these old debts ever since.

When Mrs. Jones applied for credit from the Modern Shop all the salesman had to do was to step into the next room and consult his file to

find that she had beaten the Melodious Shop some months before. A telephone was in the room and he immediately called up Mr. Brown and told him to hurry over with the contract of Mrs. Henry Jones, of 234 Poplar street, with what results we have seen.

If Mrs. Jones' card had been a green one the salesman would have called up the shop the name of which was given on the card and have inquired why they had rejected her account. He would then have used his own judgment as to whether his company should accept the account.

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 that would have settled the matter and the company would have been saved a bad account. If, on the other hand, there had been a reconciliation of some kind and she could get her husband to sign the contract, well and good. Hers might be a very desirable account.

The old trick of opening an account and then moving to another address is defeated by the removal file, for the simple reason that the secretary of the association knows the customer's new address on the following day. When the customer fails to meet her payments as agreed and the collector finds that she has moved, all he has to do is to call up the secretary's office and get her new address.

Many impersonators are being caught by this association also. Each member of the body has his investigator, of course, and he readily learns whether or not the person of the name given has made the purchase. In the case of impersonators, two cards are made out, one of the impersonator and one of the person impersonated. The former is, of course, turned over to the police.

This association has succeeded in utterly wiping out the bands of crooks that formerly grew rich preying upon them. The dishonest ones can't understand how it is done, but they know such an organization exists and that they can't beat it.

So successful has the work of this association been that other dealers in the same and other cities are copying it with splendid results. Every large city has its credit men's association, but these organizations are of very little

value to their members. They are too large, for one thing. For another, the members do not have their files of undesirables. The central office of the association has huge files containing the names of all customers who carry accounts with members of the association, but if one wishes information about a certain person one must call up the central office and wait for it. Dealers very naturally do not care to use the telephone to make inquiries about every person who applies to them for credit, thereby exposing their business secrets.

#### How Talking Machine Dealers May Use System

Talking machine dealers in large cities could use the same plan that has been outlined above. Those in smaller cities would probably not need to employ a salaried secretary, but could entrust to a stenographer in one of the shops the task of getting out the cards. Such expense as is incurred would be borne by all the members.

It is not necessary or desirable that the members expose all their accounts. Only the cards of the bad ones should be prepared and filed. The idea is simply that of organization for mutual protection and assistance.

The success of the plan depends wholly upon co-operation of the members of the association and in getting out the cards promptly. There is little use to organize and adopt the system if the dealers are going to be backward about letting others know how many have beaten them or are beating them, or if the secretary is going to dally along and not get out the cards promptly.

The latter fault has almost dissipated the benefits of the association in one organization that has copied after the one described in this article. There are twenty large firms in this association and when they organized they presented lists of thousands of old accounts for which cards were to be prepared. Thereafter they sent in long lists daily, with the result that the secretary has been utterly swamped and has been unable to keep up with the current lists, much less make out cards for the old accounts.

Hardly any organization of talking machine dealers would be so large as to cause this difficulty, however.

Dealers in any town or city who organize such an association and co-operate heartily will be protected from untold losses and will collect thousands of dollars from old accounts which they had almost despaired of ever realizing on.

#### SOME LATE HOUSEHOLD HINTS

We live to learn. Here is a person who is sold on the idea of having music in the home. In order to make housework easier it is suggested that by sprinkling the silver polish on the turntable of the family talking machine the family silverware may be cleaned with neatness and dispatch. This ought to be good for the turntable! The idea might be carried out in other household ways, such as sharpening razor blades, manicuring, shining shoes and then, if there were any time to spare—playing records!

## H. J. SMITH LABORATORIES

### Jewel Manufacturer

EXECUTIVE OFFICES,  
FINISHING and  
RECORDING  
LABORATORY JEWELS

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

SAWING  
GRINDING  
ROUGHING  
ROLLING and  
EXPERIMENTAL  
LABORATORY

Plant No. 2  
54½ Franklin St.  
NEWARK, N. J.

#### MANUFACTURER OF

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.



### 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-



Joseph Fink

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 C. B. Noon as vice-president and manager of the Baltimore store. The firm, which was a \$30,000 corporation, is now a \$200,000 corporation.

The Kranz-Smith Piano Co. is one of the best-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 Artrio-Angelus and the Bradbury and Webster lines. It is quartered in a very imposing 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 business 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 organized. 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 became 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 Department of Hardware Concern and Consolidate 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 365 Main street. The store will be connected with the present Nichols & Frost stores by the installation of a connecting passage in the rear and will be fully equipped with everything 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 outgrown the present space on the third floor. More room was needed. The Victor department carried by the Fitchburg Hardware Co. was bought by Nichols & Frost, now Fitchburg agents for that popular machine.

The Victor 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 accommodate customers.

### NOTED ARTISTS HELP RECORD SALES

Artists' Department of Werlein's Brings Famous Artists to New Orleans—Business Is Very Active 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 supply 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 artists' department of the Werlein house, is bringing a number of famous artists to the city. We recently heard Bonci, Schumann-Heink, Tetrizzini, 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.

## GRANBY PHONOGRAPH CORPORATION

☒ N O R F O L K - V I R G I N I A ☒

.. Factory · Newport News..



*The Brunswick Ultona playing  
a Brunswick Record*

## 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

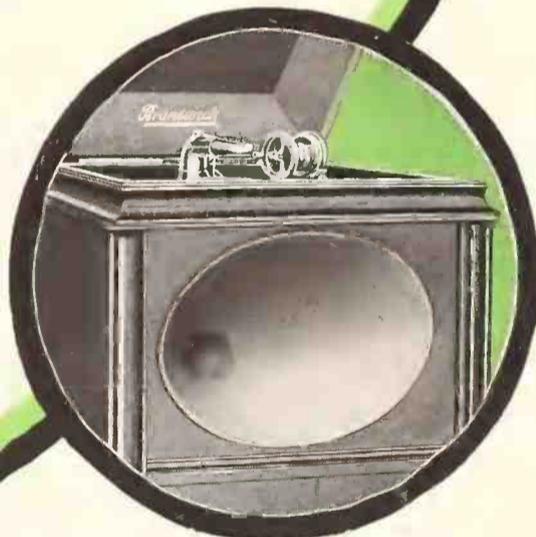
New England Distributors:

Kraft, Bates & Spencer, Inc., 1265 Boylston Street,  
Boston, Mass.

Canadian Distributors:

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

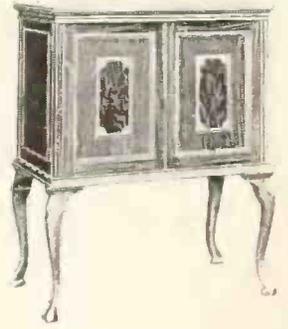
The Brunswick-Balke-Collender Company,  
1a La Calle De Capuchinas No. 25,  
Mexico City, Mexico



*The Brunswick Oval Tone Amplifier,  
with grill removed*

# *Brunswick*

**PHONOGRAPHS AND RECORDS**



The Gotham



Style 135



Style 122

# Brunswick

PHONOGRAPHS AND RECORDS



The Georgian



## Appropriate Atmosphere

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 Beaux Arts

# Brunswick

PHONOGRAPHS AND RECORDS



*Individuality graven  
into them*

# The Brunswick Method *of* Interpretation

**T**HE 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: 623-633 South Wabash Avenue, Chicago

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

New England Distributors:

Kraft, Bates & Spencer, Inc., 1265 Boylston Street,  
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Canadian Distributors:

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

The Brunswick-Balke-Collender Company,  
1a La Calle De Capuchinas No. 25,  
Mexico City, Mexico



# *Brunswick*

**PHONOGRAPHS AND RECORDS**

**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 make retails 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 averse 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. NE-16002.

**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. Hyneman. 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."

**Your Opportunity to  
Buy at the Right Price**

We manufacture 3 and 5-ply panel stock in all thicknesses and woods. Also 3-ply shelf stock for Talking Machine Cases.

Ask for quotations on our Talking Machine Crating Boxes. They are built of solid woods.

**THE BRANDTS FURN. CO.**  
CELINA, OHIO



**HARPONOLA**

The  
PHONOGRAPH  
with the  
**GOLDEN  
VOICE**

**To  
Dealers**

who apply, I am ready to make the most interesting and profitable talking machine proposition that could be extended.

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 MERCELINA PARK  
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 prose, poetry, drama 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 this favorite into the home, to be heard whenever desired, is truly an accomplishment which would appeal to everyone. The recording 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

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

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 record-making 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 record 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, ILL., March 3.—The Brunswick Shop, which is managed by Miss Grayce C. Van Couteren and has been located in the building with the Ogle Furniture Co., 219 West Second street, is now in its new location in 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, new record cases and 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 company has received 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, O., has been incorporated with a capital of \$20,000. 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

# "A new Gennett"



## REFLECTIONS

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

To know the utmost in music's reproduction hear Gennett No. 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 song bird'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. He is practicing what he preaches, and as a result the distribution of the Granby phonographs is growing steadily.

The Granby factory at Newport News, according to Mr. Howard, is exceedingly busy and the outlook for the balance of the year is very bright.

**MONTALVO IN NEW LOCATION**

M. Montalvo, Jr., talking machine dealer of Plainfield, N. J., has moved to a new location in the Strand Theatre Building, East Front street, that city.

**SCHMELZER CO. ACTIVITIES**

Great Gathering of Victor Dealers—New Monthly Records Demonstrated—Addresses by Prominent Individuals—Third Salesmanship Class Just Opened—Many Practical Talks

KANSAS CITY, Mo., March 4.—A very interesting gathering of Victor dealers and their salespeople within a radius of seventy-five miles of this city was held under the auspices of the Schmelzer Co., Victor distributor, at its wholesale building, 2015 Grand avenue, on the evening of February 8. This meeting was primarily for the purpose of hearing the new monthly records presented to the listeners by David R. Walsh, manager of the service educational department. This program was interspersed with addresses pertaining to dealers' service and helps by Arthur A. Trostler, secretary of the Schmelzer Co., and T. La Rue Husselton, field representative of the Victor Co.

This was the first meeting of this kind called by the Schmelzer Co., and all present were quite delighted with its success and unanimous in the wish that this plan of hearing the records demonstrated be carried out each month hereafter. Those present were:

Miss Wooley and H. McArthur, Wunderlich Piano Co., Kansas City, Mo.; S. F. Butler, Butler & Sons, Kansas City, Kan.; Mae McJilton and Sadie Spanger, Smith, Barnes & Strohber Co., Kansas City, Mo.; Mr. Boice, Miss Lyon, Miss Miller and H. W. Harper, Boice Voice Shop, Kansas City, Mo.; E. P. O'Connell, Miss

Tower, Miss Hanes and Mrs. Godfrey, Jones Store Co., Kansas City, Mo.; Miss Emerson and K. G. Haynes, Von Hershner & Trudell Music Co., Kansas City, Mo.; W. H. Hader, A. H. Hader, Higginsville, Mo.; Miss Clara Kaiser, G. F. Kaiser, Ottawa, Kan.; Mrs. L. H. Houston, J. H. Bell Music Co., Lawrence, Kan.; Mr. Stephens, Stephens Furniture Co., Liberty, Mo.; Everett Gibson and G. F. Wise, Carl Hoffman Music Co., Leavenworth, Kan.

The Schmelzer Co., by the way, just closed its second salesmanship 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 Geraughty, 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. Fritschy, impresario. These classes have been under the direction of David R. Walsh, who has found the dealers most keenly interested. The third salesmanship 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"

HARRY A. BEACH  
PRES AND MGR.

C. F. REDMOND  
VICE-PRES

CHAS. F. WALL  
SEC AND TREAS

THE MUSIC SHOP, INC.

KALAMAZOO, MICH.  
SUCCESSORS TO THE FISCHER MUSIC SHOP  
SECOND FLOOR FIRST NATIONAL BANK BLDG  
TELEPHONE 566

KALAMAZOO HEADQUARTERS FOR VICTROLAS AND VICTOR RECORDS

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 seasons best greetings we beg to remain

Yours very truly,

The Music Shop, Inc.,

Per. *Harry A. Beach*

**MAGNAVOX**

*Music and Voice  
Telemegaphones will  
increase your Sales.*

PIANOS  
PLAYER PIANOS  
GRANDS  
BAUER  
KIMBALL  
WHITNEY  
MINZE  
LYON & HEALY  
SCHAAF  
RECORD CABINETS  
ROLL CABINETS  
MUSIC CABINETS  
PLAYER RECORDS  
POPULAR AND STANDARD SHEET MUSIC  
CENTURY COLLECTION  
BAND AND ORCHESTRA INSTRUMENTS  
MUSIC BOXES  
WUERTZEL  
LYON & HEALY  
SCHMIDT AND COMPANY-MADE  
VIOLINS  
GIBSON  
MANDOLINS  
AND GUITARS  
MOTROLAS  
REPEATOGRAPHS  
ALL SMALL MUSICAL MERCHANDISE  
INSTRUMENT CASES  
AND SUPPLIES

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

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

J. W. SANDS COMPANY,  
123 East 5th St., Dayton, Ohio.  
Entire State of Ohio.

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

C. L. MARSHALL COMPANY,  
82-84 Griswold St., Detroit, Mich.  
Lower Peninsula of Michigan.

KIEFER STEWART COMPANY,  
Indianapolis, Ind.  
Entire State of Indiana.

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

SOUTHWESTERN DRUG COMPANY,  
217 So. Market St., Wichita, Kan.  
States of Kansas and Oklahoma.

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

Manufactured By  
**THE MAGNAVOX CO.** **Oakland, Calif.**  
*Pacific Coast Distributors of Sonora Phonographs*

# Victor Dealers of the Rocky Mountain Region

Put Your Selling Problem Up To Us

Our expert staff of Victor merchandising specialists are at your command at all times—each offering you a real service in helping you to solve your retail problems.



Our five floors devoted exclusively to Victor goods, and to the needs of Victor dealers, are admirably equipped to offer a genuine service.

*We Back the Dealer Who Backs the Victor*

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

### WIRELESS MEGAPHONE CONCERT

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

Tossing on the waves somewhere off Sandy Hook the steamship "Gloucester" was proceeding on its way, while below decks 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 of wood. Immediately the voice of the radio operator on board 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 crackle 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 present location.

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 tomorrow 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.

### 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 were 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.

### 22 PURE VOICES OUT OF 3,800

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 imperfection 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's trill 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 chattering, 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 hearer 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 José 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.



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

## 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 distribution 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 presented a comprehensive report embodying a number of recommendations favoring in a general 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 minimum 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 Representatives that the present customs duty of 35 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 newspapers, business magazines and trade papers of the country and to local commercial and national trade associations. It was also decided to obtain the approval of as many national associations as possible for the commodity sales tax and have them give it active support.

Calculating that the requirements of the Government would amount to four billion dollars in revenue, it was recommended that Congress 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 reached the 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 (estimated maximum, \$2,000,000,000) be raised, 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.

In the preparation of the report the committee 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, surtaxes should be revised, and that wartime excise taxes should be eliminated, as they violate the principles of justice and fairness in taxation, and will not yield the expected revenue because such taxes will serve to restrict sales in the industries upon which they are levied.

### Evidences of Discrimination

The report says specifically:

"As illustrative of how some of the commodities 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 expectation 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 retailer almost never makes a cash sale and in the great majority of cases the initial payment scarcely offsets the tax which has been advanced to the Government months previously by the manufacturer. In normal times the transaction is not completed by the final payment 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 burden 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 decrease 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 luxuries which can stand them 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, irrespective of the desirability of curtailment, defeats its only real purpose, namely, that of obtaining revenue. As a method of curtailing alleged luxuries, it is sufficient to point out that Government curtailment of industries which are harmful to neither public health nor morals, and indirect Government regulation of the buying habits of the people, is contrary to the true American conception of the rights of the individual

# 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?

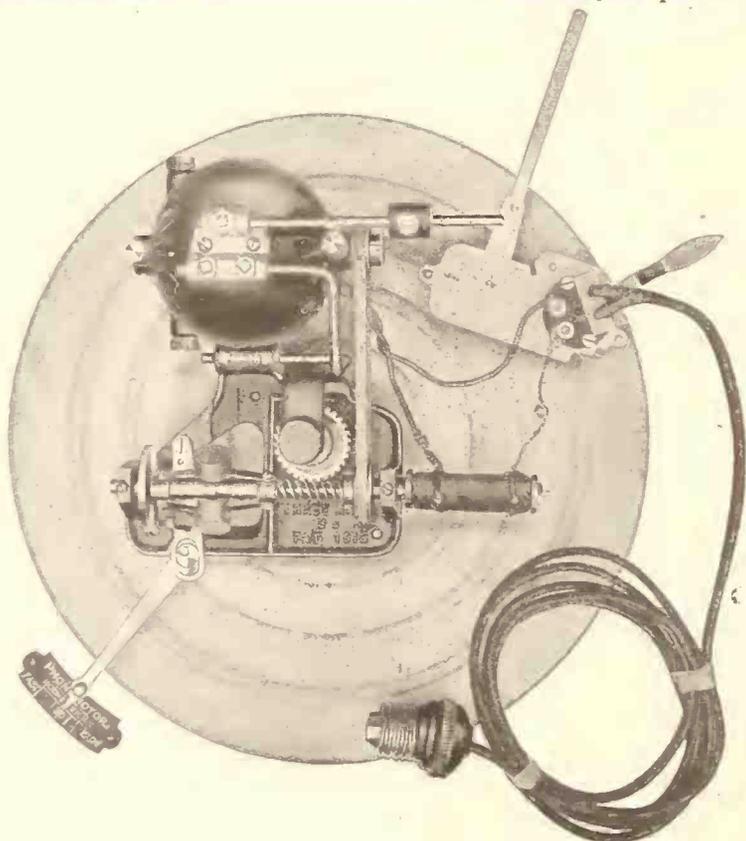
That the PHONOMOTOR was and is, the first in the field, that many owners testify to its wonderfully perfect service.

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 repair concerns from coast to coast have added this motor to their line of accessories, send for a sample. On application prices will be quoted on quantity orders.

## GEORGE CLAY COX

73 State Street

Rochester, N. Y.

**NYOIL**  
FOR YOUR PHONOGRAPH

**Made in Our Watch Oil DEPARTMENT**

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

**The Best Oil For Any Talking Machine**

In refining, Nyoil is given the same care as our famous watch oil receives. All gums and impurities are removed, leaving it

**Colorless, Odorless and Stainless.**

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

NYOIL is put up in 1-oz., 3/4-oz. and 8-oz. Bottles and in Quart and Gallon Cans.

For Sale by all Talking Machine Supplies Dealers  
**WILLIAM F. NYE, New Bedford, Mass., U.S.A.**

and the function of government. Furthermore, if such were not the case excise taxes could be defended as luxury regulations only if applied to all luxuries, and to luxuries only. Such is decidedly not the case with the present excise taxes.

"The existing excises tax the motor truck, but not the horse-drawn vehicle doing the same work; they tax the fur coat of the farmer and lumberman which he could scarcely do without, but not a cloth coat which for many uses is less desirable; and they tax the piano necessary for the child to obtain its proper musical education, or the band instrument with which he may later earn his living, but not the toy with which he amuses himself.

**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 excise 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 these days of advanced civilization to exist merely is not really to live. The typical piano or phonograph is not the expensive concert grand nor the phonograph de luxe. On the contrary, the great bulk of these products go into humble homes, where they become the most potent factor in keeping the home together, especially when the children grow old enough to be allured by outside attractions, unless there is a pleasant home life. A discriminatory tax on music is a blow at the home and at education.

"Under no circumstances should the discriminatory wartime excise taxes be continued longer."

After urging that some system be adopted whereby everyone should be required to pay an income tax, the report went on to say that the taxes already discussed will provide a revenue amounting to about \$2,000,000,000, and that the problem is to raise a similar amount by new taxes. This problem can best be met by a sales tax, either a general sales or turnover tax, applying to the sale of all goods and services in lieu of all other business taxes, the rate

usually favored being one per cent, or the commodity sales tax applying to the sale of all goods and merchandise, but not to capital assets or services. The committee favors the commodity sales tax for the following definite reasons:

1. It is simple to administer by the Government, and easy to compute and pay by the business concern.
2. It is definite, and the exact amount which the tax adds to the cost of doing business is known at the time of the transaction, which is not true of profits taxes.
3. It avoids the necessity of making a huge increase in the corporation income tax rate. Such increases would add materially to the evil of price "loading" as a means of insuring against a profits tax which cannot be anticipated. An increase in a profits tax causes much more than an equivalent increase in price "loading." An increase in profits taxes would also add to the enormous difficulties which business faces under the necessity of providing large sums of money as tax payments, which, even though they have been collected from customers, are often tied up in the form of accounts receivable, raw materials and merchandise.
4. It avoids the necessity of expanding the present discriminatory excise taxes, and in effect substitutes a low rate and just sales tax on all business for a special high rate and discriminatory sales tax which is levied on a few businesses.

The various arguments presented against the proposed commodity sales tax are also carefully analyzed in the report.

The legal committee consists of J. Harry Shale, treasurer of the A. B. Chase Piano Co., chairman; E. B. Bartlett, W. W. Kimball Co., Chicago; J. Newcomb Blackman, Blackman Talking Machine Co., New York; George L. Cheney, Pratt, Read & Co., Deep River, Conn.; Walter Fischer, Carl Fischer Co., New York; Kirkland H. Gibson, Ivers & Pond, Boston; R. W. Lawrence, New York; Frederick Sunder-

man, Bennett & White, Inc., Newark, N. J.; H. L. Willson, Columbia Graphophone Co., New York; Howard E. Wurlitzer, Rudolph Wurlitzer Co., Cincinnati, and Alfred L. Smith, general manager of the Music Industries Chamber of Commerce.

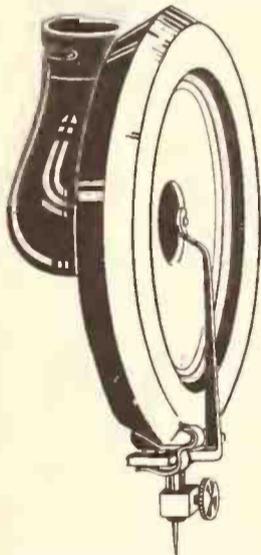
**Program Is Getting Support**

With the purpose of formulating a co-ordinated movement for tax revision which will be fair to all trades without being a burden to the consumer, the Music Industries Chamber of Commerce has sent individual letters to more than 150 trade organizations which, like the music industry, are affected by the discriminatory wartime excise taxes still in force, stating the industry's position as adopted by the board of directors of the Chamber, and arranging for the presentation of arguments at Washington in such a form as not to result in conflict and confusion in the minds of the legislators. With each letter was enclosed a copy in pamphlet form of the tax report made by the legal committee of the Chamber to the board of directors, adopted by the board at its meeting on February 4.

Letters have also been sent by the Chamber to hundreds of commercial organizations urging that, as Congress is looking to the business men of the country to make constructive suggestions for tax revision, they build their recommendations to Congress along the lines of those formulated by the Chamber's legal committee.

Besides taking the tax matter up with the commercial and trade organizations, the Chamber laid its recommendations, with a personal letter, before every member of the Ways and Means and Finance committees and sent them to all the other members of Congress, old and new. Responses to the Chamber's appeal to trade and commercial organizations already are beginning to reach the general offices in New York in gratifying numbers. Almost without exception they are in accord with the position taken by the music industry.

**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 Mutual**  
**— TONE ARMS & SOUND BOXES —**

**PHONO PARTS MFG. CORP.**

HERMAN SEGAL, Pres.

149-151 Lafayette St.

New York City

**COTTON FLOCKS**

.. FOR ..

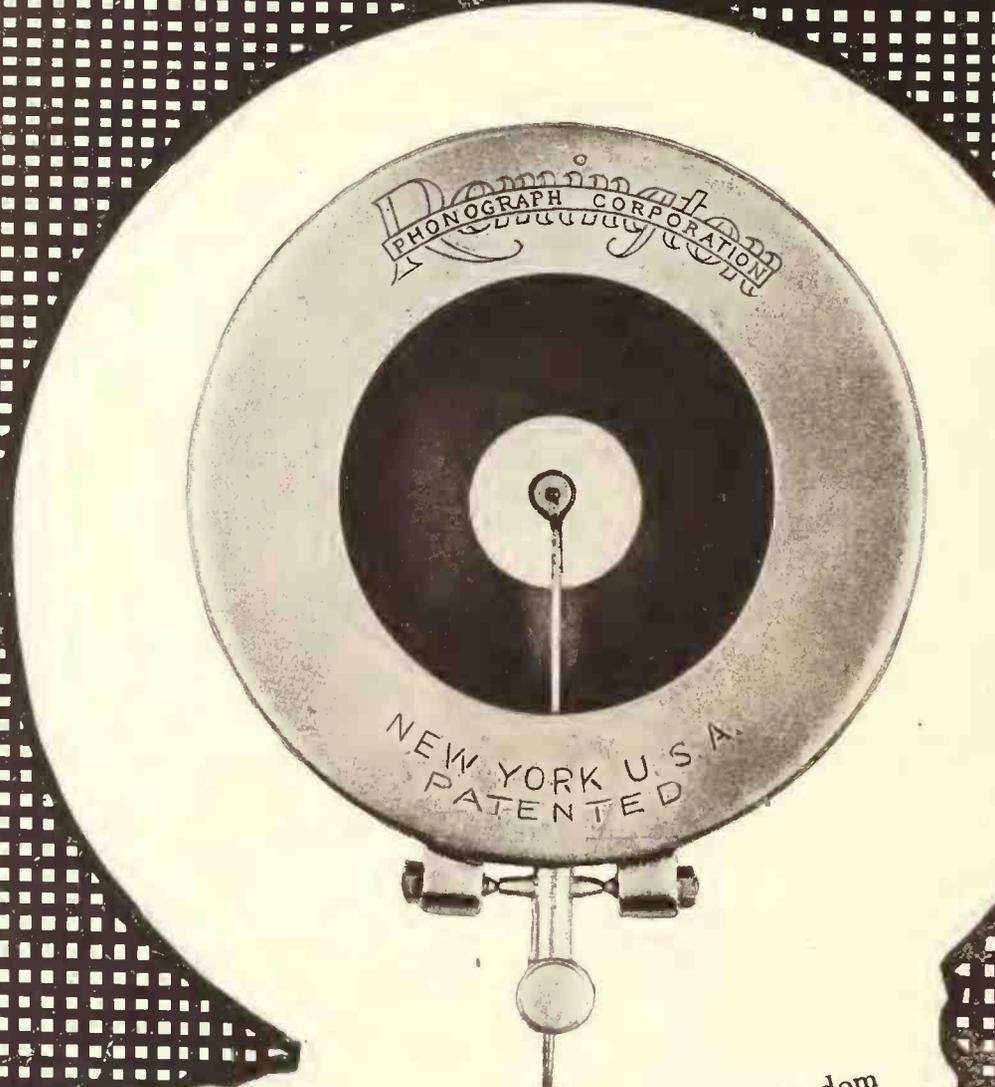
**Record Manufacturing**

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




# Remington

PHONOGRAPH CORPORATION



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

## Greeting Tags Good Publicity

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 home with bright red cards, on which were printed in green letters the words "Wishing you a Happy New Year! W. G. Groffman Co., 1921." There was no advertising on the cards and the hundreds of bright tags looked very gay and cheerful fluttering in the wind. The simple and appropriate greeting was generally appreciated rather than otherwise by the householder—while the bright colors and uniformity of card made them easily recognizable, once one had been observed at close range, as representing the Groffman Co.

## 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 enterprising dealer, using Litchfield as a hub, sold machines in all the adjoining towns. After conducting an energetic campaign therein he reverted to Litchfield business, and in order to attract attention advertised:

### LITCHFIELD! WHAT WILL YOUR NUMBER BE?

Hillsboro will have a number. Gillespie has already gotten one. Litchfield will have one. What number will you have? Gillespie's number is 31. Now, Litchfield, listen. Will your number be larger than Gillespie's? Why not? Aren't you as musical as Gillespie? I have just installed 31 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 to have one for your own—and to swell Litchfield's number to a point exceeding Hillsboro and Gillespie.

W. HOWARD SALLEE

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 progressive talking machine merchant of Utica, N. Y., has solved the problem of how to make his windows pay for themselves in the evening hours. Realizing that a good display in a well-lighted window will attract attention he aims to have novelties and standard goods always on exhibition. Many evening promenaders see merchandise in the window that appeals to them and which they would purchase if the store were open, but by morning they have forgotten all about it or it is not convenient for them to come down. In order to catch these orders this firm has a pad of printed forms affixed to a shelf outside the door, near which is a pencil, attached by a little chain. If a person sees anything he fancies in the window all he has to do is to fill out a blank form and drop it through a slit in the door into a letter box on the inside. The merchandise is delivered C. O. D. the following morning. The order blank reads:

### PLEASE SEND ME:

Quantity .....Size.....  
Name .....  
Address .....

### Concerts to Increase Trade

The Broadway, Los Angeles, Cal., has recently increased its music department space to a considerable extent. Formerly located 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 concerts have already proven very successful in stimulating the sales of both machines and records.

## Sidewalk Display Sells Machines

A spectacular method of introducing a new talking machine department to the public was adopted by Arthur J. Smith, Hazleton, Pa., not long ago. Mr. Smith believes in adopting aggressive methods and when he decided to add talking machines to his stock he ordered one hundred as a starter. For several days he took full-page space in the papers, announcing the coming of the machines, and when they finally arrived he had the entire lot dumped down in front of his store—strewn out along the walk for a quarter of a block. He reckoned on the crowds going to the post office and to the State Hospital on visiting day to make a big audience, and the plan worked well. Demonstrations were given on each of the machines as soon as it was unpacked and this unconventional method of

doing business drew crowds all day long. Another method he took of introducing the machines was to give a number with every machine sold, with the announcement that two of the first one hundred machines sold would have the money refunded. The numbers were in a sealed envelope and were unknown to the firm itself. At the end of the month the lucky numbers were announced and the parties who produced the tickets received back the entire price of the machine.

## 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 Grafonola 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 does 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

Goodwins, 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 advise "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

(Watch this list grow)

Florida Talking Machine Co., Jacksonville, Fla.	Silas E. Pearsall Co., 10 East 39th St., New York City.
Collings & Company, Newark, N. J.	Mickel Brothers, Des Moines, Ia.
Ross P. Curtice Co., Omaha, Nebr.	Schmelzer Co., Kansas City, Mo.
Talking Machine Co., Birmingham, Ala.	Philp Werlein, Ltd., 521 Bienville St., New Orleans, La.
Wm. H. Reynolds, Mobile, Ala.	John Elliott Clark Co., Salt Lake City, Utah.
Horton-Gallo-Creamer Co., New Haven, Conn.	C. Bruno & Son, Inc., 351 Fourth Ave., New York City.
Emanuel Blout, 108th St. and Broadway, New York City.	Bergstrom Music Co., Honolulu, Hawaii.
Standard Talking Machine Co., Pittsburgh, Pa.	

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

No paraffin, no wax, no ammonia,—to cause you to worry—to kill the cabinet—to lose customers.

**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—50c 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 play wonderfully on all phonographs. But of course they are at their very best on the Emerson—the phonograph with the concealed Emerson Music Master Horn, made of rounded solid spruce, of all woods the most resonant and sound amplifying. Ten Emerson models in all, priced from \$80 to \$1,000.

Play Emerson Records with Emerson Needles, a QUALITY product.



### A Call to Red Corpuscles

Goodbye, Care—farewell, Worry!  
 Here's your Stetson—what's your hurry?  
 No time, this, for Grouch and Gloom.  
 For such as these we have no room.  
 Only thing we're thinking 'bout,  
 Is beating competition out.

Doing it? Yes, right along—  
 Consequence—We're going STRONG!  
 Join our happy family,  
 We're not long on DIGNITY,  
 But Oh Boy! You'll wear a grin,  
 As you rake the shekels in!

### All Emerson Records Now 85c.

- 10334 BRIGHT EYES—Fox Trot.....Plantation Dance Orchestra  
 Deenah—Fox Trot .....Plantation Dance Orchestra
- 10341 MAKE BELIEVE—Fox Trot.....Selvin's Novelty Orchestra  
 Love in Lilac Time—Waltz.....Selvin's Novelty Orchestra
- 10342 WOULD YOU? I'LL SAY YOU WOULD—  
 Fox Trot.....Joseph Knecht's Waldorf-Astoria Dance Orchestra  
 Congo Nights—Fox Trot.....Joseph Knecht's Waldorf-Astoria Dance Orchestra
- 10343 TWO SWEET LIPS—Fox Trot.....Lanin's Roseland Orchestra  
 My Mammy—Fox Trot.....Lanin's Roseland Orchestra
- 10327 YOU OUGHTA SEE MY BABY—Comedy Song.....EDDIE CANTOR  
 Give Me a Million Beautiful Girls—Character Song.....Irving Kaufman
- 10330 HONOLULU EYES—Waltz .....Orlando's Society Orchestra  
 I Never Knew—Fox Trot.....Orlando's Society Orchestra
- 10336 LOVE BIRD—Fox Trot.....Green Brothers' Novelty Band  
 Mazie—Fox Trot .....Green Brothers' Novelty Band
- 10332 "SALLY"—Medley—Fox Trot.....Merry Melody Men  
 Lady Georgia—Fox Trot.....Plantation Dance Orchestra
- 10335 I NEVER REALIZED—Fox Trot.....Joseph Samuels' Music Masters  
 Spread Yo' Stuff—Fox Trot.....Joseph Samuels' Music Masters
- 10338 WHAT ARE WE GOIN' TO DO?—Comedy Song.....Arthur Fields  
 Rosie—Baritone Solo .....Arthur Fields
- 10333 IT'S ALL OVER NOW—Baritone Solo.....Arthur Fields  
 Roaming—Baritone Solo .....Arthur Fields
- 10329 BRIGHT EYES—Tenor Solo.....Irving Kaufman  
 My Home Town—Comedy Duet.....Irving and Jack Kaufman
- 10337 SPOOKY-OOKY BLUES—Fox Trot.....Green Brothers' Novelty Band  
 Just Another Kiss—Medley—Waltz.....Green Brothers' Novelty Band
- 10328 HOME AGAIN BLUES—Fox Trot—Toddle.....Plantation Dance Orchestra  
 Palestena—Fox Trot .....Plantation Dance Orchestra
- 10339 OUT WHERE THE WEST BEGINS—Baritone Solo.....Royal Dadmun  
 Bedouin Love Song—Bass Solo.....Charles Laird

Emerson Records in German,  
 Polish, Italian and Jewish  
 are a big asset to the dealer  
 catering to these nationalities.

# Records

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 wholesale traveling staff, with Michigan and Indiana as his territory. Mr. Frost has been associated



H. D. Frost

with the wholesale and retail divisions of 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 in their localities 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.

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, wholesalers 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 record 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 even 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.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment

Personal Appearance of

Eight Popular Victor Favorites on One Program

A live attraction for live dealers and jobbers

Bookings now for season 1921-1922

A few available dates for Spring, 1921

Sample program and particulars upon request

P. W. SIMON, Manager

1604 Broadway

New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



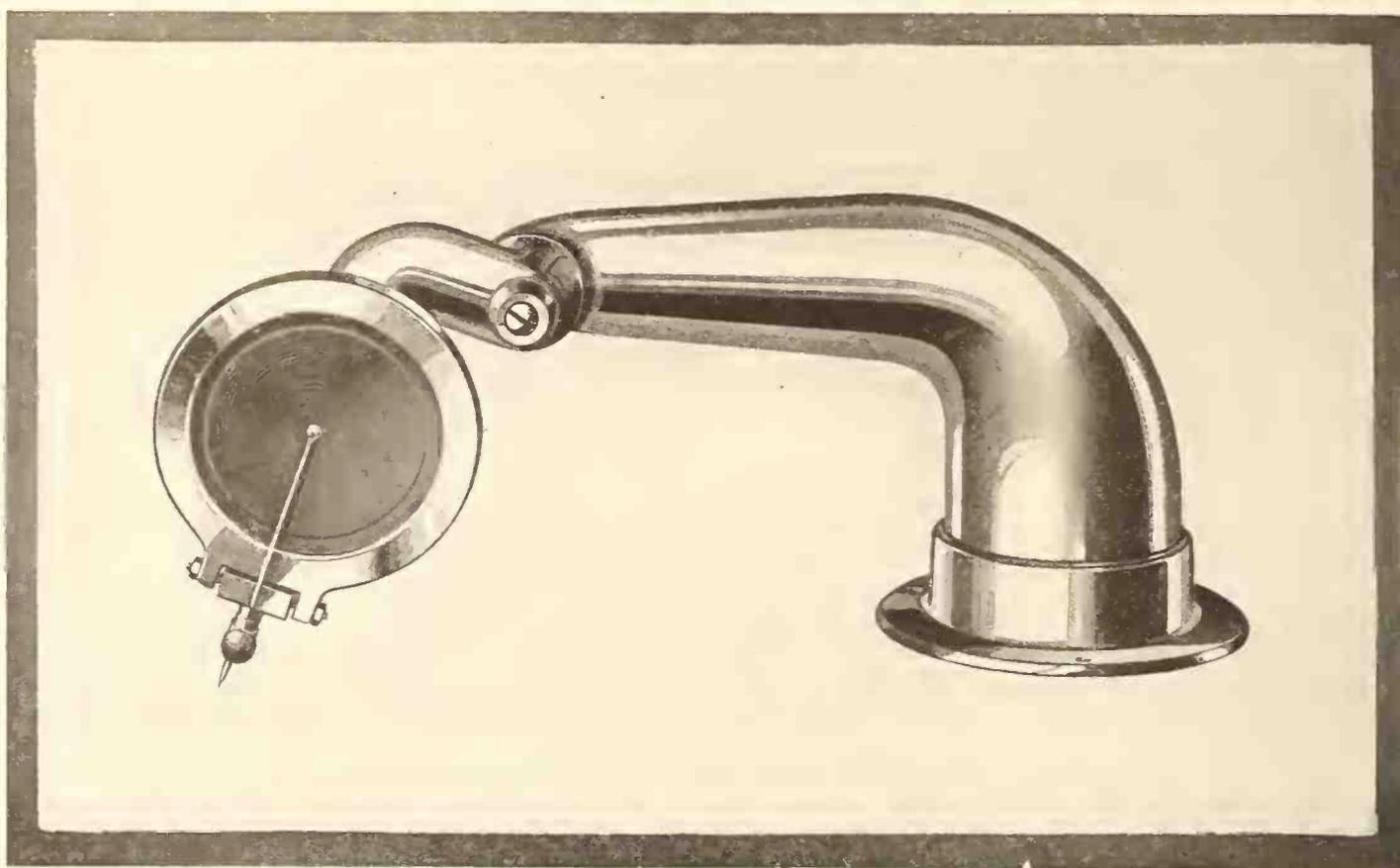
FRED VAN EPS



FRANK BANTA

Famous Ensembles including

Campbell & Burr - Sterling Trio - Peerless Quartet



**The Jewel Tone Arm and Reproducer 8½ inch length**

We have changed the name and improved the product.

**EDISON**

**Universal Attachments**

**VICTOR**

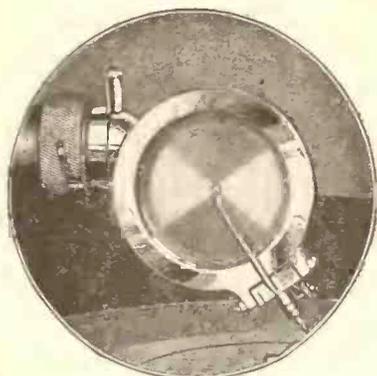


Fig. A

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

*Victor Position*

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

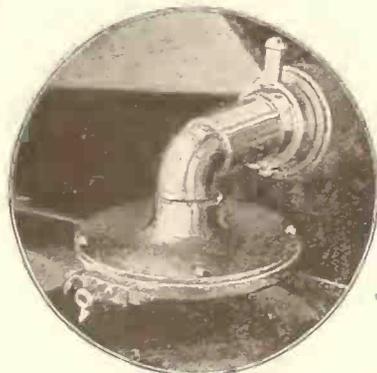


Fig. B

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

*Edison Position*

Fig. B shows Jewel Reproducer in position for playing Pathé and other hill and dale records.

W  
R  
I  
T  
E  
T  
o  
d  
a  
y  
f  
o  
r  
S  
A  
M  
P  
L  
E  
S

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

*Edison Position*

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

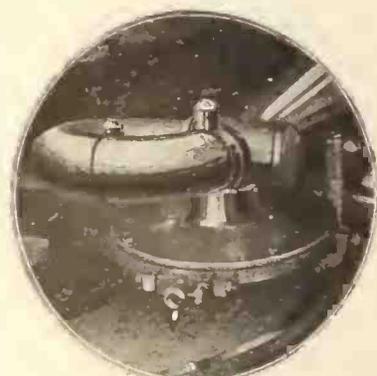


Fig. C

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

*Victor Position*

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

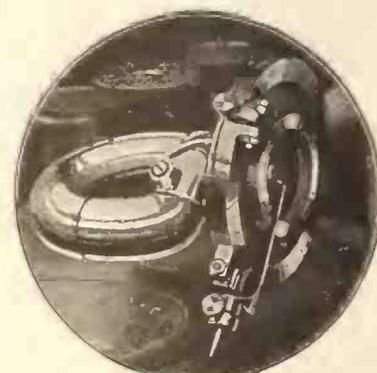


Fig. D

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

**Jewel Phonoparts Company**

670 W. Washington Blvd.

Chicago

The New  
**JEWEL**  
AUTOMATIC STOP  
is now ready



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

## U. S. DISTRICT COURT DISMISSES RECORD SUIT BROUGHT BY VICTOR CO. AGAINST STARR PIANO CO.

Action Instituted by Victor Talking Machine Co. for Alleged Infringement of Johnson Patents Covering the Manufacture of Lateral-cut Records Dismissed—Full Text of Decision

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:

UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF NEW YORK

VICTOR TALKING MACHINE CO.

against

THE STARR PIANO CO.

WILLIAM HOUSTON KENYON and JOHN D. MYERS  
for the Plaintiff.

DRURY W. COOPER and P. W. PAGE for the  
Defendant.

LEARNED HAND, D. J.: The result in this case seems to me to depend altogether upon how the patent in suit is regarded, and once that is settled the whole situation is not unmanageably confused. If the patent is interpreted (as the plaintiff wishes) to include any sort of direct lateral cut with an elliptical section, then for the reasons I shall give below it appears to me void, both because it was anticipated and because it was abandoned before 1907. If it includes only the cut made by the tool disclosed in the original application, while it may be of small consequence, I think that it may be valid notwithstanding the interval after which it was granted, and that it may not be a departure from the original application. If so interpreted, as it is entirely valueless to the plaintiff, it would be useless to spend any further time upon it.

The general understanding of the art in the years 1897 and 1898 seems to me proved as adequately as contemporaneous documents are apt to prove it, except in those rare cases in which they attempt to explain or to teach a part of the common stock of information. That understanding appears from the three applications about whose resulting patents much of the discussion turned, Clark & Johnson, 624,625; Jones, 688,739, and Johnson, 778,975. They show that the method of "cutting" or "engraving" (I do not distinguish) a lateral groove direct on the wax was treated as a commonplace 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 24-28, lines 96-100, page 2, lines 26-36), imply that the machine was addressed to an art at the time supposed by the patentees to be familiar with the "cutting" of a lateral groove. The patent was only for an "improvement" to produce "clearer records" than those then in use, by a machine which could only operate to make a lateral groove and that, too, by cutting out a "shaving." If the direct lateral cut was not known to the art, the disclosure was inadequate, for there is no description of how the cutting tool is to work. That could be inferred only from the figures themselves and the statement (page 1, lines 32-33) that the cutting tool is to be "of the ordinary construction."

The same considerations apply with even greater force to Johnson's two patents applied for on July 1, 1897 (No. 655,556, No. 655,557), because, although the claims are for both a reproducing and a recording sound box, there is no recording tool shown, unless it be the "needle k," and there is no description whatever of how the groove is to be cut. Certainly the patent was intended to be complete, and that was impossible unless everyone in the art would see at a glance that only a cutting tool "of the usual construction" need be applied. See especially in No. 655,556 the following language: "It will to a much greater extent overcome the resistance to the stylus caused by friction or resistance in cutting or making the record of the sound-waves."

Jones' original application (Nov. 18, 1897) described his object as "being to produce a more accurate copy of original record and to dispense with the old method or process of etching." Berliner had made durable records, but they were imperfect; Jones would make them durable and perfect. His process included everything from the wax blank to the final commercial article and was in six parts: (1), the beeswax plate; (2), "an instrument commonly employed for the purpose of recording sound vibrations" which "engraved" "a helical groove of even depth"; (3), a coat of graphite or the like upon the engraved record; (4), electroplating the coated record; (5), removing and reinforcing the matrix so as to make a die; (6), striking out the commercial records. Now, the only relevant element here is number two, and that is not described at all except by reference to machines in common use. Nothing is said as to how that machine shall be made to cut a groove of even depth, no intimation that he claimed to have discovered it, or that everyone would not know how to do it. This application was patently inadequate unless the art already knew that by turning the sound box and repositioning the tool one could engrave a lateral cut. A little more than two years later (March, 1900) he spoke of this portion of his invention as "the use

of a sound-recording machine in a well-known manner" to produce "a spiral groove of practically uniform depth." Here it is the method itself which is spoken of as "well known." Of course, it may be argued that in those two years he had learned of Johnson's work, but the closeness in meaning of the earlier and the later language leaves this most improbable. They were rather a mere rephrasing of the same idea. Jones thought that this invention rested not in making lateral cuts, but in using them as the basis of his electroplated matrix, rather than vertical cuts as in the graphophone (page 2, lines 36-82). Thus he preserved the original record from filling up during electroplating and the die from filling during stamping. The fineness of the record would so 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. 651,076), there is another instance of an implied appeal to the common knowledge of the art. It was obviously 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 22 (No. 781,424), another recorder as well as reproducer. The following language may be noted (page 1, lines 48-51): "The sound-record or undulations are in the sides of the groove and the stylus is positively vibrated thereby." Now, it may be asked, was the disclosure to record the undulations in the side of the groove? No method is described; certainly the patent must have been intended to be adequate. Clearly it was presupposed that given the mechanisms everyone 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 contrasts the lateral cut machines to which his inventions especially, but not exclusively, applied with the vertical 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 22-30). Later, however, he did in some detail disclose the whole process of making a lateral cut, including the manufacture 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," "so that the cutting operation may be

understood, but as the cutting tool alone is the subject of my present invention, I have not deemed it necessary to herein illustrate, or further describe, the construction of the machine to which it may be applied." His understanding of the existing art, as shown in this "brief reference," depends upon whether he inserted 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 consistent with his other specifications and before and after to omit any description whatever and that perhaps the description was in itself enough for a disclosure. Yet I must judge his understanding at the time by what he said, and it appears that he did not think it 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. Pettit and he patented everything conceivably new which he discovered down to the very labels upon the record. To suppose that they 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 inconceivable, though honestly enough now so remembered at so long a period of time. Moreover, I think it strange that Johnson should not have suggested it in the Universal case, where it would at least have supplied one link in the chain.

But whether or not Jones and Johnson knew it, or acted on such an assumption, the fact unquestionably was that the art did contain entirely adequate disclosures of the idea, and—what is perhaps more significant—had treated the lateral cut as an alternative open to anyone who might prefer it. Bell & Tainter, 341,214, make it entirely clear that their tool "cut" or "cut out" the groove (page 1, lines 59-69, page 3, lines 72-76, page 4, line 25, page 6, lines 70-79), and that its walls should be sloping (page 1, lines 76-83, page 7, lines 56-61) (claim 23). The shape of their tool, figures five and six, though of metal, necessitated a true cut and not a "snow-plow" action, and its "clearance" was sufficient, even for a lateral cut, had they wished to use it for that purpose. They had used it in fact for lateral cuts in their experiments in 1881, and have so sworn in 1896 in a suit in New Jersey, and though they discarded it, probably because their cuts were too wide, it is not improbable that the art had generally come to

(Continued on page 34)

## We Are Prepared

to consider

## Additional Contracts for 1921

Fifteen years' experience in the  
manufacture of highest grade

## Talking Machine Cabinets

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

## Highest Financial and Business Standing

*We have a most wonderful proposition for export business*

Write today for particulars

## The Wabash Cabinet Company

Wabash, Ind., U. S. A.

**DECISION IN VICTOR-STARR SUIT**  
(Continued from page 33)

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

In 1887 Berliner disclosed his etched lateral groove record, and in 1888 Adams Randall, in perhaps a somewhat impractical 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. vs. Leeds & Catlin, 170 Fed. R. 327, and will not anticipate here either, but it is none the less a relevant step of the art.

In 1888 Edison, in his first British patent (Gouraud, 12,503, 1888), 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 must own that it seems to me a 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 rest of the patent.

However that may be, in 1891 he filed a second British patent (Gouraud, 15,201, 1891), 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., hill 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 10, 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, so far as I can see, for the basic claims.

At about the same time Bruening, 462,687, threw out as a mere optional embodiment (page 2, lines 105-133) 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 is not enough, but its force does not end there. It shows that Bruening 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 Bruening had heard of Bell's and Tainter's work, or seen Edison's disclosure, but in some way 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, but of improving it so that it might displace the imperfect embodiments up to that time. That it had not been satisfactory Berliner's etched method does indeed 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 what Johnson had contributed up to 1898. Such inventions as are to be attributed to him must lie in the work which he did thereafter. Indeed, from Royal's testimony I conclude that the whole disclosure in 1899 proved of little value. It was only when Turner arrived later with changes that the market began to yield to Johnson's devices. Concededly shop practice counts largely in the result, and it would ignore all the evidence to attribute the plaintiff's eventual success to what was shown in the application of August 16, 1898. My own belief is that it was substantially valueless, but whether or not that be correct, certainly it was at some time later that Johnson finally got a machine which could occupy the field. It would be an entire perversion of the past to attribute to anything he did in 1897 or 1898 the sources of his later success. To succeed he must show that he was the first to embody any form of direct lateral cut, and to that it may be answered without doubt that not only was he 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 Fed. R. 595. That arose over Jones' patent, and 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 (Claims 1 and 2). It was this which had never been done before, and there is, as I have said, no reason to suppose that Jones had any idea that besides the combination as a whole any single element was patentable. Nor is there sufficient evidence that the Circuit Court of Appeals thought so, either. Thus, in the reference to the Edison patents (p. 597), they were thinking of "the electrotype deposit" referred to in Edison's British patent (1644,1878) (page 7, lines 34-39), as appears by their quotation from Judge Hazel's opinion (145 Fed. R. 636, 640). Furthermore, in considering Young's patent, the best reference, they adverted to the fact, as in the case of Edison, that matter of course that you could electroplate discs, as you could cylinders. Finally, they noticed that Jones had observed the advantages of discs struck from a lateral cut matrix over vertical cuts, an advantage which, so far as appears, he was the first to seize and make use of. There is, therefore, no ground for saying that they held the lateral cut, simpliciter, as invention, or that they sustained Jones' patent except by virtue of the combination which he claimed.

Concededly nobody had ever thought of such a possibility at any time, but Pettit, after the decision on Jones' patent, at once jumped to the conclusion that its effect was as broad as the plaintiff now insists, and that view he succeeded in getting two examiners-in-chief to accept, over the dissent of the other and the ruling of the primary examiner, Mr. Newton, himself later a Patent Commissioner. Ignoring for the moment the interval of time, and any departure or abandonment, it appears to me that Johnson and Pettit were right in 1897 and 1898 in supposing that Johnson was not the first to make a direct lateral cut, and that the only inventions open lay in its perfection, either by the tool which cut it or by the dimensions of the grooves, or by other details of the process through which the early and rude embodiments of the basic idea might be refined. For this reason I think the claims invalid for lack of invention.

If this be true, it is strictly speaking unnecessary to consider the other defenses, but that of abandonment is so interwoven with invalidity that I think it ought to be decided. The facts are simple and need only be recapitulated. On January 9, 1897, Johnson with Clark filed the sound box application which issued in 1899. On August 16, 1898, Johnson filed the tool application out of which the application in suit was later divided. During 1897 and 1898 he filed four other applications ancillary to lateral cut machines. In 1896 he spoke to Pettit about patenting the direct lateral cut and was told that it would not support a patent. He does not remember Pettit's reasons except that they covered the broad features now in question. This advice he accepted and filed both the sound box and tool applications and the four others above mentioned. Moreover, he and Pettit both remained of this opinion until 1907 after the decision in American Gramophone Co. v. Universal Co., supra, which Pettit construed as showing that he had been mistaken.

Taking these facts and no more, was there an abandonment? For argument's sake, I shall assume that the only reason for failing to include the broad features was the mistaken advice of counsel and further I assume that they would have constituted a valid invention. I agree, moreover, that when an inventor files a specification, and neither claims nor disclaims any part of the disclosure, he does not dedicate or abandon what he fails at first to claim, *Battin v. Taggart*, 17 How. 74, 83. Yet the act of filing the specifications may be an overt act of abandonment of what is not claimed, if other evidence shows it to have been so intended. Abandonment is quite another thing from forfeiture because of prior use, *Consolidated Co. v. Wright*, 94 U. S. 92. It arises whenever an inventor by some overt act or inaction shows an intention to abandon his invention, *Kendall v. Winsor*, 21 How. 322; *Planing Co. v. Keith*, 101 U. S. 479; *Riffe, etc., Co. v. Whitney Arms Co.*, 118 U. S. 22; *Comptograph Co. v.*

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**A Permanent Fixture 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 care of his needs. And a timely suggestion brings many a sale.

But it pays to invest in a sign that will be a permanent fixture.

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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 electricity—no other expense. It is strongly legible both day and night from a distance in either direction—attracts business like a magnet—pays for itself many times over. It produces results.

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

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

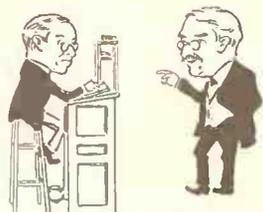
Please send me full information, price and free sketch of a Porcelain-enameled Steel Sign for my business. Explain your 12-months-to-pay Plan.

Name ..... City ..... State .....

Street and No. .... Business .....

Store Frontage ..... No. of Floors .....

TMW-3



**12 Months to Pay!**  
The first payment brings you your sign—you have twelve months to make the final payments.

# QUALITY

## 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)  
\$1.75 Henry Hadley's Symphony Orchestra
- MERRY WIVES OF WINDSOR (Overture From Opera, "Merry Wives of Windsor") (Nicolai) - - - - - Henry Hadley's Symphony Orchestra
- 5002 { 12 in. LARGO FROM THE NEW WORLD SYMPHONY (Part 1) (Dvorak Op. 95)  
\$1.75 Henry Hadley's Symphony Orchestra
- LARGO FROM THE NEW WORLD SYMPHONY (Part 2) (Dvorak Op. 95)  
Henry Hadley's Symphony Orchestra
- 6004 { 10 in. NARCISSUS (E. Nevin) - - - - - Henry Hadley's Symphony Orchestra  
\$1.25
- MINUET (Op. 14 No. 1) (Paderewski) - - - - - Henry Hadley's Symphony Orchestra
- 6005 { 10 in. THE JEWELS OF THE MADONNA (Intermezzo-Introduction to Act 3)  
\$1.25 (Ermanno Wolf-Ferrari) - - - - - Henry Hadley's Symphony Orchestra
- MALAGUENA (From Opera, "Boabdil") (M. Moszkowski)  
Henry Hadley's Symphony Orchestra

## MARINA CAMPANARI

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

- 6006 { 10 in. ROMEO ET JULIETTE (Waltz Song) (Ah! Je Veux Vivre) (Ch. Gounod)  
\$1.25 Soprano with Orchestra - - - - - Marina Campanari
- VOCE DI PRIMAVERA (Spring Voices) (Johann Strauss) Soprano with Orchestra  
Marina Campanari
- 5003 { 12 in. CARO NOME (Dear Name) (From Opera, "Rigoletto," Act Two) (Verdi)  
\$1.75 Soprano with Orchestra - - - - - Marina Campanari
- CAVATINA (From Opera, "Don Pasquale") (Donizetti)  
Soprano with Orchestra - - - - - Marina Campanari

# Okeh Records

**GENERAL PHONOGRAPH CORPORATION**

OTTO HEINEMAN, *President*

25 West 45th Street

New York City, N. Y.





**DECISION IN VICTOR-STARR SUIT**  
(Continued from page 34)

Universal Co., 146 Fed. R. 981. The latest instance of sufficient evidence is Macbeth-Evans Co. v. General Electric Co., 246 Fed. R. 695. No doubt a specific intent to abandon must be shown, a purpose not 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 possibly susceptible of that interpretation, but was not properly so intended, nor has the case been so treated. It was a case of straight 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 he filed both applications, and four more, intending at the time not to include it in any. Indeed, in the passage already quoted from the tool 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 different from filing a disclosure without disclaimer; it appears 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 existence 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 reissue by statute (R. S. Sec. 4916), and indeed earlier by decision, Grant v. Raymond, 6 Pet. 243, but the statute (R. A. Secs. 4886, 4920, sub. 5) makes no such exception in cases of abandonment, nor have the courts. Moreover, the dedication involved in the issue of a patent is imputed, and need not be conscious; there is perhaps more ground for relief in such cases. But abandonment must be deliberate and unequivocal to be such at all, and may justly be treated as irrevocable. And if it were not, what equity is there in the case at bar to unravel the past? The mistake was of what the courts would hold, and therefore only a wrong guess on precisely that question as to which they knew they were guessing. They cast and their cast betrayed them, but it was a deliberate acceptance of the hazard. Such a mischance gives no ground for equitable intervention, if equity had anything to do with the situation at all.

Finally, in 1899 Johnson meant to include within the secrecy which the English contract enjoined this feature of the process, if he thought it an invention at all, which I do not believe. At best his escape can be only through the clause excepting from secrecy those inventions which might eventually be patented. But the difficulty is that at that time, and for eight years more, it is conceded that

he thought it could not be patented, and never meant to try to cover it. As he did not, I fail to see what possible loophole there is from the conclusion that, as to it, he meant to rely upon his power of secrecy. And if he meant forever to keep it secret, it was because he had abandoned it, under Macbeth-Evans Co. v. General Electric Co., supra, and under Pennock v. Dialogue, 2 Pet. 1. Indeed, the case is much stronger than Macbeth-Evans Co. v. General Electric Co., supra, because there the patentee always meant to patent, if he had to, supposing the invention patentable, while in the case at bar he never meant to patent at all, supposing he could not. His conduct was therefore without any ambiguity and indicated his purpose permanently to substitute secrecy for legal monopoly. The suggestion that the discs themselves disclosed the invention seems hardly to 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 down, stated that in all probability the case would be appealed, although no definite announcement to that effect could be made just now.

**PLAZA CO. FILES SCHEDULES**

The Plaza Music Co., at 18 West Twentieth street, New York, and 718 Atlantic avenue, Brooklyn, has filed schedules in bankruptcy, with liabilities of \$492,233, of which \$344,710 are unsecured claims, and assets of \$507,288, the main items of which are: Bills, etc., \$13,949; stock, \$97,038; machinery, equipment, fixtures, etc., \$32,458; accounts, \$361,032, and deposit in bank, \$1,351. Among the creditors are Herman Germain, \$20,869; Warmser & Co., \$12,714, and Sol Kronberg, \$3,543.

**VICTOR REPAIR PARTS CATALOG**

In the March advertising material which the Victor Co. has sent to its dealers are copies of the new catalog of repair parts for Victrolas XIV and XVI. These catalogs give the name of every repair part carried for these instruments, together with an illustrated plate showing each part in detail. Dealers will find this a useful aid in ordering.

**INTERESTING REMINGTON SOUVENIR**

Group of Photographs Tells History of Remington Family Since 1816 and Shows Three Living Generations—Prepared in Poster Form

One of the most interesting and attractive dealer-helps, which has been issued by the Remington Phonograph Corp., New York City, is a panel or poster, entitled "Remington Genius—1816-1921."

The poster consists of an artistic layout of sepia half-tone reproductions of photographs of the noted Remington family, together with the four models comprising the Remington line. The center picture depicts the Remingtons, father and son, listening to their phonograph. Model No. 2, shown therein, is the favorite instrument of Philo E. Remington, president of the Remington Phonograph Corp. Another view shows them at work in the Remington phonograph laboratory, also Philo E. Remington at work on the latest Remington invention—the Remington reproducer. The old forge, where the first Remington gun was produced in 1816 by Eliphalet Remington, is shown. This date marks the introduction of the Remington name in the world of commerce.

Hale and hearty at ninety-three years of age, Eliphalet Remington, son of the famous inventor of the gun, retains all of his faculties, and is an exponent of the outdoor life. He is a director of the phonograph corporation which bears his name, and of which his son, Philo E. Remington, is president. Eliphalet Remington is also photographed with an early model of the typewriter that bears his name.

The Remington homestead is shown, as well as a group picture of the three living generations of the Remington family—Eliphalet, Philo E. and Miss Jessie Remington, daughter of Philo E. and granddaughter of Eliphalet.

Remember that selling things is not a low affair, but a great, bully game.

IF YOU WANT THE BEST

Insist on Getting

DE LUXE NEEDLES

The Best Semi-Permanent Needle Made

Let the De Luxe Speak for Itself and Send for Samples, Discounts and Full Particulars

**DUO-TONE COMPANY, INCORPORATED**

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Don't Forget These Facts

Perfect Reproduction of Tone      No Scratchy Surface Noise  
Plays 100-200 Records



Full Tone



Medium Tone

Three for 30 cents

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

ORANGE, 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 occurred, 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 total for the retail merchants runs ahead of the same month last year. The telegraphic and other reports covering February already received show that sales that 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 depends primarily on the retailer moving his stock. 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.

### USES 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 an interesting letter from the Drake & Moninger Co., Alliance, O., 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 now and each day new uses for it as a publicity agent are suggested. Possibly the best we have so far tried was its use last week in conjunction with the orchestra at one of the local theatres.

"We used the record 'Whispering,' allowing it to play until just after the whistling part in the dark—then the spot light was thrown on the Magnavox, underneath which was a card announcing the name of the record and where it could be obtained. At this time the orchestra started playing with the record. We are still having calls for 'that record you played at the Columbia.'

"We are sending you this because we feel that if passed on it may help some one to an idea on which they, too, may 'cash in.' There are, however, so many uses for the Magnavox that its value as an advertising medium is limitless. We have the Magnavox attached to our truck—this attracts attention wherever the truck goes. We are very enthusiastic about the Magnavox."

Kapps Music Store, 2847 West Madison street, Chicago, is now attracting attention of the public, thanks to a huge electric Columbia Grafo-nola 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 violinist and Victor artist, Efrem Zimbalist, who was appearing here in concert. At the time of Zimbalist's visit to the store one of the educational 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 Victrola 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. Schwarz, 1265 Broadway, New York City, the well-known manufacturers' representative, 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 Edison, Victor and Columbia machines and manufactures tone arms and sound boxes, as well as steel, sapphire and diamond-point needles.

Nothing can be put across in this world without 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 talking 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 between the acts of one of the performances of the Chicago Opera Co. "What a blessing," he remarked, "that these 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 importance 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 to-day, 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 difference 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 advancement 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 advancement, more particularly of America, where real music, outside of the big cities, was practically unknown up to the production of the modern talking machine. No longer does a great singer's voice die with him.



Business is being done.

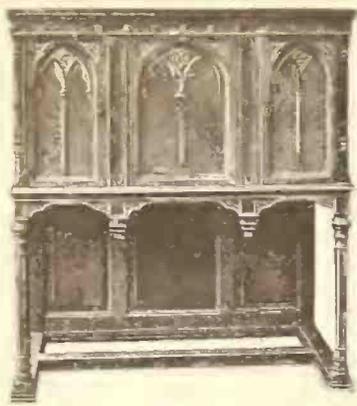
But not by the man who is still looking for the "soft things" of 1920.

**Elyea Talking Machine Co.**

Atlanta, Georgia

Exclusively Victor

Strictly Wholesale



Gothic—Normandy



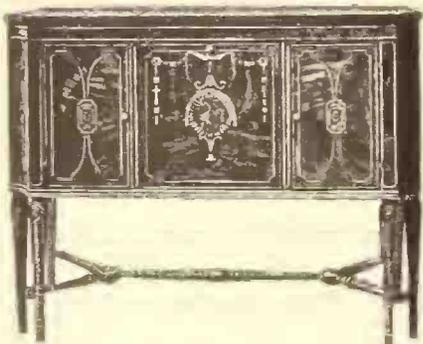
Grand



Minuet

### 32 Wonderful Models—

Supreme in tone, design and important features of construction



Hepplewhite—Traymore



Louis XVI—Richelieu



Louis XV—Lorraine



Jacobean, Jr.—Lancaster



Hepplewhite—Pembrook

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

THE INSTRUMENT OF QUALITY

# Sonora

CLEAR AS A BELL

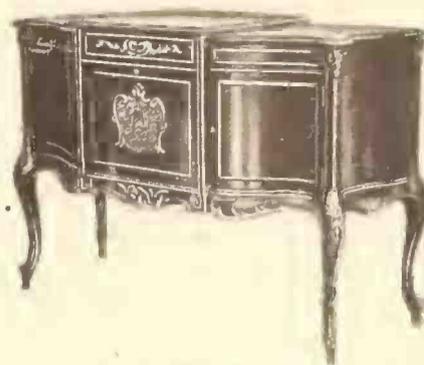




Nocturne



Elite



Louis XV—Du Barry

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

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

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

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

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

The Magnavox Co.,  
616 Mission St., San Francisco, Cal.

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

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

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

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

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

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

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

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

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

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

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

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

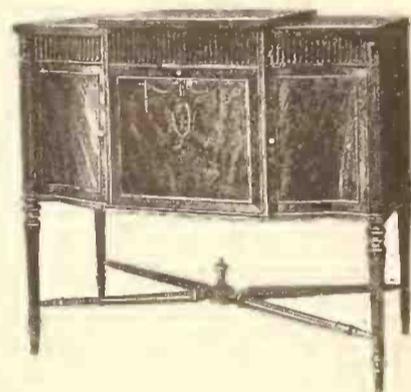
Southern Sonora Co.,  
310-314 Marietta St., Atlanta, Ga.  
Alabama, Georgia, Florida and North and South Carolina.

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

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

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

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



Adam—Westminster



Colonial—Mt. Vernon

## The Highest Class Talking Machine in the World



Italian Renaissance, Jr.—Luzerne



Hepplewhite—Islington



Italian Renaissance—Verona



**“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 always was 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 stop 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 of 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. But not in the same proportion by any means. Living next door to you I have fathomed the reason.

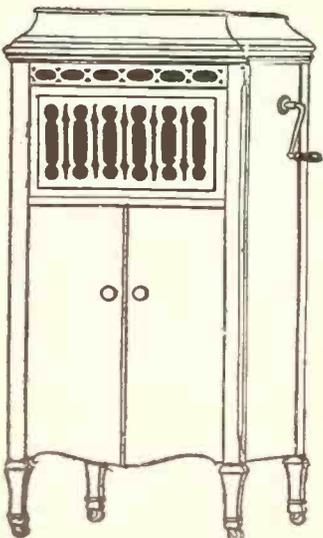
“Every month you buy a dozen or two popular records. When another month ushers in a new list, you promptly shove those you have into a corner of your record cabinet and buy the late ones. I never hear a three-month-old popular piece on your machine. Very seldom I hear one that is over a month old. They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

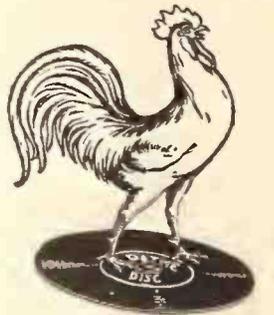
John nodded.

“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

**NEW CLUETT PHONOGRAPH MANAGER**

**Raymond H. Clarke Takes Important Post With Cluett & Sons in Troy, N. Y.**

TROY, N. Y., March 7.—Cluett & Sons have just appointed Raymond H. Clarke as manager of their phonograph department and he has already taken up his new work. Mr. Clarke is well qualified for this position, inasmuch as he



Raymond H. Clarke

has had considerable experience in phonograph merchandising, having been associated with the Aeolian Co. both in New York and Boston. He is a native of New Haven, Conn., and is quite well known through that section as a tenor soloist. He also played a prominent part in "Goodbye Bill," one of the soldier shows that was presented in New York during the war.

**HOPKINS BACK FROM THE WEST**

**General Sales Manager of the Columbia Co. Reports Improving Conditions in That Territory—O. F. Benz Visits Boston**

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., returned a few days ago from a Western trip, which included a visit to the Columbia branches in St. Louis, Cincinnati and Indianapolis. Mr. Hopkins states that business conditions in this territory are steadily improving and that the dealers are optimistic to a marked degree in their predictions for Spring business.

O. F. Benz, record sales manager of the Columbia Graphophone Co., spent a few days in Boston last week in conference with Fred E. Mann, manager of the Boston branch. On Saturday Mr. Benz addressed a meeting of the sales staff of this branch, giving them interesting data regarding record sales plans for the coming year.

W. H. Lawton, manager of the Buffalo branch of the Columbia Graphophone Co., was a visitor to the Columbia executive offices in New York this week.

**ARTHUR D. GEISSLER RETURNS**

Arthur D. Geissler, president of the New York Talking Machine Co., New York, and the Chicago Talking Machine Co., Chicago, Victor wholesalers, returned to New York a few days ago after spending a month in Chicago. According to his present plans Mr. Geissler will spend quite some time at the executive offices of the New York Talking Machine Co., keeping in touch with Chicago activities.

P. J. Mann, Victor dealer at Worcester, Mass., was a caller recently at the offices of the New York Talking Machine Co.

The Brunswick phonograph is now handled by the Anderson Piano Co., 291 Livingston street, Brooklyn, N. Y. The arrangement was consummated by Edward N. Strauss, manager of the phonograph division of the New York house of Brunswick.

**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 invaded the silences of the coconut groves and vie with the ukulele in the mystic moonlight on the beach at Waikiki 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 fleet touches. They made a big hit with the natives and talking 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 instruments. Bananas and yams and other tropical 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 silences, broken heretofore 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 J. V. and L. A. Houghton and H. P. Rungle.

**NEW RECORD ALBUM COMPANY**

The Two-Size 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. Luebbers, 574 West End avenue.

**MAIN SPRINGS AT LAST**

Packed in RUST-PROOF, DUST-PROOF INDIVIDUALLY NUMBERED CONTAINERS indicating their use, at no advance in price.

We want a portion of your business.

(No Shipment Made Less Than Six Springs)

	Lots of				
	6	12	25	50	100
	each	each	each	each	each
No. 24 1/2"x.018x8 feet, for small toy motors, pear shape hole	.20	.18	.17	.16	.15
No. 25 5/8"x.020x8 feet, for Sonora, Swiss, Pathé, pear shape hole	.22	.20	.19	.18	.17
No. 26 5/8"x.020x11 feet, for Edison Gem, loop end	.30	.28	.27	.26	.25
No. 28 3/4"x.022x9 feet, for Carola, Triton, Melophone, etc., pear shape hole	.38	.37	.35	.33	.31
No. 29 3/4"x.022x10 feet, for small Columbia, Universal, Heineman, Harmony, Vanophone, Pathé, pear shape	.43	.42	.40	.38	.35
No. 30 7/8"x.022x10 feet, for Blick, Wonder, Premier, Meisselbach, Nos. 9 and 10, square hole	.47	.46	.44	.42	.40
No. 31 1"x.025x9 feet, for Swiss motors, small Columbia, Stewart, pear shape hole	.54	.52	.50	.48	.45
No. 32 1"x.020x13 feet, for small Victor, pear shape hole	.54	.52	.50	.48	.45
No. 33 1"x.025x12 feet, for Pathé, Heineman, Mandel, Aeolian, Meisselbach, Vitanola, pear shape hole	.70	.67	.60	.55	.50
No. 34 1"x.025x14 feet, for Sonora, Saal, Thomas, Silver-tone, oblong hole	.75	.70	.65	.60	.55
No. 35 1"x.028x10 feet, for all styles Columbia machines, pear shape	.54	.52	.50	.48	.45
No. 36 1"x.025x9 feet, for Meisselbach, No. 12, Thomas, oblong hole	.54	.52	.50	.48	.45
No. 37 1"x.025x16 feet, for Meisselbach, Saal, Thomas, Silver-tone, Modernola, Rishell, Widdicomb, Sonora, Stephenson, oblong hole	.85	.83	.80	.75	.70
No. 38 1"x.025x16 feet, for Vitanola, pear shape	.85	.83	.80	.75	.70
No. 39 1"x.028x11 feet, for Edison Standard, pear shape	.59	.57	.53	.50	.47
No. 40 1 3/16"x.028x16 feet, for Heineman, Pathé, Rex, pear shape	.90	.88	.85	.80	.75
No. 41 1 1/2"x.027x25 feet, for Edison Diamond Disc, pear shape hole	1.80	1.70	1.65	1.55	1.50

(If the above are desired in assorted sizes, the quantity price will be allowed.)

TERMS: 2% 10 days or 30 days net, to houses with satisfactory commercial rating. To others, 3% discount, cash with order. Please enclose Parcel-post charges, if wanted that way.

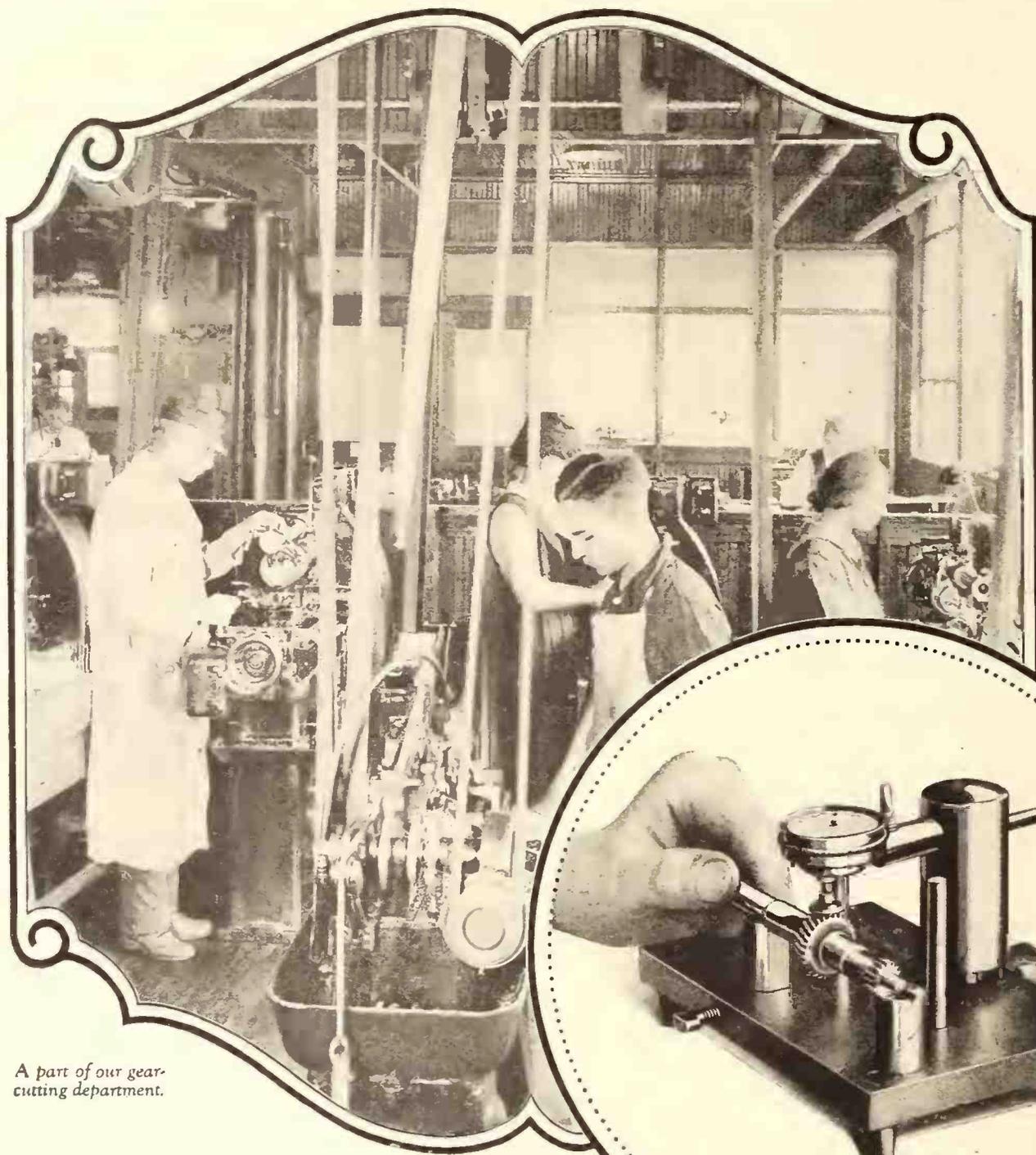
Write for our latest catalogue, now on the press, containing hundreds of needed repair parts. Ask for catalogue W.

**EVERYBODY'S TALKING MACHINE CO.**

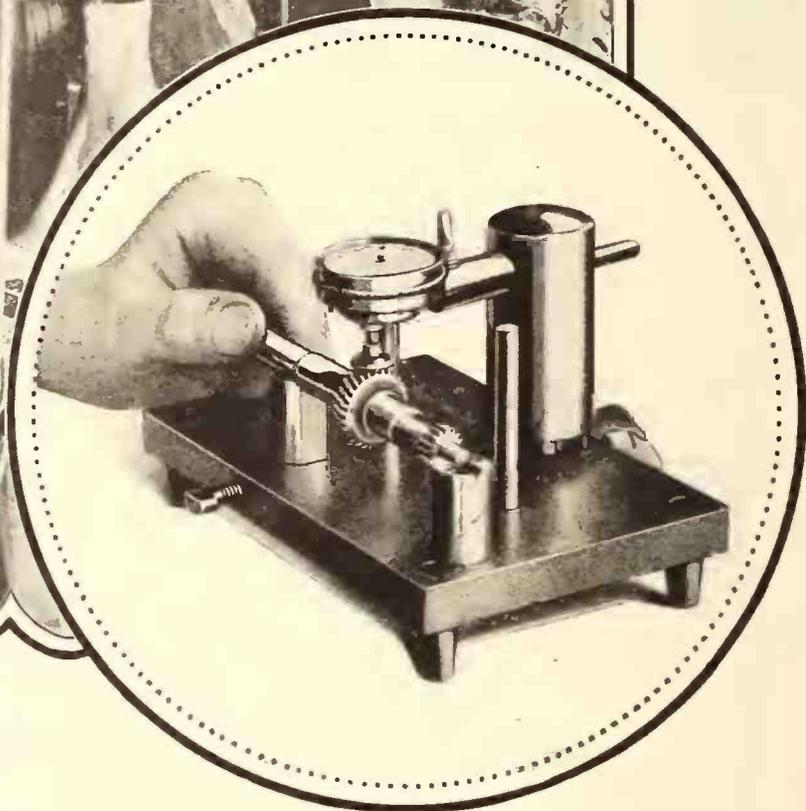
Largest Distributors of Main Springs in America

38 North Eighth Street PHILADELPHIA, PA.

Exclusive Distributors for the General Phonograph Corporation



A part of our gear-cutting department.



This delicate gauge easily detects variations of less than 1-1000 of an inch in Cheney mechanism.

## 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.

# CRYSTAL EDGE MICA DIAPHRAGMS

The Standard of Quality

**PHONOGRAPH APPLIANCE CO.**  
174 Wooster St., New York

## PENNSYLVANIA WANTS A 'MUSIC BOX'

Talking Machine or Similar Instrument Would Be Welcomed for Entertaining the Inmates of the State Sanitarium at Mont Alto

MONT ALTO, PA., March 7.—The State of Pennsylvania is hunting a music box. It wants the box for the State sanitarium here, where the box which has made melody flow for several years is showing signs of age, as it has been in use almost as much as the thermometers. Under the State laws the Commonwealth cannot buy a music box for such an institution, although it owns and conducts the establishment, and Director George O. Keck has asked anyone having a phonograph or similar instrument not needed to give it to the sanitarium. There is really need for two, as the children have been clamoring for one for their part of the institution.

## OPENS NEW MUSIC STORE

A. J. Hobbie has opened a music store in Willmar, Minn., and will carry a line of high-grade pianos, players, talking machines and musical merchandise.

When we catch hell it's usually because we've been pursuing it.

## 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

PEORIA, ILL., March 5.—B. J. Oltmann, 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 VOCALION LINE IN MILWAUKEE

J. B. Bradford Piano Co. to Handle All Aeolian Co. Products After April 15

MILWAUKEE, Wis., March 7.—On April 15 the J. B. Bradford Piano Co., the oldest and one of the largest music houses in Wisconsin, having been established in 1872, will become representatives in this city for the complete Aeolian line of instruments, including not only pianos and Pianola pianos, but Vocalions and Vocalion records.

## SUFFERS HEAVY LOSS FROM FIRE

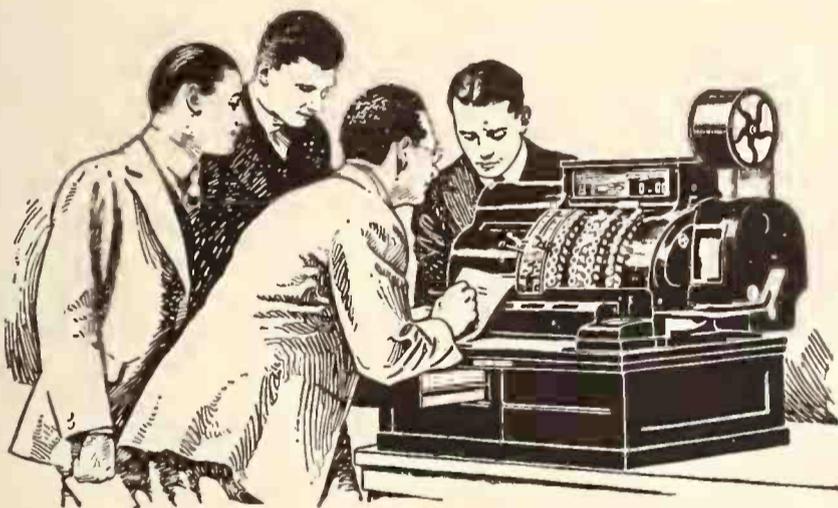
Stock and Fixtures of E. C. Malarkey in Shamokin, Pa., Damaged to Extent of \$15,000

SHAMOKIN, PA., March 7.—Fire, which occurred on February 17 in the basement of the E. C. Malarkey piano and music store here, swept through the first and second floors of the building, effecting damage to the extent of \$25,000. Mr. Malarkey lost \$15,000 in stock and fixtures.

The blaze was located in the Windsor block, half of which was laid in ruins by a disastrous \$250,000 fire last November. Firemen were handicapped by dense smoke and the flames raged for two hours before they were brought under control.

## AN OLD ADAGE, BUT A TRUE ONE

"He who serves best serves most" is an old adage, but a true one, because no better definition of retail merchandising success has ever been written. Under the broad classification of service come such things as advertising, the arrangement of store interiors, technical knowledge of the sales force and the intelligent combination of these. To help you serve your customers better and with a minimum of effort is our reason for supplying new sales helps, says the Victor Talking Machine Co. in sending out its March letter to dealers.



## 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:

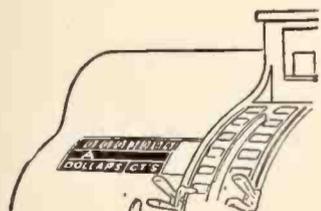
- ① How many customers each clerk waited on.
- ② The total amount of each clerk's sales.

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

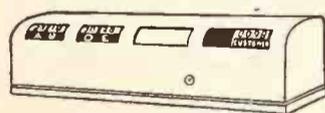
They enable you to fix wages on actual selling ability.

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.



This adding counter, at the left side of the register, shows that Clerk A took in \$39.84 during the day. Similar counters show what the other clerks took in.



These adding counters, at the front of the register just above the cash drawers, show how many customers each clerk waited on, and the total number of customers.

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

Write now for  
 samples and prices

**BRILLIANTONE**  
**STEEL NEEDLE CO.** of America,  
 Incorporated

Selling Agents for

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

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

SUITE 1003

Canadian Distributors: The Musical Mdse. 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

AT 34th STREET

NEW YORK

SUITE 1003

Canadian Distributors: The Musical Mdse. 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.



O. W. Newiger

Mr. Newiger has been connected with the Remington Corp. since its inception in the capacity of auditor, and is thoroughly familiar with all the details incident to the sales department. He will relieve Mr. Holmes of numerous duties in connection with the marketing of the Rem-



Austin L. Fordham

ington product. His headquarters will be at 1664 Broadway, New York.

Austin L. Fordham recently returned from an entirely successful trip through his territory in the capacity of wholesale sales representative of the Remington Phonograph Corp.

Mr. Fordham was for some years connected with the Columbia Co. in various capacities and more recently was New England sales representative for the Brunswick phonograph.

Some time ago Mr. Fordham conducted the

phonograph department for Landsberg Bros. in Washington, D. C., and as a result of his experience, both in the retail and wholesale ends of the industry, he is in a position to render efficient service and co-operation to Remington dealers throughout his territory.

### DENVER TO HAVE MUSIC WEEK

May 15 Set as Probable Date for Big Musical Event—Dealers and Civic Authorities Co-operate 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 Willcox.

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.

### ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilseley's Lubricant makes the Motor make good  
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.  
Put up in 1, 5, 10, 25 and 50-pound cans for dealers.

This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

### EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

### SWEDEN HAS TALKING PICTURE

After ten years of experimenting the Swedish engineer, Sven Bergieuse, is reported to have produced a speaking moving picture, which recently was exhibited before scientists and other distinguished persons in Stockholm.

Professor Svente Arrhenius, director of the physico-chemical department of the Nobel Institute, says the invention solves a long-attempted problem.

News of the above invention sent newspaper reporters to interview Thomas A. Edison at the Edison factories in Orange. Here they were enlightened in the matter and reminded that Mr. Edison produced talking motion pictures nine years ago and these pictures were shown both in this country and in Europe.

### L. P. GERBER WITH BOOTH FELT CO.

The Booth Felt Co., Inc., 473 Nineteenth street, Brooklyn, N. Y., manufacturer of mechanical felt goods, including washers and packing, as well as special material for talking machines, has appointed Leo P. Gerber manager of its city sales department, to succeed F. S. Warren, who recently severed his connections with the organization. This company has one of the largest as well as best-equipped factories for production of mechanical felt goods, including much special equipment of dies and cutting machines, which insures quantity output.

### PARCEL POST PACKAGES TO SPAIN

According to a recent cablegram from Commercial Attaché C. H. Cunningham, Madrid, orders have been issued authorizing the admission of parcel-post packages to Spain up to ten kilos (twenty-two pounds) each, provided that total shipments from one consignor to one consignee by the same boat do not amount to more than twenty-five kilos (fifty-five pounds). The weight limit had been five kilos (eleven pounds) until this order was issued.

## The Mellor Idea of Service

**S**ERVICE 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 world-wide 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

# Nestle In Your Daddy's Arms

## A LULLABY FOX-TROT

Published by LEO. FEIST Inc.  
FEIST Bld'g N.Y.C.

"YOU CAN'T GO WRONG  
WITH ANY FEIST SONG."

## 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.

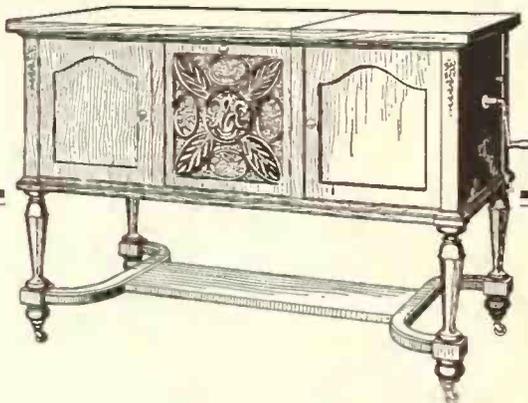
So it is with phonographs. The reason for these variations is not easy to understand, but they are sufficient to make it advisable to demonstrate every phonograph sold before the purchaser receives it in his home.

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.



# The Manophone

—Unequaled in Beauty  
and Tonal Qualities

### 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 "voice-box" or "throat" of the Manophone, which is carved from solid wood and so fashioned that it gives the fullest tones possible.

For  
Exquisite  
Tone



The Music Master  
of Phonographs

The exquisite piano finish that is given the Manophone is merely one indication of the care exercised in the manufacture of this wonderful instrument. The men who fashion and finish the various parts of the Manophone cabinets take personal pride in the production of only worth-while results.

And the wonderful Tonal Qualities of the Manophone are another indication of an intimate knowledge of the principles of acoustics and of their relation to music. Only Nature herself could rival the remarkable resonance and fidelity of tone production which so clearly distinguishes the Manophone.

In every city there is a particularly live Dealer who realizes the advantages of these Qualities in a phonograph. He knows how fundamental they are in the building of a permanent and satisfied trade. And our Business Building Plan is sure to interest him.

If you are that Dealer, write us, TODAY!

The Manophone Corporation

Adrian, Mich.

**DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY**

<b>MOTORS</b>	CASTINGS } Grey Iron and Brass for	TURNABLES	Stylus Bars	
<b>TONE ARMS</b>		MOTOR FRAMES		Screw Machine Parts
<b>REPRODUCERS</b>		HORNS and THROATS		

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

**D. R. DOCTOROW**  
 EASTERN REPRESENTATIVE  
 CHERINGTON MFG. CO. IRONCLAD MOTORS  
 Vanderbilt Ave. Bldg.  
 51 East 42nd St., New York  
 Tel. Vanderbilt 5462

**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.

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 one 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.

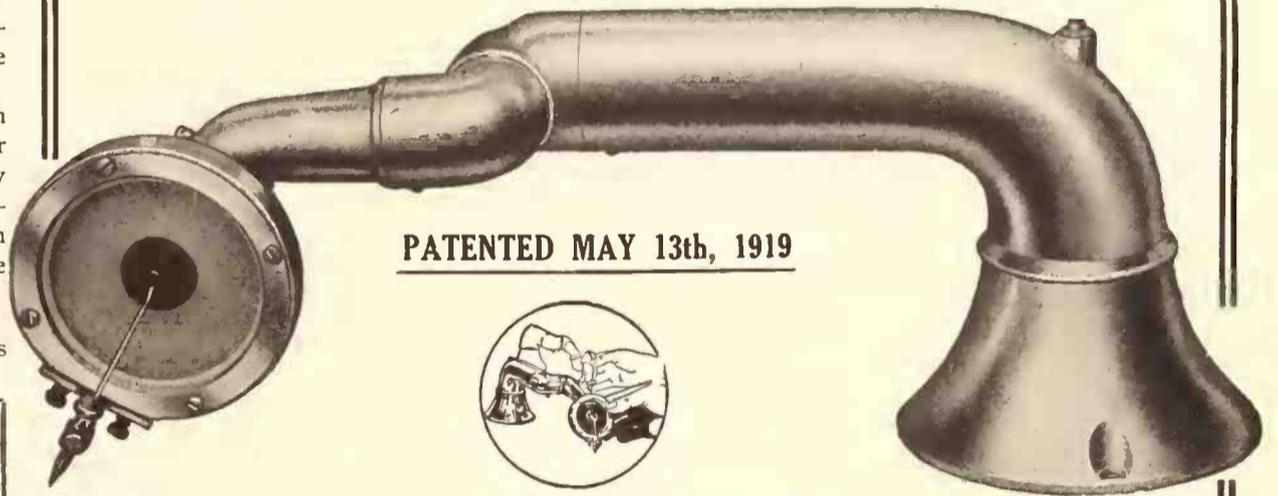
**MANY ORDERS FOR VICTROLA NO. 90**

The Putnam-Page Co., Victor distributor of Peoria, Ill., was among the first to announce to dealers the arrival of the new Victrola No. 90. The opportunity to order these instruments was seized at once by the dealers in the territory covered by the Putnam-Page Co. and this house reports receipt of large orders for the new No. 90.

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

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

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



PATENTED MAY 13th, 1919

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

**We Also Manufacture Attachments for Edison Phonographs**



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

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

**THE EMPIRE PHONO PARTS CO.**

1362 EAST 3rd STREET

CLEVELAND, OHIO

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

**Why Break Records? Just File Them!**

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

**The Marvelous MAGNOLA**



Watching the Music Come Out

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

**MAGNOLA TALKING MACHINE COMPANY**

OTTO SCHULZ, President

General Offices: 711 MILWAUKEE AVENUE CHICAGO  
 Southern Wholesale Branch: 1530 CANTLER BLDG. ATLANTA, GA.

# H.K. Lorentzen

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

## 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 concerts will be under the direction of the various clubs and associations, who are assisting in the contest.

Mrs. McClusky and her assistant, Mary Elizabeth Goodwin, also of Sherman, Clay & Co., are meeting with great success in this contest. Prior to the Portland Symphony concerts, Mrs.

McClusky gives lectures in the schools on the music to be played, visiting several schools every day, giving music appreciation lectures, and the past week talked to the Collegiate Alumni Association, the Federation of Women's Clubs and the History Club. On Saturday morning she has a children's music hour at Sherman, Clay & Co., and in the afternoon in the music hall of the store, her assistant, Miss Goodwin, plays records for the memory contest.

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" PHONOGRAPHS

A Popular Line of  
Toy Phonographs

*Nothing More-Nothing Less*

The "BABY" Model  
RETAILS AT \$6



A Splendid Dealer Proposition Is Available

MODEL X RETAILS AT \$12

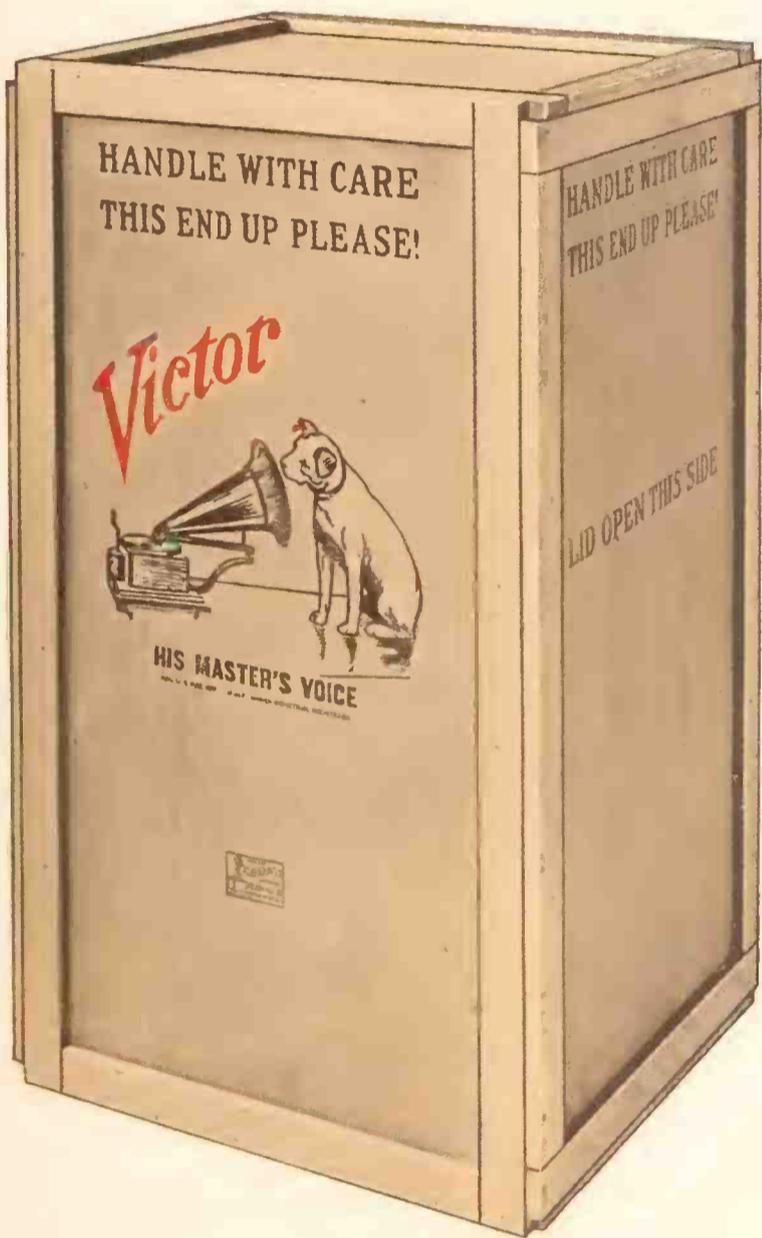


CLOSED

**GENERAL PHONOGRAPH MFG. CO., Elyria, Ohio**

# ATLAS PACKING CASES

“Atlas” Packing Cases, made from “Atlas” Plywood Box Shooks, are the acknowledged standard of the Talking Machine Industry.



This is an exact reproduction of an “Atlas” Packing Case manufactured, printed and shipped to the Victor Talking Machine Co., Camden, N. J.

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

BOSTON, MASS.

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



**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.



**A. F. Bramley**

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 Serbia 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, racks and counters has been installed.

**MULTUM IN PARVO**

No matter how many college degrees a man has, if he can not 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 Kasey, 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

# HITS FIRST AND BEST ON PATHE (Sapphire) RECORDS ACTUELLE (Needle Cut)

Order These from Your Distributor by Wire

## POPULAR VOCAL "HITS"

P. PATHE  
 A. ACTUELLE

- |   |   |   |
|---|---|---|
| P. 20490—(Valvate)<br>A. 020490—(Valvular)<br>Size 10—Price 85c.    | { | MAKE BELIEVE—Tenor Duet..Stanton Rhodes and Vincent Francis<br>AUNT JEMIMA'S JUBILEE - The Harmonizers (Male Quartet)   |
| P. 20491—(Valvulitis)<br>A. 020491—(Vamplate)<br>Size 10—Price 85c. | { | ANGELS - - - - - James Douglas, Baritone<br>SWEET BELLS OF SAN JOSE—Tenor and Baritone Duet<br>Robert Bruce and James Douglas                                       |
| P. 22505—(Legicide)<br>A. 022505—(Legitim)<br>Size 10—Price \$1.00  | { | LOVE IN LILAC TIME - - - - - William Lowe, Baritone<br>WHIP-POOR-WILL, from "Sally" - - - Gladys Rice, Soprano  |
| P. 20492—(Vanadate)<br>A. 020492—(Vandalism)<br>Size 10—Price 85c.  | { | SUNNY SUE - - - - - Ernest Hare, Baritone<br>A DREAM OF YOUR SMILE - - - Carlton Williams, Tenor  |
| P. 22506—(Legless)<br>A. 022506—(Leguan)<br>Size 10—Price \$1.00    | { | I'M MISSIN' MAMMY'S KISSIN' - Orpheus Trio (Male Trio)<br>OVER THE HILL - - - - - Lewis James, Tenor  |
| P. 20493—(Vanguard)<br>A. 020493—(Vanillate)<br>Size 10—Price 85c.  | { | LOVELESS LOVE - Noble Sissle and His Sizzling Syncopaters<br>ROYAL GARDEN BLUES.Noble Sissle and His Sizzling Syncopaters   |
| P. 20494—(Vanishing)<br>A.020494—(Vanquisher)<br>Size 10—Price 85c. | { | NA-JO—Fox-trot - - - - - Lanin's Roseland Orchestra<br>(Saxophone Passage by Rudy Wiedoeff)<br>HAPPINESS—Fox-trot - - - Lanin's Roseland Orchestra                  |
| P. 20495—(Vantbrace)<br>A.020495—(Vantmure)<br>Size 10—Price 85c.   | { | ALL FOR YOU—Fox-trot - - - - - Casino Dance Orchestra<br>OH! BOY—One-step - - - - - Casino Dance Orchestra  |
| P. 20496—(Vanward)<br>A. 020496—(Vapidly)<br>Size 10—Price 85c.     | { | ON A FAR ALONE ISLE—Fox-trot<br>SWEET LOVE—Fox-trot - - - Vernon Country Club Orchestra   |
| P. 20497—(Vaporize)<br>A. 020497—(Vareuse)<br>Size 10—Price 85c.    | { | CALLING--Fox-trot - - - - - Vernon Country Club Orchestra<br>HONEY—Fox-trot - - - - - Vernon Country Club Orchestra   |
| P. 20498—(Variable)<br>A. 020498—(Variation)<br>Size 10—Price 85c.  | { | MAZIE--Fox-trot - - - - - Green Brothers' Novelty Band<br>DO YOU EVER THINK OF ME?—Fox-trot<br>Green Brothers' Novelty Band   |
| P. 20499—(Variator)<br>A. 020499—(Varicella)<br>Size 10—Price 85c.  | { | RAILROAD BLUES—Fox-trot - - - - - Synco Jazz Band<br>SWEET MA MMA—Fox-trot - - - - - Synco Jazz Band  |
| P. 40217—(Eudermol)<br>A. 040217—(Excursus)<br>Size 12—Price \$1.25 | { | RAGAMUFFIN—Fox-trot - - - - - Hub Dance Orchestra<br>(Werner Janssen At Piano)<br>MA JAVA BELLE—Fox-trot - - - - - Hub Dance Orchestra<br>(Werner Janssen At Piano) |

Pathé Frères Phonograph Co.

Grand Avenue, Brooklyn, New York



## CONFERENCE OF EDISON DEALERS OF PITTSBURGH ZONE

Interesting Addresses Made at Great Gathering of Edison Dealers at Fort Pitt Hotel—Spontaneous Tribute of Esteem Paid Vice-president Maxwell at Notable Banquet

PITTSBURGH, Pa., March 1.—The culmination of the annual conference of the new Edison dealers of the Pittsburgh zone, which was held at the Fort Pitt Hotel, Pittsburgh, Wednesday and Thursday last, was marked by an enthusiastic demonstration at the dinner held Thursday evening in the Norse Room of the hotel, when close to 200 persons arose and paid a lofty tribute to William Maxwell, vice-president of Thomas A. Edison, Inc. The dinner was just about over and Mr. Maxwell quietly arose from his seat at the table and started to leave the dining hall to begin his journey back to New York. He was seen by some of the Edison dealers who had heard his powerful talk earlier in the day, and Mr. Maxwell was halted on the stairway by the spontaneous display of affection and esteem manifested in cheers and applause. Mr. Maxwell halted, and then, in response to cries of "speech," made a farewell talk, ending by wishing that the entire company would come to the New York convention in June.

The dinner was an elaborate one. Music was furnished by the Nirella Orchestra and the singing was in charge of James W. McKelvie, the well-known Pittsburgh baritone. There were good cheer and good fellowship galore and the evening wound up with a dance which lasted until after midnight. The meeting was the most successful ever held by the new Edison dealers under the auspices of the Buehn Phonograph Co., the Edison distributors. A. A. Buehn, the well-known and popular treasurer of the company, was given a rising vote of thanks by the guests on motion of N. W. Russler, of Cumberland, Md. Mr. Buehn responded briefly.

One of the amusing events of the evening was the mock dance staged by Messrs. J. C. Dilts, Sr., of Wheeling, and N. W. Russler. They brought down the house in a very literal sense by their antics and romping.

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 Homestead, while H. O. Keefer, of McKeesport, 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 they 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. Russler, 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

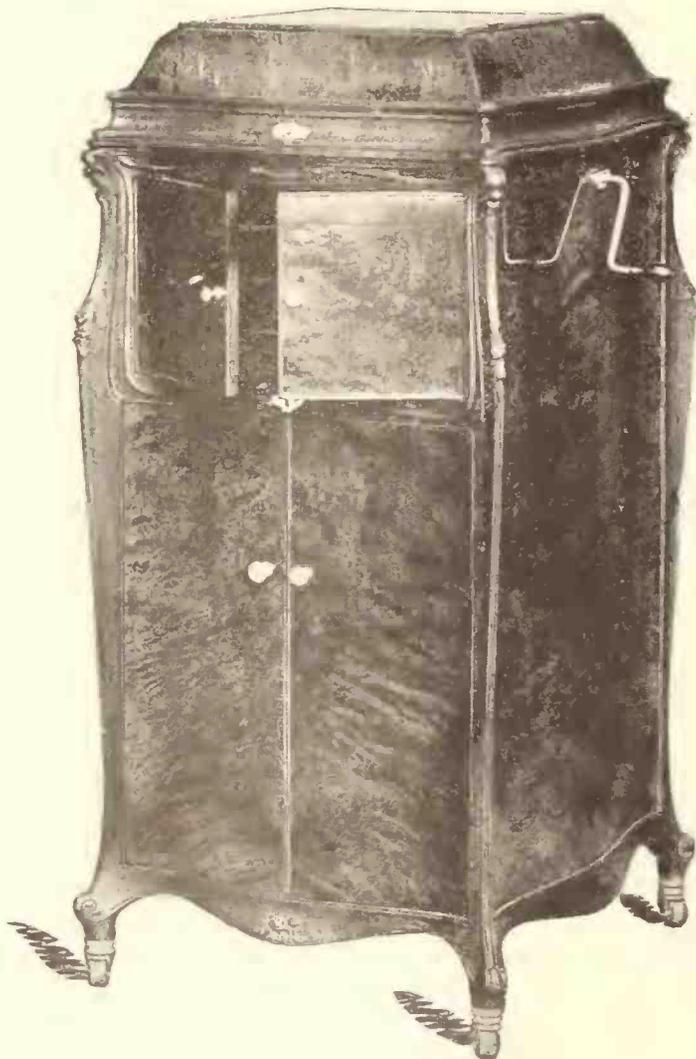
gave the Edison dealers new light on the advantages to be derived from the use of the "Turntable."

Harvey C. Trader, another of the Buehn roadmen, gave some new ideas on "Developing Re-creation Sales"; E. J. Hayes, of Clarksburg, W. Va., spoke on "Making Every Edison Owner a Salesman."

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 most optimistic concerning the future of the Edison phonograph trade and his remarks and enthusiastic spirit were contagious, so much so that when he ceased speaking his message had "gone home," as was evidenced by the appreciation and interest manifested by the Edison dealers in his timely and well-chosen remarks.

One of the Edison dealers, E. F. Hodgkin, 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, Orange, N. J.; Mr. and Mrs. John Ament, Apollo, Pa.; Mr. and Mrs. T. Anderson, Blairsville, Pa.; Mr. and Mrs. George K. Barkell, Scottdale, Pa.; Miss McGeary, Monaca, Pa.; Mr. and Mrs. Elmer Law and William Seaman, Cambridge, O.; Paul P. Brooks and Miss E. McConville, Altoona, Pa.; Mr. and Mrs. Ross Burns, Waynesburg, Pa.; J. O. Clawson and M. S. Hommel, Belle Vernon, 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, Reynoldsville, 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. Fincik, Latrobe, Pa.; Mr. and Mrs. H. H. Findt, Miss Marie Huber and R. L. Welsh, Steubenville, O.; S. B. Foust and Miss H. Bardsley, 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 encasement for such a fine example of a

## Phonograph Cabinet

as is illustrated here, is that of *permanence*—or, "fidelity to fashioned form." AMERICAN 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 1022, 616 So. Michigan Boulevard  
Chicago.

dell, Kittanning, Pa.; Mr. and Mrs. R. Gerecter, Eimer Heneke, Miss E. Mullin and Mrs. S. Seidle, Mt. Pleasant, Pa.; Leo L. Half, Miss Sophie Easer and Miss Marion Steinberger, Homestead, Pa.; Mrs. O. Powell and Miss Margaret Hempstead, Masontown, Pa.; C. R. Henry, New Lexington, Pa.; Mr. and Mrs. Oscar Ohringer, Mr. and Mrs. Abe Ohringer, Mr. and Mrs. A. Goldsmith, Mr. and Mrs. Zeider, Mrs. Feebles and Mrs. Fetterhoff, Braddock, Pa.; Harley Howard, Cameron, W. Va.; C. H. Hutchison and A. H. Hutchison, New Bethlehem, Pa.; E. G. Bierer, California, Pa.; Mr. and Mrs. Roy Keefer, Irwin, Pa.; H. O. Keefer, W. O. Altman, Ethel Wegley and Ethel Stuchul, McKeesport, Pa.; C. C. Keys, Salem, W. Va.; J. R. Klingensmith, Mr. and Mrs. W. R. Klingensmith and Mrs. Bessie Kline, Greensburg, Pa.; Mr. and Mrs. E. E. Koontz, Moundsville, W. Va.; R. A. Lambert, Roaring Springs, Pa.; Fred D. and Evan A. Lodge, Columbiana, O.; Louis Luxenberg, Barnesboro, Pa.; Samuel Moore, Monessen, Pa.; Mr. and Mrs. G. A. Mytinger, Miss Ruth Mytinger, Mr. and Mrs. N. G. Dunbaugh and Miss Althea Fisher, Ambridge, Pa.; Mr. and Mrs. H. Levine, McDonald, Pa.; Mr. and Mrs. L. F. Barker, Johnstown, Pa.; Mrs. Victor Nelly, Miss Anabel Nelly and Victor Nelly, Jr., Carnegie, Pa.; Mr. and Mrs. C. A. Nessler, Monongahela, Pa.; J. C. Dilts, Sr., Wheeling, W. Va.; J. Boehn, F. Whitman, E. J. Hayes and E. G. Long, Shinnston, W. Va.; Mr. and Mrs. S. G. Patterson, Beaver Falls, Pa.; Mr. and Mrs. W. B. Pfelehardt, W. J. Pfelehardt and Miss M. Ellison, Charleroi, Pa.; Mr. and Mrs. S. A. and Alan Phillips, Morgantown, W. Va.; C. A. Puffenburg, P. W. Puffenburg, Miss K. Strickler and Miss T. W. Strickler, Wilkinsburg, Pa.; Mr. and Mrs. S. Layton and P. Ellovich, Coraopolis, Pa.; Chester Reed, Kingwood, W. Va.; Mr. and Mrs. Joe F. Reich and M. M. Smith and Miss Sarah Smith, Meyersdale, Pa.; Mr. and Mrs. H. L. Rosenberg, Joe Iando, South Fork, Pa.; C. S. Holland, Fairmont, W. Va.; Mr. and Mrs. N. W. Russler, Cumberland, Md.; R. A. Kirkman, Windber, Pa.; C. B. Smith, Philippi, W. Va.; Mr. and Mrs. R. D. Stephens, Barnesville, O.; Mr. and Mrs. Harvey U. Tobias, Grafton, W. Va.; E. S. Tyler, Point Marion, Pa.; Miss Anna Miller, Ruth McAllister, Clark Wright, Arthur Jones, East Pittsburgh, Pa.; A. R. Webber, Lisbon, O.; W. P. Costo, Buckhannon, W. Va.; C. T. Williams and A. J. Wilker, Hollidaysburg, Pa.; Mr. and Mrs. H. W. Sutch, Tarentum, Pa.; R. D. Rewbridge, Woodlawn, Pa.; George Koyle, East Palestine, O.; W. Brown, Miss

Addis Dunn, Connellsville, Pa.; G. E. Sharps and R. Thomas, Uniontown, Pa.; E. F. Hodgkin and Miss E. Stevenson, Chesterhill, O.; W. H. Young, New Galilee, Pa.; G. W. P. Jones, Washington, Pa., and Dr. W. V. Bingham, Dr. E. L. Gatewood, Miss G. G. Brainard, O. R. Johnson, C. C. Latus, George Schroeder, Jr., Miss A. Hildebrand, Miss G. St. Clair, H. Lechner, John Haggerty, Miss Lillian M. Scholl, Miss Marie Kinney, Miss Madeline Lergenmiller, Miss Ethel Chilley, Miss Marie Toole, Mrs. C. Barnes, Mrs. R. Owens, Mr. and Mrs. James W. McKelvie, Mr. and Mrs. C. W. English, Mr. and Mrs. A. H. Hunt, Mr. and Mrs. A. J. Boehm, Mr. and Mrs. H. C. Trader, Mr. and Mrs. L. A. O'Neill, Mr. and Mrs. E. J. Condon, J. R. Madden, A. W. Chilcott, John K. Nichol, R. P. Chilcott, David Boustead, M. M. Mitchell, Mr. and Mrs. Albert A. Buehn, Mr. and Mrs. H. M. Swartz, all of Pittsburgh.

**A CLEVER WINDOW ARRANGEMENT**

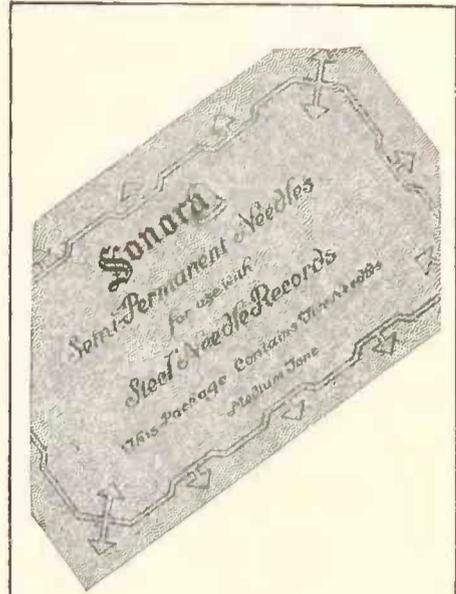
Comparison of Talking Machine With Small Musical Instruments Makes Strong Point

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 in your home would cost you \$1,500 and even then you could not play all of them yourself. But by owning this talking machine you can have every instrument and play them whenever you wish—and the cost is only \$150." This card proved a very effective argument.

**TAKES CHARGE IN ROCHESTER**

Palace Music Shop Now in Charge of E. E. Little, of That City

E. E. Little, formerly manager of the Columbia distributing agency in Rochester, N. Y., has taken over the management of the Palace Music Shop in that city. E. E. Wallace, formerly of the Columbia distributing agency in Buffalo, is now in charge of the Rochester Columbia agency.



For profitable repeat orders

"FOR every three sample needles I give out I am sure to get at least one regular customer," said a dealer, speaking of the



Semi-Permanent

**NEEDLES**

"And I notice," he continued, "that most of our customers buy three packages at a time."

Sonora Semi-Permanent Needles are called for not only by purchasers of Sonora phonographs, but by owners of all other instruments as well.

These needles play ALL MAKES of steel needle records, are vigorously advertised, are popular and are in demand, being most economical, giving a mellow, rich tone, and preserving the records. If you haven't these needles, order now.

Three grades—Loud, Medium, Soft  
25c per card of 5  
40c in Canada

**Sonora Phonograph Company, Inc.**

GEORGE E. BRIGHTSON, President  
New York, 279 Broadway

Canadian Distributors: I. Montagnes & Co.  
Toronto

**CAUTION!** Beware of similarly constructed needles of inferior quality.

*Distinctively Designed*

*Phonograph Accessories and Furniture Hardware*

*For Immediate Delivery*

**Needle Cups, Lid Supports, Automatic Stops,  
Tone Rods, Knobs, Escutcheons, Sockets**

**FURNITURE TRIMMINGS**

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

**REFRIGERATOR HARDWARE**

All sized Locks and Hinges

*Samples and complete information on request*

**GRAND RAPIDS BRASS COMPANY**

Grand Rapids, Michigan

New York: 7 E. 42nd Street

# 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 magnificent gramophone with

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 Trotzky recommending a 'fight to the finish' against the counter-revolutionaries.

"Mogilewsky asked me if I would like to hear Trotzky's speech, and a chubby little girl took up the disc reverently and placed it in position. Trotzky'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 Trotzky 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.

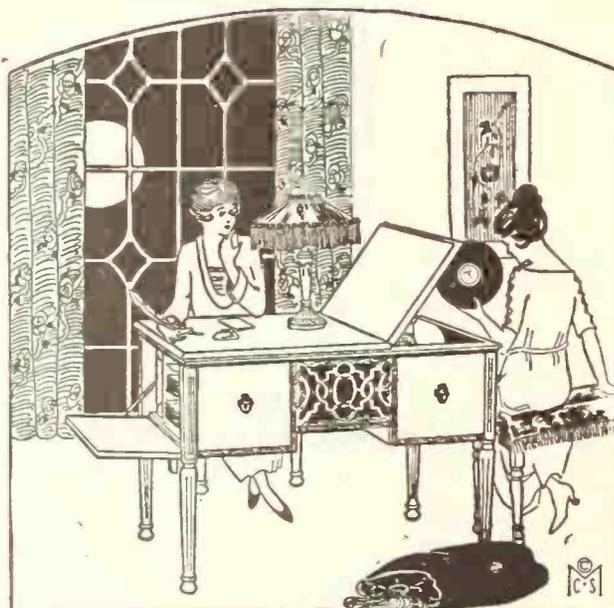
Plan wisely and work hard, expecting nothing from luck, and all the merry villagers will say, "Oh, he is a lucky dog."

Men who succeed have faith in themselves, and faith in their fellows.

## LIBROLA PERIOD MODELS

Louis XVI Model—also Queen Anne Period  
A High Grade Phonograph and Library Table Combined  
Now Ready for Delivery

To  
Retail  
at  
\$150.00



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

Write  
for  
Dealers'  
Discounts

Complete Your Line with These High Class Library Table Models

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

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

SEABURG MANUFACTURING COMPANY  
JAMESTOWN, NEW YORK

## Stewart Talking Machine Company

JOBBERS  
for the  
Victor  
Talking  
Machine  
Company



Indianapolis

New "12 for 25c"  
Package Sent

# FREE

to Prove a  
"Point" to  
3,000 More Dealers

**O**VER 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. TONOFONE 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 TONOFONE gives more accurate reproduction of original tone and expression and less surface noise—that TONOFONE 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 TONOFONE 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.

# Tonofone

The Phonograph Needle With the Flexible Point

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

Gentlemen:—Please send FREE, one "12 for 25c" package of TONOFONE Needles, for us to test.

Firm Name .....

Street .....

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



—Or Order a Carton  
at Special Price

To introduce our new, bigger-value, bigger-profit package, which gives your customers 12 TONOFONE 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 TONOFONE Needles as follows, which may be shipped through one of your wholesale distributors:

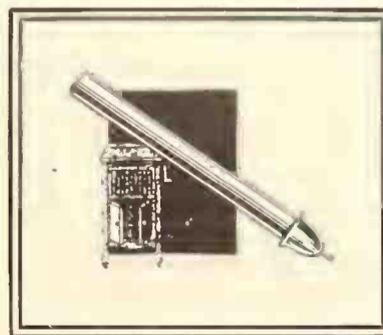
.....Cartons, 100 Packages, at \$14.00.....

Firm Name .....

Street .....

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

Above is purchased subject to your positive guarantee.



EUGENE and WILLIE HOWARD'S TERRIFIC HIT in THE PASSING SHOW of 1921

# UNDERNEATH HAWAIIAN SKIES

The most beautiful Fox-Trot Melody  
in years

Published by LEO FEIST INC  
FEIST BLDG.  
NEW YORK

"You can't go wrong  
with any Feist Song."

### 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 advertisements in the newspaper and mailing 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 180 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 velour 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 \$200,000.

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 velour. 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

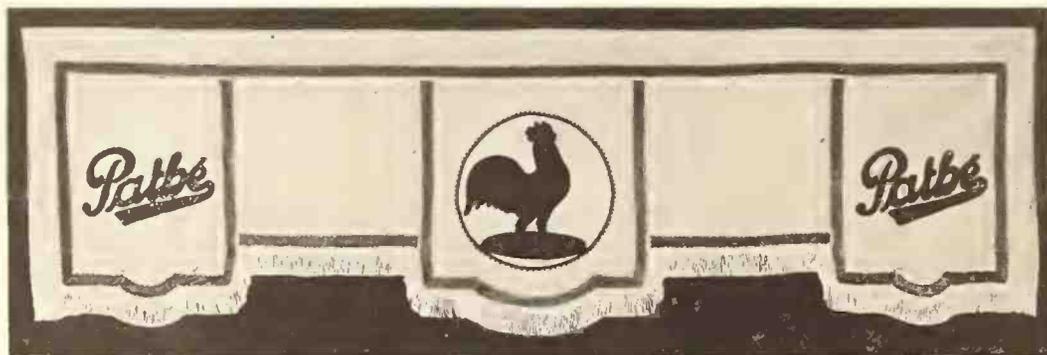
Colorado Dealer, However, Secured More Stock and Opened for Business the Next Day

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 in 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.

(Dept. W)

CLEVELAND

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



No. 35216 Basket filled with flowers, as hyacinths, tulips, maybells, etc., each \$1.50, per dozen \$15.00.

My ILLUSTRATED CATALOGUE No. 35, containing Everlasting Decorative Flowers, Plants, Vines, Garlands, Hanging Baskets, Etc., FREE FOR THE ASKING.

FRANK NETSCHERT  
61 BARCLAY ST. NEW YORK, N. Y.

## GREAT GATHERING OF VICTOR DEALERS IN PEORIA, ILL.

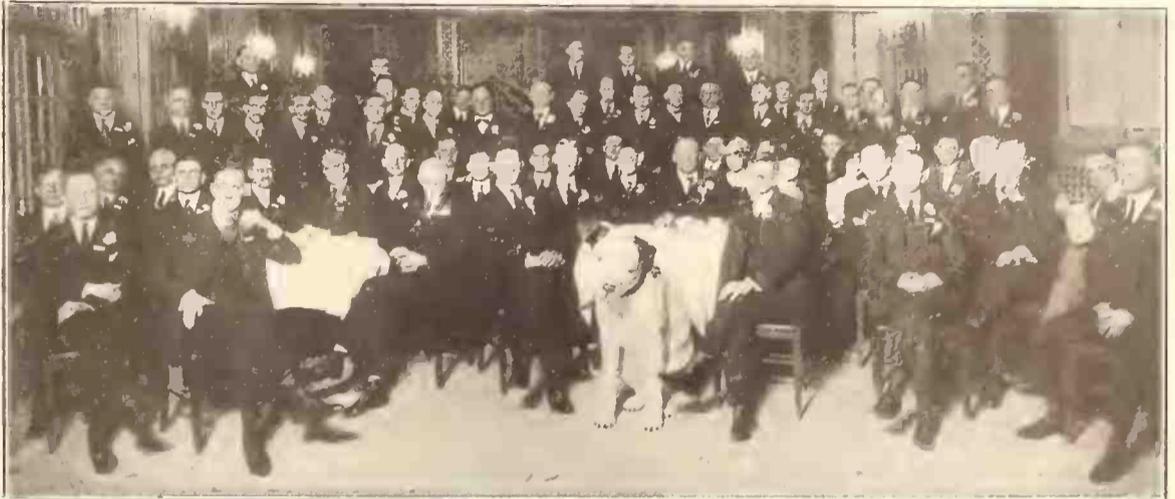
Over 75 Dealers From Various Parts of Illinois Entertained by Putnam-Page Co., Victor Wholesaler—Notable Addresses Made by Prominent Speakers—Attend Banquet at Crève Coeur Club

PEORIA, ILL., March 4.—The Putnam-Page Co., Victor wholesaler of this city, held a very successful Victor meeting on Washington's birthday, which was attended by about seventy-five of the retail dealers to whom this concern caters. During the morning everybody gathered 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 Inghlaterra Trio.

P. A. Ware, general manager of the Putnam-Page Co., acted as master of ceremonies. Following 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 educational department, next spoke on "How the Dealer May Profit Through Educational Work."

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



The Banquet Held in the Palm Room of the Jefferson Hotel

of concerts in Illinois cities this Spring. He asked any merchants interested in making bookings 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 discussion 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 Reinckell 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 interesting comment and observations on current conditions in the industry.

The next speaker was John Gregg Paine, of the legal department of the Victor Talking Machine Co. His speech was the principal feature of the convention, and his subject was "Marketing Victor Goods Is More Than Merchandising." During the course of his address, which proved most interesting and illuminating

to all present, he explained fully the responsibility which the Board of Directors of the Victor Co. feel towards every retail Victor dealer, and how they are striving in every way possible to use the resources of this company to the end that each dealer may be assured of a very successful business, and to the end that his individual investment in the Victor business may be assured as a permanent source of income. In this connection Mr. Paine spoke

of the utilization of the most efficient and high quality methods in the factory. He traced in detail the sources from which various raw materials 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 responsibility which the Victor Co. feels towards Victor dealers, he then explained how the company looks upon each retail merchant handling the Victor product as the custodian of its goodwill. He explained the responsibility which this guardianship involves, and how the Victor Co. looks to each retailer to uphold in the finest



Visiting Speakers—Miss Mabel Rich, L. C. Mountcastle and (Standing) J. G. Paine

manner possible the great prestige, good-will and reputation which have been built around the Victor trade-mark, Victrolas and Victor records. In closing, Mr. Paine touched most inspiringly on the idea that in selling music to the American people the retailer is in fact performing a truly God-like mission. This part of Mr. Paine's address made a very deep impression on all his hearers and left everyone inspired with a deeper understanding of the business in which he is engaged.

The program closed with some interesting remarks by F. H. Putnam, president of the Putnam-Page Co., during which he emphasized the value of dealers and their sales representatives attending the school of salesmanship at Camden, and also of attending the Victor educational convention, which is to be held in Chicago the latter part of March under the auspices of ten of the Victor wholesalers located in the Middle West.

In response to a motion by unanimous consent a telegram was sent to Enrico Caruso at the Hotel Vanderbilt, New York City, which read as follows: "Seventy-five Illinois Victor dealers meeting in Peoria to-day joining with the Putnam-Page Co., Victor distributor, extend to you their best wishes and express their sincere hope for a speedy and complete recovery of yourself and your glorious voice."

(Continued on page 61)



Putnam-Page Officials—Left to Right (Sitting), Roy Page, Miss Cloud, F. H. Putnam. (Standing) L. S. Putnam, A. E. Severe, P. A. Ware.

In the course of her talk she mentioned many new avenues through which the retail Victor dealer can develop machine and record sales and offered some very practical ideas for securing this business. She also touched on the great vision with which the educational department of the Victor organization is inspired.

The next speaker was L. C. Mountcastle, assistant manager of the Eight Famous Victor



**Putnam-Page Company**  
INC  
VICTOR DISTRIBUTORS

¶ Our Dealers' Service Department really serves and has profited our dealers.

¶ The head of our Repair Department has just returned from the Victor Factory, and to dealers who maintain their own repair department we extend instruction and co-operation without cost.

¶ There are other features of Putnam-Page service which are profitable to dealers—ask those who know.

**PUTNAM-PAGE COMPANY**

Exclusive Victor Wholesalers  
PEORIA, ILLINOIS

# A New Source of Profit for the Phonograph Dealers

Some uses for  
the Magnavox

*Churches*

*Schools*

*Concerts*

*Entertainments*

*Playgrounds*

*Dances*

*Fairs and*

*Exhibitions*

*Open Air*

*Y. M. C. A. Work*

*Lodges*

*Directing*

*Construction Work*

*You'll think of  
many others.*

**M**ANY 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

# Magnavox

**VICTOR DEALERS MEET IN PEORIA**  
(Continued from page 59)

During the evening of Washington's birthday all of the conventionites were entertained by the Putnam-Page Co. at the Crève Coeur Club. This local non-sectarian and non-partisan club held its twenty-third annual banquet at the Shrine Temple, in celebration of the birth of George Washington, and it is needless to say the decorations, the spirit and the meal proved most effective.

The invocation to the banquet was given by Rev. Joseph C. Hazen, and the speakers after dinner included the Hon. J. F. T. O'Connor, of Grand Forks, N. D., who spokē on "The Citizen of To-morrow"; Admiral Samuel McGowan, Washington, D. C., who discussed "Some Side-lights on the Navy"; Rev. Nathan Krass, D. D., of New York, who spoke on "Washington's Strength and Democracy's Weakness"; and the Most Rev. Austin J. Dowling, D. D., St. Paul, Minn., whose subject was "The Melting Pot and the Mould."

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.

Among those present were: Alex Meyer, Meyer's Music House, Carlinville; J. W. Hammer, Hammer & Webb, Farmer City; C. D. V. McKinley, C. D. V. McKinley, Mason City; J. Anthony Hoppe, Western Record, Chicago; J. J. Rockwell, Reincke-Ellis Co., Chicago; Thor Norberg, of Norberg Music House, Rock Island and Moline; O. D. Ehrlicher, Ehrlicher Bros. Co., Pekin; W. F. Haley, J. Haley & Son, Arcola; Geo. H. Thompson, Thompson Drug Co., Spring Valley; E. F. Bohn, P. F. Cutner Music House, Lincoln; P. F. Cutner, P. F. Cutner Music House, Lincoln; I. J. Whitten, Sundquist & Whitten, Wyoming; F. J. Everson; T. S. Gravenhorst, Effingham; E. T. Froyd, Froyd's Music Shop, Paxton; H. C. Duncan and Harry A. Duncan, Duncan-Schell Furn. Co., Keokuk, Ia.; F. A. Doyle, Doyle Furniture Co., Galesburg; A. E. Sundquist, A. Sundquist & Son, Toulon; H. J. Waldschmidt, H. J. Waldschmidt, Metamora; J. G. Paine and Miss Mabel Rich, Victor Talking Machine Co., Camden, N. J.; Raymond Bill, Talking Machine World, New York City; Mrs. Donald Gordon, J. A. Gordon, Hamilton; Mrs. Thor Norberg, Norberg Music House, Rock Island; Mrs. Ray E. Bannon, Bannon's Music Shop, Ottawa; D. A. Craine and H. O. Hartley, Hartley's Pharmacy, Galva; Donald Gordon, J. A. Gordon, Hamilton; George Cheatle, The Music Shop, Springfield; F. L. Fell, R. L. Berry's House of Music, Springfield; G. E. Lester, G. E. Lester, Hoopston; T. J. Griggs, Griggs Music House, Kewanee; Ray E. Bannon, Bannon's Music Shop, Ottawa; Harry K. Onken, John Onken & Brother, Chapin; Ed. F. Ritter, Ed. F. Ritter, Mattoon; J. L. Murray, The Murray Co., Davenport, Ia.; S. B. Bolton, Bolton Electric

Co., Aledo; C. N. Lenhart, C. N. Lenhart, Mattoon; A. R. Meyer, A. R. Meyer, Havana.

R. E. Gardner, R. E. Gardner, Washington; E. E. Hanger, Hanger Brothers, Lincoln; R. L. Stutzman, P. A. Bergner & Co., Peoria; F. R. Bailey, King & Bailey, Virginia; H. C. Kupfer, Mandel & Schwarzman, Bloomington; Russell N. Smith, Russell N. Smith, Carthage; Lyle Straight, A. Livingston & Sons, Bloomington; Rufus L. Berry, R. L. Berry's House of Music, Springfield; L. C. Mountcastle, P. W. Simon Concert Co., New York City; C. H. Hammond, C. H. Hammond, Rushville; F. M. Leslie, F. M. Leslie, Urbana; W. E. Rouch, Linn & Scruggs, Decatur; W. L. Barnett, Barnett Drug Co., Watseka; J. W. Pauly, The Music Shop, Burlington, Ia.; Louis Heckman, Louis Heckman, Manito; Duane Wanamaker, Talking Machine Journal, Chicago; Ralph W. Wheelock, C. E. Wheelock & Co., Peoria; Ben. H. Brunswick, Brunswick's Music Shop, Pittsfield, Ill.; J. D. O'Malley, Block & Kuhl Co., Peoria; C. W. Fitzgerald, C. W. Fitzgerald, Morrison.

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

**ARTISTIC STORE IN CHESTER, PA.**

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.

**ENJOY THE**



**COOPERATION  
AND SERVICE**



*of the*

**Scoville Mercantile Company**

*Distributors of*

*The Record of Quality*

**Oké Records**

*Our service is dependable  
and merits your participation  
as our dealer.*

**Scoville Mercantile Company**

**ATLANTA, GA.**

**NEEDLES**

WE MANUFACTURE

Diamond needles for Edison  
Sapphire needles for Edison  
Sapphire needles for Pathe  
in stock ready for delivery

MERMOD & CO., 874 Broadway, N. Y.



**Pablo Casals, the famous 'cellist, lends new popular interest to Handel's "Largo" on this Easter-tide record that will sell the year round. Keep this in mind when you order. Columbia 49802.**

**Columbia Graphophone Co.  
NEW YORK**

**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

PITTSBURGH, PA., March 1.—A group meeting of Victor jobbers was held recently in the Crystal Room of the William Penn Hotel. The hosts were the C. C. Mellor Co., the Standard Talking Machine Co. and the W. F. Frederick Piano Co., Victor distributors. Out-of-town Victor jobbers present were: H. J. Shartle and C. H. Deacon, of the Cleveland Talking Machine Co., Cleveland, O.; Charles Bennett and Earl Poling, of the Eclipse Musical Co., Cleveland; Curtis N. Andrews, of Buffalo, N. Y.; Perry B. Whitsit, of Columbus, O.; V. W. Moody, Buffalo Talking Machine Co., Buffalo, N. Y.; C. A. Grinnell, of Grinnell Bros., Detroit, Mich., and Arthur Bates, of the Ohio Talking Machine Co., Cincinnati, O. The Pittsburghers who participated in the meeting included: French Nestor and Wallace Russell, of the Standard Talking Machine Co.; Thomas T. Evans and R. R. Myers, of the C. C. Mellor Co., and George H. Rowbridge and Robert Boycott, of the W. F. Frederick Piano Co. 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. Dean, 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 Victrolas 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. Marceis, formerly in charge of the talking machine department of Spear & Co., has resigned and returned to New York City. L. Weinberg, who for many years has been connected with the firm, has succeeded to the managership. Mr. Weinberg reports satisfactory sales of talking machines and records. The department sells the Victrola, Vocalion, Sonora and Vitanola.

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 Victrolas, 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 Busis, trading as the Oakland Music Shop, 3531 Forbes street, was dissolved

by Mr. Hirsh withdrawing from business. Mr. Busis 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.

<p><b>WALL KANE NEEDLES</b> Play 10 Records Extra Loud Medium</p>	<p><b>EUREKA GRAPHITE and PHONOGRAPH LUBRICANT</b> THE BEST</p>	<p><b>"IMICO" DIAPHRAGMS</b> Superior Quality For All Reproducers</p>	<p><b>VALLORBS SEMI-PERMANENT ONE PIECE TYPE PHONOGRAPH NEEDLES</b></p>	<p><b>RECORD ALBUMS AND CLEANERS MOVING COVERS</b></p>
<p><b>MAINSPRINGS AND REPAIR PARTS FOR ALL MAKES OF PHONOGRAPHS</b></p>	<p><b>RAYSOLO SALES COMPANY</b> :: DISTRIBUTORS :: <b>LANCASTER - PENNA.</b> Your Patronage Solicited      Our Service Excels WE AIM TO QUOTE PRICES THAT INSURE THE DEALER THE LARGEST PROFITS</p>			<p>Send Us Your Repair Troubles We Do The Work Right and Return Quickly Prices Very Reasonable</p>
<p><b>BRILLIANTONE REFLEXO STEEL NEEDLES</b></p>	<p><b>SOLOTONE PHONOGRAPHS</b> Very Liberal Dealers Proposition</p>	<p><i>We Issue a Monthly Bulletin</i> Send Us Your Name and Address for Our Mailing List</p>	<p><b>PIANO BENCHES DUET BENCHES</b> High Quality Low Price</p>	<p><b>PATHE and EDISON JEWEL POINTS</b></p>



# Widdicomb

## PHONOGRAPH

*The Aristocrat of Phonographs*

**D**EALERS 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 fates hand out 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 Spring and Summer may not be quite as active as usual. The Okeh records are going nicely, I might say 'big,' and the various McCormack releases prove very popular with the retailers. We are pushing the Magnavox and are meeting with excellent success in this line."

The Columbia Graphophone Co. is having fair success in this territory, according to W. L. Sprague, Northwestern manager. The record trade is good and there is a continual demand for such favorites as "Bright Eyes," "Honolulu Eyes" and the like. Mr. Sprague says that the

future continues to brighten, but like other Northwestern managers will not be surprised if the recovery should prove somewhat slow.

Plans for the manufacture and distribution of a phonograph service counter and for a publicity campaign to accompany the enterprise have been completed by the Beckwith-O'Neill Co., of Minneapolis. L. M. Willis, formerly connected with the Unico and the Victor companies, will be in general charge, with M. J. Jenson as mechanical superintendent. Contracts for the manufactured parts have been let and the new selling device will soon be on the market.

It is claimed for the service counter that it will serve the dual purpose of a demonstration booth and a service counter. It is adaptable to any modern talking machine. The new device has been improved in various ways as the result of experience and use of two models tried out by the Foster & Waldo Co. and the Cable Piano Co.

The new home of the New England Furniture Co., Fifth street and First avenue north, Minneapolis, will have a commodious, well-equipped and well-arranged talking machine department. Charles S. Harris, of the company, has been visiting around to obtain ideas and has planned to embody all the latest innovations in the new quarters. The company handles the Victor, Columbia, Edison and other lines of machines.

The Beckwith-O'Neill Co. is now able to accumulate a stock of machines and records. While the latter have been coming along in goodly quantities they also are going out rapidly and the reserve supply is still far short of what the company wants.

More Edison machines were sold by the Minnesota Phonograph Co. in January and February of the present year than during the corresponding months of 1920, says Milton Lowy,

its manager. The increase will figure about 30 per cent. This experience, it may be stated, is somewhat unique in Twin City business annals. Laurence H. Lucker, Northwestern distributor, indicates that he is satisfied with the jobbing end of the Edison business. He was fortunate in not having any large accounts in the sections of the Northwest that have been hit the hardest by the wave of readjustment.

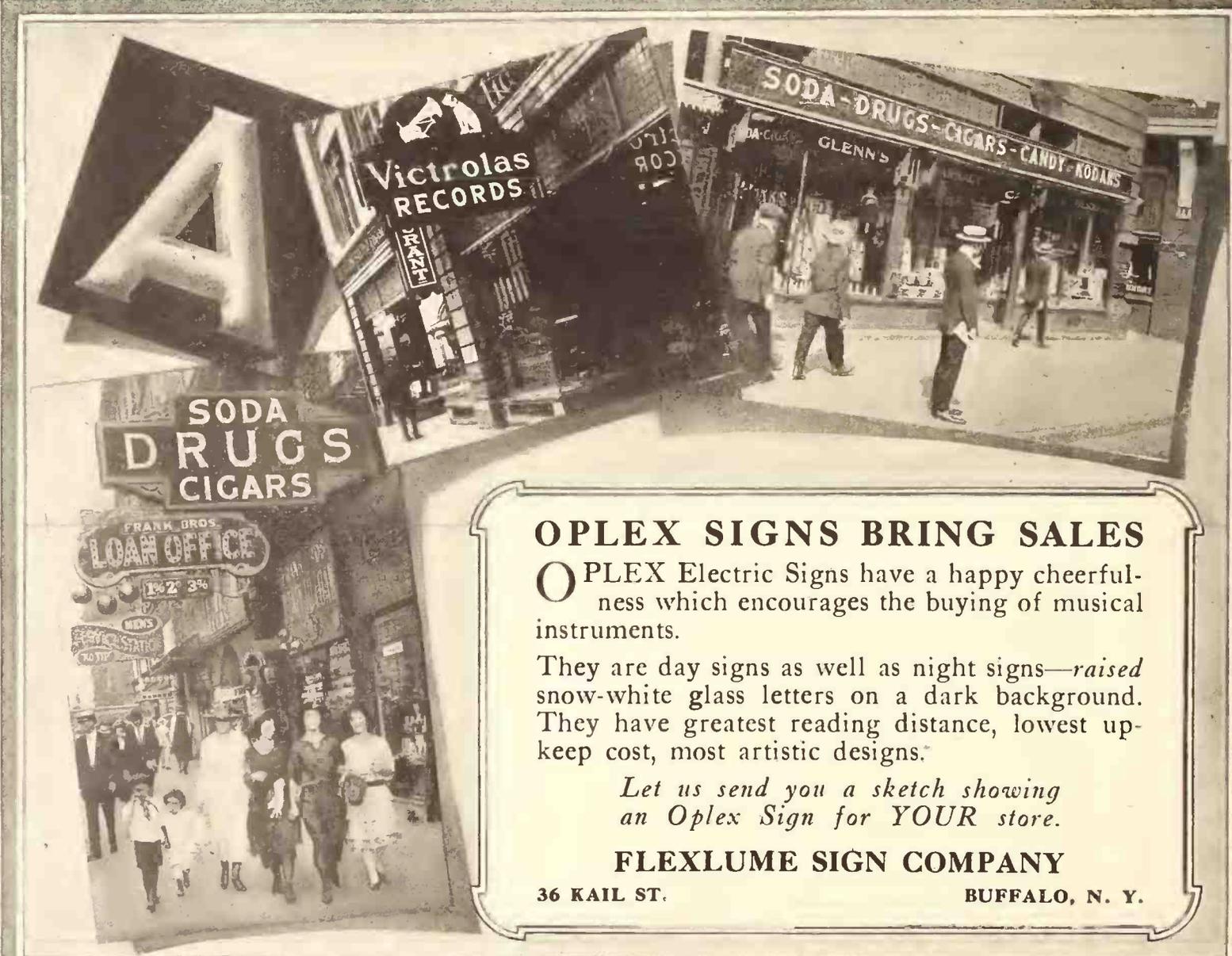
January reports on the Brunswick sales in this territory show an increase in dollars of 32 per cent, says E. L. Kern, director of the Brunswick-Balke-Collender Co. February also shows considerably better than the corresponding month of last year and the Brunswick folk are completely satisfied with their exceptional success in view of the general dislocation of business. George M. Nye, manager of the phonograph branch, states that the record demand is growing rapidly.

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

### AN OBSERVANT BUYER!

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

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 dexterously slipped into concealed pockets on the inside of his long coat.



### OPLEX SIGNS BRING SALES

O PLEX 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 up-keep 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.

**NOTABLE CONTRIBUTOR TO THE POPULARIZATION OF ART**

Interesting Tribute Paid to the Paramount Influence of the Talking Machine as a Developer of Musical Knowledge and Appreciation

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 amazing reproducer of human and mechanical sound is far more than a story merely of the perfection of a musical instrument. A much more wonderful phase of it has been the development of the use of the instrument, includ-

ing the perfection of record-making, the enrolment of the finest vocalists and instrumentalists in its service, and, last but not least, the worldwide distribution of machines and records and the accompanying education of people to enjoyment of good music.

"The talking machine's work is not spectacular and does not have a fraction of the attention that the public bestows on the progress of some other forms of entertainment or instruction. That is human nature, too, because the talking machine being at home, convenient, easy to play, and inexpensive, is not likely to be so much appreciated by the average person as, say, the movies, to see which he has to go to a good deal more trouble and expense. Yet it is not so certain that for all that has been written about the wonders of the motion picture—and it is wonderful—the educational value of the talking machine 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.

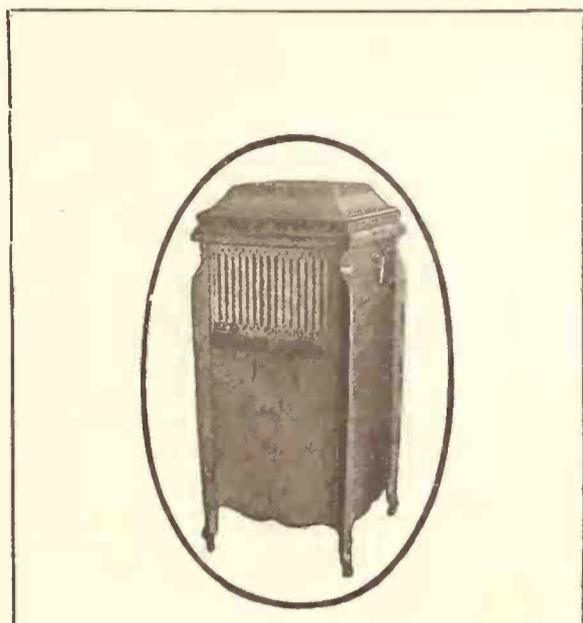
"Perhaps the great triumph of the talking machine is due in largest measure to the excellent policies adopted and adhered to by all the large record manufacturers. Although the commercial talking machine is not so many years older than the commercial cinema, nevertheless the owners of talking machines 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, Tschaiakowsky, 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 Heifetz, Kreisler and Powell; with the work of the greatest 'cellists, the greatest pianists; with the directing genius of such leaders as Sousa; 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 wrought worthily by lofty standards and has made notable contributions to the popularization of art. Its leaders deserve praise and congratulation and their methods and ideals may be copied with great benefit by leaders in cognate fields."

**USING AGGRESSIVE METHODS**

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

SHREVEPORT, LA., March 5.—The Lyll Music Co., of this city, Sonora representative, is closing an excellent business and Mrs. C. L. Lyll, 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 Lyll 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 Lyll Music Co. carried large advertisements in the local newspapers, reading as follows: "Eight Sonoras in 1918—now by solid



**BLANDIN**

IT is indeed gratifying that music lovers should so promptly assign 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.



carload. Our first shipment from the Hessig-Ellis Drug Co., Memphis, Tenn., on February 23, 1918, consisted of eight phonographs. To-day we order these machines by the carload."

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

**VISITORS AT NEW YORK OFFICE**

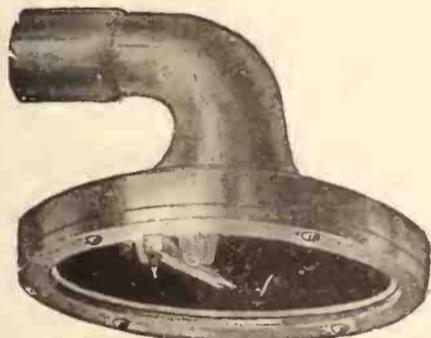
Among recent visitors to Aeolian Hall were H. D. Felix, of Schuylkill Haven, Pa., who was recently appointed a Vocalion dealer; A. E. Stone, of the Parker-Gardner Co., Charlotte, N. C., and A. T. Sayward, of the M. Steinert & Sons Co., Boston.

*Quality*

*Distinction*

**The "VICSONIA" Reproducer**

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



*Fitted with permanent jewel point.*

*No loose parts.*

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

**Meet the Demand  
Serve Your Customers**

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

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

**Vicsonia Mfg. Co., Inc.**  
313 EAST 134th STREET  
NEW YORK, N. Y.

## 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. hes a wop or something, if Loo hadent got stuck on a record she hird last Summer when she was to her folkes in Guthrie, only God knows where they get the coin to buy such tripe. They always sponge on me every time they get a chanct. Well, I coffs up four good iron men plus a war tax, although there aint no more war, and we goes to the consert as it is called, Loo looking like \$1000000 and me all dressed up like a plush hors. We set around awhile with a lot of fokes that seemed to know why they was there. THe men had mostly forgot there vests 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 stikking out in front like he was proud or something, followed buy a little red-headed-what-there-was-of-it feller, and the crowd begins to clap and stomp before he opens his face. Whats the big idear, I says to Loo. Shut up you poor sap, she says clapping her hands so hard she bust a new pr. gloves I bot her only last Oct. when she was to Nashville. Thats to let him know were all with him, she says. Is that so, I says, if thats the case Im dum as a oister becaus Im off him, the big stiff. After the crowd stops there noyse Red begins to tease the ivorys, and, the big bum starts in.

"Was he good? Well, yes and no. The 1st song wasent so rotten. It was about a guy who wants his dame to get up and rush the growler for him. He says hell take cream and if thers no cream hell take beer. Hes foolish just like a fox, only a swell chanct hes got to get beer

these days after what them prohibition guys did to us. I know where he could get a good shot or hootch right in Louisville too, but beer, nix. Anyway this Werrenstein sings some more and I don't make it. Whats 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 stuffd shirt; and Red plays and the crowd claps there hands and I says to Loo, I gotta smoke and she says its all right with nte and stay as long as you want.

"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 consert and I says rotten. Same here, he says who told that big runmy he could sing anyway. I never did and I never will, I says and then the guy, not Werrenrash—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 cant sing right now a lot better than that big stew inside I hope I never drive another taxi. A little chicken trys to hold me up for a tikket when I come in, but nothing doeing.

"The big slob on the stage is singing right

along as if he didnt care where I was, and say I gotta hand it to him on one song he sung as I blue in the dore something about donna and the stars and hills and streems and everything. It sure was a bird of a song and when I slides in with Loo again she didnt see I set on her new lid becaus her eyes were full of teers.

"Whats the idear I says. She says you wouldent understand, and I lets it go at that. Well to make a long story short he keeps on singing, and the guys in the seats keeps on claping and I says come on Loo well have a Coco Coler and go home. Wasent it beautiful Loo says and I 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, but if I gotto were 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.

## 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

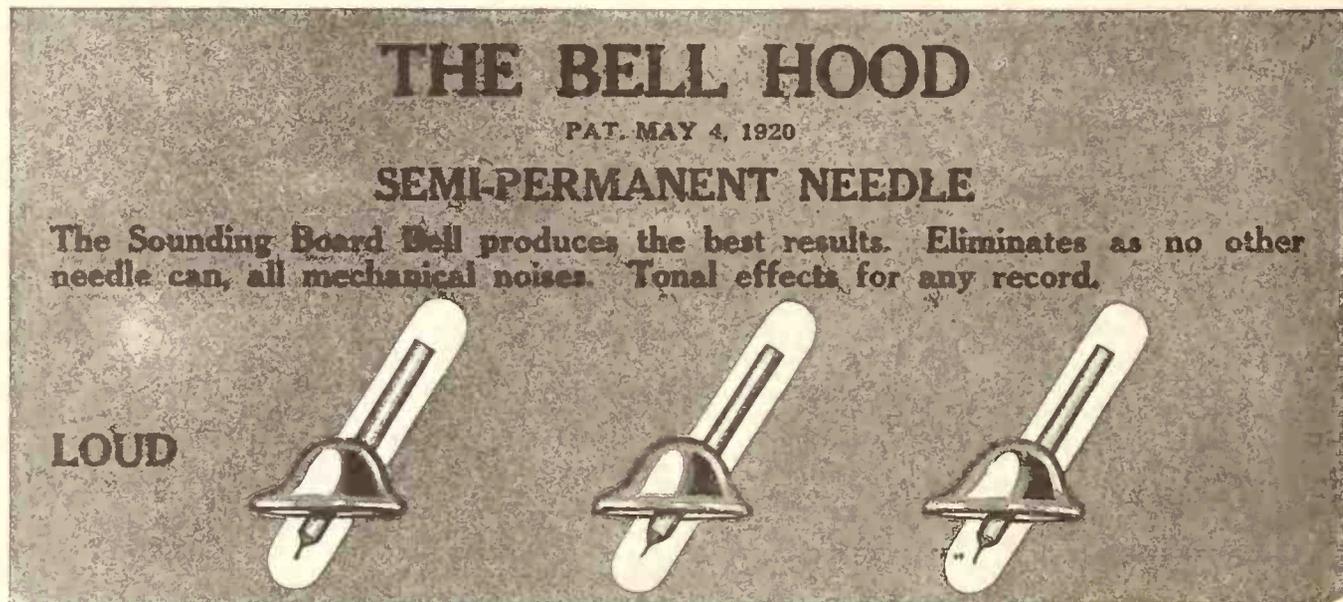
**RENE MADE SPRINGS AND PARTS LAST LONGER  
COST LESS**

**RENE MFG. CO.**

**Montvale, N. J.**

# BELL HOOD *Semi-Permanent Needle*

THE NEEDLE WITH TONE QUALITY



Made by the Bell Hood Needle Co., New Haven, Conn., U. S. A.

## IMPROVES YOUR PHONOGRAPH 100 PER CENT "The Bell Does It"

Purifies the tone, reduces the scratching and mechanical sounds to a minimum.

**SEMI-PERMANENT POINT—Loud—Medium—Soft**

A profitable needle for dealers to sell. More than 2000 Dealers are now selling them with splendid success. Order from the nearest branch.

**THE BELL HOOD NEEDLE CO.**

183 CHURCH STREET

NEW HAVEN, CONN.

## GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

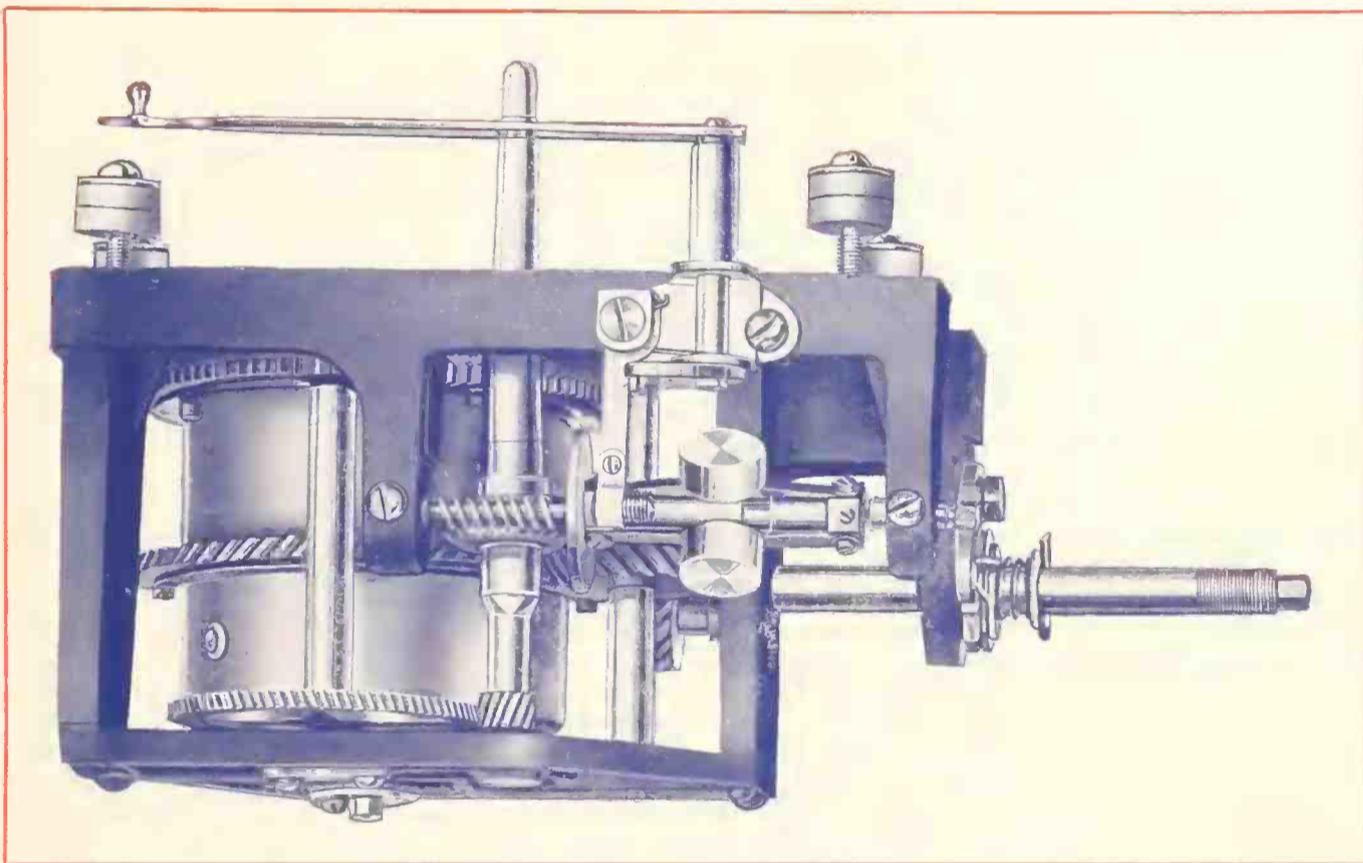
25 West 45th Street New York City, N. Y.

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

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

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*

## GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

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

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

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



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, "Delfos" a waltz. They'll sell! E-4959.

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 musical director 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 cleanser 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 Cirola 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.

**REORGANIZING THE WONDER CO.**

H. Radt Retires as New York Representative and Is Succeeded by G. L. Jones

H. Radt, former stockholder and New York representative of the Wonder Talking Machine Co., 105 East Twelfth street, New York, with a factory in South Norwalk, Conn., recently severed his connections with that concern.

The Wonder Co. is undergoing reorganization and plans are being prepared to greatly increase the production of the talking machines manufactured by this organization.

H. B. McNulty, the president of the company, will continue to make his headquarters in South Norwalk, Conn. G. L. Jones has been appointed manager of the New York offices, which will be continued at the same location. All the stockholders of the organization are now residents of South Norwalk, Conn.

**EDISON ARTISTS IN OHIO**

YOUNGSTOWN, O., March 1—Under the auspices of the Homer S. Williams Co., Glen Ellison, the famous Scotch baritone, assisted by Alta Hill, both Edison artists, gave a most pleasing concert Thursday night, February 24, in Masonic Hall.

The following Sunday night the artists appeared in person at a concert at the Union Opera House, New Philadelphia, O., under auspices of George E. Buss, Edison dealer there.

**BECOMES EMERSON REPRESENTATIVE**

S. W. Goldsmith to Look After Emerson Interests in State of Ohio

COLUMBUS, O., March 3.—S. W. Goldsmith, vice-president and secretary of the Goldsmith Music Store Co. for the past eighteen years, has been appointed wholesale distributor for the State of Ohio for the Emerson Phonograph Co., Inc. Associated with Mr. Goldsmith in business is S. M. Hyneman.

The new company occupies the first floor and basement at 36 West State street, which they use as office, display room and record stock and shipping room. A stock of Emerson phonographs is kept ready for quick shipment at the W. Lee Cotter Warehouse Co.

James W. Pommer, of Albany, N. Y., and Charles Usher, of Brooklyn, N. Y., experienced phonograph salesmen, are representing the new company in this territory and report that conditions are satisfactory.

**IN FINANCIAL DIFFICULTIES**

A petition in bankruptcy has been filed against the Binger Co., 43 West Thirteenth street, New York, by these creditors: William Berg, Andrew C. Frommelt, Paterson Typewriter Exchange. Judge Manton appointed Jeremiah F. Connor receiver under \$10,000 bond. Liabilities are said to be \$300,000 and assets estimated at \$200,000.

**OKeh Records**

Artists of distinctive qualities are heard on OKeh Records.

We are prepared to sign up and take care of new dealers.

We offer a proposition that is of advantage and interest to you.

Write today for particulars.

**ARTOPHONE COMPANY**

1103 Olive Street

St. Louis, Mo.



*New Unico Establishment—E. Paul Hamilton, Inc., Baltimore, Md.*

## **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

# Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note:—This is the fifth of a new series of articles by William Braid White, devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

## 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 convalescence 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'Étre

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 home 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 *raison d'Étre* of the machine, and it is wholly absurd to suppose that anything but the enjoyment of wanted music can form 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 in the small town or city, who has a small store and a few machines, who, collectively, constitutes the big end of the business. It is this man who holds in his hand the destiny of the talking machine business. It is he who can make or mar the annual output of talking machines and records. Individually, perhaps, he cannot do a great deal, measuring effort in figures, but in the aggregate he swings the balance up or down and controls the situation.

### A Word to the Smaller Merchant

This is why I must to this man definitely appeal. It is to him that I must now speak. The talking machine business at this moment needs only one prescription to restore it to immediate health. The prescription it needs is one which

anybody can easily apply and which is bound to be immediately effective. That prescription is "Music." Let "Music" become the slogan of every talking machine merchant in the land and business will at once begin to pick up.

Is this practical stuff or is it mere theory? Let us consider for just a moment.

### The Life of the Business

In the first place, music is the whole meaning, the whole significance of the talking machine. Take away music from the idea of the talking machine and you take away its life. The person who buys a talking machine does not buy a machine. He or she buys the means for getting music in the home; that is to say, music. That is the object of the purchase and the subject of the sale—music.

Now, if the people stop buying talking machines that 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 quite clearly enough 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, but 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 his customers want to buy. When he thinks of that, and of that only, he will wake up, 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, Edisons, Columbias, Brunswicks and other well-known machines that the promotion departments of these great companies are only too eager to assist the retail men in promoting 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

U. S. Record Mfg. Corp. Equipped to Press Records in Quantities—Contracts Now Being Closed Will Keep Factory Very Busy

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 equipment 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 employes. 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.

# Window Displays

that make the dealer *glad* to put them up—and, when set up, *sell* goods from the window, are being created and lithographed for the great national advertisers as well as those whose appropriation is more modest, by

## EINSON LITHO INCORPORATED

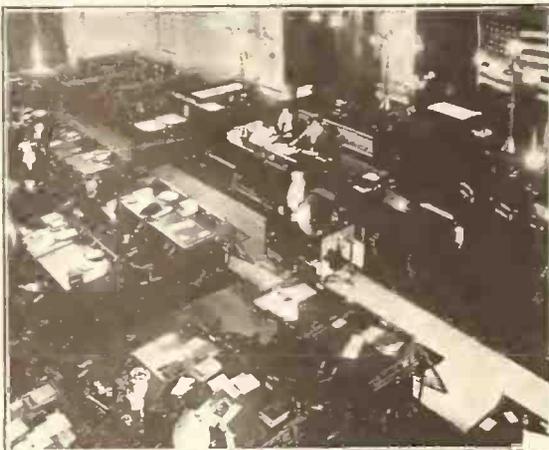
Executive Offices and Art Studios  
71 West 23rd Street, New York, N. Y.

Factory and Plant  
327 East 29th Street, New York, N. Y.

### 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 be-



School Victrola in Senate Chamber, Sacramento fore 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, repre-

senting 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.

## WE DO NOT MAKE MOTORS

But we can supply you any other Phonograph Hardware or Fittings

Let Us Make Your

HINGES  
LID SUPPORTS  
NEEDLE CUPS

KNOBS  
TONE RODS  
DOMES OF SILENCE

AUTOMATIC STOPS  
DOOR CATCHES  
NEEDLE RESTS

WEBER-KNAPP CO.

Jamestown, N. Y.

**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



The Sonora \$5,000 Model 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; cabi-

net, width 44 inches, height 72 inches, depth 24 inches, 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

**What More Can You Ask**

All the features that go to make a talking machine *Profitably Salable* you will find as regular equipment of *Magnola*: "Built by Tone Specialists."



Watching the Music Come Out

Complete description of all these features is to be found in our *handsome illustrated catalog*, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

**MAGNOLA TALKING MACHINE COMPANY**

OTTO SCHULZ, President  
 General Offices 711 MILWAUKEE AVENUE CHICAGO  
 Southern Wholesale Branch 1530 CANDLER BLDG. ATLANTA, GA.

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 forecasts 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 take 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 falling 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

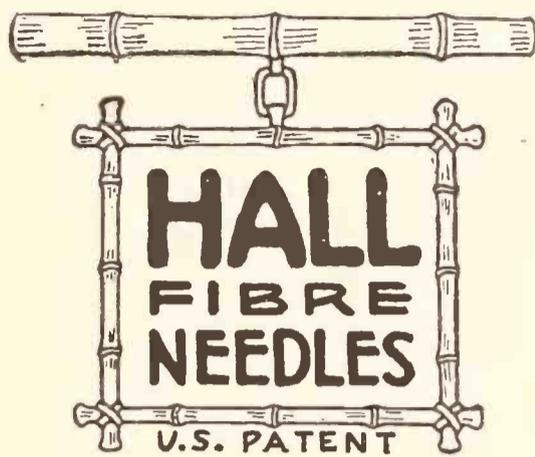


New Model "E" Garford Phonograph

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

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.

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 Hepplewhite 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.



Period Model: Florentine

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



Period Model: Jacobean

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

**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 40 5/8" x 22"; Height 35"



Style K5—Top 41" x 22 1/2"; Height 35"

**\$150**

Retail Price

**\$160**

**LAUZON QUALITY**

The foresighted merchant with a hand on the pulse of public demand will immediately perceive the opportuneness of the above popular priced consoles.

Lauzon quality assures honest value and the price is a 1921 proposition calculated to build sales throughout the year.

**MICHIGAN PHONOGRAPH CO.**

Phonograph Division, Lauzon Furniture Co.  
Office, National City Bank Bldg. Factory, Monroe avenue and 6th street  
**GRAND RAPIDS, MICH.**

**WORTH-WHILE HINTS ON CANVASSING**

Practical Suggestions Offered by Collings & 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 Collings & Co., Victor distributors of Newark, N. J. 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 inconspicuousness 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 to be visited should be circularized with prospect letters. These act as an entree and acquaint the party to be visited with the purpose of your business and the name of your company. Then when your representative calls his chances of an interview are greatly augmented as the letters are bound to create both confidence and an interest in your proposition.

"The selection of reliable men or women to canvass is highly important. If possible it is best to get some one with experience in this work. They must be hardened to rebuffs and discouragement. You must be fairly liberal in compensating them for their work so that they will keep interested. This is also necessary if you expect to employ the right caliber of solicitors. Some dealers are paying a straight ten per cent on business brought in from prospects of the canvassers; five per cent when the lead has been furnished by the department. Of course, you can best determine the percentage you can appropriate for this purpose.

"One feature which impresses us as being exceptionally good is the psychology of working two canvassers together; one covering one side of a street while the other covers the opposite. As a rule this will keep them both active and discourage loafing, as the spirit of competition is aroused and one will endeavor to excel the other in volume of business.

"Where a dealer has one or more inside salesmen 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**

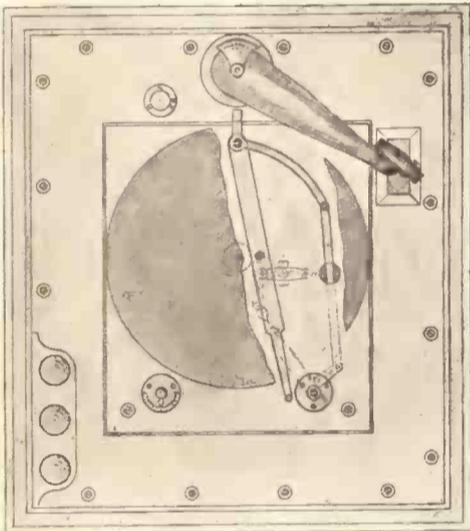
Independent Talking Machine Co. of Virginia to Bring Out New Table Model

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**



Governor Stop—Pat. Feb. 17, 1921

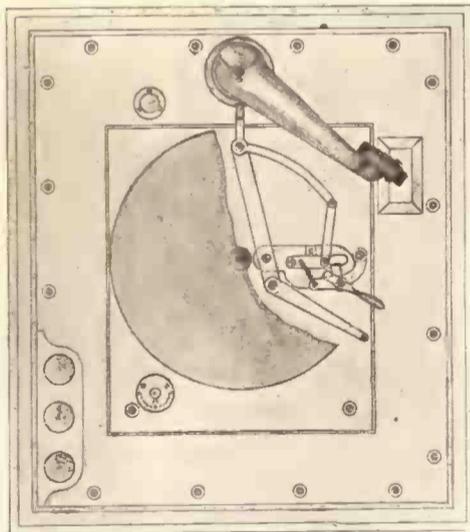
Operates the starting and stopping by push button.

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**



Turntable Stop—Patent Pending

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 whatsoever.

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



CHIPPENDALE

## 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-



A Very Striking and Effective Window Display

sized the desirability and effectiveness of hooking 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.

Recently the Clinton Square Theatre, opposite the Strand Temple, featured an elaborate motion picture entitled: "Shipwrecked Among Cannibals," and Albert Edelstein, head of the Strand Temple, immediately saw the opportunity for arranging an attractive window display on the subject. A hut built of straw, with large pictures of cannibals, formed the background

of the display and an exploring expedition by the window trimmer resulted in the gathering of skeletons of a water buck, a gazelle with a horn broken in battle, a rhinoceros hoof, poisoned arrows from the Kia Kia country, a zebra skin, an African turtle shell, and battle spears and shields such as are used by cannibals. Action was given to the display by the shimmying figure of Siam Soo, in front of which was a card reading: "Cannibals Cannot Dance to 'Palesteena,' but Who Wants to Be a Cannibal? Come in and Hear Record 18717, 85c."

Mr. Edelstein reports that the display not only attracted wide attention, but resulted in many sales of "Palesteena," "Margie," and other timely records. It demonstrated, moreover, that it pays to be original.

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 Portable Window Screen, another new Unico product. 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 executive offices received recently an interesting letter from Joseph Kessler, Sonora dealer at Glen Cove, L. I. In his letter Mr. Kessler enclosed his check in full payment for the first shipment of Sonoras which he received, and ordered the following instruments for immediate delivery: Two baby grands, three Nocturnes, two Trovatores, one Etude and one Minuet.

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 resort 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.

## TWO CONVENIENT UNICO PRODUCTS

New Efficiency Bench and Unico Portable Window 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.

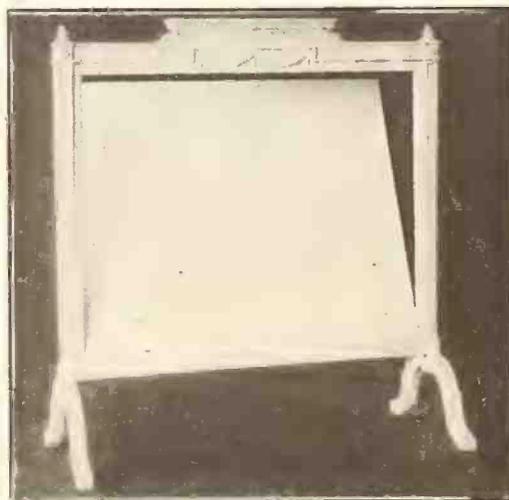
The bench illustrated herewith is, as its name



Unico Efficiency Bench

implies, efficient in every respect, and it is expected 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



Unico Portable Window Screen

these parts. One of the merits of this bench is that all repair parts for any one particular branch of the work are together in one unit. For example, when a sound box is being repaired at the Efficiency Bench the drawer or unit containing repair parts for the sound box is opened and every other unit is kept closed. Thus the in-

## Japanese Harmonicas at Importers' Prices

- Coronation .....Key of C  
\$3.70 per dozen
- Butterfly No. 1 .....Key of C  
\$4.10 per dozen
- Oseisaphone .....Key of C  
\$5.00 per dozen
- Marine Band .....Key of C  
\$6.25 per dozen
- Travelers .....Key of F  
\$6.50 per dozen
- Army Band .....Key of E  
\$6.80 per dozen
- Nightingale .....Key of C  
\$7.50 per dozen

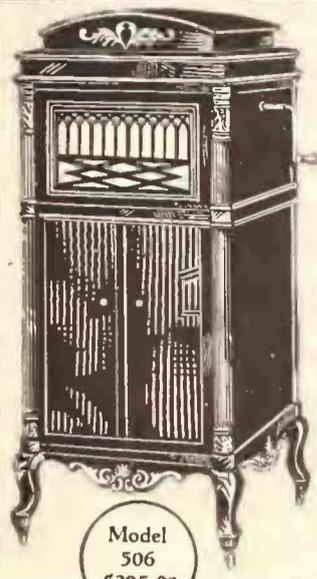
**WALTER S. GRAY COMPANY**  
942 Market St. San Francisco



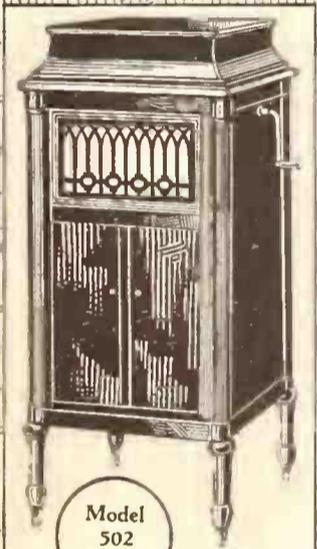
# STEGER

*the finest reproducing  
Phonograph in the World*

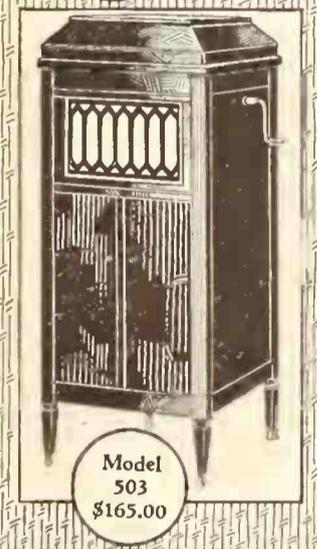
## The Steger Phonograph is Your Big Opportunity



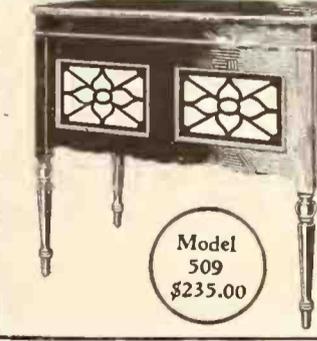
Model  
506  
\$295.00



Model  
502  
\$145.00



Model  
503  
\$165.00



Model  
509  
\$235.00

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*

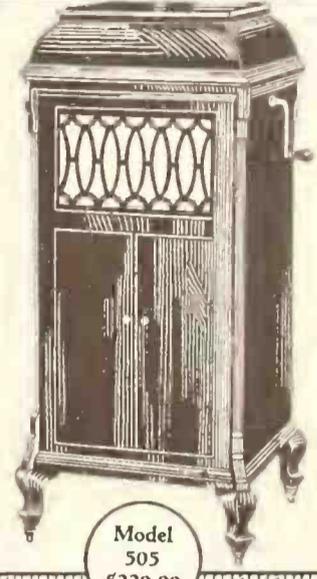
## STEGER & SONS

*Piano Manufacturing Company*

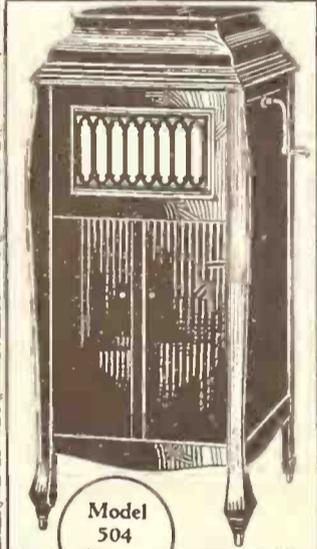
Steger Building, - - CHICAGO, ILL.

Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

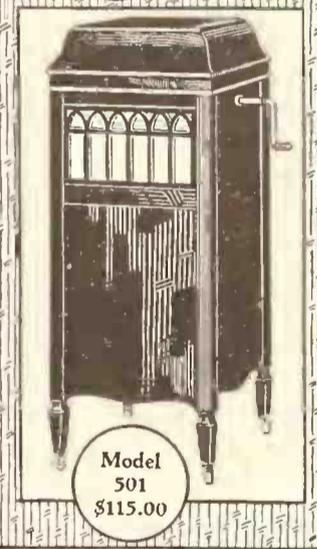
*"If it's a Steger—it's the most valuable Piano in the world."*



Model  
505  
\$220.00



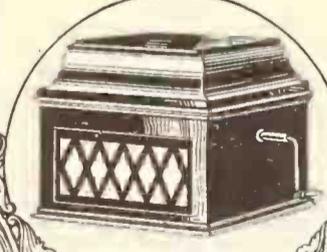
Model  
504  
\$200.00



Model  
501  
\$115.00



Model  
510  
\$290.00



Model  
500  
\$95.00

# 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 in an order today.

Grey Gull Records are one of the few makes which are recorded and manufactured *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 & Dunas Music Co.  
54 W. Lake Street,  
Chicago, Ill.

Excelsior Music Co.  
Cape Girardeau, Mo.

Fuller Phonograph Co.  
101 N. Water Street,  
Wichita, Kansas

Grey Gull Records, Inc.  
295 Huntington Ave.,  
Boston, Mass.

National Phonograph Co.  
518 Penn Avenue,  
Pittsburg, Pa.

Richardson Drug Co.  
Omaha, Neb.

Scott Weighing Machine Co.  
Topeka, Kan.

Smith & Phillips Music Co.  
409 Washington St.,  
E. Liverpool, Ohio

T. & H. Specialty Mfg. Co.  
Charleston, W. Va.

Twin City Talk. Mach. Co.  
Uhrichsville, Ohio

United Music Stores  
619 Cherry Street,  
Philadelphia, Pa.

## Dance Hits

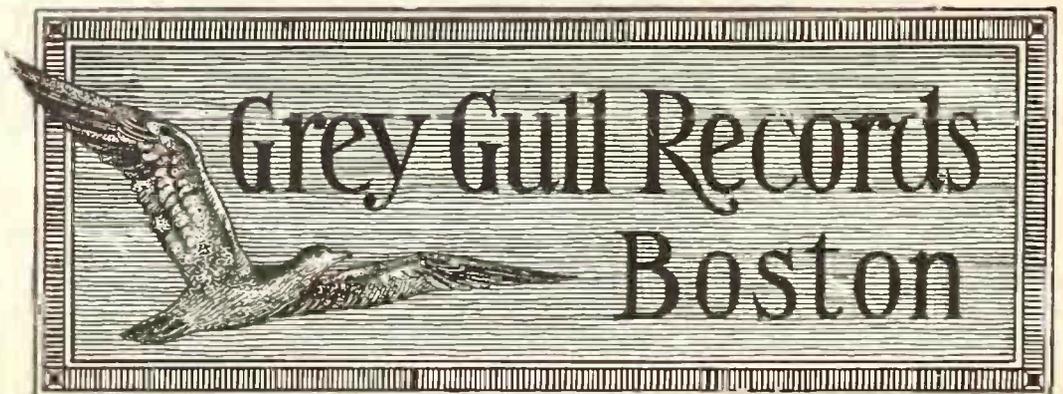
- MAZIE—Fox-trot.....Bennie Krueger's Orchestra } L-1048  
10-in. 85c.
- BLUE JEANS—Fox-trot.....Bennie Krueger's Orchestra } 10-in. 85c.
- HOME AGAIN BLUES—Fox-trot, Bennie Krueger's Orchestra } L-1046  
SPREAD YO' STUFF—Fox-trot, Bennie Krueger's Orchestra } 10-in. 85c.
- LOOK FOR THE SILVER LINING, from "Sally"—  
Fox-trot.....Ray Miller's Black and White Melody Boys } L-1050  
NIGHTINGALE—Fox-trot, Ray Miller's Black and White Melody Boys } 10-in. 85c.
- BRIGHT EYES—Fox-trot.....Bennie Krueger's Orchestra } L-1045  
TOOLES—One-step.....Samuels' Music Masters } 10-in. 85c.
- MAKE BELIEVE—Fox-trot.....Bennie Krueger's Orchestra } L-1049  
DARLING—Fox-trot.....Ray Miller's Melody Boys } 10-in. 85c.
- PALESTEENA—Fox-trot...Banjopators and Ernest Hare } L-1040  
ONE HORSE TOWN—Fox-trot, Banjopators and Ernest Hare } 10-in. 85c.
- OH, GEE! YOU OUGHT TO SEE MY GEE GEE—  
Fox-trot.....Sung by Ernest Hare } L-1039  
ROSIE—Fox-trot.....Sung by Ernest Hare } 10-in. 85c.
- MARGIE—Fox-trot.....Selvin's Novelty Orchestra } L-1046  
BIDDY—Fox-trot.....All Star Trio } 10-in. 85c.
- ROSE—Fox-trot.....Banjopators and Ernest Hare } L-1041  
OOG-GONE DANGEROUS EYES—Fox-trot..Banjopators } 10-in. 85c.
- WHISPERING—Fox-trot.....Samuels' Music Masters } L-1031  
KISMET—Fox-trot.....Samuels' Music Masters } 10-in. 85c.
- FEATHER YOUR NEST—Fox-trot.....Banjopators } L-1037  
WAKE UP IN MAMMY'S ARMS—Fox-trot, Banjopators } 10-in. 85c.
- PICKANINNY BLUES—Fox-trot....Starita Sax. Sextet } L-1024  
PITTER PATT WALTZ....Grey Gull Dance Orchestra } 10-in. 85c.

## Song Hits

- MY MAMMY.....Sung by Ernest Hare } L-2046  
HAPPY HOTTENTOT.....Sung by Patricola } 10-in. 85c.
- CRAZY BLUES.....Sung by Noble Sissle } L-2047  
LOW DOWN BLUES.....Sung by Noble Sissle } 10-in. 85c.
- BROADWAY ROSE.....Sung by Charles Harrison } L-2043  
BLUE DIAMONDS.....Sung by Henry Burr } 10-in. 85c.
- FEATHER YOUR NEST.....Sung by Charles Harrison } L-2044  
MOTHER OF MINE.....Sung by Henry Burr } 10-in. 85c.
- OLO PAL, ANSWER ME.....Sung by Charles Hart } L-2036  
PRETTY KITTY KELLY.....Sung by Charles Hart } 10-in. 85c.
- LET THE REST OF THE WORLD GO BY,  
Sung by Henry Burr } L-2017  
WOND'RING.....Sung by Charles Hart } 10-in. 85c.
- DOWN THE TRAIL TO HOME, SWEET HOME,  
Sung by Charles Hart } L-2025  
WHEN I LOOK IN YOUR WONDERFUL EYES,  
Sung by Henry Burr } 10-in. 85c.
- APPLE BLOSSOM TIME.....Sung by Henry Burr } L-2020  
LITTLE TOWN IN THE OULO COUNTY DOWN,  
Sung by Henry Burr } 10-in. 85c.

## Standard Songs

- OLO BLACK JOE.....Sung by Ernest Hare } L-2045  
ANNIE LAURIE.....Sung by Louise Terrell } 10-in. 85c.
- WHEN YOU AND I WERE YOUNG, MAGGIE...  
Sung by Charles Hart } L-2021  
A PERFECT OAY.....Sung by Henry Burr } 10-in. 85c.
- MY WILD IRISH ROSE.....Sung by Charles Hart } L-2039  
HOME TO OUR MOUNTAINS (From Il Trovatore),  
Sung by Hart and Terrell } 10-in. 85c.



INCORPORATED

295 HUNTINGTON AVENUE, BOSTON, MASS.

## VETERAN SALESMAN ENTHUSES 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, he 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 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 as a traveler.

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 recollect 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 now enjoy 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 this kind of entertainment and his conclusion is that a Victrola is something of which one must ultimately tire.

"Many dealers have found that a considerable part of their record stocks are lamentably inactive. Experience proves that this is largely due to the inability of the average sales person to keep in mind the characteristics of upward of 5,000 listings, and the result is that, aside from those that are called for or that may at the time be remembered, many of the most interesting and beautiful records are never submitted for purchase.

"Much of the instruction given in the Victor salesmanship class embraces the explanation of systems designed to familiarize dealers and their clerks with the desirability of every record in the catalog. These systems have all been subjected to most severe tests in a practical way, and their value proven not only in increasing a dealer's business, but in the stimulation and revival of interest of his customers.

"Products of the Victor Co. of which the average dealer has but little understanding are the Period Models. Being considerably higher in price than their other types of instruments, more than a rudimentary knowledge is required for one to talk with the conviction necessary to gain the confidence of the prospective pur-

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 steel 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 avail-

ing 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

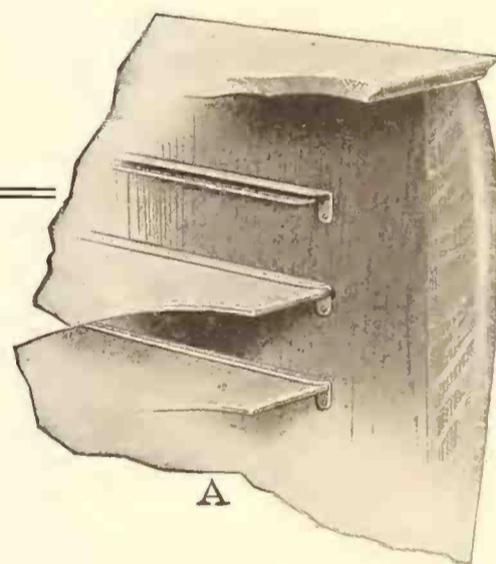
David F. Tauber, general manager of the Progressive Phonographic Supply Co., New York, manufacturer of the Wall-Kane needle, and one of the best-known talking machine accessory salesmen in the Eastern trade, died at a local hospital on Friday, February 25, after a sudden attack of heart failure. Mr. 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, Ia., 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**N 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 trade-mark insures an honest product and an honest price.

# The UDELL WORKS

Indianapolis—1252 West 28th St.



ROUNTREE CORPORATION, Distributors

# Emerson Records



## 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  
Deenah. 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 Emerson Records

Rountree Corporation,  
Richmond, Va.

Kindly ship by first express and charge our account the following EMERSON RECORDS, for release March 15th.

Record No.	Quantity
10331	
10332	
10333	
10334	
10335	
10336	
10337	
10338	
10339	
10340	
10341	
Total	

Check  
( ) Also send me full particulars about the  
Here 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.



Arietta  
Model IV

## ROUNTREE CORPORATION

Manufacturers of  
ARIETTA PHONOGRAPHS

Distributors of  
EMERSON RECORDS

Richmond, Virginia

**BRUNO**

The word "pessimism" doesn't appear in the dictionary of the Victor dealer.

**BRUNO**

**PROSPECTS' FADS AS A SELLING AID**

Watching the Individual Idiosyncracies 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 idiosyncracies 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**



**CHART SHOWS BUSINESS PROGRESS**

Pathé Frères Co. Sending Out Interesting Chart Showing Upward Trend of Labor and Material Prices—Extensive Pathé Sales Campaigns—Co-operating With Theatres

The rise and fall of the cost of labor, materials and the cost of the Pathé instrument are graphically portrayed in a red and black chart which the Pathé Frères Phonograph Co., of Brooklyn, N. Y., is sending to Pathé dealers. This chart also forms the subject for the dealer ads which the Pathé Co. supplies in matrix form. The starting points of the lines on this graphic chart begin at a period before the war and show the upward trend of the price of labor and material and also shows the estimated future price line where the three lines in the chart will converge. This chart is being used to excellent advantage by Pathé dealers everywhere in getting their prospects to "buy now."

Pathé dealers in all sections of the country are inaugurating intensive sales campaigns with excellent results. Pathé headquarters are in receipt of many encouraging reports of the results already accruing from these campaigns. Many dealers are employing a house-to-house canvass campaign with excellent results.

In a recent issue of Pathé News, the dealer newspaper, a valuable record list for Pathé dealers has been compiled. Many requests have been received for information regarding Pathé selections which have been recorded from various plays, so that the inquiring dealer could feature the selections while the plays were being presented in his city. As a result of this demand a classification of records has been compiled and printed as a part of Pathé News, listing the popular theatrical productions of the season, and those upon the road, with a concordant list of the Pathé recordings of the various numbers from these productions and their numbers. It is expected that this list will prove very valuable to dealers. A suggestion is also made that the dealer divert a portion of his advertising appropriation to space in the show program calling attention to the fact that records of the plays can be secured at his warehouses.

Helpful articles regarding the proper use by Pathé dealers of the mat, the electro and the stereo in their advertising campaigns as well as the new Pathé metal road signs appear. Announcement is made of four new Pathé Actuelle moving picture slides in color.

A grouch puts sand in the bearings of your machine. Enthusiasm makes the wheels turn easily. Which is better?



**Model No. 8**  
**Retail at \$100.00**

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

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

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

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

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.

## DISCUSSES 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 reaccustom 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 5,000,000 talking machines, not including toy phonographs, and undoubtedly the next ten years will be the best in the history of the phonograph business."

## NEW TRUCK ATTRACTS 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

A.F.Co.

felts

## for Turntables

It's a fact that the sale of a talking machine often depends on appearance. Beautiful, lustrous Turntable Felts do their part along with careful wood finish and smooth, bright metal parts.

American Felt Company Turntable Felts are used exclusively in some of the best-known Talking Machines. This is because our Turntable Felts have elegance as well as uniformity.

If you have a felt problem, ask us about it without incurring obligation.

American Felt Company

TRADE MARK



BOSTON  
100 Summer St.

NEW YORK  
114 East 13th St.

CHICAGO  
325 S. Market St.

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



Landay's Imposing New Truck

the way in which it is decorated. The average truck has too much decoration, and on the majority of trucks used by Victor retailers the famous Victor trade-mark is merely a decalco-

mania. However, the trade-marks on the new Landay truck were painted by a well-known artist, and the celebrated Victor dog appears almost lifelike.

## GUARANTEE MACHINE PRICES

Hanford & Horton Co., Middletown, N. Y., Make Public Announcement of Their Belief in the Stability of Present Prices

Faith in the stability of the present talking machine prices, particularly the Victor and Sonora lines, was indicated in a recent advertisement published by the Hanford & Horton Co., talking machine dealers of Middletown, N. Y. The company reports that following the publication of the price guarantee business was stimulated materially. The announcement read: "EXTRAORDINARY ANNOUNCEMENT" "The Hanford & Horton Co. is the first phonograph dealer in this section, if not in the world, to insure its customers against 'sales value losses' in a falling market.

"We guarantee to rebate to all purchasers from our store on any phonograph, either Victrola or Sonora, bought between the dates of February 1, 1921, and January 1, 1922, the cash value difference that may be shown, because of a lower price market during the balance of this year.

"Cash customers to keep their sales slips to prove purchase price.

"Charge customers can refer to our book records for this proof.

"Business conditions are improving—We now do 'our bit' to further the improvement and to make it safe for you to purchase a phonograph and be enabled to enjoy it without the fear that its purchase will result in a loss to you through reduction in prices later.

"It takes courage and faith in the business future of our country to establish this policy. This store has both of these qualities and the desire to help as well as to serve.

"This is the square deal game. Come and sit in with us.

"HANFORD & HORTON CO.

"The Store on the Square."

A new talking machine and record store has been opened in Pullman, Wash., by Elmer Armstrong. The location is considered a very good one, as the building is next door to the Liberty Theatre.

## MR. RETAILER:

Here are just four facts we want to impress upon your mind about

## SUPERB 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. SOLE MANFRS. Ansonia, Conn.

# Okeh Records

## Place Orders Now for April Bulletin

- 50001 { I HEAR YOU CALLING ME—Tenor with Orchestra,  
12-in. John McCormack  
\$1.50
- 50005 { CELESTE AIDA (From "Aida")—Tenor with Or-  
12-in. chestra ..... John McCormack  
\$1.50
- 5003 { CARO NOME (Dear Name) (From Opera, "Rigo-  
12-in. letto," Act 2)—Soprano with Orchestra,  
\$1.75 Marina Campanari
- 4272 { CAVATINA (From Opera, "Don Pasquale")—So-  
10-in. prano with Orchestra..... Marina Campanari  
85c.
- 4272 { THE PALMS—Baritone with Orchestra—(Sacred),  
10-in. Bernard Ferguson  
85c.
- 4273 { CRUCIFIX—Tenor-Baritone Duet with Orchestra—  
10-in. (Sacred) ..... Charles Henry-James Jordon  
85c.
- 4273 { BEAUTIFUL SAVIOUR—(Sacred),  
10-in. Shannon Four-Jane Neilson  
85c.
- 4253 { WHEN CATHEDRAL BELLS AT TWILIGHT  
10-in. CHIME ..... Shannon Four-Jane Neilson  
\$1.00
- 4253 { LOVIN' SAM FROM ALABAM—(Popular Blues)—  
10-in. Vocal ..... Mamie Smith and her Jazz Hounds  
\$1.00
- 4267 { DON'T CARE BLUES—(Popular Blues)—Vocal,  
10-in. Mamie Smith and her Jazz Hounds  
85c.
- 4267 { KUU PUA LOKE (Our Blossom Rose)—Hawaiian  
10-in. Yodeling ..... Prince Lei Lani  
85c.
- 4268 { KAWAIIHAU—Hawaiian Guitar Duet... Ferera-Franchini  
10-in. 85c.
- 4268 { OVER THE HILL—Tenor with Orchestra... Billy Jones  
10-in. 85c.
- 4268 { PLAYMATES—Tenor with Orchestra..... Charles Hart  
85c.
- 4269 { SCANDAL—Tenor Duet with Orchestra,  
10-in. Billy Jones-Ed. Smalle  
85c.
- 4270 { SHE WALKS IN HER HUSBAND'S SLEEP—  
10-in. Tenor with Orchestra..... Billy Jones  
85c.
- 4270 { I'M MISSIN' MAMMY'S KISSIN'—Vocal with Or-  
10-in. chestra ..... Crescent Trio  
85c.
- 4271 { SIGHING—Vocal with Orchestra..... Crescent Trio  
10-in. 85c.
- 4271 { LITTLE DAVID PLAY ON YOUR HARP—(Negro  
10-in. Spiritual) ..... Southland Jubilee Singers  
85c.
- 4271 { GREAT CAMP MEETING—Jubilee Song,  
10-in. Southland Jubilee Singers  
85c.
- 3001 { TROVATORE (Grand Selection from Opera, "Trova-  
12-in. tore") ..... Conway's Band  
\$1.35
- 3002 { REMINISCENCES OF VERDI (Introducing "Il  
12-in. Lombardi, Rigoletto, Il Trovatore, Un Ballo in  
\$1.35 Maschera, La Traviata") ..... Conway's Band
- 3002 { GRAND MARCH FROM TANNHAUSER,  
12-in. European Symphony Orchestra  
\$1.35
- 3002 { WEDDING MARCH (Mendelssohn),  
12-in. European Symphony Orchestra  
\$1.35
- 3003 { SELECTIONS FROM "LA TRAVIATA"—Part 1,  
12-in. European Symphony Orchestra  
\$1.35
- 3003 { SELECTIONS FROM "LA TRAVIATA"—Part 2,  
12-in. European Symphony Orchestra  
\$1.35
- 3004 { HUNGARIAN RHAPSODY NO. 2—Part 1 (Fr. Liszt),  
12-in. European Symphony Orchestra  
\$1.35
- 3004 { HUNGARIAN RHAPSODY NO. 2—Part 2 (Fr. Liszt),  
12-in. European Symphony Orchestra  
\$1.35
- 4242 { IL BACIO (The Kiss)—Waltz—Whistling with Or-  
10-in. chestra ..... Guido Gialdini  
85c.
- 4242 { TOUT PASSE—Waltz—Whistling with Orchestra,  
10-in. Guido Gialdini  
85c.

- 4250 { CRAZY BLUES—Fox-trot... Joseph Samuels' Jazz Band  
10-in. 85c.
- 4250 { HOME AGAIN BLUES—Fox-trot,  
10-in. Joseph Samuels' Jazz Band  
85c.
- 4251 { BRIGHT EYES—Fox-trot,  
10-in. Ray Miller, Melody King, and His Black and White  
85c. Melody Boys
- 4251 { MOLLY—Fox-trot,  
10-in. Ray Miller, Melody King, and His Black and White  
85c. Melody Boys
- 4252 { OH GEE! SAY GEE! YOU OUGHT TO SEE MY  
10-in. GEE GEE FROM THE FIJI ISLE—Fox-trot,  
85c. Joseph Samuels' Jazz Band
- 4252 { O-HI-O (O-MY-O)—Fox-trot... Hager's Dance Orchestra  
10-in. 85c.
- 4254 { SHIM-ME-KING'S BLUES—Fox-trot,  
10-in. Mamie Smith's Jazz Hounds  
85c.
- 4254 { ROYAL GARDEN BLUES—Fox-trot,  
10-in. Mamie Smith's Jazz Hounds  
85c.
- 4255 { MY MAMMY—Fox-trot... Green Brothers' Novelty Band  
10-in. 85c.
- 4255 { SWEET MAMA—Fox-trot... Joseph Samuels' Jazz Band  
10-in. 85c.
- 4256 { I USED TO LOVE YOU BUT IT'S ALL OVER  
10-in. NOW—Fox-trot ..... Orlando's Orchestra  
85c.
- 4256 { PITTER PATT—Waltz... Hager's Dance Orchestra  
10-in. 85c.
- 4257 { UNDERNEATH THE DIXIE MOON—Fox-trot,  
10-in. Ray Miller, Melody King, and His Black and White  
85c. Melody Boys
- 4257 { JUNGO LAND—One-step,  
10-in. Ray Miller, Melody King, and His Black and White  
85c. Melody Boys
- 4258 { SALLY MEDLEY (Intro. "Whip-Poo-Will" and  
10-in. "Look for the Silver Lining") (From Musical  
85c. Play, "Sally")—Fox-trot... Rega Dance Orchestra  
(Bird Voices and Whistling by Sibyl Sanderson Fagan)
- 4258 { LOVE BIRD—Fox-trot... Rega Dance Orchestra  
(Bird Voices and Whistling by Sibyl Sanderson Fagan)  
10-in. 85c.
- 4259 { A LA PAREE—One-step... Rega Dance Orchestra  
10-in. 85c.
- 4259 { I NEVER KNEW—Fox-trot... Lanin's Roseland Orchestra  
10-in. 85c.
- 4260 { THE ST. LOUIS BLUES—Fox-trot,  
10-in. Rudy Wiedoeft's Palace Trio  
85c.
- 4260 { SPREAD YO' STUFF—Fox-trot,  
10-in. Joseph Samuels' Jazz Band  
85c.
- 4261 { CHINA MOON—Fox-trot... Green Brothers' Novelty Band  
10-in. 85c.
- 4261 { MIDNIGHT MOON—Waltz... Orlando's Orchestra  
10-in. 85c.
- 4262 { IN MADAGASCAR LAND—Fox-trot,  
10-in. Rudy Wiedoeft's Palace Trio  
85c.
- 4262 { ARABIA—Fox-trot... Green Brothers' Novelty Band  
10-in. 85c.
- 4263 { DREAMY PARADISE—Fox-trot... Okeh Marimba Band  
10-in. 85c.
- 4263 { JUST WE TWO—Waltz... Okeh Marimba Band  
10-in. 85c.
- 4264 { THE SCHOLAR—(Irish Reel)—Accordion,  
10-in. Peter J. Conlon  
85c.
- 4264 { HARVEST HOME AND GALWAY BAY—(Horn  
10-in. Pipes)—Accordion ..... Peter J. Conlon  
85c.
- 4265 { AVE MARIA—Part 1—Violin Solo... M. Michailow  
10-in. 85c.
- 4265 { AVE MARIA—Part 2—Violin Solo... M. Michailow  
10-in. 85c.
- 4266 { ANGEL SERENADE—Violin, Flute and Harp,  
10-in. Instrumental Trio  
85c.
- 4266 { INTERMEZZO FROM "CAVALLERIA RUSTI-  
10-in. CANA"—Violin, Flute and Harp... Instrumental Trio  
85c.

### GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

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

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

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





**T**HE idea behind this advertisement forms the biggest phonograph sales franchise ever granted. Seriously interested? Piknik Portable Phonograph, Inc., Lakewood, N. J.

**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.



Enrico Caruso

Certain diagnoses preceding his present illness now are known to have been incorrect."

Among the few intimate friends who were permitted to visit the singer at the Hotel Vanderbilt during the serious stage of his illness was Calvin G. Child, of the Victor Talking Machine Co., and a close friend of Caruso for the past eighteen years. When Caruso heard that his friend was waiting he insisted that Mr. Child be brought to the bedside.

"I went into the room," said Mr. Child later, "and as soon as I appeared Caruso recognized me. Before I could say a word, however, he appeared to be seized with a nervous attack. He burst into tears and said:

"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 Magoon, 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 ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

**MARVELOUS MAGNOLA**  
"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

**MAGNOLA TALKING MACHINE COMPANY**

OTTO SCHULZ, President

General Office  
711 MILWAUKEE AVENUE  
CHICAGO

Southern Wholesale Branch  
1650 CANDLER BLDG.  
ATLANTA, GA.



**PHONOGRAPH CASES**  
Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Records

Let us figure on your requirements

MADE BY  
**PLYWOOD CORPORATION, Goldsboro, N. C.**  
Mills in Va., N. C. and S. C.

## MILWAUKEE TRADE ACTS IN EXCISE TAX FIGHT

Local Association Maps Out Energetic Plan of Campaign—Clarence C. Warner Heads Milwaukee Association of Music Industries—Retail Business Moving Along Steadily

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 and that no time should be lost in getting 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 chances of progress, if not ruin the business entirely.

The importance of the talking machine industry was recognized in a conspicuous manner 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 business in this 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. Carberry, 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 R. 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 manufacturers 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 take long to wipe out existing stocks 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 borne the accustomed brisk tone of last year and two years ago, nevertheless we feel that we have been very fortunate, for Victor business always is 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

Let Us Prove  
That "Badger" Service  
Is the Kind You Want

G. F. RUEZ  
Pres. and Treas.

H. A. GOLDSMITH  
Secretary

S. W. GOLDSMITH  
Vice-Pres. and  
General Mgr.

**BADGER TALKING MACHINE CO.**

Wisconsin Victrola Distributors

135 Second St.

Milwaukee, Wis.

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 is 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 stimulant 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 died 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. On the day following the first place achieve-

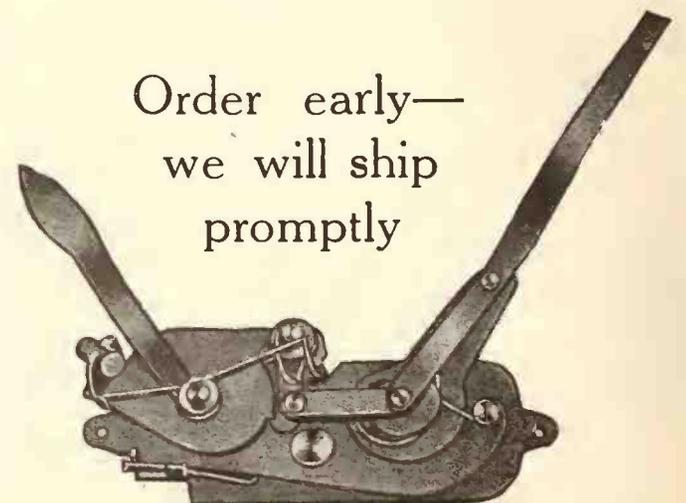
(Continued on page 86)

# THE PHONOSTOP

In its fifth year. Best and most popular. Set in one second. Better than any Non-Set stop yet invented. Perfect *Service* and *Satisfaction*. Made in Gold and Nickel Plate. *Universal*.

Give us your trade—we will hold it by **MERIT**

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



Order early—  
we will ship  
promptly



## 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 & COMPANY INC.

12 YEARS OF STUDY AND EXPERIENCE IN  
BUILDING AND PLANNING MUSIC STORES

## • HEARING ROOMS • RECORD RACKS • COUNTERS •

EXECUTIVE OFFICE  
47-49 WEST 34th STREET  
NEW YORK CITY

SALES OFFICE  
1711 CHESTNUT STREET  
PHILADELPHIA

### 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 comment in the home and on the street.

Talking machine business in general has gained at least some benefit from the columns that have been published in local newspapers 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.

### SCHEU 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. Ruefly Building by Archie W. Scheu. He is agent for the W. D. Lerch Music Co., of Canton. Scheu 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 Blaine 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 Ress Brothers, who handle Victor, Columbia and Okeh records and Victrolas.

A billboard is the large edition of a business card and, like all big things, it brings big results. Now, honestly, Mr. Victor Dealer, are you satisfied with a 2 x 4 business card?

BRUNO

**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 settings, 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 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 Cincinnati, O., had also been appointed an Okeh jobber in Pittsburgh. A. B. Smith, formerly assistant manager of the Pittsburgh 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 service 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.

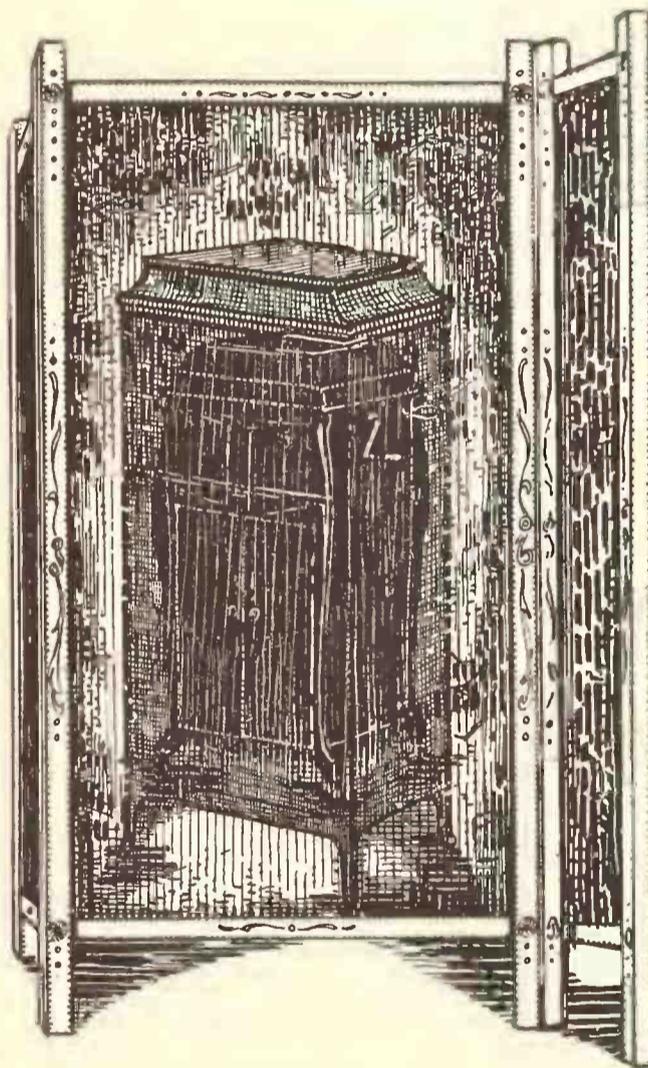
The inside pages are covered with small pictures showing the uses of the Victrola, both in the school and in the home. Some interesting facts about music are contained on the back cover. It is stated that music educates by securing attention, interest, participation and expression, through sense perception, emotional response, mental discipline and analysis. Music

stimulates the imagination, discrimination, selection, correlation, association and aids concentration, appreciation, interpretation, assimilation and composition. The total helps to give knowledge, 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. Slatery, manager of Nora Bayes, popular musical star and exclusive Columbia artist. The Columbia party thoroughly enjoyed the presentation of "Her Family Tree" at the Lyric Theatre, where Miss Bayes has attained phenomenal success. Among the Columbia executives and department heads in this party were Geo. W. Hopkins, Frank K. Pennington, W. A. Willson, 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.**

## CONVINCING EVIDENCE OF BETTERMENT IN CLEVELAND

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, in the 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. Machine 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., Pathé 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 retail 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 heeding 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 2,400 persons were entertained and 1,000 turned away. The artists appearing in Cleveland this month are Miss Marie Morissey, Walter Chapman and Harold Lyman. The second big event was held at B. of L. E. Auditorium under direction of E. A. Friedlander, Bailey Co. talking machine

department. This program was divided into eight numbers with about twenty selections. Several other affairs of this kind will be held through the month, ending on March 31 with a grand concert at Masonic Auditorium, where 4,000 Al Sirats are expected to be present. Personal assistance to dealers in conducting these tone tests is being given by L. M. Bloom, general manager; Harry Tucker, sales manager; M. G. Kreuzsch, E. S. Hirschberger, Richard Goss and other members of the Phonograph Co. organization.

In connection with its campaign on machine sales lately the Fischer Co. held a successful convention of Pathé dealers, who came from all parts of the Ohio territory to hear James Waters, Pathé 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. Publicity, 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 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 girl and the out-of-town girl making 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 also will 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 here 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 dog and lists all Victor dealers in Cleveland, 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 to that of the Victor national advertising. It is believed that dealers will not only gain added business in records from this move,

but that they will see the advisability of co-operating 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.

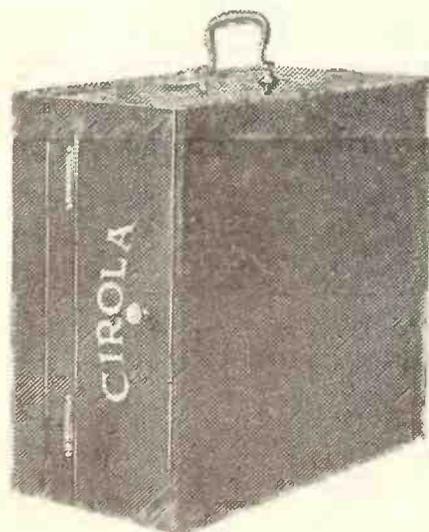
Motion picture orchestra directors also have been a help in another way toward increasing interest in music and incidentally aiding the sale of records. This has been accomplished by Mrs. Loretta B. Flading, manager of the talking machine department of the Aldrich-Howey Co. Good new records which have been slow movers 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 customers.

Another influence for better business for dealers is seen by F. C. Erdman, district representative of the Victor Talking Machine Co., back in town after an extensive tour of the Ohio territory. Dealers everywhere welcome the new Victrola 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 Pathé Frères Phonograph Co., in Brooklyn, N. Y. Sales Manager George W. Lyle informed The World of a new Pathé distributing point 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.



Size: 12½ x 11½ x 6

## "Take Your Music With You"

"CIROLA," the only PORTABLE Phonograph without sound chamber; has twin spring motor; highly nicked metal parts; is finished like a Piano; built like a Battleship; folds like a suitcase; weighs 16 lbs.; plays all records better because the good fresh air is its sound amplifier; and we will give \$10,000.00 for any Cabinet Phonograph at \$100.00 that will produce a larger volume of tone. Write for our proposition quickly. Enterprising dealers everywhere are rapidly stocking these Spring and Summer Whirlwinds. Covers may be had if desired.

CIROLA DISTRIBUTING CO., Inc.

Distributors of the

CIROLA PHONOGRAPH

PROMPT DELIVERIES



203-04 Colonial Trust Bldg.

Phone Spruce 6340

PHILADELPHIA, PA.

U. S. A.



# “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.

Beyond question, this will prove a great help to any dealer who needs a system of this nature.”

\* \* \* \*

“Your ads are exceptionally fine because even the person who hurriedly picks up a paper and reads it at a glance will be compelled to read your ads. They have class to them and are out of the ordinary.”

\* \* \* \*

“Your ads and letters speak for themselves. We think your Service is great, and are using it to the limit.”

\* \* \* \*

““What else can we do for you?” That always makes me feel good when I see it at the end of my Service order, and I always want to sit down and tell you again what I think of the Service, but you already know.”

### **THE COST? NOTHING—when you notice the results obtained for the money invested**

<p>The Talking Machine World Service, 373 Fourth Avenue, New York City.</p> <p>If other dealers in big cities as well as small towns are getting results and making a big profit on The Talking Machine World Service, I'd like to know all about it. Without obligation, send me sample copies of ads, form letters, ideas, etc. Tell me what it will cost per month for exclusive use in my territory.</p>	<p>The population of my city is.....</p> <p>I sell the following machines.....</p> <p>My firm name is.....</p> <p>By .....</p> <p>My address is.....</p> <p style="text-align: right;">K-3-15-21.</p>
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**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 Puliver, 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 an announcement of 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.

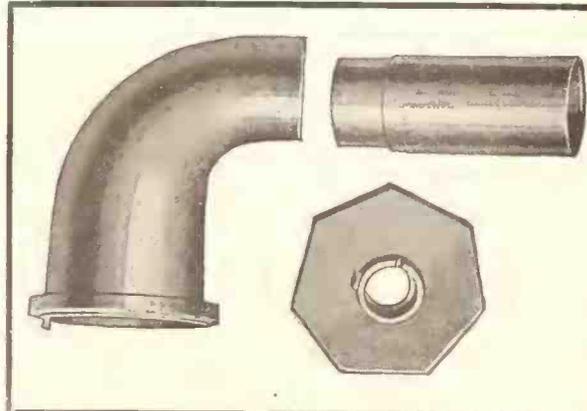
It was voted to send E. G. Brown, secretary of the Association, to the annual meeting of the National Association of Music Merchants, to be held in Chicago in May, at which time, it is understood, there will be a gathering of talking machine dealers, particularly those from Los Angeles and Pacific Coast 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 mail 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. Galuchie.

The names presented for the officers of the executive committee were: M. W. Gibbons, L. R. Yeager, Harold Bersin, 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.



Exclusive and better methods are making phono-parts with better finish  
**HAVE THEM SUPERCAS**

Dependable  Economical

**The Superior Die Casting Co.**  
Cleveland, O.

THE FINEST OF  
**CORE STOCKS**

For Phonographs and Record Cabinets

Are supplied by the

**GERMAIN BROS. CO.**

Makers of the Famous  
"Germain Piano Backs"

SAGINAW

MICHIGAN

**WINS A PRIZE FOR POLITENESS**

Miss Lorraine Templeton, of Famous & Barr Co. Talking Machine Department, Secures Award for Politeness 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 began in earnest. Investigator took a stand at the counter. Came three young ladies at one time.

"Are you waited on, sir?" in chorus.

Now someone has said, "Music hath such charms." Perhaps that accounted for the action of the young ladies.

Anyhow, Investigator was stumped. So his eyes just chanced to catch those of a certain young lady among the three whose smile proved an undeniable magnet. To her Investigator said he would like to hear some new records.

"Certainly, sir. Step right this way."

Investigator availed himself of the opportunity to watch the young lady. A row of

booths and a mixture of jazz and the classics. Always the young lady appeared in the booth at the right time, changed the records and inquired whether the selections were suitable to the taste of the individual. To her were allotted five of the booths. It was tiresome work, but well handled.

Always there was a smile for each customer, and always the spirit of willingness to oblige appeared uppermost in the girl's countenance. Hearing some half a dozen records Investigator prepared to depart. On the way he was greeted by still another lady, who seemed solicitous. Puzzled, Investigator turned over in his mind this question: Was it permissible to award three prizes on the same day? Hardly, and yet each of the girls seemed deserving.

A chance incident settled it. "Now that I've heard the records you played for me I want 'Grieving,'" Investigator said.

"Certainly," replied the young lady who had waited upon him, returning anon with the record. "Don't you think you had better hear it played? Sometimes, you know, they sound differently the second time you hear them."

Investigator didn't wait. The voucher was placed into the hands of Miss Lorraine Templeton, 1226 North Taylor avenue.

**MAIN-SPRINGS**

For any Phonograph Motor  
Best Tempered Steel

1	in. x 10 ft. for Columbia.....	Each \$0.50
1	in. x 13 ft. for Victor.....	Each 0.50
1 1/4	in. x 18 ft. for Victor.....	Each 0.75
1	in. x 12 ft. for Helneman.....	Each 0.60
7/8	in. x 10 ft. for Col. Pathé-Helneman	Each 0.50
1 1/4	in. x 16 ft. for Helneman .....	Each 1.20
1	x 16 ft. for Saal or Silvertone....	Each 0.90
1	in. x 10 ft. for Saal or Silvertone..	Each 0.60
1	in. x 16 ft. for Sonora or Brunswick	Each 0.90
3/4	in. x 10 ft. for all small type machines	Each 0.45
1 1/2	in. full size for Edison Disc.....	Each 2.10

**SAPPHIRES—Genuine**

Pathé very best loud tone genuine, each 15c; 100 lots, \$11.50.  
Edison very best loud tone, 15c each or \$12.00 in 100 lots.

**MOTORS**

Special price on Krasberg motors.  
Order right from this ad.  
Send for price list of other repair parts.

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

**"The Lure of Music" is a book that tells folks all 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.**

**Columbia Graphophone Co.  
NEW YORK**



**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. February was a better month than January and all the indications are that March is going to be a great deal better than February. This does not mean that people are falling over each other to buy talking machines, as they did in a well-remembered and well-beloved recent past, but the people are buying them and buying them in increasing quantities, as compared to the sales during the early part of the Winter and just after the holidays. Period designs are growing in favor and dealers anticipate that it will not be long until the best of the demand for the highest-grade instruments will favor the period models. A development not unlike the rise of the grand in piano circles is anticipated for the period designs in talking machine circles. Dealers' stocks are low. They are not buying any more than they have to because they are not sure whether there are going to be any price changes. They are not holding out for reductions, but they are simply uncertain what to do. Record sales continue remarkably good. The records never shared to any great extent in the depression which affected the machines. The rush on release dates seems as great as ever.

Talking machine matters held as large a place as pianos at the last meeting of the Music Merchants' Association of St. Louis, the membership of which includes both branches of the business. First off, Manager Jackson, of the Brunswick Co., had a little crow to pick with the president of a local piano house, which advertised a clearing sale of talking machines at reduced prices, and, lo, the Brunswick name led all the rest. Manager Jackson contended that the wording did not make it clear that it was used Brunswicks that were being offered. The piano man said there had been no intention to confuse the public. Everybody agreed that the piano house was entirely within its rights in advertising what it did in the way that it did, but it was felt to be unfortunate in that the price prestige of a nationally advertised machine was brought into jeopardy. The upshot of it all was that a resolution was adopted that hereafter members of the Association, in advertising used instruments not regularly handled by the dealer, will see that the word "used" is placed in direct conjunction with the name of the manufacturer or the trade-mark in order that standardization of values shall not be disturbed.

Talking machines, too, share with pianos in the benefits of a more closely drawn declaration on the subject of breaking sales. Under this declaration a sale is a sale when a contract has been signed and a payment has been made, either in cash or musical merchandise, to the amount of the initial payment, as per contract.

The Association's attitude against announcements of reductions in prices was reaffirmed, with the understanding that if new prices were

announced they are not to be designated as reductions.

Mark Silverstone's merry-go-round, being the turntable on which he exhibits to hesitating customers the leading makes of talking machines along with the Edison came in for a few animadversions in the informal discussion toward the close of the meeting. Silverstone defended his turntable and contended that it was fairer than comparing machines under different conditions, as, he said, was done in other stores.

Edward J. Brennan, manager and attorney of the Better Business Bureau, addressed the members on advertising of talking machines and pianos. He said that he had had a complaint against a St. Louis dealer advertising a machine he did not have. The classified advertising, he said, was pretty clean. The principal trouble

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.

A. H. J. Dickhaus, formerly manager of the piano and talking machine departments of the Famous & Barr Co., who resigned to go into the navy when the country went to war, and has been a star salesman since his return, has resigned from the Famous & Barr Co. after a service of about seven years. He has offers from other St. Louis houses but may conclude to locate in another city.

Manager E. A. Fay, of the Connorized Music Roll Co., Thirteenth and Olive streets, says there has been a marked improvement in business in the past two weeks, both in music rolls and in Starr talking machines and Gennett records, for which the St. Louis branch is distributor. In the talking machines Style 15, a table period design, is in strong demand. J. A.

(Continued on page 92)

**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

## INCREASED BUYING IN ST. LOUIS

(Continued from page 91)

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.

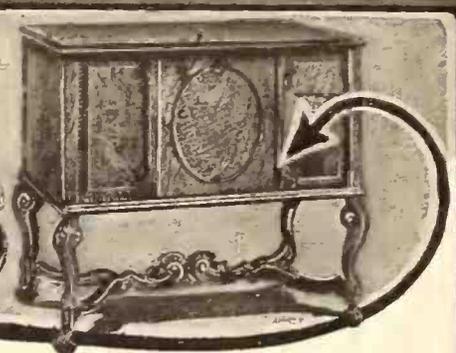
Edwin Schiele and Herbert Schiele, president and vice-president of the Artophone Corp., have returned from a business trip to Chicago. Sales Manager Salmon reports a fine business in Okeh records in February and March, with the opening of many new accounts. Large orders have been received for the John 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 co-operation of the parents in the home, of music and civic clubs is being asked. The effects of such a contest are far-reaching and will soon raise appreciation of music in the community to a higher plane.

# SOSS

## INVISIBLE HINGES

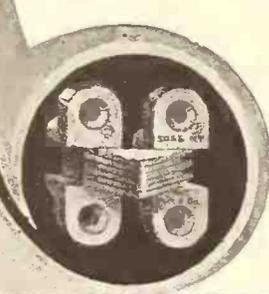


### Soss Invisible Hinges

are essential to preserve the beauty of design, particularly when it is desired to disguise the talking machine cabinet. In many of the better cabinets of today Soss Hinges are used. They are mechanically accurate and can be installed quickly and easily.

*Write for Catalogue*

**SOSS MANUFACTURING COMPANY**  
778 Bergen Street, Brooklyn, N. Y.



Joseph E. Medairy, 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.

Fritz 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 his Symphony appearance as in his concert when he played more popular numbers.

Hans Kindler surprised music lovers in the city, for he came 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 \$300 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 talking machine department.

George E. Brighton, president of the Sonora Phonograph Co., New York, was here recently.

The Kieselhorst Piano Co., of St. Louis, has organized 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:

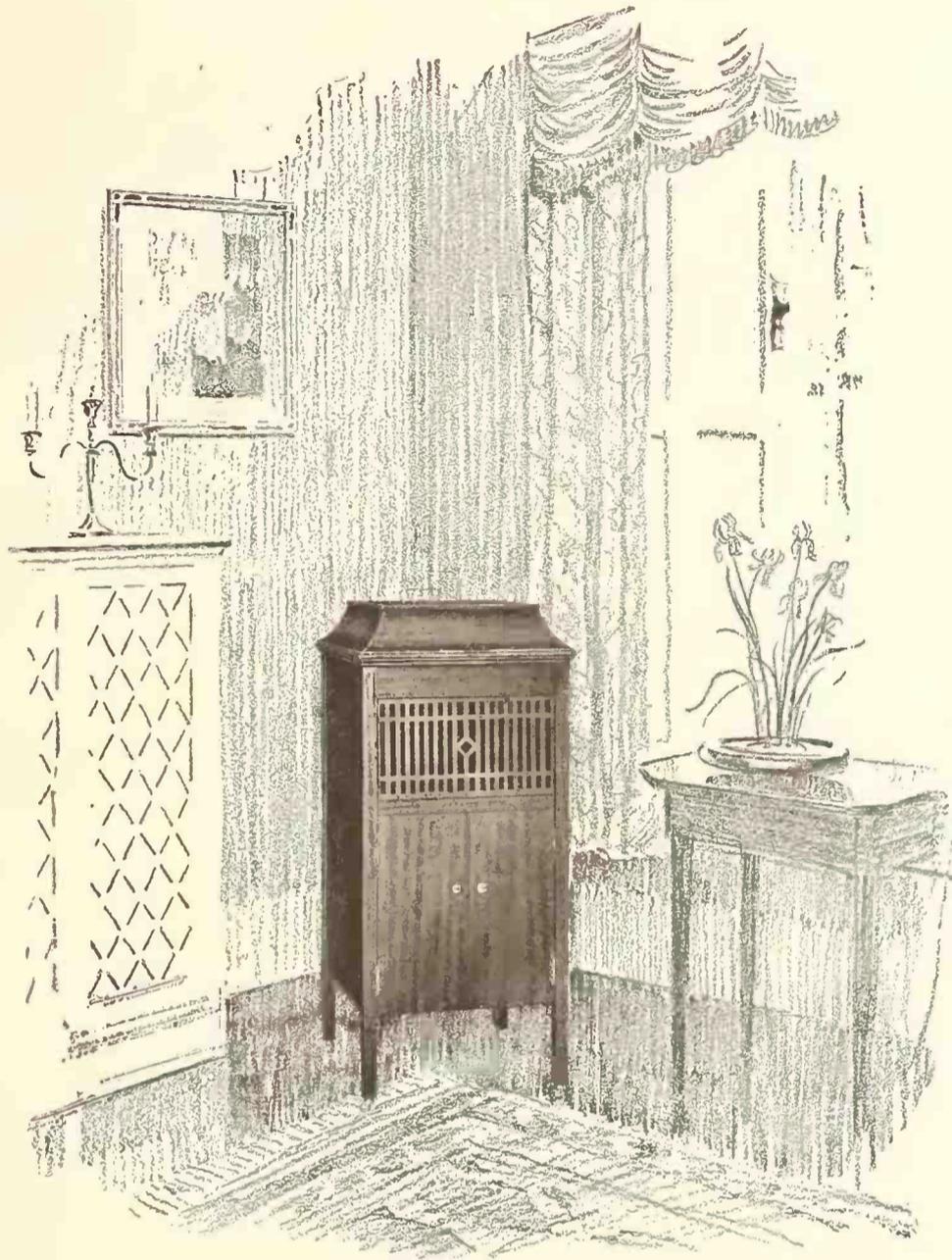
- 4 cars 1 1/4" 1st and 2nd Plain Red Gum.
- 2 cars 1 1/2" 1st and 2nd Plain Red Gum.
- 2 cars 2" 1st and 2nd Plain Red Gum.
- 10 cars 2" 1st and 2nd Qrtd. Red Gum.
- 5 cars 2 1/2" Common and Btr. Qrtd. Red Gum.
- 4 cars 3" Common and Btr. Qrtd. Red Gum.
- 8 cars 1 1/4" No. 1 Common Plain Red Gum.
- 10 cars 2" No. 1 Common Plain Red Gum.
- 10 cars 2" No. 1 Common Qrtd. Red Gum.
- 3 cars 3" No. 1 Common and Btr. Plain Red Gum.
- 5 cars 1 1/4" 1st and 2nd Sap Gum.
- 5 cars 1 1/2" 1st and 2nd Sap Gum.
- 2 cars 2" 1st and 2nd Sap Gum.
- 2 cars 3" 1st and 2nd Sap Gum.
- 5 cars 1 1/4" No. 1 Common Sap Gum.
- 10 cars 2" No. 1 Common Sap Gum.
- 2 cars 3" No. 1 Common Sap Gum.
- 5 cars 1 1/2" No. 1 Common and Btr. Qrtd. White Oak.
- 5 cars 3" No. 1 Common and Btr. Qrtd. White Oak.
- 5 cars 4" No. 1 Common and Btr. Qrtd. White Oak.
- 10 cars 1" No. 1 Common and Btr. Qrtd. Red Oak.
- 6 cars 1 1/2" No. 1 Common and Btr. Qrtd. Red Oak.

Our Red Gum is of soft texture and rich dark color. Specially manufactured and seasoned.

Send us your inquiries for all kinds of cabinet woods.

## THOMAS & PROETZ LUMBER CO.

3400 Hall St., St. Louis, Mo.



Model No. 1  
List Price:  
\$125

Height, 44"  
Width, 19½"  
Depth, 21½"

## 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

General Sales Offices: 1730 Penobscot Bldg., Detroit Mich.

**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 Laboratories 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



**Jobbers Wanted**  
FOR THE  
**Deterling Line**

We have a few States open for "live," progressive jobbers.

The proposition is an excellent one, with possibilities for substantial profits.

*Write today for open territory*

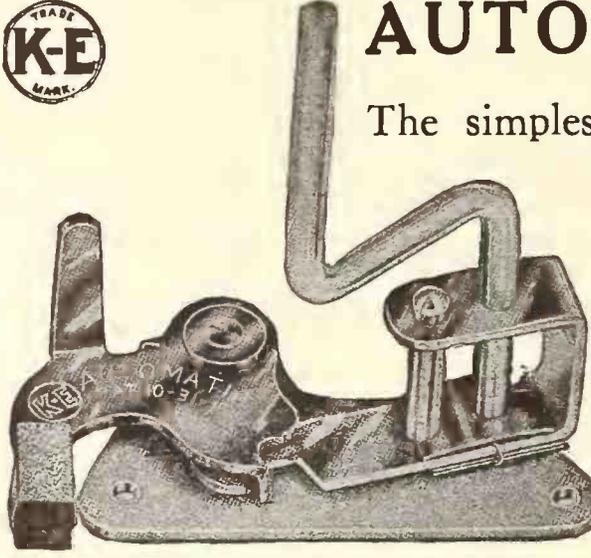
The prices and the goods are right.

**DETERLING**  
**MFG. CO.**

TIPTON INDIANA



## AUTOMATIC STOPS



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

*Send 50 cents for Sample Stop*

**Kirkman Engineering Corporation**  
484-490 Broome St., New York

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 half an hour he held their 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.

Jobbers and jobbers' travelers at the conference were: N. D. Griffin, P. R. Hawley, American Phonograph Co., Albany; F. H. Silliman, T. E. Dean, F. S. Boyd, L. H. Ripley, G. R. Coner, The Pardee-Ellenberger Co., Boston; F. T. Keeney, F. G. Cook, C. H. De Forest, The

Pardee-Ellenberger Co., New Haven; E. C. Boykin, A. W. Toennies, P. J. Burns, J. R. Lewis, J. B. Gowdy, The Phonograph Corp. of Manhattan, New York City; R. B. Cope, H. G. Hurrell, T. A. Dillon, W. C. Stiver, Girard Phonograph Co., Philadelphia; F. E. Bolway, C. L. Eddy, H. D. Bush, G. C. Cooke, F. E. Bolway & Son, Inc., Syracuse; G. E. Garnett, The C. B. Haynes Co., Inc., Richmond; W. A. Myers, Williamsport.

The Edison Laboratories' representatives who attended were: Thomas A. Edison, Charles Edison, William Maxwell, S. B. Mambert, E. H. Philips, T. J. Leonard, J. A. Shearman, J. B. Gregg, A. L. Walsh, D. B. Babcock, D. E. Wheeler, E. Trautwein, H. R. Skelton, C. S. Gardner. The Federal Advertising Agency was represented by Henry Eckhardt.

**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

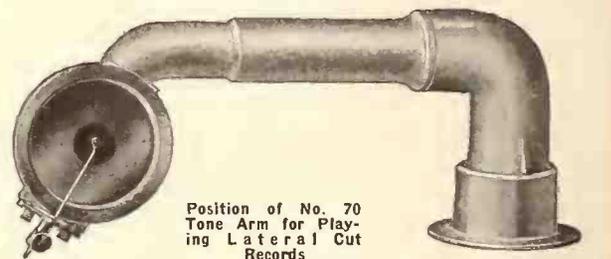
One of the members of the trade has suggested that the following hints from the American Furniture Manufacturer might apply to some of the dealers who somehow forget all about their association, organized expressly to better conditions in the talking machine industry:

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 criticize 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 can tied to it.
13. Don't ask for a banquet ticket until all are sold.
14. Then swear you've been cheated out of yours.
15. If you get a ticket don't pay for it.
16. If asked to sit at the speakers' table modestly refuse.
17. If you are not asked resign from the association.

18. If you don't receive a bill for your dues don't pay.
19. If you receive a bill after you've paid resign from the association.
20. Don't tell the association how it can help you, but if it doesn't help you in the way you want, resign.
21. If you receive service without joining don't think of joining.
22. If the association doesn't correct abuse in your neighbor's business howl that nothing is done.
23. If it calls attention to abuse in your own resign from the association.
24. Keep your eyes open for something wrong and when you find it, resign.
25. At every opportunity threaten to resign and then get your friends to resign.

Try these: a kind thought, a kind word, a kind deed.

**ASSOCIATED No. 70**  
UNIVERSAL TONE ARM



Position of No. 70 Tone Arm for Playing Lateral Cut Records

**Quality Construction**  
**Unusually Good Tone**      **No Blasting**  
For use in Phonographs retailing up to \$100.  
Price for sample—\$2.00.  
Quantity price on application.

**Associated Phonograph Supply Co.**  
Dept. 71      Cincinnati, Ohio



## 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.

# DOEHLER

DIE-CASTING CO.

WORLD'S LARGEST PRODUCERS

OF

# DIE-CASTINGS

TIN, LEAD, ZINC, ALUMINUM-ALLOYS, OO-DI BRASS.

EASTERN PLANT	CENTRAL PLANT	WESTERN PLANT
<b>BROOKLYN</b> N.Y.	<b>TOLEDO</b> O.	<b>CHICAGO</b> ILL.
COURT, 9 <sup>TH</sup> & HUNTINGTON STS.	SMEAD & PROSPECT AVES.	COTTAGE GROVE AVE & 97 <sup>TH</sup> ST.

### 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

Takes Charge of the Talking Machine Department of C. D. Smith Drug Co., St. Joseph, Mo.

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**

**BUSINESS BLANKS**

## 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 realization of the absolute necessity of getting together in order to uphold standardization in business methods. The panicky few have altogether 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 stimulated. Business conditions on the Pacific Coast are not up to normal, yet there is no reason to be unduly concerned because of that fact. The merchants are well trained in handling difficult problems arising from uncertain economic conditions; they have been conducting business for some months, having in mind a possible slump, and now they are well fortified against the embarrassments of a declining market and curtailed 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 undoubtedly 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 dealers' associations, and will also include the small goods dealers. The Music Trades Association of Southern California, which has a paid secretary and permanent office, has done a vast amount of good in the South, especially in promoting 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 organization 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 organization 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 address the company on "What the Music Trades Association Has Accomplished in Southern California," and Robert W. Martland, secretary of the California Auto Trades Association, who will talk on "Co-operation." The organization committee is as follows: Temporary chairman, George Hughes, of the Wiley B. Allen Co.; acting secretary, Shirley Walker, of Sherman, Clay & Co.; Irving C. Franklin, district manager of the phonograph division of the Brunswick-Balke-Collender 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 merchandise since they took on the line last December that the company has added a complete Edison department on the main floor, making extensive alterations and improvements to accommodate the department. The department is one of the most attractive in Santa Clara County. The main display and demonstration room 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. Adjoining the demonstration rooms is an Edison

Well Rated Dealers  
Can Discount Their  
**PHONOGRAPH INSTALLMENT  
CONTRACTS**  
WITH US  
Thereby Turning Their Accounts  
**INTO WORKING CAPITAL**



459-465 Montgomery St.  
San Francisco, Cal.

turntable room. The department office, on the main floor, and the other rooms are all finished in ivory and French gray and luxuriantly furnished. The record racks are under the grand staircase leading to the balcony. The manager of the new department is Frederick Orr, formerly with Gallagher & 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 believer in Edison goods and methods of merchandising. He will take advantage of all the Edison "go-getter" interlocking plans of merchandising and will carry a complete representative 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-  
(Continued on page 98)

When a customer walks into your store and says "Gimme" 16950, 51630, etc.—  
Do you "fumble and fool" until he's gone or do you???

**File Your Records so you can find them for quick sale and service**

This System pays for itself by increasing Sales through better service and Automatic ordering of "Sold-Out" Records  
**OGDEN'S PATENTED RECORD FILING CABINETS AND VISIBLE TAB INDEXES ARE GUARANTEED**

MODEL No. 2150 DD  
2 UNITS ILLUSTRATED

LOCKING ROLL TOP PREVENTS DUST AND THEFT, ALSO SUPPLIED WITH SPANISH LEATHER CURTAIN

350 10" OR 12 1/2" RECORDS ON EACH SHELF, FILED IN SALES SYSTEM COVERS AND WITH INDEX GUIDES.

350 10" OR 12 1/2" RECORDS ON THIS SHELF, ALSO 3 SHELVES ABOVE.

SOFT FLAT SUPPORTING SPRINGS PREVENTS WARPING (PATENTED), HOLDS 350 10" OR 12" RECORDS.

10" AND 12" RECORDS FILED ON SAME SHELF, HELD FLUSH AT THE FRONT BY PATENTED ADJUSTERS.

93 inches

45 inches

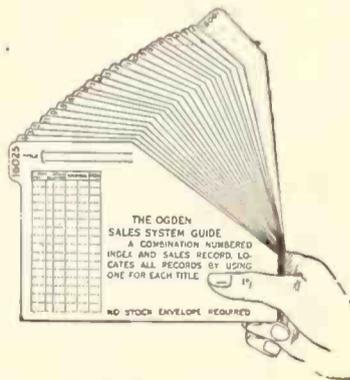
15 inches

2150 THIN RECORDS IN EACH UNIT. STOCK FINISHES:  
4300 RECORDS IN 2 UNITS. WHITE IVORY & PEARL GRAY  
2150 EDISONS IN 2 UNITS. MAHOGANY & OAK

**OGDEN SECTIONAL CABINET CO., INC., LYNCHBURG, VA.**

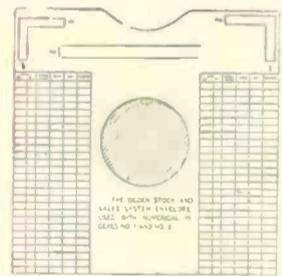
**Immediate Shipments**

on all models in standard finishes. Light and Golden Oak, Red and Brown Mahogany, Enamels, White, Old Ivory and French Grey.



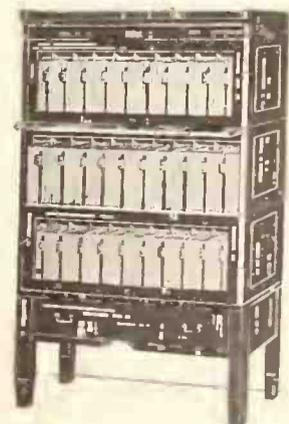
**Visible Tab Paperoid Index**

The Tab extends in front of the record with numbers always visible. Used the same as a stock envelope, one for each title, leaving all records in their envelopes. Is used to re-order by and keeps "Sold-out" numbers continually before you. Shows quick and slow sellers. The best and simplest "Sales and Ordering" index ever devised and rapidly replacing the stock cover because of its many advantages. Fits any filing system, shelving or racks. Printed both sides for right or left hand flat or upright filing.



**SALES SYSTEM ENVELOPES** keep track of what you sell and what you need—an automatic inventory, showing profitable and slow sellers. Arranged for upright or flat filing and will fit any system.

**Sectional Models Fit Any Size Stock and Help You Grow.**



**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. Coltart.

**SPECIAL WINDOW FOR GRAND OPERA**

**Unusual Treatment of Display Carried Out by the R. H. White Co. in Boston**

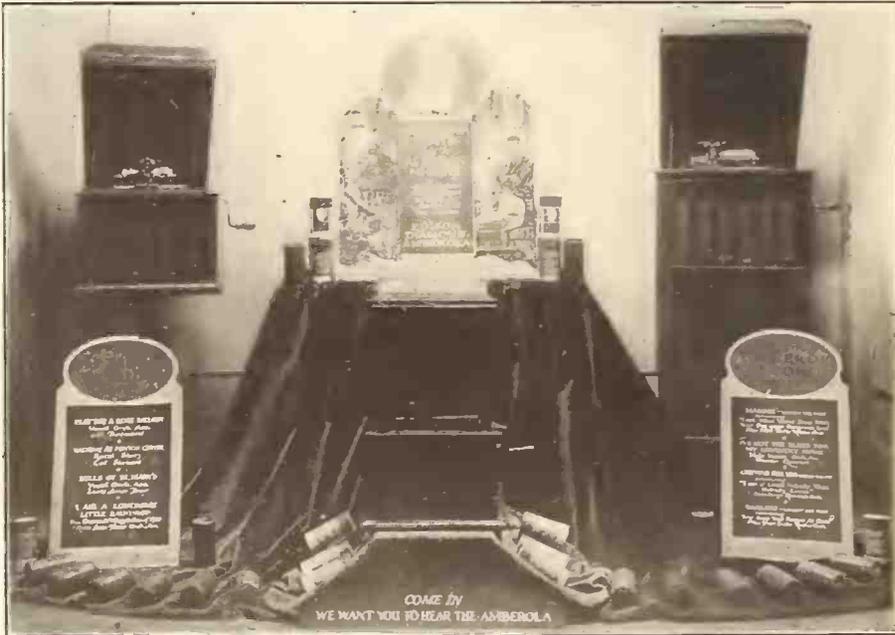
BOSTON, MASS., March 7.—Quite an ambitious undertaking has been achieved at the R. H. White Co.'s Washington street establishment, where one window is given over to grand opera tableaux wherein are featured the Victor records. In the window a miniature stage has been built and throughout the day there 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.



Edison Diamond Amberola Window Display for Dealers

**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.

**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 showroom facing on West Hanover street to the display of talking machines. "The sale of talking machines," he said, "aids my auto business and

vice versa. Garage owners have plenty of time just now and I devote it to the sale of the 'talkers'."

**OPENS IN PRINCETON, N. J.**

B. Franklin Bunn, manager of the University Store, Princeton, N. J., has opened a musical establishment on Nassau street, that city, after having thoroughly renovated the building for that purpose. Mr. Bunn handles talking machines, records and other musical instruments.

**DON'T SPECULATE**

*on slow service—It hurts trade*

**MOORE-BIRD COMPANY**

*Distributors of*

**OKeh Records**

Gives best attention and quickest delivery on all orders. Your business requires *speed*

**MOORE-BIRD COMPANY, 1751 California Street, Denver, Colorado**

# 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.

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

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



*The Trade in* **BOSTON** *and* **NEW ENGLAND**

JOHN H. WILSON, Manager  
324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., 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 Steinert forces, is the editor and she is to be congratulated on bringing together some readable material. Frank S. Horning, of the F. 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

**Optimism, Confidence  
and  
Steinert Service**

Overcome and surmount any and all  
obstacles or difficulties and help make

LOYAL



DEALERS

VICTOR-IOUS

---

M. STEINERT & SONS CO.

VICTOR WHOLESALERS

35 Arch Street    ::    ::    ::    ::    ::    ::    Boston

STEINERT SERVICE SERVES

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, so 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 warerooms. 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-

(Continued on page 100)

EASTERN  
SERVICE

"NEW ENGLAND SERVICE  
FOR NEW ENGLAND DEALERS"



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

IT'S the "student"  
among dealers who  
keeps growing. You'll  
learn more about  
good service by using  
Eastern Service, al-  
tho' the endorsement  
of others is flattering.  
Eastern Service  
specializes on the Vic-  
trola and Victor Rec-  
ords in New England.

Eastern Talking Machine  
Co.  
85 Essex Street  
Boston, Mass.

## THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 99)

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 new 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

# HORTON-GALLO-CREAMER CO.

## NEW HAVEN



## CONNECTICUT

# VICTOR SERVICE SPECIALISTS

The appreciation of  
Victor Supremacy  
and the  
Horton-Gallo-Creamer Service  
increases proportionately as  
the year advances

# Okeh Records



# Okeh Records

**The E. B. Shiddell Co.**, the biggest equipped and only New England Distributor for Okeh Records, offers helpful cooperation and prompt service to new Dealers. *Become one today!*

Okeh Records are assured sellers. They are superior recordings of nationally and internationally famed artists.

Dance Records excel because of their fertile originality, volume and tonal qualities. It is the record that suits every taste. Get acquainted with our proposition.

**E. B. Shiddell Co., 142 Berkeley St., Boston, Mass.**  
Okeh Distributors

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.

## *Building More Sales for the Victor Dealer*

We consider it highly important to co-operate with our dealer clients to the end that their Victrola sales may obtain a maximum volume and yet involve a minimum of expense per unit of sale.

Concrete practical help along this line is a fundamental part of Cressey & Allen service to New England Victor dealers. Try us.

### **CRESSEY & ALLEN**

**PORTLAND, MAINE**



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 enter-

*(Continued on page 102)*

# KRAFT-BATES AND SPENCER INC.

## NEW ENGLAND DISTRIBUTORS

# Brunswick

PHONOGRAPHS AND RECORDS

### A Romance Written in Dollars and Cents

**T**HE sales history of The Brunswick is sensational. We can give it to you here in our office in facts and figures instead of the usual high-sounding words of a prospectus of business to be done.

The Brunswick Method of Reproduction has basic improvements which no other phonograph has or ever can have. People who know ordinary phonographs note the different quality of Brunswick tone at the first hearing. No one who hears The Brunswick and understands its advantages and conveniences in addition to its better tone is ever contented with any other phonograph.

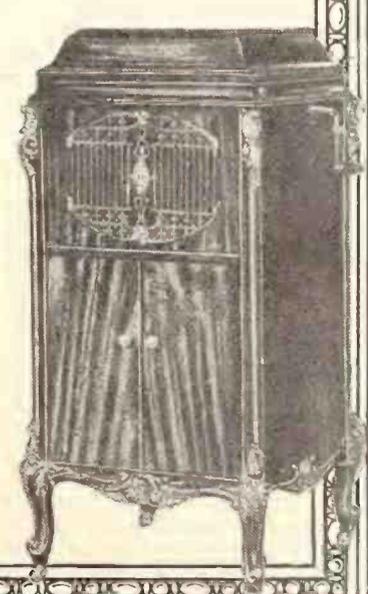
Brunswick owners seem to take delight in explaining to their friends exclusive Brunswick features, such as The Ultona, the only real all-record reproducer ever invented, and the Oval Tone Amplifier, an all-wood tone chamber. Brunswick dealers have something better, different and exclusive to offer the customer at the first step in the sale—something that nine customers out of ten understand and appreciate without any discussion.

The Brunswick sells itself.

**KRAFT-BATES & SPENCER, Inc., 1265 Boylston Street, BOSTON, MASS.**

NEW ENGLAND DISTRIBUTORS

Steel Needles
Albums
Record Brushes
Khaki Covers



## THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 101)

**LONG**  
TRADE MARKMUSIC CABINETS  
See Display Ad in This Issue

Peerless Record Albur

See Display Ad in This Issue  
SPECIAL

I am prepared to ship all orders on either line promptly.

Send your orders for both these lines to  
**L. W. HOUGH, 20 Sudbury St., Boston, Mass.**  
New England Representative

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 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 Guy L. Foote as retail manager. Mr. Foote has been with Steinert'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

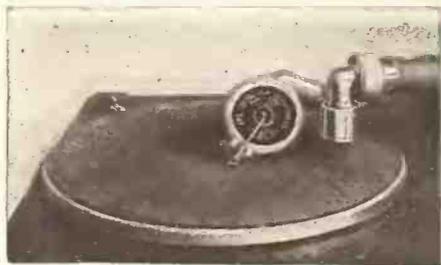
William Fitzgerald, who has a well-appointed Victor headquarters in the Studio Building at the corner of Tremont and Bromfield streets, is branching out, and about the middle of March he will open up a new shop in Framingham, which is twenty miles out of the city. He has taken a large floor space and 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

## The "Perfection" Universal Ball-Bearing Tone Arm No. 6 With New Pur-i-tone Reproducer (attached)



Set in position for playing "lateral" cut records



Set in position for playing "hill and dale" records with diaphragm facing front of machine

The "Perfection" Universal Ball-Bearing Tone Arm No. 6 with New Pur-i-tone Reproducer attached plays Victor, Columbia and all other makes of disc records on all types of Edison Disc Machines, producing with clarity and volume of tone excelled by no other attachment. This attachment is manufactured in Gold, Nickel and Oxidized finish (William & Mary) with the best of India Mica Discs.

WRITE FOR DESCRIPTIVE CATALOG AND PRICES

Manufactured by

**New England Talking Machine Co.**  
16-18 BEACH STREET BOSTON, 11, MASS.

## DISTRIBUTORS:

**CALIFORNIA**  
San Francisco—Walter S. Gray Co.  
**COLORADO**  
Denver—Denver Dry Goods Co.  
**GEORGIA**  
Atlanta—Phonographs, Inc.  
**IOWA**  
Des Moines—Harger & Blish  
**MASSACHUSETTS**  
Boston—Pardee-Ellenberger Co.

**MISSOURI**  
St. Louis—Silverstone Music Co.

**NEBRASKA**  
Omaha—Shultz Bros.

**NEW YORK**  
Albany—American Phonograph Co.  
New York—The Phonograph Corp. of  
Manhattan

**OHIO**  
Cleveland—The Phonograph Co.

**PENNSYLVANIA**  
Pittsburgh—Buehn Phono. Co.  
Philadelphia—Girard Phono. Co.

**UTAH**  
Ogden—Proudfit Sporting Goods Co.

**VIRGINIA**  
Richmond—C. B. Haynes Co., Inc.

Factory Representative—Louis A. Schwarz  
1265 BROADWAY, NEW YORK, N. Y.

## Your Guarantee Mr. Dealer LANSING KHAKI COVERS

For All  
Phonographs

Unqualified Endorsement  
of Biggest Manufacturers  
and Dealers



Slip  
and Rubber  
Covers  
for  
Phonographs

Slip  
and Rubber  
Covers  
for  
Pianos

## Factory Representatives:

L. A. SCHWARZ, 1265 Broadway, New York City.  
BRUNSWICK-BALKE-COLLENDER CO., 623-633 So.  
Wabash Ave., Chicago, Ill.  
ALL-IN-ONE PHONOGRAPH CORP., 21 East Van  
Buren St., Chicago, Ill.  
WALTER S. GRAY CO., 942 Market St., San Francisco,  
Cal.

**Lansing**  
SALES CO.

Eliot and Warrenton Sts.  
BOSTON, 11, MASS.

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.

The total liabilities of the New England have been placed at \$225,000, this being divided between the secured creditors (\$150,000 and 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; a local trust company, \$12,500; Biddle Piano Co., \$3,212; Empire Talking Machine Co., \$1,385. Several of the Boston daily papers are in the list with good-sized claims for advertising.

## "Nameplates With a Personality"

For Manufacturers and Dealers of Talking Machines,  
Phonographs, Musical Instruments, etc.

**E. V. YEUELL CO., Malden, Mass.**  
When You'll Think of Nameplates  
You'll Think of Yeuell.



## 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.  
BOSTON

Chas. H. Ditson & Co.  
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 to profit and loss and are looking to the future with renewed hope. The cotton crop next Fall will be the smallest in the memory of those now living, if all signs do not fail.

Dealers in talking machines and records in the strictly cotton States are, in many instances, "loaded to the guards" with stock and all kinds of prices are heard of. One dealer is reported to have offered his stock of standard make product at 20 per cent less than the wholesale cost. Another offers a stock of 3,000 standard make records costing him 51 and 60 cents each at a flat price of 40 cents apiece. It is hoped, however, that these cases are the exception rather than the rule. Locally there seems to have been a fair volume of trade.

The Phillips & Crew Piano Co., Victor dealer, hopes to move into the new store in the next few weeks. Business with them is good and the out-

look for the year encouraging. Manager Robinson has just returned from a trip to the Savannah, Ga., branch and found things moving nicely.

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 artist, to 85c. 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 merchandise, 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 kintoscope, 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.

FOUNDED 1835

ARMSTRONG'S



## 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

BRIGGS



**“The Palms” and “The Holy City,” in the great baritone of Louis Graveure, are in such close harmony with the Easter season that you will find enthusiastic response to these sacred solos. A-6179.**

**Columbia Graphophone Co.,  
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, CAL., 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. Blanchart, 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 that 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 Thearle 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**

Ralph H. Paulin, of the Paulin Music Co., recently found it necessary to enlarge his talking machine and piano departments and accordingly leased an old adobe building which stands in the rear of his store. This old Spanish house is a century old and the walls are three to four feet thick. Extensive alterations were made and the services of a high-class decorator engaged, with the result that the new department is at once unique and attractive. A separate entrance

gives the opportunity of holding attractive recitals and entertainments which have been planned on an extensive scale.

**Becomes Remington Distributor**

Gilbert B. Pelton, 533 South Spring street, has been appointed distributor for the Remington phonograph on the Pacific Coast. Mr. Pelton is well known in Los Angeles business and financial circles and has considerable experience in wholesale lines other than talking machines. He expects to receive a shipment of Remingtons in the near future.

**Photographer Selects Model Store**

A specialty company, investigating model layouts and arrangements in retail stores, recently invaded the Andrews Talking Machine Co.'s store on Broadway, which has recently been remodeled and decorated. Misunderstanding, purposely or otherwise, a refusal of Irving Andrews to permit the taking of a photograph, the visitors set up a camera and took a flashlight of the interior while everyone was busy with customers. The muffled explosion and smoke from the flashlight almost created a panic among persons inside and outside the store—newspaper stories of hold-ups, kidnappings and unusual happenings being responsible for a nervous state of mind of the public.

**San Francisco Visitors**

Distinguished members of the San Francisco music trade visiting Los Angeles last week included Fred Sherman, of Sherman, Clay & Co., and George R. Hughes, secretary of the Wiley B. Allen Co. The former was en route for Mazatlan, Mexico, while the latter was paying an official visit at the Wiley B. Allen Co.'s Los Angeles branch. Mr. Hughes also brought the news of the definite date, March 15, of the organization meeting of the proposed Music Trades Association of Northern California.

**Sibley Pease Joins Barker Bros.**

J. W. Boothe, general manager of the music department of Barker Bros., has appointed Sibley Pease as his assistant. Mr. Pease is well

*(Continued on page 107)*



**Okeh Records**



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.

**INDEPENDENT JOBBING CO., Okeh Distributors, Goldsboro, North Carolina**

# 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**

**BRUNO**

Even Govern-  
ment bonds are  
selling below  
par; not so with  
a Victor.

**BRUNO**

**LOS ANGELES PLANS MUSIC WEEK**  
(Continued from page 105)

known in Los Angeles music trade circles and has had 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, having 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 retail departments unanimously maintain that a national association or distinct unit of the National Association of Music Merchants should be formed and organized in order that matters affecting the retail talking machine and phonograph business generally throughout the country might be properly discussed and handled for the common good. In other words, they believe that a committee consisting of retail talk-

ing machine and phonograph dealers only should be representative and active enough to discuss the various problems which peculiarly affect the retail dealers only.

**Gives Daily Lectures**

A series of interesting lectures in conjunction with the Brunswick phonograph and Brunswick records have been given daily for the last week or two by Ruth Howard, manager of the record 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.

**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 the New Haven store. Mr. Tyler is not in the employ of the Sonnenberg Co.

Don't cry over your mistakes. Profit by them and resolve never to make the same mistake.



**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



**Buegeleisen & 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.

**READJUSTED PRICES**

**SPRINGS**

- No. 200—5/8-inch x 10 ft., Pathé, Sonora, \$27
- No. 201—3/4-inch x 10 ft., Columbia, Heineman . . . . . 29
- No. 202—7/8-inch x 10 ft., Meisselbach . . . . . 35
- No. 203—3/4-inch x 9 ft., Blick, Melophone . . . . . 35
- No. 204—1-inch x 10 ft., Col. all styles . . . . . 50
- No. 205—1-inch x 9 ft., Meiss No. 2 . . . . . 45
- No. 206—1-inch x 12 ft., Pathé, Heineman, Meisselbach . . . . . 55
- No. 207—1-inch x 13 ft., Small Victor . . . . . 55
- No. 208—1 1/4-inch, New Victor . . . . . 85
- No. 209—1-3/16-in. x 16 ft., Heineman & Pathé . . . . . 90
- No. 210—1 1/2-inch x 11 ft., Edison Diamond Disc . . . . . 1.50

OTHER SIZES UPON REQUEST

**SAPPHIRES**

**GENUINE EDISON TYPE SAPPHIRE POINT NEEDLES**

In lots of.....	12	25	100	500
	11c	10 1/2c	9 1/2c	8 1/2c

**GENUINE PATHE TYPE SAPPHIRE POINT NEEDLES**

In lots of.....	12	25	100	500
	10c	9 1/2c	9c	8 1/2c

**GENUINE EDISON TYPE DIAMOND POINT NEEDLES**

In lots of.....	12	25	100	500
	1.50	1.40	1.25	1.15

We also handle a complete line of

**MOTORS, TONE ARMS, REPRODUCERS, Etc.**

SPECIAL QUANTITY PRICES. WRITE TODAY



**THE ARGUS PHONOGRAPH SUPPLY CO.**

30 EAST 23d ST., Tel. 1749 Gramercy NEW YORK CITY



Sheraton



Colonial



Louis XV



Chippendale



Hepplewhite

LONG  
QUALITY  
HANOVER, PA., U.S.A.

## 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.

# The Trade in PHILADELPHIA and LOCALITY

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—but customers—and they seem now to be getting about in greater numbers. This pleasing development has undoubtedly conduced to the general feeling of optimism which is now apparent at every turn.

## Mobilizing to Fight Tax

In order to relieve the trade of too much burden in the way of taxation, C. J. Heppe & Son have taken it upon themselves to begin a crusade in this city to try to get the next Congress to come to the relief of the talking machine dealers as well as piano dealers. The Heppe house has sent a letter to all the dealers here asking them to write to their Congressmen and Senators to this effect:

"Dear Sir: In your consideration of the various tax problems which are before Congress, I wish to request your particular attention to the suggested tax on sales. I think you will agree with me that the present excess-profits tax, surtaxes and the excise taxes on certain industries are injurious and discriminating. Of course, I am particularly opposed to the 5 per cent excise tax on the music industry. Our business has been seriously affected by this tax.

"I think a limited sales tax on all gross sales of every kind would be far more practical and not so discriminatory as the present taxes. I am sure it would be much easier to collect, more satisfactory to the general public and more encouraging to industries in general. I sincerely

hope you will lend your efforts to the adoption of such a tax policy."

## Columbia Business Improves

The Columbia Graphophone Co. reports that business in February was very much improved over January and the outlook for a steady improvement is most encouraging. The entire sales force of the firm met the last Saturday in February to discuss the standard monthly sales plan for March. The men were addressed by H. L. Tuers, who had come over from New York for that purpose. During the month Manager Cummin, of the Columbia, visited all sections of his territory. W. L. Lorenzo, who has been connected with the New York advertising department, has come to Philadelphia to become the new dealer service manager.

On the evening of February 17 the "Note-the-Notes" Club of the Columbia, the women's club of the firm, held a meeting to which they had invited the male members of the house. They had as their guest of honor W. A. Willson, who came over from New York, and who made a long and interesting address. The ladies served refreshments and the affair was very much enjoyed.

J. Wood, who was with the Columbia some time ago, has returned to the firm's employ and has taken charge of the record department. J. T. Callahan, former Columbia sales manager, was married the middle of the month to Miss Helen Perry. The office force presented him with a very handsome mahogany clock and candlesticks to match.

Among recent Columbia visitors were S. P. Spiger, Woodbury, N. J.; J. H. Bartlett, Wilmington, Del.; O. K. Fink, Pottstown; A. Wol-

ston, Chester; H. C. Jarvis, Millville, N. J., and R. Sloan, Lansdale. Among the men over from the main offices were Geo. W. Hopkins, general sales manager, and O. F. Benz, assistant general sales manager.

## Pathé Dealers Hold Meeting

Business with the wholesale and retail departments of Pathé Frères is reported satisfactory and dealers have begun to stock up in a very satisfactory way. Among the recent Pathé visitors were S. Fellman, of Fellman Brothers, Salisbury, Md.; Messrs. Lea and Lewis, of the Lea-Lewis Furniture Co., Danville, Pa., and Fred Whitenight, of Wilkes-Barre. The Pathé people have opened up new accounts in Scranton, Danville and Old Forge, Pa., and Burlington, N. C. During the month the Pathé men held a meeting at the Hotel Adelphia, which was attended by all the dealers in this city and vicinity, and was very much of a success. It was addressed by President E. A. Widmann, Sales Manager George W. Lyle, and others.

## Vocalion Shop Now Open

The old Sonora Shop, at 1626 Chestnut street, has been changed to the Vocalion Shop, and is in charge of John P. Foley, who was formerly connected with the Philadelphia Show Case Co. It handles Aeolian-Vocalion machines and records exclusively, as well as the Melodee music roll and sheet music. Mrs. Caroline Ross, who was for some time connected with the Gimbel talking machine department, has gone with the Vocalion Shop to be in charge of its record section.

## Buehn Establishes New Victor Agencies

Louis Buehn, of the Louis Buehn Co., Inc.,  
(Continued on page 110)

## We Are Prepared

To aid **Our Dealers** in making this their biggest year in **Victor Merchandising**.

Increased **Victor Production** will call for more intelligent and concentrated application in sales methods. Constructive counsel will be given, when desired, on **Business Problems**.

We place at your command careful, fair and dependable methods of distribution. Also the use of our **Victor Period Model Salon**.

# The Louis Buehn Company

OF PHILADELPHIA

TRADE NEWS FROM PHILADELPHIA

(Continued from page 109)

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 Miniature 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 opened his place on the 20th, following a complete installation of Unico booths; and W. A. Stallsmith, of Gettysburg, Pa.

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 for some years a Victor establishment at 2908 North Fifth street, has just sold his business to Diegel Bros., two young men whose father has a large furniture store across the street. The sons will operate the store at the present address.

Takes on Various Lines

The Fonotipia Co. will hereafter be represent-

ed in this city by the United Music Stores Co., 619 Cherry street. This firm deals exclusively in foreign records. It has also put in the New Century line of sheet music, one of the largest of the standard selections of sheet music in the country. Otto Jordan, of T. B. Harms & Co., was a visitor recently, as well as Harry Unger, of the Brilliantone Co.

Brilliantone Interests Active

The Talking Machine Co., Eighth and Juniper streets, has begun the exclusive introduction here of the Gilt Edge Needle and the Cracker Jack Needle. Both are the product of the Brilliantone Co. The Talking Machine Co. was chosen by the Brilliantone Co. to be the first to put these needles on the market here, although other firms were very anxious to do so. They had as a recent visitor R. B. Forster, president of the Brilliantone Co.

A. J. Heath Features Okeh Records

A. J. Heath & Co. have been making a special drive on the Okeh records, and are also doing a large business on the Mamie Smith records.

At the end of the month C. A. Malliet, 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. Melloi 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 85 Cents

Manager. Fox, of the Emerson Philadelphia Co., is selling the Emerson records at 85 cents. 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)

Okeh Records



Okeh Records

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.



WEYMANN 1108 CHESTNUT ST. PHILADELPHIA, PA. ESTABLISHED 1864

Victor Wholesale Distributors

Q.R.S. PLAYER ROLLS

WEYMANN KEYSTONE STATE STRING INSTRUMENTS

Victor Supreme

The Victor dealer who devotes his entire energy to the advancement of Victor merchandise in his Talking Machine Department will find that in turn his entire business will be greatly benefited.

At Your Service.

H. A. WEYMANN & SON, Inc. 1108 Chestnut Street Philadelphia, Pa.

Keystone Die-Casting Co. Norristown, Pa.

ALFRED C. RANTSCH Pres. and Gen. Sales Mgr.

E. J. W. RAGSDALE Treas. and Gen. Mgr.



# Recording the Points of our Service

A duty due to the Vocalion dealer of the present and to the Vocalion dealer who will be:: plac- ing 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 Com- pany 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 expan- sion 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 de- velop 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

## THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 110)

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.

**Sonora Warerooms in Good Shape**

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. Fuhri, 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."

## DECALCOMANIA

Name Plates for Talking  
Machines, Pianos, etc.

High Class Workmanship

*Write us for further information*

**National Decalcomania Co.**

220-230 N. 60th St., Philadelphia, Pa.

T. W. Barnhill, president of the Penn Phonograph Co., Victor distributor, and who is responsible for the production of the now famous Penn-Victor miniature dogs, witnessed a production of "The Storm" and was much impressed with the query of the star.

The following day he presented Miss Hayden with a Penn-Victor dog and in return received a note acknowledging its receipt and expressing appreciation. Miss Hayden stated that she was very fond of dogs, but never took them on the road with her because of the baggage car trouble. "Vic," as she named the Penn-Victor dog, will accompany her hereafter in all her travels, she assures Mr. Barnhill.

Manager Boyd, of F. A. North & Co.'s chain of stores handling the Pathé and other machines, states that business has been fine, especially at the Trenton branch.

**NOTABLE UNICO INSTALLATIONS**

Dealers at Home and Abroad Make Improvements in Store Equipment by Adding Unico Booths—Company's Designers Solve Problems of Gramophone Co., of London, England

PHILADELPHIA, PA., March 1.—An optimistic view of the future good business expected by the talking machine dealer is found in the many orders for Unico installations received at the headquarters of the Unit Construction Co., of this city. It is reported that the majority of the installations are of considerable size.

The Unit factory is on an excellent production basis and many remarkable records are being made in the rapid installing of the required equipment.

On February 19 an order was received from Baker & Green, of Whiting, Ind., for installation of Unico racks and counters. Five days later the installation was shipped complete. Another instance is given in the case of the Colonial Music Shop, of Cleveland, O. An order for three rooms, four record racks and one counter show-case was given on January 6. On Monday morning, January 10, the installation was completed and the shop open for business.

The demand for Unico equipment is not alone confined to this country. Officials from the Gramophone Co., of London, England, recently visited this country investigating the methods pursued by enterprising dealers in merchandising talking machines. Upon returning to England they sent a diagram of their floor plan to the Unit Construction Co. Plans, designs and an estimate were furnished and as a result the Unit Construction Co. has its representative in England supervising an extensive Unico installation at the headquarters of the Gramophone Co. The floor space, which was very irregular, has been utilized to excellent advantage. Attractive paneling is being constructed in the foyer, from which lead entrances to a series of salons for the display of the machines and a well-equipped record department with a series of audition rooms, as they are called on the other side of the Atlantic. The decorative scheme will be in the Louis XVI period. The use of Unit equipment abroad is a decided tribute to its distinctiveness and merits.

Good health is the most precious possession of life. Strive to attain it and keep it.



# SERVICE



## —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.

## A. J. HEATH & CO.

PHILADELPHIA, PA.  
27 South Seventh Street

BALTIMORE, MD.  
110 Calvert Street



# JOHN McCORMACK

*greatest of concert tenors*  
**APRIL RELEASE:**

- 50001 { I HEAR YOU CALLING ME (Marshall). Tenor  
12-in. { with Orchestra Accompaniment.  
\$1.50
- 50005 { CELESTE AIDA (From "Aida") (Verdi). Tenor with  
12-in. { Orchestra Accompaniment.  
\$1.50

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:

- 4253 { LOVIN' SAM FROM ALABAM (Popular Blues).  
10-in. { Vocal (Perry Bradford).  
\$1.00
- { DON'T CARE BLUES (Popular Blues). Vocal (Perry  
Bradford).

# RAY MILLER

the Melody King, comes into the April list with new phases of alluring syncopation:

- 4257 { UNDERNEATH THE DIXIE MOON (Miller-Fazioli-  
10-in. { Klages). Fox-trot.  
\$.85
- { JUNGO LAND (Joe Bren). One-step.

*RISHELL INSTANT SERVICE is at your command. Phone, write, wire TODAY*

**Rishell Phonograph Co., Williamsport, Penna.**



(Half Size)

**Questionnaire**

**VICTROLA DEPARTMENT**

R. L. FOORD FURNITURE CO., Wilmington, Delaware

Do you own a Talking Machine (yes or no).....  
 What Make .....

Is it in good playing condition (yes or no).....  
 Is your Talking Machine in active use (yes or no).....  
 Have you ever thought of exchanging it for a newer or larger model (yes or no).....

Do you receive the Victor Record Supplement each month (yes or no).....  
 Have you ever thought of buying a Victor Victrola (yes or no).....

Name .....

Address .....

City .....

The questionnaire shows you who has a Victrola; who has not a Victrola; who has the desire for a Victrola; who has a machine of another make and wishes to exchange it in part payment for a Victrola; whose name is not on your mailing list for the monthly supplement, but wants it there.

**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 way-side. 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 at (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 canvasser when he calls at the home to secure a hearing. The Penn-Victor dog is a little missionary, and has been doing good work in the home all the while spreading Victor propaganda. Shall he work for you? It's for you to say. Place the order at once and prove our assertions.

- Albany, N. Y. ....Gately-Haire Co., Inc.
- Atlanta, Ga. ....Elyea Talking Machine Co.
- Baltimore, Md. ....Cohen & Hughes.
- Birmingham, Ala. ....E. F. Droop & Sons Co., Inc.
- Boston, Mass. ....Talking Machine Co.
- Brooklyn, N. Y. ....Oliver Ditson Co.
- Buffalo, N. Y. ....Eastern Talking Machine Co.
- Burlington, Vt. ....The M. Steinert & Sons Co.
- Butte, Mont. ....American Talking Machine Co.
- Chicago, Ill. ....G. T. Williams Co.
- Cincinnati, O. ....Buffalo Talking Machine Co.
- Cleveland, Ohio. ....American Phonograph Co.
- Denver, Colo. ....Orton Bros.
- Elmira, N. Y. ....Chicago Talking Machine Co.
- El Paso, Tex. ....Ohio Talking Machine Co.
- Honolulu, T. H. ....Cleveland Talking Machine Co.
- Indianapolis, Ind. ....The Eclipse Music Co.
- Jacksonville, Fla. ....The Knight-Campbell Music Co.
- Memphis, Tenn. ....Elmira Arms Co.
- Kansas City, Mo. ....W. G. Walz Co.
- Milwaukee, Wis. ....Honorius Bergstrom Music Co., Ltd.
- Minneapolis, Minn. ....Stewart Talking Machine Co.
- Mobile, Ala. ....Florida Talking Machine Co.
- .....Hourk Piano Co.
- .....J. W. Jenkins Music Co.
- .....Badger Talking Machine Co.
- .....Beckwith-O'Neill Co.
- .....Wm. H. Reynolds.

- New Haven, Conn. ....The Horton-Gallo-Creamer Co.
- Newark, N. J. ....Collings & Co.
- New Orleans, La. ....Philip Werlein, Ltd.
- New York City. ....Emanuel Blout
- .....C. Bruno & Son.
- .....Charles H. Ditson Co.
- .....Knickerbocker Talking Machine Co.
- .....New York Talking Machine Co.
- .....Ormes, Inc.
- .....Silas E. Pearsall Co.
- .....Louis A. Schwarz, Inc.
- Omaha, Neb. ....Mickel Bros.
- Philadelphia, Pa. ....H. A. Weymann & Son.
- Pittsburgh, Pa. ....W. F. Frederick Piano Co.
- Portland, Me. ....Cressey & Allen, Inc.
- Richmond, Va. ....The Corley Co.
- Rochester, N. Y. ....E. J. Chapman.
- St. Louis, Mo. ....Koerber-Brenner Co.
- St. Paul, Minn. ....W. J. Dyer & Bro.
- Toledo, Ohio. ....The Toledo Talking Machine Co.
- Washington, D. C. ....Cohen & Hughes.
- .....E. F. Droop & Sons Co.
- .....Robt. C. Rogers Co.

Dealers not served by any of these distributors will be sold direct by us or we will charge through your preferred distributor if so requested.

**PENN PHONOGRAPH COMPANY, Inc.**

Victor Distributors—Wholesale Only

913 ARCH ST.

PHILADELPHIA, PA.

**INTERNATIONAL MICA CO. BUSY**

L. Hammond Crabtree Keeps in Touch With World Markets—Trade in Ruby Mica Diaphragms Enjoys Steady Growth

PHILADELPHIA, PA., March 1.—The International Mica Co., of this city, reports that the demand for "Imico" India ruby mica diaphragms is increasing as the year advances. L. Hammond Crabtree, who directs the affairs of the company, is an authority on mica and no small portion of the popularity of Imico products in the talking machine industry is due to his careful study of the manufacturers' requirements and the providing of the proper mica for the specific purpose intended. Mr. Crabtree has made it a purpose to keep directly in touch with the manufacturer and much of his time is spent on the road. In addition to the factory in West Philadelphia the company also maintains offices near both railroad terminals and in the heart of the hotel district for the convenience of out-of-town visitors.

**TAKE CARE OF YOUR MOTOR**

Dealers Should Always Take Care to Inform Purchasers on Proper Care

The following instructions on the care of the talking machine motor could be used to advantage by dealers in educating their patrons in this matter:

The motor in your talking machine should be looked over once or twice a year to preserve the life of your machine. Like your automobile or watch, it requires expert attention and, given to anybody that happens along, the best your motor will get is the worst of it, as most talking machine motors are as delicately adjusted as the finest grade watch or clock, one little screw, a turn too tight or a turn that loosens it too much will a good many times ruin your motor and any number of new parts will be needed to get the proper adjustment. The mainsprings in motors run from twelve to nineteen feet in length and as all mainsprings of talking machine motors are of unfinished material they require fresh lubrication every nine to twelve months or the friction wear will deprive you of power in your springs and will make the motor run unevenly and will eventually break the springs. The same is true of the reproducer, as constant vibrations will loosen the tension springs and cause harsh overtones.

**FEATURING PRINCESS WATAHWASO**

Collings & Co., Newark, Booking Prominent Victor Artist in Northern New Jersey

Collings & Co., the well-known Victor Talking Machine Co., distributors of Newark, N. J., have been booking Princess Watahwaso, the well-known Victor artist, in northern New Jersey territory.

Princess Watahwaso's program includes Indian songs, dances and folklore and she is appearing early this month in a number of assembly halls of the public schools in the territory mentioned.

Consider the postage stamp. It secures success through its ability to stick to one thing until it gets there.

**WE Will Buy for Cash**  
**Job Lots of Machines,**  
**Records, Motors, Tone**  
**Arms, Parts, and Every-**  
**thing in the Talking Ma-**  
**chine Line.**

**Keen Talking Machine Supply Co.**  
 49 N. 10th ST., PHILADELPHIA, PA.



**PAUL WHITEMAN'S Big Fox Trot Hit**  
**"I NEVER KNEW"**  
 (I COULD LOVE ANYBODY LIKE I'M LOVING YOU)  
 Published by LEO. FEIST Inc., FEIST BLDG New York

YOU CAN'T GO WRONG WITH ANY FEIST SONG

**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

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.

James J. Davin, who heads the entertainment committee, has had long experience in arranging just such affairs and his efforts this year indicate that he has profited by his experience. He is assisted by such able lieutenants as Hugh Ernst and Joseph Bryant, also committee veterans, together with other active members of the trade, and it is understood that although the announced program is elaborate enough to gratify the most exacting there are several surprises in store for those who take advantage of the opportunity of attending.

Special arrangements have been made whereby the employes of the various association members will be admitted to the entertainment and dance without charge after 9.30 p. m. upon presenting the business card of their employer.

Sh-h-h—It's going to be a great night.

**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. Wainlash, 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.



The All Star Trio Who Will Entertain Talking Machine Men entertainment 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

**New! New! APEX Fibre Needle Cutter**

Cuts with the grain to the point.  
 Makes the use of fibre needles as cheap as steel.  
 No variation in angle or size of cut.  
 Does not crush the shell.

Small Size—Simple Construction  
 For sale through jobbers and dealers.

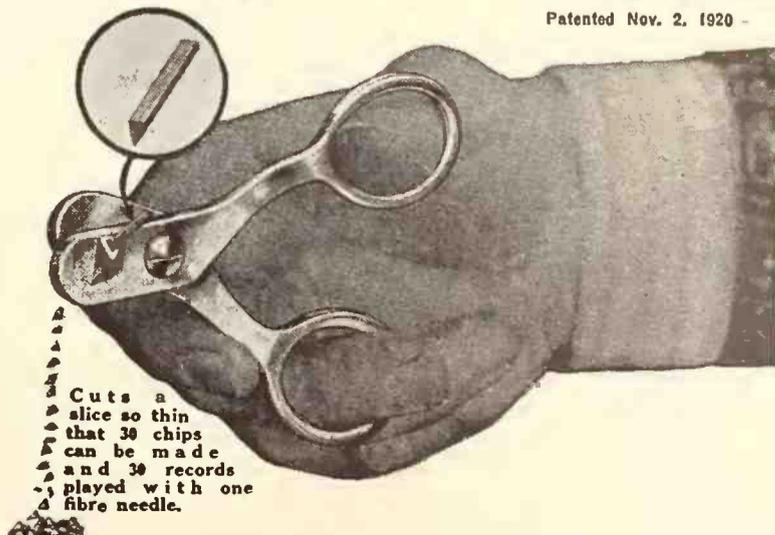
Retail Price \$1.50

Manufactured by

**W. H. WADE** 14 N. Michigan Avenue CHICAGO

**New! New!**

Patented Nov. 2, 1920





# New Releases

*Now Ready*

# ODEON

Lateral Cut

## RECORDS

Lateral Cut

**16 Sparkling Popular Selections 16**  
**8 10-Inch Lateral Double Discs 8**

**Fox Trots**

**One-Steps**

**Waltzes**

### American Dance Selections

- Od 20020 { BOW-WOW (Puppy Love) (Wheeler Wadsworth) One Step.....Allstar Trio  
10-inch { HOLD ME (A. Hickman—B. Black) Fox trot  
85 Cents { Jos. Samuels' Jazz Band
- Od 20021 { WHY DON'T YOU? (Harry Tierney) Fox Trot  
10-inch { Harry Raderman's Jazz Orch.  
85 Cents { GOOD-BYE (Intro. Chorus—Just Plant a Kiss)  
Fox Trot  
Jos. Knecht's Waldorf-Astoria Dance Orch.
- Od 20022 { MAZIE (Sid Caine, Eli Dawson & Lew Gold)  
10-inch { Fox Trot.....Harry Raderman's Jazz Orch.  
85 Cents { BIDDY (J. S. Zamecnik) Fox Trot  
Green Bros.' Novelty Band
- Od 20023 { "SIREN" OF A SOUTHERN SEA (Harold  
10-inch { Weeks) Fox Trot..Green Bros.' Novelty Band  
85 Cents { MY BUDDING ROSE (L. Wolfe Gilbert &  
Cooper) Fox Trot  
Jos. Knecht's Waldorf-Astoria Dance Orch.

- Od 20024 { TWO SWEET LIPS Fox Trot  
10-inch { Jos. Samuels' Jazz Band  
85 Cents { MELLO CELLO (Neil Moret) Waltz  
Jos. Knecht's Waldorf-Astoria Dance Orch.

### American Vocal Selections

- Od 20025 { I'M IN HEAVEN WHEN I'M IN MY MOTH-  
10-inch { ER'S ARMS (Johnson-Hess-Ager) Tenor  
85 Cents { with Orch.....Lewis James  
HONOLULU EYES (Johnson-Violinsky) So-  
prano-Tenor Duet with Orchestra  
Jane Neilson—Lewis James
- Od 20026 { MOONLIGHT IN MANDALAY (Yellen-Ol-  
10-inch { man) Tenor-Baritone Duet with Orch.  
85 Cents { James-Shaw  
NORAH ACUSHLA! (Cooper-Millard) Tenor  
with Orchestra .....Will Oakland
- Od 20027 { JUST LIKE A GYPSY (From the Musical  
10-inch { Play, "Ladies First") (S. S. Simons-Nora  
85 Cents { Bayes) Male Trio with Orch....Sterling Trio  
SWEET LUANA (Norma Burt-J. S. Zamec-  
nik) Vocal Duet with Hawaiian Guitar  
Accomp. ....Jane Neilson—Lewis James

**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 21<sup>ST</sup> STREET  
NEW YORK



**STEADY IMPROVEMENT EVIDENT IN CINCINNATI TRADE**

Chat With A. H. Bates, of Ohio Talking Machine Co.—New Victor Agencies—Successful Convention of Edison Dealers—Starr Expansion—Baldwin's Red Seal Demand—News of Month

CINCINNATI, O., March 6.—A canvass of the talking machine trade in Cincinnati shows a very optimistic spirit prevailing among dealers and manufacturers. The last month, taking all things into consideration, has been generally satisfactory. Business has held up amazingly well for February. Machines have moved right along and the sale of records has been unusually good. Orders coming in show business conditions are getting better 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 Magnavox, 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 also will 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 there 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 a unit in predicting an early boom in the talking machine business. One of the delegates handed out a very good piece of advice to those who had been complaining of the present quiet conditions in their sections. 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 one of the best Februaries they have had and orders that are now coming in make the outlook for the month of March very encouraging. R. T. Carroll, of the Edison Co., is taking an extended trip through the territory visiting various dealers.

C. R. Anderson, of the Wurlitzer Co., states the company had a very fair month's business and the outlook for next month was very much brighter. The tobacco situation in Kentucky is clearing up, he says, and this will have a marked effect on the business there. Manager T. F. Sigman is making a trip through the territory.

Manager Pauling, of the Starr Co., is finding their new table machine is making a decided hit. This machine, he states, has been given the best workmanship in 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.

Miss Leola Ranshaw, buyer of Victor records at 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 McMahan, 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 Mc-

Mahan in her school work by supplying the schools with the desired records.

R. C. Swing, manager of the Crystola Co., says that, according to all the information they can get from their dealers, there will be a decided improvement in business by the middle of March. The dealers are not laying in big stocks but buying cautiously.

Manager F. F. Dawson, of the Sterling Roll & Record Co., has announced the opening of a new branch at Pittsburgh, Pa., which will handle the Okeh records. The shop is located at 436 Fourth avenue and will be in charge of A. B. Smith, who formerly was assistant manager of the Columbia Co. at Pittsburgh. Mr. Dawson has just returned from a trip through the South and states that during the last month they have established 150 new agencies to handle the Okeh records. The record business has been good during the past month and he is looking for increased business right along.

The talking machine department of the Gau Co. did a very good business during the month and the demand for records has not diminished.



# Promote Your Business

by getting

# Best Service

given by

# Lind Music Company

Distributors Exclusively

of

# Okeh Records

*The Record of Quality*

## LIND MUSIC COMPANY

Okeh Distributors

Congress and Bates Street

DETROIT, MICH.





**Is your store on the Great White Way? A Columbia Electric Sign will put you there—a night-and-day magnet drawing people from all directions. Ask our Dealer Service man.**

**Columbia Graphophone Co.  
NEW YORK**

### 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 conscientious 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, Pariss & 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, ILL., March 8.—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.

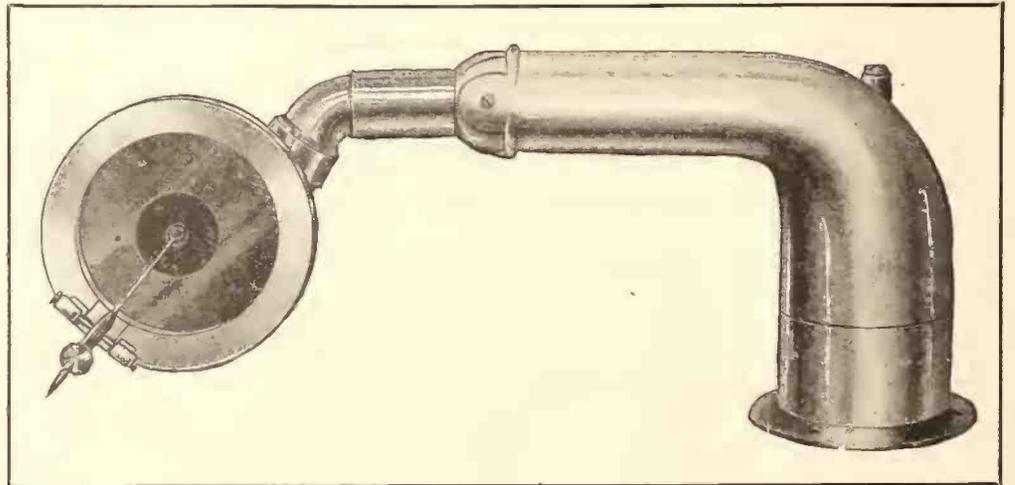
**Big Value**  
*in*  
**Both Tone and Price**

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

Review of Conditions Shows Betterment—No Legislation Necessary Anent Misleading Advertising—Pathé Dealers Hold Conference—New Manager for Hengerer Co.—Victor Records by Wireless

BUFFALO, N. Y., March 9.—There is practically little complaint among talking machine dealers of Buffalo these days of 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 their employes back 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 Red Seal records. He has already developed 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 his 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 with the buying public.

One hundred and fifty Pathé dealers of this district held a convention at the Chamber of Commerce here February 21 and made plans for this district's part in the Little Red Fly campaign. N. A. Taber, of the Buffalo Talking Machine Co., acted as chairman. There were sales talks by R. H. Arnault, of the Pathé Co., and C. R. Mosch, leading Pathé dealer at Elmira. Their pepful talks inspired the workers and the general enthusiasm displayed at the convention indicated that as far as this district is concerned, at least, the campaign will be a sweeping success.

"Business is extra good," is the report of H. J. Hermansdorfer, of the local Brunswick branch. "We are doing a very fine record business," said Mr. Hermansdorfer. "There has been such an increase in volume that we have found it necessary to add two packers to our force." Miss Gladys Kimmel, the Brunswick Record

Girl, has been paying this vicinity a visit. She visited the offices here and also called on a number of dealers in this district.

Lionel M. Colc, general sales manager for the Iroquois Sales Corp. and one of the liveliest wires in the talking machine business in this city, has been doing some hard work in pushing Granby phonographs and Okeh records. He has mailed a large number of attractive booklets showing the artistry and advantages of the Granby and also leaflets telling about Okeh records.

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 Vic-

tor 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.



KNOWN FOR STYLE AND TONE

**BABY GRAND DESIGN PHONOGRAPH**

*The most distinctive type of phonograph on the market. Provides the dealer with unlimited sales possibilities. A welcome addition to any high class lines.*



Model C—The Hexagon design fits in with 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.

**New and Exclusive in Design**  
our Ellis Reproducer and large amplifying Chamber is the secret of its wonderful vocal and instrumental tone.

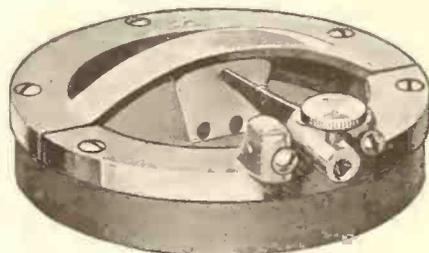
The only Fibre Reproducer on the market.

**Its Musical Qualities are Incomparable**  
PROTECT YOUR TRADE and stimulate your phonograph business by having THE BABY GRAND DESIGN LINE on your floor.



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 off-setting 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 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.



Model A  
PATENTED  
Price \$225.00

Model A—Baby Grand in Adam period design. The marvelous simplicity and beauty of the period faultlessly carried out. Much favored by the critical buyer.

Made in Mahogany and American Walnut.

**The Fern-O-Grand Company**

"Makers of the Baby Grand Design Phonograph"

212-220 West Canal Street

Cincinnati : : Ohio

FULLY PROTECTED BY PATENTS, DEALERS' DISCOUNTS PROMPTLY FOLLOW UPON YOUR REQUEST

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 New York and surrounding territory: Kroll-Horowitz Furniture Co., Inc., 258 Canal St., New York.

Distributors for Denver and West: Cassell Bros. Music Co., Denver, Colo.

Distributors or Agencies write for prices and territory.

# HAPPENINGS IN THE DOMINION OF CANADA

## TORONTO TRADE CRITICIZE CERTAIN RETAIL PUBLICITY

Small Payments and Long Terms Not Favored—Hockey Fans Enjoy the Columbia—Canadians Sympathize in Caruso's Illness—Value of a Mailing List—New Concerns and Changes in Trade

TORONTO, ONT., March 3.—"Already we are beginning to see entirely too much of the 'one dollar per week' variety of talking machine advertising," said a prominent Ontario retailer to your correspondent. "I would like to have some one tell me just what advantage any one talking machine merchant thinks he has when perhaps a dozen other of his weak-spined brethren are indulging in this same kind of advertising, as far as the securing of immediate sales is concerned. It doesn't take a smart merchant or a literary genius to write an advertisement which chiefly features low prices and long terms." Aside from the fact that the selling and advertising of talking machines on this basis is bad business from an economic standpoint, is it not also true that such advertising has a tendency to cause the public at large to have less respect for our business?"

Robert Shaw, manager of the wholesale Grafonola department of Cassidy's, Ltd., Winnipeg, Man., was a recent visitor to the Columbia headquarters. He was greatly pleased with the immense new Columbia factory and also the new executive offices of the company and the greater co-operation with Columbia dealers that the new factory makes possible both in Grafonolas and records.

The Adams Furniture Co. showed a progressive spirit when recently it demonstrated to several thousand hockey fans, assembled at the Toronto arena to witness a senior O. H. A. hockey game, that the Columbia Grafonola was very much on the musical map. Before the game was called, and during intermission periods, this company had a Grafonola playing for the benefit of the spectators. Although the arena is large, the music of the instrument, amplified by the Magnavox, was heard distinctly in every corner of the rink. In order that the Adams Co. might reap the rewards of this effective publicity a large size easel, on which were printed the words "The Home of the Grafonola—Adams Furniture Co., Ltd." with the address, was placed in the middle of the ice between periods.

Deep concern was felt throughout the Dominion over the illness of the great Victor artist, Enrico Caruso. The news of his gradual return to health was received with widespread rejoicing. The Montreal Star paid him a fitting tribute in an editorial and declared that his brave fight against great odds would serve to deepen the affection and admiration of his many friends for him.

That a dealer's mailing list if kept up to date will yield handsome dividends—perhaps more so than any other feature of the dealer's phonograph department—is evidenced by the action of His Master's Voice, Limited, Toronto, in supplying at small cost its dealers with a card system which will enable them to keep their mailing lists in good order. On the face of each card are shown the customer's name and address, make and size of instrument he owns, what repairs have been made, etc., and on the reverse side can be tabulated the customer's record purchases.

Brunswick Phonograph Week was celebrated recently at the Heintzman & Co., Ltd., Toronto store by the holding of a complimentary concert at which Miss Grace Johns, a well-known contralto, sang.

W. D. Stevenson, vice-president of the Starr Co. of Canada, Ltd., London, Ont., spent a few days recently at the factory of the Starr Piano Co., Richmond, Ind., the United States headquarters of Starr phonographs and Gennett records.

At a recent general meeting of the shareholders 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 Music Co., Ltd., has assigned, according 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 Bobolink phono-

graph for juniors. It has a case 26 inches high and will play six-inch records.

L. C. LeVoi has joined the wholesale selling staff of Gerhard Heintzman, 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

TORONTO, ONT., March 4.—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. D. Stevenson, London, 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 unsold. It also had 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 manufacturers' 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.

To develop 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 any objections at the proper time, which is during the discussion in meeting, not after.

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 shining example of what governments 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)

## Talking Machine Supplies and Repair Parts

**SPRINGS, SOUND BOX PARTS, NEEDLES**

**THE RENÉ MANUFACTURING CO.**  
MONTVALE, NEW JERSEY

Edison Message No. 92

We hope the Govern-  
ment will not find it neces-  
sary 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.

**HAPPENINGS IN CANADIAN TRADE**  
(Continued from page 121)

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 building could now be considered a possibility. The exhibition management was prepared to put up a suitable Music Temple if certain prescribed arrangements could be guaranteed for carrying 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. Puckett; vice-president, E. C. Scythes; secretary, J. G. Merrick; treasurer, W. N. Martin; export committee, S. J. Cook, O. C. Dorian, O. Wagner; exhibition committee, J. D. Ford, B. A. Trestail, A. E. Landon; finance committee, D. R. Gourlay, Thomas Nash, E. Van Gelder; legislation and tariff committee, Armand Heintzman, John E. Hoare, W. D. Stevenson; nominating committee, J. D. Ford, W. B. Puckett, 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. Freiman 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 way, 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, have been purchased by the Champion Music Co., which is already operating eight stores throughout the city. It will continue to handle His Master's Voice records and the Starr, Windsor and Cecilian machines. A. Robitaille, manager of the firm, is delighted over the acquisition of this business, which now gives him entree into the West End of the city and a share of the English-speaking trade.

Gray & Jacquest, 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., all 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 delegates to make use of their warerooms 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 had 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. Freiman, the well-known Columbia dealer of Ottawa, as president of the organization.

To Tony Ramsperger, of the Brunswick Shop, falls the honor of selling locally the first two Brunswick period models, Botham and Stratford console. This firm reports a spirited demand for Brunswick dance records.

The Child & Gower Piano Co., Ltd., Regina, Sask., has purchased the entire stock of Columbia Grafonolas and records of the R. S. Williams & Sons Co., Ltd., and is now exclusive representative for Columbia product in that city.

Norman F. Rowell, manager of the talking machine department of C. W. Lindsay, Ltd., is now the proud father of a baby girl, born February 5.

Musical Studios, Ltd., Quebec City, during the recent appearance of Lazaro, the Columbia artist, advertised the fact in numerous ways and reaped the benefit in large sales of records previous to and after the recital.

There will be opened in Montreal one of the largest dance halls in America and the largest in Canada. The location is the whole of the first floor of the new building now being erected just behind the Engineers' Club, on Phillips square. The name of the place will be "Dancing Carnival." The floor space will give accommodation to over 1,200 couples. Two orchestras will be in attendance, playing continuously from 4 p. m. to midnight.

Montreal dealers will, no doubt, notice a stimulation of sales of dance records as a result of the opening of this new dance hall.

C. W. Lindsay, Ltd., has on exhibition in the show windows the first Magnavox which has reached this city.

**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.

**BRUNO**

**COVERING NEW ENGLAND TRADE**

Wm. T. Gibbs Introducing New Device of Phonograph Specialties Co. to Dealers in That Section—Harry Leonhardt 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 Leonhardt has also been appointed representative for the firm in the States of Pennsylvania, Ohio, Michigan and Illinois. While Mr. Leonhardt 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. Weisenborn, president of the Phonograph Specialties Mfg. Co., whose executive offices are at 69 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."

**ATTRACTIVE DEALER PROPOSITION**

ON

**Okéh 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.

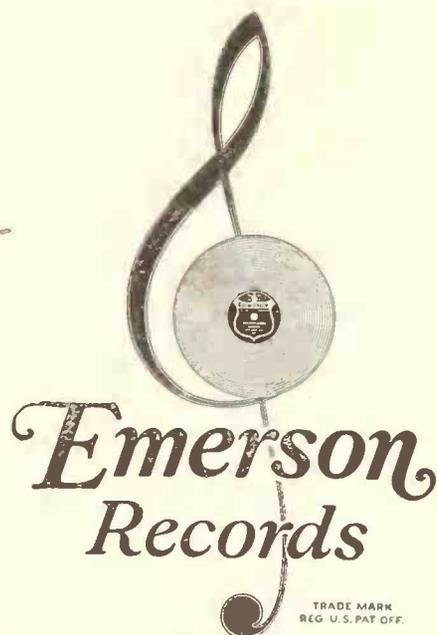
## Small Stock, Quick Turnover

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.



EMERSON PHONOGRAPH CO., INC.

NEW YORK  
206 Fifth Avenue

CHICAGO  
315 South Wabash Avenue

Makers of Emerson Standard 10-inch Gold Seal Records

# Emerson Records

**A DECIDEDLY BETTER FEELING IN INDIANAPOLIS TRADE**

**Columbia Co. Occupies New Home—Latest Brunswick Dealers—Edison Expansion—Indianapolis Co. in New Quarters—Senate Bill Defeated—Stewart Co.'s Good Work—Other News**

INDIANAPOLIS, IND., March 1.—The Columbia Graphophone Co. moved today to its new quarters in the Capital Paper Co.'s building at 221-25 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. Bayliss, 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. F. 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 firmer trend with buying more conservative.

**Many New Brunswick Dealers**

Manager Burr, of the Brunswick-Balke-Collender 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 Thoma & Son, Brunswick dealers at Bluffton, 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 Terre Haute this month 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. Dresler; 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. Cartmil, 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 from the holidays are practically gone. Recreation 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 service. Miss Estella Carr, Miss Esther Hartwig, Miss Mary Fultz 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 Fultz 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 Starr 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 Braslau, 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 Braslau 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)*

**CABINETS**

**6**

**Models in All Sizes at a Big Cut in Prices**

**GENUINE MAHOGANY, AMERICAN WALNUT and GOLDEN QUARTERED OAK**



Height 49 inches  
Width 21 "  
Depth 22½ "



Model 316  
Height, 51½"  
Width, 24"  
Depth, 25"

**SIX MODELS, ALL SIZES and FINISHES, IN COMPLETE PHONOGRAPHS AT A PRICE**

**A-1 Cabinet Work in Construction and Finish**  
**Large Double Spring Motors and Universal Tone Arms**

*Write for Special Prices on Large and Small Quantities*

**Player-Tone Talking Machine Co.**  
**967 LIBERTY AVE., PITTSBURGH, PA.**

**Stewart**  
**Talking Machine Company**

**JOBBERS**  
*for the*  
**Victor**  
**Talking**  
**Machine**  
**Company**

**Indianapolis**



**Bert Williams, "blue" as usual, wails "My Last Dollar" and "I'm Gonna Quit Saturday." Bert's "grief" brings joy to your customers and dollars to your cash register. Order big. A-3356.**

**Columbia Graphophone Co.  
NEW YORK**

### 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 educa-

tional 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-outs, 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. Waters, 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 manufacturer; 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

**L. 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 L. 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.

## Ward's Khaki Moving Covers



Grade "D" Cover with

No. 3 Straps

### THE C. E. WARD CO.

(Well-Known Lodge Regalia House)  
101 William Street New London, Ohio  
Also Manufacturers of Rubberized Covers  
and Dust Covers for the Wareroom

#### Distributors

- BRISTOL & BARBER, INC.  
111 E. 14th St., New York City
- YARR & LANGE DRUG CO.  
207-215 E. Water St., Milwaukee, Wis.
- COHEN & HUGHES, INC.  
Washington, D. C.
- BECKWITH-O'NEILL CO.  
Minneapolis, Minn.
- STREVELL-PATERSON HARDWARE CO.  
Salt Lake City, Utah
- C. L. MARSHALL CO., INC.  
Beckman Bldg., Cleveland, O.  
Butler Bldg., Detroit, Mich.
- THE REED CO.  
237 Fifth Avenue, Pittsburgh, Pa.
- C. J. VAN HOUTON & ZOON  
140 S. Dearborn St., Chicago, Ill.
- SONORA DISTRIBUTING CO. OF TEXAS  
Dallas, Texas
- KNIGHT-CAMPBELL MUSIC CO.  
1608 Wynkoop St., Denver, Colo.
- CHAS. H. YATES  
311 Laughlin Bldg., Los Angeles, Cal.
- W. D. & C. N. ANDREWS  
Buffalo, N. Y.
- SACHS & CO.  
425 So. Wabash Ave., Chicago
- SHERMAN, CLAY & CO.  
741 Mission St., San Francisco, Cal.
- JOHN A. FUTCH CO.  
35 Auburn Ave., Atlanta, Georgia  
1500 South Boulevard, Charlotte, N. C.  
630 Washington St., Jacksonville, Fla.
- ORTON BROTHERS MUSIC HOUSE  
Butte, Mont.
- GRAY & DUDLEY CO., Nashville, Tenn.
- ASSOCIATED FURNITURE MFRS.  
St. Louis, Mo.
- W. J. DYER & BRO., St. Paul, Minn.
- AMERICAN PHONOGRAPH CO.  
Burlington, Vt.
- JOSEPH BARNETT & CO., Cedar Rapids, Ia.

**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. F. 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 G. 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, with quarters at 318 South Genesee 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 Fonotopia 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.

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

**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**

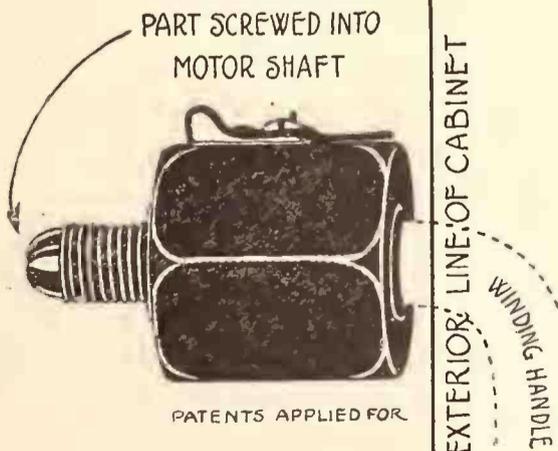
CLEVELAND, O., March 5.—The Superior Die Casting Co. has just completed the installation of air-operated die-casting machinery of the firm's own special design.

"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. Wilson and D. H. Ensign. It is located at 105 Real Estate Trust Building. A Detroit connection has also been made with F. L. Neward 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.



**RETAIL PRICE \$3.75**

Samples sent post paid on receipt of \$2.25  
 LIBERAL DISCOUNTS TO THE TRADE

**Motor and Spring Safety Device**

(PATENTS APPLIED FOR)

**IMPOSSIBLE TO OVERWIND THE MOTOR**

When sufficiently wound, the handle automatically ceases to wind. Thus, any child can wind the talking machine with safety.

**A Simple Fool-Proof Device—Fills a Long-Felt Want—**

Can be attached by anyone in a few minutes. Once placed needs no attention—graphite lubricated.

**NOW READY FOR VICTOR 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.

# THE MID-WEST

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 gents who don't like to be reminded each and every day of their 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 & Gerts 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 save sit back and count the money as it rolled in. And 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 none for making or selling goods. Well, 'efficiency' sort of went out. Then in came 'Service.' Service was a fine new remedy. It sounded awfully good and everybody was going in for it, till some one found out that 'Service' in business meant what the word itself means, and then its popularity sort of fell off.

"WHEREUPON," continues substantially our good and highly sensible friend, "psychology came in. To-day it is all 'psychology.' We are all to solve the problem of merchandising by learning the rules of this great science. Of course, it is true that most of the psychologists are individually of the opinion that all the other psychologists are quacks, if not something worse. It is equally true that no one seems to be quite certain what the 'psychology of business' really is or how it works; but it is grand stuff just the same. Still—still—to a fellow who has seen this sort of thing come and go for a good many years, to a fellow who is perhaps not quite so up-to-date as some of the young fellows, there is something wanting in all this hullabaloo. When I was a boy it was a case of get up at 5:30 a. m., break the ice in the water pitcher, dress in the cold and get out to work: hours 6 a. m. till dark, three square meals a day, and bed and board for pap. Now, all that strenuous stuff sums up in the one word, work, w-o-r-k. Am I wrong in believing that, with all the wonderful increase in comfort, not to say luxury, with all the great wonder of a workman to-day having comforts which a rich man did not have fifty years ago, there is still something very much lacking at this moment in our world? Is it not just this simple, plain, homely word, w-o-r-k, with which the world needs to acquaint itself again? In a word, I believe that the trouble with business is three parts plain disinclination to work. Our youngsters dream only of sitting at mahogany desks, being 'executives.' Our girls won't look at a fellow who has not a car. Our workmen dream of seizing the factory and sitting in the boss's office. Everybody wants the money, nobody wants to work. Well, we've got to learn that work is a necessity, not a luxury. The world is going to learn this sooner or later. 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."

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 very latest 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 Avenue 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-

Advises  
"Take No  
Substitute"

Real Work  
Is the  
Remedy

Portable  
Will Be  
Popular

The Old,  
Old  
Remedy

Enter  
Console  
Junior

# POINT OF VIEW

soning, 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 talking machine is not the ultimate standard type, not by a jugful, as the old saying goes.

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; and if he needs business he must surely be ready to offer bargains, wherefore the willingness to listen. For it cannot be denied that this desire for bargains is uppermost in the public mind. The one dominating notion with thousands of buyers just now is that prices must come down, and that the thing to do is to wait for the bargains to come along, as, in the popular belief, they will be coming along sooner or later. When the people have become firmly convinced that a declining market exists it is hard to hold them at any point long enough to sew them up on a deal. They always want to wait a week or two longer. Hence the philosophy of the canvass. Hence, also, the further fact that there are more ways of killing a cat than the well-known method of drowning. Hence, also, the wisdom of getting out and "diggin' 'em up." Hence, also, the justification of that simple prescription for all industrial ills: WORK. Work till you find a new way to sell, and then hop to it!

Victor's  
National  
Service

VICTOR dealers, distributors and other members of the great Victor family in the mid-West will be stirred by the news of the elaborate educational conference which is to be held in Chicago toward the end of this month. The work which the Victor Co. is doing in the schools, through community agencies and in other cognate ways to promote the gospel of good music among the people of the United States has, of course, its selfish, that is to say, its commercial side. But there is no disgrace in that. What for the present purpose is more to the point is that the people of this country need, and need most thoroughly, a general process of familiarization with music. Here is a nation with more potential art-wealth than any in the world, for it numbers among its people representatives of

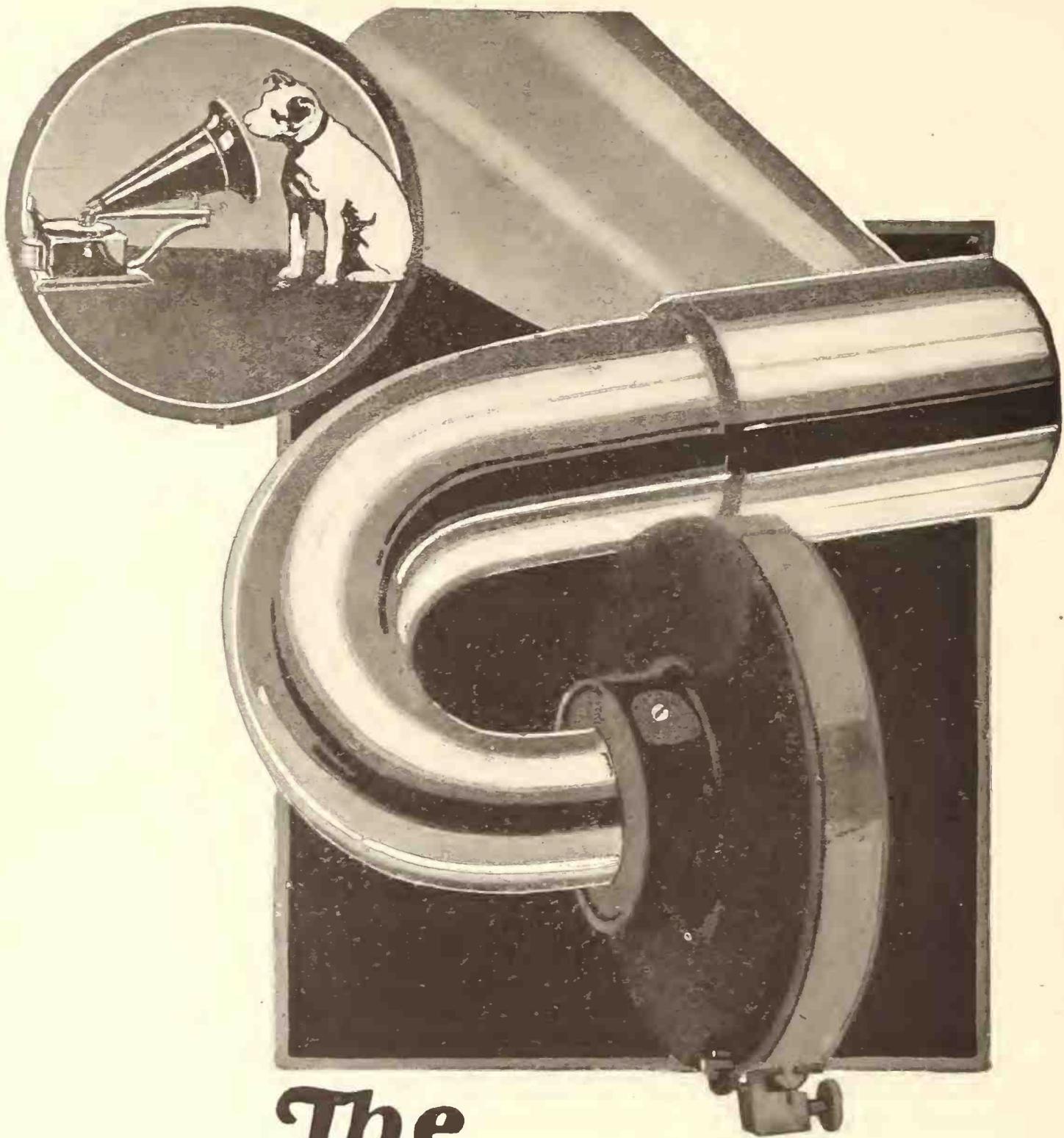
every artistic race. Yet, apparently, these immigrants are permitted neither to retain their native culture nor to obtain an American culture in its place. The tendency is to crush all that they have brought to us of native art, music, tradition. Those who, like the experts of the Victor Co., have deeply 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.

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 product parallel results. The fact is that the average retail merchant, supposing that abstraction for the moment to assume concrete form, does not usually think very deeply on the subject of advertising any sort of specialty, even one so obviously interesting as the talking machine. His copy writing is not likely to be expert. Now, expert copy writing is very much needed just now. In fact, it is probably more needed at just this moment than ever it was before. It is not that the people have less of a desire than before for music. Far from it. Rather it is that public ideas as to values are rather too confused, so that the people do not know quite where they are standing in respect to 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.

WHICH leads us to observe in conclusion that the columns of our newspapers, not to mention the magazines, and even the trade journals, show less than a desirable attainment of expert writing in their talking machine advertisements. A great deal of money is spent on advertising talking machines, but it must be confessed that the work of the original Big Three stands out far above all others in respect of originality, clear thought and force, even to-day. There are some very close competitors, but in general it must be said that talking machine retail advertising does not stand at the 100 per cent level. The reason may be conjectured more or less accurately. There has not been time yet to develop a consciousness of the economic and social significance of the talking machine, and advertising writers have not yet studied it thoroughly or with understanding. A man cannot write convincing copy about an article of which he knows nothing, or with which he is not in sympathy. No first-class advertising agency in the country any longer dreams of cooking up copy over the fire of the imagination of a writer who never leaves his office to mingle with the world which both makes and consumes the subjects of his appeals. Expert advertising presupposes a knowledge of the subject.

Steger  
Selling  
Sense

A Talk  
Regarding  
Publicity



**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*

From our **CHICAGO** HEADQUARTERS  
 REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5774

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., 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—if they weren't 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 wherefore 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 curtailing 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 sales force on the road, as he had in a measure the field to himself and a great opportunity to build for the future.

Speaking of advertising, it might be well to suggest, for the benefit of the dealer, that he should pay more attention to his local advertisements. There has been some tendency to advertise "bargains." The word bargain has been appearing so much in the newspapers recently that the public at large is coming to regard the word as a joke. It is believed that anyone who advertises a bargain is trying to unload some old stuff, which is really not worth the price asked for it. Therefore, it might be a wise plan for the dealer to advertise "quality" and "value" instead of "bargain," and in that way bring about a new line of thought for prospective purchasers of talking machines, records, etc.

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)

When in the market for Fibre Needle Cutters  
 Always get our prices  
 Do not be put off with any other cutter  
 Efficiency is our first object

& we want your valued orders

Will we hear from you soon?  
 Allow us to quote you on a quantity  
 Do not wait until the other fellow outsells you  
 Enter your order at once. (Today.)

**WADE & WADE**

3807 LAKE PARK AVE.

CHICAGO, ILL.

# The 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



# The Fonolier

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"

PAT. PEND.

*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

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 133)

Ernest Hare, Aileen Stanley, Charles Hart, Helen Bell Rush, Vera Barstow, Mme. Fonariva, and others.

Another thing that Mr. Silverman will elucidate to the dealers he calls on is the new Mandel plan to finance and advertise dealers. This company considers that this new plan is one of the most practical co-operative propositions ever presented to the dealer. It is said to be a liberal time payment sales plan which relieves the burden of financing from the dealer and causes the same to be assumed by the Mandel Co. The effect is said to be to advertise and finance the Mandel dealer's business without immediate cost to him.

Sells to High Schools

W. H. Wade, president of the Wade Talking Machine Co., has closed a contract with the Chicago Board of Education for the sale of specially constructed talking machines for the high schools of the city. The instruments will be of the Wade make, fifty-one-inch cabinet models and equipped with handles and wheels for pushing about from one room to another.

An Employes' Rest Room

An outgrowth of the Lyon & Healy personnel department and its work in behalf of the employes of this concern is shown in their new rest room for women on the sixth floor. This was opened on the tenth of the month and



Rest Room at Lyon & Healy's

already 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 employes 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,

## Repair Parts

**For All and Every Motor  
That Was Ever Manufactured**

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

# Consolidated Talking Machine Co.

SUCCESSORS TO  
Standard Talking Machine Co.  
United Talking Machine Co.  
Harmony Talking Machine Co.  
O'Neill-James Co.  
Aretino Co.

Manufacturers of  
High Grade Talking Machines, Disc Records,  
Talking Machine Supplies, Etc

TRADE MARK  
**'CONSOLA'**  
CABLE ADDRESS  
CONSOLA

227-229 W. Washington St., Chicago, Ill.

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 announcements 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.

F. 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.

How About It?

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?

New Record File

The Phonograph Accessories Co., of Milwaukee, Wis., has prepared something new in the way of record filing systems for cabinet talking machines. These consist of little indexes which slip into the regular shelves of a cabinet. They eliminate all need for a separate index directory, and make every record instantly accessible. The name of the filing system is the "Paco" and it automatically dusts the records as they are inserted or withdrawn. Spring hooks hold the files in place and special reinforcements are incorporated to assure strength and durability. As an economical and effective system of equipping a phonograph cabinet with a filing system it is excellent.

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 seizing the

(Continued on page 136)

# TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

**YOUR NAME, Mr. Dealer,** on every machine brings the owner back to you or records and his friends to you for a machine.

*Samples, Suggestions and Sketches Furnished Free*

## THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of

# DECALCOMANIA

Transfer Name-Plates

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 135)

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. Dempsy, 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.

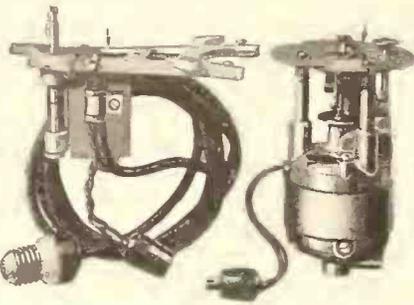
Brunswick Night at Marigold Gardens

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 Ipsham Jones Orchestra, which records dance music exclusively for the Brunswick Co., is now under engagement with the Marigold

## LAKESIDE PHONOGRAPH PRODUCTS

**ELECTRIC MOTORS FOR ANY CURRENT**



**SINGLE MOTOR**  
**\$19.50**  
Can Be Installed in Any Machine

MANUFACTURERS OF THE

**ELECTRO-PHONE**  
Electrically Driven Phonographs

The  
**F & L AUTOMATIC STOP**  
For Both Electric and Spring Motors

**Special Prices in Quantities**  
I-HAND AUTOMATIC COVER SUPPORTS.  
BALL TIP BUTT HINGES.

*Distributors of*

**LYRIC RECORDS**



Lateral Cut  
Prompt Service  
Latest Hits

COMPLETE LINE OF MOTORS, TONE ARMS, ACCESSORIES  
SEND FOR BULLETINS

## LAKESIDE SUPPLY CO.

416 SO. DEARBORN ST.      **CHICAGO**      PHONE HARRISON 3840

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

Wade Talking Machine Co.  
14 N. Michigan Ave., Chicago, Ill.

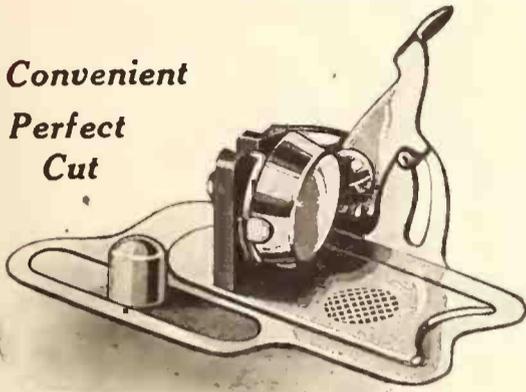
Please send us your Dealer's Proposition on *Okeh* Records  
We handle  
Machines ..... (Insert lines carried)  
Records ..... (Insert lines carried)  
Name .....  
Address .....  
(Write name and address plainly)



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 136)

**SHARPENS  
FIBRE NEEDLES  
WITHOUT REMOVING  
THEM FROM THE  
TONE ARM**

*Convenient  
Perfect  
Cut*

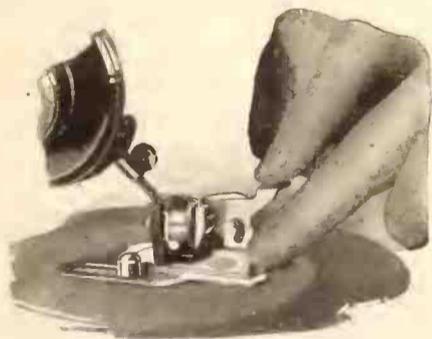


Patents Pending  
**LIDSEEN**  
FIBRE NEEDLE CUTTER  
Simple in Construction—Jobbers, Attention  
**LIDSEEN PRODUCTS**  
850-860 So. Central Ave. CHICAGO

central Western States he called on many manufacturers and states that he found to his surprise that most of these have not been asleep during the past few months, but have been making up stock in preparation for the coming Spring and Fall business. The machines he saw in every direction were superior in quality and workmanship and their makers are preparing for a stiff campaign, for they intend to move their goods on a value basis rather than one of bargain. The International Mica Co., he says, is now furnishing genuine India mica in larger quantities than ever before because of the improvement in the import situation. It is said that India mica is far superior to the American and Brazilian micas. The price is practically the same.

**New Fibre Cutter**

During the month there was announced to the Chicago trade a new fibre needle cutter, manufactured by Gustave Lidseen, manufacturer of dies, tools and machinery, who has a very large plant located at 850 to 860 South Central avenue, Chicago. This needle cutter is different in construction from any to which the trade has been



The Lidseen Cutter

accustomed, in fact, the plate is a rotary disc which clips the delicate needle without pressure. When one is using this cutter the needle is left in position on the machine. The method of clipping is made possible by reason of the cutter itself not being held in the hand. While the operation is being carried out, the cutter is placed on the turntable shaft, the sound-box holding the needle is swung over the cutter, the needle is dropped into place, the lever is pushed and the cutting is finished.

**F. D. Hall to Orient**

F. D. Hall, president of the Hall Mfg. Co., manufacturer of the well-known fibre needle, left the first of March for a six months' trip to Japan. Mr. Hall is making the trip for com-

bined business and pleasure purposes, and expects while in the Orient to look into the matter of securing bamboo shipments for the manufacture of his product. One of the most important items in the manufacture of Hall fibre needles is the securing of suitable bamboo stock. Only the largest and best can be used.

**Some Cheery News From Ohio**

Among the recent visitors to the executive offices of the Brunswick-Balke-Collender Co. in Chicago was Stanley Reis, district manager of the phonograph division, Cincinnati branch of the Brunswick Co. In a chat with The World Mr. Reis stated that conditions throughout the territory in which the Cincinnati branch operates are showing steady improvement. The retailers, without exception, are feeling more optimistic,

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**

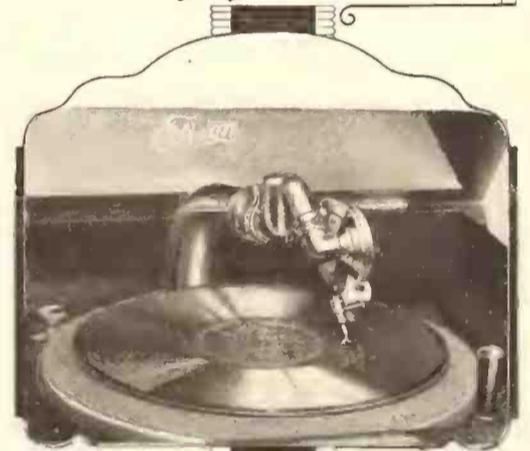
The Oro-Tone Co., of 1000 to 1010 George street, reports that from present inquiries the

(Continued on page 138)

*The Oro-Tone*  
**QUALITY FIRST**  
Just Say  
**"Send Samples On Approval"**

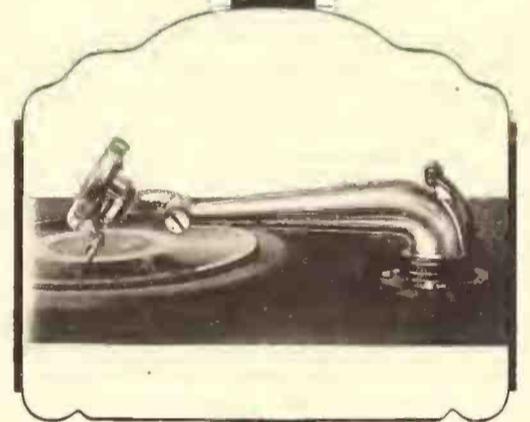
*For the Edison*

**No. I-E ORO-TONE**  
For Playing All Records on the Edison  
Reproducers Fitted With Special Oro-Tone Diaphragms  
Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records.  
NOTE—Operates the same as the regular Edison reproducer with the raising and lowering lever.  
TONE QUALITY—Full, rich and glowing, with great carrying power and absence of metallic shrillness and surface noises.  
Retail Price, Nickel Plated, \$7.50. Highest Grade Gold Plate, \$10.50



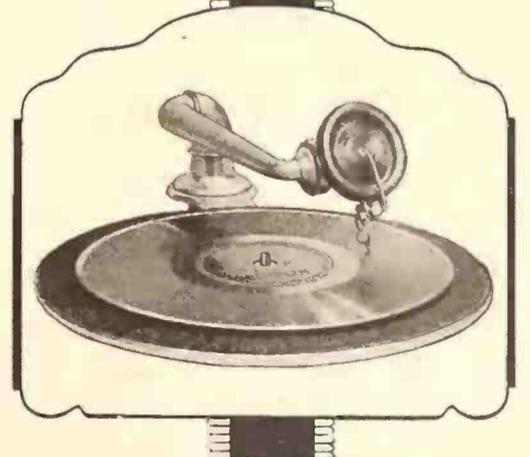
*For the Victor*

**No. LS-V ORO-TONE**  
For Playing All Records on the Victor  
Reproducers Fitted With Special Oro-Tone Diaphragms  
Attached in one second. Needle retains perfect center in playing either lateral or hill and dale cut records.  
TONE QUALITY—Deep, rich and mellow, with great volume, eliminating thin metallic tones and surface or needle noises on the records.  
Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50



*For the Columbia*

**No. I-C ORO-TONE**  
For Playing All Records on the Columbia  
Reproducers Fitted With Special Oro-Tone Diaphragms  
Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records.  
TONE QUALITY—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.  
Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50



**SEND FOR**

Copy of the "Oro Tone" Illustrating the Complete Oro-Tone Line

*The Oro-Tone Co.*  
**QUALITY FIRST**  
1000 to 1010 GEORGE STREET  
CHICAGO, ILLS.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 137)

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.



**Burr Blood**

Judging from the numerous orders received, the new Blood tone arm has met with instant favor. In their new location they have ample



**O. J. Kloer**

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 con-

*(Continued on page 140)*

# Sterling

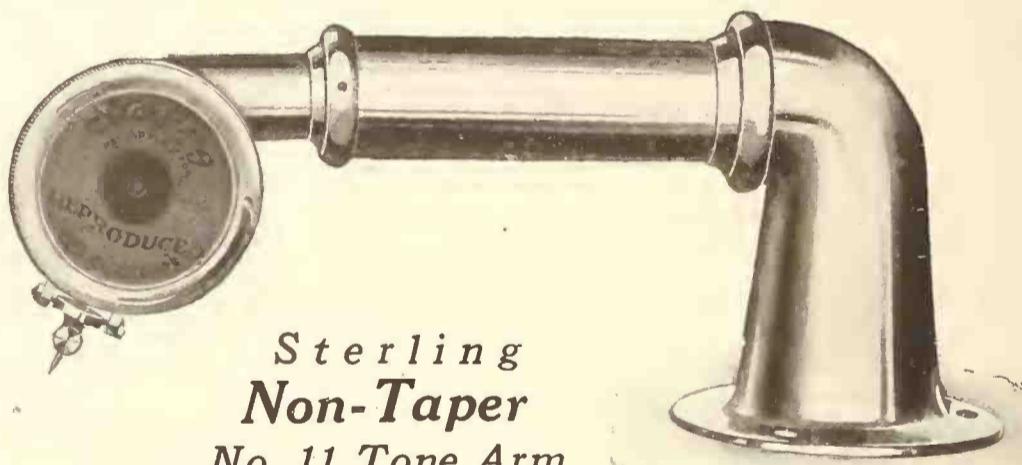
## STONE ARMS REPRODUCERS and ATTACHMENTS

- High Class Workmanship
- Beautiful Finish  
(Nickel or Gold)
- Simple, Practical Design  
are features of
- Sterling Guaranteed Products

Send for Bulletin No. 9

### STERLING DEVICES CO.

534 Lake Shore Drive  
CHICAGO



*Sterling  
Non-Taper  
No. 11 Tone Arm*

*Sterling Reproducers Play All Records*



**Sterling Reproducer**  
*fitted with*  
**Edison Attachment**

*We are also prepared to furnish  
Sterling Reproducers with  
Victor and Columbia Attachment*

# Okéh Records



LATEST  
DANCE  
RECORDS



*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.

*Okéh* makes a point of *rapid releases* of latest hits.

Become a dealer in *Okéh* 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.

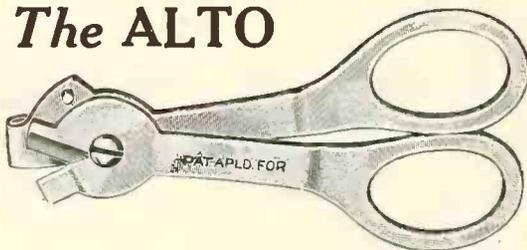
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

# THE \$1.00 CUTTER—HERE IT IS

Retail Price **\$1.00**

A better Fibre Needle Cutter for less money

The ALTO



Send for a Sample and Convince Yourself

ALTO MFG. CO.

1801 Cornelia Avenue, Chicago, Illinois

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

those who are in the business now, and who will be able to hold out, will not be sorry they stuck to the ship.

### Vitanola Sued by Victor

The Victor Talking Machine Co. has entered suit against the Vitanola 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.

lecturers, print programs and enrolment cards, and send literature to the conference. Distributors 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. Rhett, Mabel Rich, Margaret, M. Streeter and Caroline Hobson. Also John G. Paine and S. Dana Townsend. A tentative synopsis of lectures, subject to slight changes, is as follows:

- Mr. Paine:
1. Opening Address: Victor Ideals.
- Mrs. Clark:
1. Our Educational Work—Retrospect and Prospect.
  2. Songs—Primary and Intermediate Grades.
  3. Folk, Art and Part Songs for Grammar Grades and High Schools.
  4. Nationality in Music.
- Miss Rhett:
1. Cultural Hearing.
  2. Instruments of the Orchestra.
  3. Form in Music.
  4. Music History.
  5. Program and Pure Music.

## 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 in the schools and incidentally about how the talking machine can be used as an educational medium in respect of musical appreciation in the home as well as the school.

The committee having charge of the preliminary arrangements consists of representatives of the following houses: Lyon & Healy, Chicago Talking Machine Co., the Wurlitzer Co., the Toledo Talking Machine Co., of Toledo; Grinnell Bros., Detroit; Stewart Talking Machine Co., Indianapolis; Putnam-Page Co., Peoria, Ill.; Badger Talking Machine Co., of Milwaukee; Beckwith, O'Neil Co., of Minneapolis, and W. J. Dyer & Bro., St. Paul. A meeting of this committee was held in Chicago on Tuesday, February 14, with L. C. Wiswell as chairman. A tentative plan for the conference was adopted.

One notable feature of the conference will be a dinner-concert in honor of the Victor Co., given by the jobbers through whose co-operation 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

## VARNISH DRYROOMS



MODERN CHROMOGRAPHS  
CABINET INSTALLATION

MAKE EVERY DAY  
A PERFECT DRYING DAY

DRYING SYSTEMS, INC. 11-17 So. Desplaines St. CHICAGO

Magnifies Sound 50 Times  
**ACME SOUND AMPLIFIER**

Enables the repairman to locate the precise point of origin of unnecessary noise in the motor without loss of time or useless disorganization of the mechanism which results from guessing or the sense of hearing alone.

**MAKES EVERY MOVING PART IMMEDIATELY ACCESSIBLE**

**"Guesswork Won't Do"**

The ACME allows a test with the drag of the needle throughout the length of the record.

**A  
C  
M  
E**

**The  
Acme Speed Indicator**

- is precision made.
- clears the tone arm.
- locates motor troubles.
- registers 78 and 80 revolutions.

"The repairman's stethoscope."

Made by  
**Acme Engineering & Mfg. Co.**  
355 Union Park Court CHICAGO

**Edison Diamond  
Amberolas--Plus Service**

You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

**A TRIAL CONVINCES**

Our Service Covers the Country

**William H. Lyons**  
Formerly Jas. I. Lyons  
17 W. Lake St. Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 140)



Order From This Ad.  
Nupoint Ass't  
100 Pkgs. Assorted  
Dealer's Price \$7.00  
Retail Value \$15.00  
FREE!!  
Display Stand and  
Sample Packages  
With Each Order

**PHONOGRAPH SURGERY**  
**LET US CO-OPERATE WITH YOU**

We Operate the Largest and Most Up-to-date Equipped  
Phonograph Repair Shop in the West

Jobbers in  
Phonograph  
Motors  
Tone Arms  
Records  
Hardware  
Needles and  
Repair Parts  
All Makes

Have You a Phonograph Repair Agency?

Send for our Cat.log and Particulars. It Tells You What We Can Do for You

**The Co-Operative Manufacturing Company**

Loud—Extra Loud  
Medium  
50 Needles, 15 Cents  
MAIN OFFICE  
1867 Milwaukee Avenue

ALL PHONES, HUMBOLDT 3345  
CHICAGO

SALES OFFICE & SHOWROOM  
637 Milwaukee Avenue

Miss Streeter:

1. Rhythm—Free and Suggested Expression.
2. Rhythmic Songs and Games.
3. Meter Sensing and Rhythmic Form.
4. Music in the Rural School.
5. County Institutes.

Miss Rich:

1. "Making Believe" with Little Children.
2. Children of Other Lands.
3. Making the Most of a Record.
4. The Project Method—Correlating with Nature Study.

Mr. Townsend:

1. Stories for the Littlest Ones.
2. Readings for Intermediate and Grammar Grades.
3. High School English.
4. History—European and American.

Miss Hobson:

1. What Educational Work Means to the Live Dealer.

Folk Dancing—Class from the Chicago School of Physical Culture.

**TO OPEN IN SALEM, O., SOON**

The rebuilding of the talking machine department of the Wilson Co., at Salem, O., is completed, and there will be a formal opening in the near future. This firm has done more business in 1920 than in any year since it has been operating, in spite of the quarantining of that city during an epidemic last Fall.

The T. E. Rice Co., Wooster, O., has increased its business more than 75 per cent.

**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 employes 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.

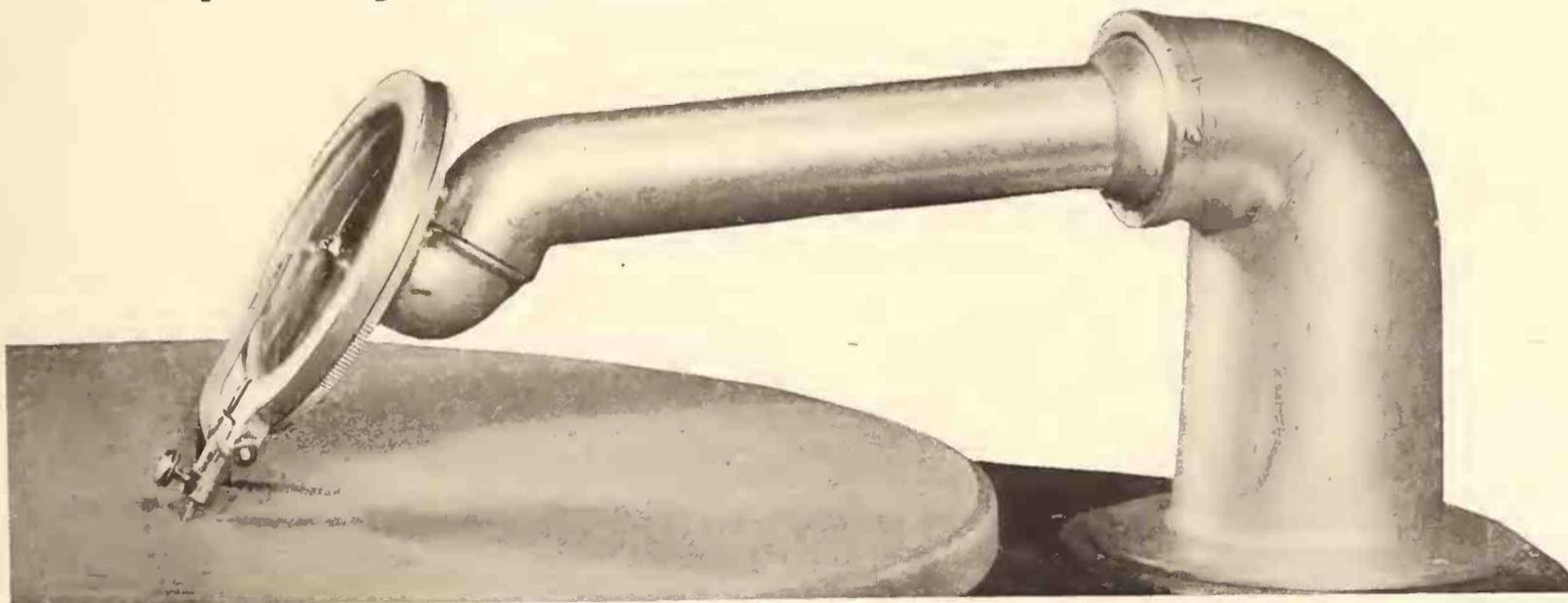
"We merely mention this in passing, but nevertheless, there is food for thought in the above paragraph—it pays to be square—square with one's employer and square with one's self.

"We have made a special effort to keep the interest of our customers, as well as our employes, 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 employe.

"As an employer, we aim through just and fair treatment to gain the respect and sincere allegiance of every employe, welcoming at all times suggestions that will benefit our material condition. All we ask of our employes 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.*



**BLOOD & KLOER**  
MANUFACTURERS

400 West Erie Street

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 141)

BETTER DEALER SERVICE

Charles E. Byrne, of Steger & Sons, Believes the Present Is the Time to Give Dealers Greatest Co-operation in Advertising

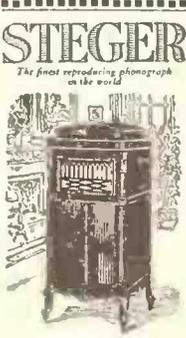
CHICAGO, ILL., March 8.—Now, more than ever before, talking machine manufacturers have an opportunity to aid and increase the business of their dealers through co-operative advertising.

a remarkably attractive series of hand-lettered announcements suitable for use of dealers in their local newspapers.

Dropping in upon Mr. Byrne the other day, The World representative happened to see the series of advertisements on the former's desk. They were precisely of the sort necessary in this day and age to help the dealer put his product across with the public. From the standpoint of art-work, especially, the series is

in the various departments. A number of these prestige-building messages inserted in Chicago papers, over the signature of the Steger phonograph shop, have demonstrated in a convincing manner the pulling power of this carefully prepared campaign.

"The public admires and respects the high-grade, progressive merchant who uses well-directed, carefully thought-out newspaper advertising," remarked Mr. Byrne. "People like to



**STEGER**  
The finest reproducing phonograph in the world

Plays all records correctly—No parts to change

Clear, resonant, life-like the voice of the artist who entertains you through the Steger Phonograph. All the thrills and pleasure of hearing the living voice are yours when you have the Steger in your home. It brings to you all of the world's best music and plays it with a fidelity no other phonograph can surpass.

Hear the beautiful Steger before choosing your phonograph—compare it with other makes. It will meet every test! The Steger alone will satisfy you. Many artistic styles at attractive prices. You are always welcome to call

(Dealer's Name Here)



To make records is easy. But to play records correctly is the test which most phonographs have failed to pass.

The Steger Phonograph, by the use of new principles, makes the playing of records as lifelike and natural as the original singing, or playing or talking of the artists themselves. It reproduces every sound perfectly.

It plays any record, all records, correctly. There is no changing of parts.

You can appreciate its superiority only when you hear the Steger. Visit our store frequently and hear your favorite records

Convenient terms



**STEGER**  
The finest reproducing phonograph in the world

THE UNIVERSAL FAVORITE

If you have ever had a phonograph in your home you can readily recall the fun and happiness it brought. The wonderful Steger is a phonograph for everyone—and every occasion.

You can enjoy its absolute reproduction of the world's best music—singing with it or dance to its realistic reproduction of the latest hits. As an entertainer its possibilities are unlimited.

The Steger Phonograph is a beautiful in finish and design so it is charming in its tone-reproducing qualities. There is a variety of artistic Steger styles at a wide range of attractive prices.

Before you select your phonograph, be sure to see and hear the Steger. You are cordially invited to visit our store at any time.

Styles and Prices for Everyone

(Dealer's Name Here)



The soul-stirring resonance of the violin is due to the selected and seasoned woods used in its making

The startling fidelity of tone with which any kind of disc record is played by the Steger Phonograph is due, in large measure, to the vibrant, sensitive wood in the patented Steger sound chamber.

The Steger plays all records, correctly, without change of parts. Let us prove this by playing for you on the Steger your favorite records.

Convenient terms. You are cordially invited to call—



**STEGER**  
The finest reproducing phonograph in the world

WE believe the only sure way to judge the merits of a phonograph is to hear it and play it yourself. Five minutes spent in actually listening to the beautiful Steger Phonograph will give you a far better idea of its marvelous tone-reproducing qualities than all we can say or write.

That is why we invite you to visit our store to see and hear the wonderful Steger. We want you to be convinced beyond a shadow of doubt that the Steger is the finest reproducing phonograph. It plays all records correctly.

Call any time—you are always welcome

(Dealer's Name Here)

**Artistic!**

You can be justly proud of the Steger Phonograph in your home.

For no phonograph in the world excels it in beautiful design and elegance of finish. It is the "last word" in artistic craftsmanship.

And it is as beautiful in its musical results as in appearance. It plays all records correctly—and there are no parts to change.

Hear the voice of your favorite artist, or the music of any instrument, on the Steger—and be convinced.

Just call any time—you are always welcome

Convenient terms

All artists are at your command, instantly when you have the incomparable Steger Phonograph.

You can enjoy them all, perfectly, for the Steger Phonograph reproduces their voices with absolute fidelity.

The Steger plays all standard records correctly—there are no parts to change. Hearing is believing—you are invited to call and hear the Steger Phonograph.

Bring in your finest records, no matter what make. We will play them for you on the Steger—the phonograph unequalled and unexcelled.

Then, and not until then, will you realize that any disc record, made especially for any other phonograph, sounds better when played on the Steger.

Claims are easy to make—but the fact of hearing the Steger will convince you. Play it yourself in our store.

Made in the world's greatest piano factories, the Steger is the most beautiful of phonographs. You are cordially invited to hear it!

**Dance**

—when the mood strikes you, for the Steger Phonograph always is ready. It has no mood, no "off" days; it never tires.

And its repertoire is unlimited. It brings to you the voices of all the greatest artists. No matter what music you prefer, on whatever record it may be, the Steger will play it perfectly, without change of parts.

No wonder it is the choice of hostesses who wish to give their guests the widest selection of phonograph music.

Beautiful styles. Convenient terms. Call and hear it—you will select the Steger!

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

unique. Clever line illustrations drawn in the artistic wood-cut style are combined with a pleasing display of hand-lettering to form attractive announcements well calculated to compel favorable attention. All references to price have been eliminated. There is originality and distinctiveness in the thoughts expressed

patronize his store. His announcements appeal to prospective buyers and impress them most favorably. The character of his publicity reflects the standard of his merchandising service and the public is glad to have the opportunity of increasing the prestige and profits of such a dealer."

**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 Price	Dealer's Profit	Retail Value
\$7.00	\$8.00	\$15.00
per Carton		

Jobbers—write for samples and attractive proposition!

**NUPOINT MANUFACTURING CO., 59 E. Van Buren, Chicago, Ill.**

FACTORY REPRESENTATIVES: ALL-IN-ONE PHONOGRAPH CORP., 21 E. Van Buren St., Chicago, Ill.  
LOUIS A. SCHWARZ, 1265 Broadway, New York  
I. W. BECKER, 226½ Peachtree St., Atlanta, Ga.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 142)

### 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 fol-

lowing 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.

ways and means whereby the Victor dealers can improve their business. He also talked at length on the recording of music. He pointed out that not only the public, but the trade also suppose that all the artist does is to sing into the record and let it go at that. In fact, the artist not only sings or plays, as the case may be, but after this is done he or she must approve the record and pass upon it; and even after that it must pass through the hands of a corps of expert critics, who go into minute detail as



Dinner of the Mid-West Victrola Dealers' Association at the Hotel Sherman Sayre, Elgin. The one-year members are G. McCauley, of McCauley & Nevers; William Cotton, of Oak Park, and A. C. Fenton, of Chicago.

The principal speaker of the evening, F. A. Delano, of the Victor Talking Machine Co.'s educational department, was introduced immediately after the installation of officers. Mr. Delano gave a mighty interesting talk on the

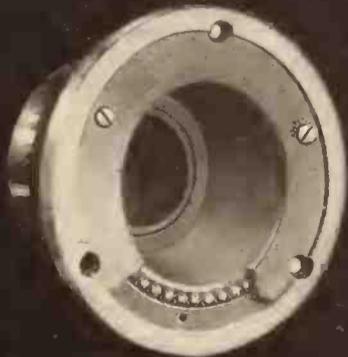
to tonal quality, tempo and everything else, before the record is finally okayed and sent to the presses. The reason for all this is that the artist must uphold his reputation; and the company must do exactly the same thing.

Mr. Delano also dwelt at length upon the Red Seal School, giving its history from the  
(Continued on page 144)

# The HOWE



*Tone* — RICH  
CLEAR · MELLOW  
it does not Blast



BALL BEARING  
No obstruction  
in the base

C.W. Howe & Company  
21 East Van Buren St. Chicago, Ill.

## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 143)

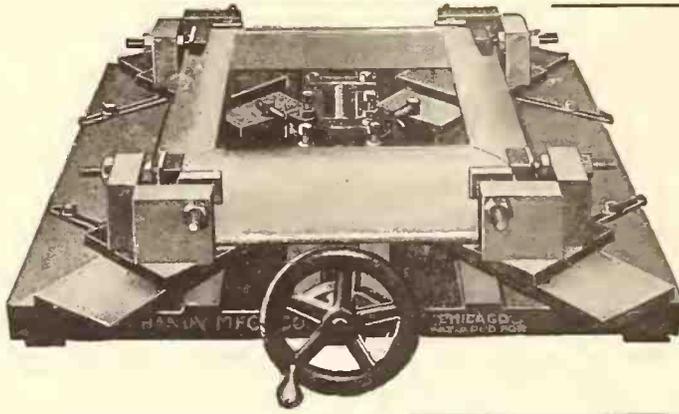
time it started, about three years ago, to the present, during which time they have had about six hundred students. He told of the praise these students have given the school, and how they all approve of it because it has helped them in their business life.

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.

Among those present were George Wiswell, H. B. Hopkins, West Music Co., Joliet; M. Shepard, Armbuster Bros., Chicago; R. B. Noll, H. Davidson, Talking Machine Shop, Chicago; J. H. Ellis, B. A. Lampe, W. E. Tieste, Mark L. Duncan, C. W. Hyde, T. W. Williams, J. J. Walsh, B. B. Webster, P. T. Griffiths, W. P. Geissler, A. P. White, W. C. Griffiths, G. F. Denig, Chicago Talking Machine Co., Chicago; J. J. Welker, Woodlawn Talking Machine Shop, Chicago; Mrs. F. O. Edwards, Chicago; I. Platt, Platt's Music Shop, Chicago; Joseph J. Rock-



WE ILLUSTRATE THE  
**"Handy" Dome Clamp**

Quick action for clamping domes and frames on Talking Machine Cabinets

Write for Catalogue of clamping machines for Cases and for all purposes.

VENEER PRESSES AND CLAMPS

**HANDY MFG. CO.**

27 E. Madison St., Chicago, Ill.

well. Reincke-Ellis Co., Chicago; L. C. Wiswell, W. P. Roch, E. M. Schultz, E. H. Ryckoff, A. F. Samuel, C. T. Landhew, R. E. Agnew, H. R. Fitzpatrick, R. C. Keenan, Lyon & Healy, Chicago; Mrs. Campbell, Elgin; Gus Mayer, William B. Richards, Unit Construction Co., Philadelphia; E. A. Sayre, Elgin; Hans Schoessling, Lester E. Noble, Rudolph Wurlitzer Co., Chicago; Mrs. A. F. Cotton, W. F. Cotton, Cotton's Music Shop; E. Sherry, I. Sherry & Son, Chicago; Raymond Bill, Talking Machine World, New York; F. M. Leslie, Urbana; Lillian L. Heaney, Ruth Wood, T. P. Flannery, T. P. Flannery Co., Chicago; Mrs. Isabella Loomis, Edith L. Hilderbrandt, S. Sachs, Sachs Music Shop, Chicago; A. Bell, East Chicago, Ind.; Thomas B. Stone, William G. Wise, of Thomas B. Stone, Chicago; Miss G. Cassadine, Charles M. Bent, R. B. Corcoran, Sarah Berlin, Henry J. Macfarland, Louis J. Hogle, Mrs. R. B. Corcoran, Music Shop, Inc., Chicago; J. P. Nosling, Nosling Music Co., Chicago; J. J. Stasulonis, Chicago; E. Nevers, A. B. Musson, Miss L. Brown, Macauley & Nevers, Chicago; Mr. and Mrs. Ray E. Bannon, Morris, Ill.; Otis Bigelow, Chicago; A. N. Hansen, Maude Winfield, George H. Bent, Chicago; Carl Glick, Abraham Glick, Glick's Music Store, Chicago; Mrs. A. Leithardt, A. Witzel, E. Witzel, A. Leithardt, Witzel Music Co., Chicago; Mr. and

Mrs. A. M. Gordon, Gordon's, Chicago; J. M. Dvorak, J. M. Dvorak Music Co., Chicago; H. C. Petersen, Gary, Ind.; H. A. Renholm, F. J. Hassmer, Hassmer Bros., Chicago; F. A. Delano, Victor Talking Machine Co., Camden, N. J.; R. H. Zinke, R. H. Zinke Music Co., Milwaukee, Wis.; James Kroupa, Raymond Kroupa, Chicago; Leopold Krchma, Miss Bernice Krolick, Leopold Krchma Co., Chicago; E. M. Perz, Chicago; William Launer, H. H. Kessler, Chicago; S. I. and H. H. Kessler, Laporte, Ind.; Roy Sonneborn, Sonneborn's Sons, Laporte, Ind.; A. Bauman, Oak Park Music Shop, Chicago; John G. Willis, A. Willis & Son, Chicago; J. B. Seufert, M. Brelsford, H. W. Brelsford, Chicago; J. K. Patterson, Patterson Music Co., Chicago; F. O. Edwards, F. C. Henderson Service Shop, Chicago; Mr. and Mrs. E. Dublin, West Side Talking Machine Co., Chicago; H. B. Forsen, A. B. Forsen & Son, Chicago; F. J. Dornseif, A. C. Fenton, Hyde Park Music Shop, Chicago; J. B. Klein, Patterson Bros., Chicago; A. G. Ogren, G. L. Brundine, A. G. Ogren Music Co., Rockford, Ill.; J. Corngold, Roseland Music Shop, Chicago.

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—any quantity! Quality and immediate delivery guaranteed. Terms—5% discount for cash with order—or net 10% deposit to accompany C. O. D. order.

**COLE & DUNAS MUSIC CO.**  
52 W. Lake St., Chicago, Ill.

## EXCELSIOR PADS

The most satisfactory packing material for packing phonographs for shipment. Used to advantage by the largest manufacturers. Send for prices and samples.

**H. W. SELLE & COMPANY**  
Manufacturers  
1000-1016 N. Halsted St., Chicago, Ill.

# Lyon & Healy Khaki Moving Covers

Modern Method Insures Safe Handling

Extra Heavy  
Khaki  
Padded and  
Quilted Fleece  
Lined



We make them up promptly to order, to your measurement or to fit any machine

Special Inducement to Jobbers

**LYON & HEALY - Chicago, Ill.**

# THE SCOTFORD TONEARM AND SUPERIOR REPRODUCER

Manufactured under the Patents of Louis K. Scotford

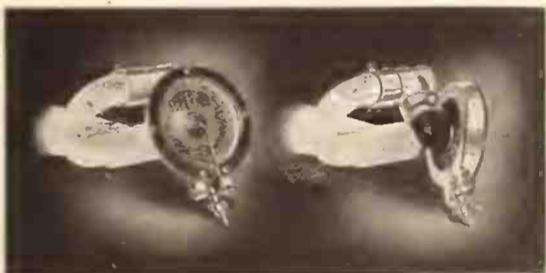
## PROFITABLE SPECIALTIES FOR THE DEALER



### On the EDISON

*The Ideal All-Record Reproducer for the Edison Disc Phonograph*

Superior Reproducer with 21-E Connection for Edison—  
Sample prepaid, Nickel \$7.50, Gold \$10.00



### On the VICTOR

*A Mellow, More Musical Tone on All Makes of Records*

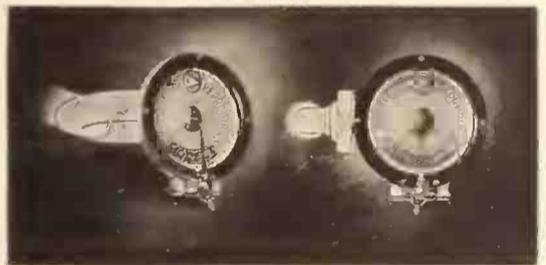
Superior Reproducer with 21-VE Vitor Elbow—Sample  
prepaid, Nickel \$6.50, Gold \$8.50



### On the COLUMBIA

*Makes the Owner of an Old Machine a "Live" Record Buyer*

Superior Reproducer with 21-CC Columbia Connection—  
Sample prepaid, Nickel \$7.00, Gold \$9.50



On the VICTOR

On the COLUMBIA

## SCOTFORD MODEL I REPRODUCER

*Plays Only Vertical (Hill and Dale) Cut Records, but Plays Them at Their Best*

Scotford Model I Reproducer 1-V for Victor—Sample  
prepaid, Nickel \$6.00, Gold \$7.50

Scotford Model I Reproducer with 1-C Columbia  
Connection—Sample prepaid, Nickel \$6.75, Gold \$8.75



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 angle 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 center and same correct angle in both positions. Note the split, springlike 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 hammerlike 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, Reproducer face ring and back Japanned; other parts Plated

Style 2. Tonearm long tube and main elbow Japanned, base Plated; Reproducer back Japanned, face ring and frame Plated

Style 3. All parts of Tonearm and Reproducer are Plated

No. 1 Scotford Tonearm and Superior Reproducer	Nickel \$7.00, Gold \$ 9.00
No. 2 Scotford Tonearm and Superior Reproducer	Nickel 7.75, Gold 10.00
No. 3 Scotford Tonearm and Superior Reproducer	Nickel 8.50, Gold 11.00

Samples Prepaid at the Above Prices — Quantity  
Prices on Application

## THE SUPERIOR LID SUPPORT

*The Spring Balance that Does Not Warp the Lid*

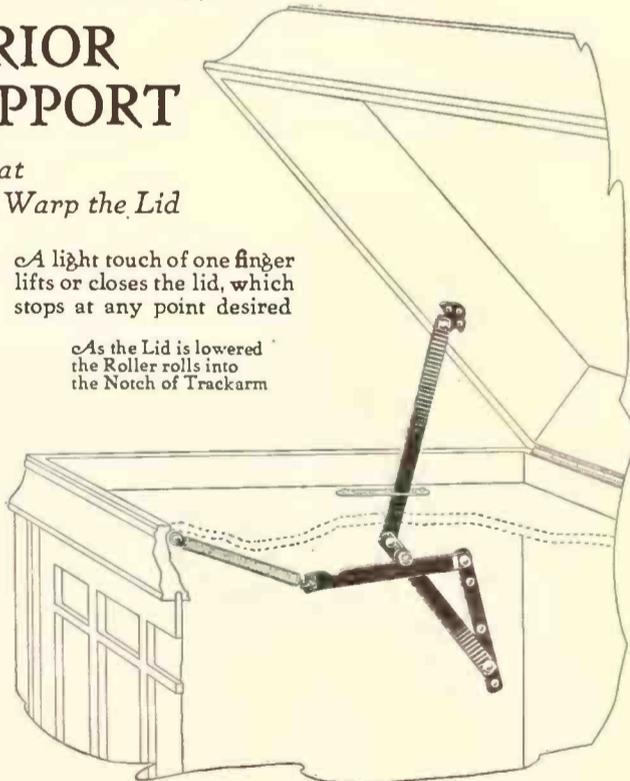
Noiseless in operation. The simplest balance support made. Easiest to install. It positively will not warp the cover. Lids warped by other supports can easily be brought back to correct shape by the Superior

Theoretically, any lid support will warp any lid if placed singly at either side, as the warping is not done when the lid is down. Leaving the cover open causes the warping, as the unsupported corner will sag

But actually, the Superior Support overcomes this common fault. When down, the support exerts a slight downward pull which corrects any warping that develops when the lid is up

A light touch of one finger lifts or closes the lid, which stops at any point desired

As the Lid is lowered the Roller rolls into the Notch of Trackarm



Price of Sample Prepaid

Superior Lid Support with Escutcheon	Nickel \$0.75	Gold \$1.25
--------------------------------------	---------------	-------------



Sample of Any Superior Specialty on Approval

If not rated, deposit the price, which will be refunded on return of samples  
Write for Quantity Price List of Superior Specialties

# BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets CHICAGO

# "This is the Day of the 'DALION'!"

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?

## Milwaukee Talking Machine Mfg. Co., Milwaukee, Wisconsin



**COLUMBIA GRAFONOLA PRICES RADICALLY READJUSTED**

Columbia Graphophone Co. Announces Price Changes in All the Standard Model Grafonolas to Figures That Average Below the Pre-War Level—The New Prices in Detail

The Columbia Graphophone Co. of New York announced this week a radical readjustment in the prices of the entire line of standard model Grafonolas. This readjustment has carried the average price of the whole line of standard model Columbia Grafonolas 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 Grafonolas is as follows:

	Old Price.	New Price.
A-2 .....	\$32.00	\$30.00
C-2 .....	50.00	45.00
D-2 .....	75.00	60.00
E-2 .....	125.00	85.00
F-2 .....	140.00	100.00
G-2 .....	150.00	125.00
H-2 .....	165.00	140.00
K-2 .....	225.00	150.00
L-2 .....	275.00	175.00

There is no change in the price of Columbia period models, and this readjustment in the prices of standard model Columbia Grafonolas 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 ten exclusive artists, who are nationally prominent.

Referring to these important announcements made by the Columbia Graphophone Co. during the past fortnight, a local Columbia dealer stated as follows:

"The sale of instruments is, of course, the fundamental thing in the talking machine industry. The sale of records never ceases, but it

varies to some extent with the sale of instruments. Therefore, every instrument that is sold broadens the channel for the flow of record sales, and the flow of records rapidly eats away the sales resistance to instrument purchasers.

"The Columbia Graphophone Co. has had the foresight to add fresh impetus to both these mutually helpful sales streams at once, and I believe that this readjustment in the prices of their instruments, together with the recent restoration to pre-war prices of Columbia records, will give a great impetus to the sale of both."

**PLANNING TO CHECK CANCELLATIONS**

National Association of Purchasing Agents Seeks to Have Adopted a Standard Form of Sales Contract That Will Be Binding

The National Association of Purchasing Agents, with headquarters in New York, is now working on a plan for having drawn up and adopted some standardized form of sales contract that, while fair and equitable to both buyer and seller, will still be of a nature to represent a definite fixed contract that will be enforceable and serve to check the wave of cancellation of orders that has been sweeping the country.

Various trade organizations are asked to bring their buyers and sellers together in order to reach an agreement regarding a contract that will meet the requirements of both factors. These contracts in turn will be placed in the hands of a committee representing the National Association of Purchasing Agents, and that committee will endeavor from the several forms of contracts to evolve a standard form applying to all lines of business. It is felt that only through the co-operation of both buyers and sellers can effective steps be taken to insure the strict observance of contractual obligations.

**VICTROLA WEEK AT HAHNE & CO.**

Talking Machine Department of Newark Department Store Plans Big Event—Manager J. A. Bliesenick Has Praise for Red Seal School

NEWARK, N. J., March 8.—Manager J. A. Bliesenick, of the talking machine department of Hahne & Co., is planning a Victrola Week for the week of March 14-19. During this week there will be special musical features at the store and special terms will be offered to the public. Large newspaper ads have been prepared and will be carried in all the local papers. Mr. Bliesenick, by the way, attended the twenty-first course at the Victor Red Seal Salesmanship School at Camden and declared, in a chat with a representative of The World, that he can trace a 25 per cent increase in record sales directly to this course. His sales force have all attended this school and the great increase in the sale of records followed the installation of the methods used at Camden. The whole department will attend the talking machine frolic on March 29 which will be held at the Hotel Pennsylvania, New York.

Attention to the operatic records pays well, Mr. Bliesenick declared, and added that every week his department meets and plays and discusses the records of an entire opera, exchanging views on the music and discussing the artists and the interesting bits of information furnished about them in the record supplements. In addition to the Victor this department also carries the Sonora.

At the Griffith Piano Co., Harry Griffith said that one of the features of the trade during the past week or two was the sale of period Sonoras, quite a number having been sold to music lovers of the city.

**HOWISON ASSIGNED TO PITTSBURGH**

PITTSBURGH, PA., March 7.—Hugh A. Howison has been assigned to the Pittsburgh district by the Victor Talking Machine Co. as official representative to the Victor dealers.

**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.



**SHERATON CONSOLE  
MODEL 300**  
Width - - - 42 inches  
Depth - - - 23 1/4 inches  
Height - - - 37 1/2 inches



**QUEEN ANNE CONSOLE  
MODEL 200**  
Width - - - 40 inches  
Depth - - - 24 inches  
Height - - - 36 1/4 inches

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 Greater New York—Progressive Body of Men Both in the Jobbing and Retail Field Who Are "Doing Things"—Gleanings by The World Man

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 sales to date have more than held their own and, in fact, February showed an increase, but Mr.

Doing states this was the result of carefully laid plans and real salesmanship. In discussing dealer problems Mr. Doing emphasized the importance of timely and intelligent buying of records. Dealers should study carefully their customers' demands 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 neatly 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. Kennel'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 from 8 to 20 Atlantic avenue, into new and larger up-to-date quarters. Every convenience has been installed to give efficient service, and no detail has been spared to make the store as attractive as possible. The ever-increasing business of this progressive shop has 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 wholesaler, believes that the dealers will show gratifying 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 favorable comment in Brooklyn territory.

### Foreign Record Business Increasing

W. H. Relling, of Ridgewood, and Peter Pendola, of 564 Hicks street, have developed an active trade among foreign record buyers. Mr. Pendola plans to open a second store to accommodate his continually expanding business. Miss Evelyn Bedell, proprietress of the Jamaica Music Store, has created a sensation in that corner of Brooklyn by employing a sound amplifier at her window, which literally enables the window 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 retail 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 period 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 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 paper, Chat. Each model of 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 that the demand will continue throughout the balance of the year.

### A New Firm in Brooklyn

The new firm of Sheiman & Scharfsstein 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 senior 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.



## NOTICE

**To Our Brooklyn and Long Island Dealers**

The "WORLD" has recognized the fact that Brooklyn and Long Island are entitled to a "Special News Section" in its monthly issue. To insure the success of this news section, we ask our dealers in the localities interested to send to the news editor of the "WORLD" any items of interest that they may have from time to time.

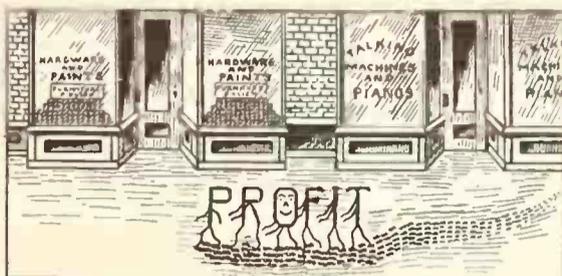
**Help Boost This Section**

*R. J. Morris*

**AMERICAN  
TALKING  
MACHINE  
CO.**

**VICTOR  
WHOLESALE**

**BROOKLYN  
NY**



## *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.

Go  
**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*  
**SHAPIRO BERNSTEIN & CO.**  
**INC.**  
 BROADWAY AT 47th St. . NEW YORK

# GLEANINGS *from the* WORLD *of* MUSIC

## 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 West 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"



### 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"



### 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"
- "Rosie"
- "Home Again Blues"
- "I Never Knew"
- "My Mammy"
- "Caresses"
- "Bright Eyes"



### 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.

**"MCCARTHY AND TIERNEY'S NEW ONE  
WHY DON'T YOU"  
THE BIG MELODY HIT FROM "AFGAR"**

**SUNG BY  
ALICE DELYSIA**

**PUBLISHED BY  
LEO FEIST INC.  
FEIST BLDG. NEW YORK**

*"You can't go wrong with any Feist Song"*

**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.

**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 theatregoers 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**

THE NEXT WALTZ  
HIT  
WILL BE

KISS A MISS

THE NEXT BIG SONG  
HIT  
WILL BE

OHIO  
O MY O

PUBLISHED BY THE  
HOUSE THAT PUT OVER

"MISSOURI"  
"HINDUSTAN"  
"SWEET AND LOW"  
"NAUGHTY WALTZ"



FORSTER  
MUSIC PUBLISHER INC.  
235 SOUTH WABASH AVE.  
CHICAGO

### 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

[EDITOR'S NOTE.—The suggestions regarding the opportunities of talking machine dealers to carry sheet music, as a side line, appearing in this department have not been written with the intention of convincing the trade that it is the proper thing for them to do, but rather in an effort to show the dealer who needs some additional stimulant in the way of sales and profits that it would 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 ten 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)

## ARTo RECORDS



85c. ARTo 10 Inch Phonograph Records 85c.  
THE LATEST DANCE AND SONG HITS

FOR APRIL, 1921

#### DANCE RECORDS

- Humming, Medley Fox-trot. Introducing: "Stars of Normandy." Chorus sung by Arthur Hall. Moulin Rouge Orchestra
- 9051 Na-Jo. Fox-trot. Rudy Wiedoeft playing the Saxophone. Selvin's Novelty Orchestra
- 9052 Do You Ever Think of Me? Fox-trot. Chorus Sung by Arthur Hall. Selvin's Novelty Orchestra
- Kiss-A-Miss. Waltz. ARTo Dance Orchestra
- I Like It. (Fox-trot Tempo). Tenor solo. Arthur Hall
- 9055 Down by the O-h-I-o, D-My-o. (One-step Tempo). Tenor solo. Billy Jones

#### VOCAL RECORD

- 9054 I'm Missin' Mammy's Kissin' and I Know She's Missin' Mine. (Fox-trot Tempo). Baritone solo. Ernest Hare
- Angels (We Call Them Mothers Down Here). Tenor solo. Charles Harrison

#### CHILDREN VOCAL RECORD

- Arkansas Blues. Vocal Blues. Lucille Hegamin Accompanied by The Blue Flame Syncopaters.
- 9053 I'll Be Good But I'll Be Lonesome. Vocal Blues. Lucille Hegamin Accompanied by The Blue Flame Syncopaters.

#### STANDARD VOCAL AND INSTRUMENTAL RECORDS

- 3061 Dear Little Boy of Mine. Tenor solo. Thomas Mitchell
- Long Ago in Alcalá. Baritone solo. George Dexter
- 3060 Gypsy Love Song. Baritone solo. George Dexter
- Gypsy John. Baritone solo. George Dexter
- 3058 French National Defile March. ARTo Military Band
- Father of Victory March. ARTo Military Band
- 3059 Invincible Eagle March. ARTo Military Band
- The American Republic March. ARTo Military Band

#### JEWISH SONG RECORD

- 3062 Auf Dem Schlechten Weg. Alto solo. Esther Feinberg
- Der Chuppe Tig. Alto solo. Esther Feinberg

ARTo Word Rolls \$1.00  
VOCo Word Rolls 85c.  
ARTo Popular Rolls 50c.

Subject to Liberal Trade Discounts

FOR APRIL, 1921

- 1361 All For You. Fox-trot.
- 1359 Angels (We Call Them Mothers Down Here). Ballad.
- 1373 Baby Dreams. From "Jimmie." Ballad.
- 1363 County Kerry Mary. Waltz Song.
- 1364 Dream of Your Smile, A. Fox-trot.
- 1366 I Call You Sunshine. Fox-trot.
- 1370 I Found a Rose in the Devil's Garden. Fox-trot.
- 1360 I Like It. Fox-trot.
- 1358 I'm Missin' Mammy's Kissin'. Fox-trot.
- 1365 Lilah Sugar Baby of Mine. Fox-trot.
- 1362 Nestle in Your Daddy's Arms. Fox-trot.
- 1357 Nesting Time. Fox-trot.
- 1375 Pekin. Fox-trot.
- 1368 Secrets of Love. Fox-trot.
- 1367 She Knows It. Fox-trot.
- 1369 Some Little Bird. Fox-trot.
- 1371 Someone Else. Fox-trot.
- 1372 There Comes a Some Day (From "The Rose Girl") One-step.
- 1374 Vamping Rose. Fox-trot.

The above Songs without words can be had in the ARTo POPULAR ROLLS, which retail at 50c.

THE ARTo CO.  
STANDARD MUSIC ROLL CO.

Factories, Orange, N. J.  
New York Offices, 1604 Broadway

OUR PRINCIPAL JOBBERS ARE:

- CRDWN MUSIC CO., New York City.
- PLAZA MUSIC CO., New York City.
- FULTON TALKING MACHINE CO., New York City.
- GRIMMER SALES CO., New York City.
- ARTo DISTRIBUTING CO., New York City.
- ARTo RECORD SALES CO., Brooklyn, N. Y.
- WILLIAM H. FERRIS CO., INC., Brooklyn, N. Y.
- THE MERRIS MUSIC PUBLISHING CO., Philadelphia, Pa.
- CHAS. W. HDMEYER & CO., Boston, Mass.
- CONSOLIDATED TALKING MACHINE CO., Chicago, Ill.

The RAGE of TWO CONTINENTS AN ABSOLUTE SENSATION

**WYOMING** WALTZ by GENE WILLIAMS  
**2** NATURAL HITS WATCH THEM GROW  
**Deenah** My Argentina Rose  
 NOVELTY FOX TROT  
 LYRIC BY AL DUBIN  
 MUSIC BY HENRY SCHARF

VOCAL INSTRUMENTAL

Published by M. WITMARK & SONS  
 WITMARK BUILDING NEW YORK

VOCAL INSTRUMENTAL

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 in their cities, stating that they were making plans for an active Victrola and Victor record trade this Spring.

## BIDDY WEEK

MARCH 14-20  
 DON'T FORGET MARCH 17

### VICTOR RECORD

No. 18,718

On March List

## “BIDDY”

An Irresistible Irish  
 Fox Trot Song

Will Be Nationally  
 Exploited

Week of March 14 to 20

Records and Rolls are Being  
 Released By All Leading  
 Companies

Sam Fox Pub. Co.  
 CLEVELAND NEW YORK

BIDDY  
 WEEK March 14-20

#### 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



Arnold Johnson

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 long list of songs well known in his generation, and indeed the ballads, “No One to Love” and “Nobody’s Darling,” are found in many present collections of old-time songs and are said to compete for popularity with the works of Stephen C. Foster.

The father of the Mr. Hays of this generation is also said to have shown the same 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 Paragapher 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 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 Dusk,” and then go to “My Little Home on the Hill.”

#### SOLICITATION BRINGS RESULTS

The value of personal solicitation among likely and even the not so 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

Writers of

“Wonderful Mother of Mine,” etc.

### “Mumsy My Own”

### “Just a Little Sympathy”

### “Rainbow Sal”

On All Records and Rolls

### Harrison Music Co.

438 W. Larned St.  
 Detroit

310 Strand Theatre Bldg.  
 New York

**J. D. MOORE ASSUMES NEW DUTIES**

Well-known Victor Wholesale Man Is Appointed General Manager of Talking Machine Co. of Texas — Thoroughly Familiar With Every Department of the Industry

J. D. Moore, manager of the wholesale Victor division of Philip Werlein, Ltd., New Orleans, La., for the past few years, has been appointed



J. D. Moore

general manager of the Talking Machine Co. of Texas, Houston, Texas Victor wholesaler. This company is one of the recognized leaders in the Victor industry in the Southwest, and T. E. Swann, president of the company, is a foremost factor in Victor activities in that section of the country.

Mr. Moore, who assumed his new duties on March 7, is enthusiastic regarding the possi-

bilities for extending valuable service and cooperation to the Victor dealers in the territory of the Talking Machine Co. of Texas. Mr. Moore has been identified with the Victor industry for many years and is recognized as one of the most capable Victor wholesale men in the country. The Victor trade in Texas will receive the benefits of his extensive knowledge of the industry generally and, according to Mr.

Moore's present plans, a number of important announcements relative to progress and expansion will be announced in a few weeks.

Prior to assuming his new position Mr. Moore was presented with a diamond Masonic Shrine emblem by his New Orleans Masonic friends, who keenly regretted his departure from their city, where he had won the esteem and affection of all his personal and business associates.

**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 deemed 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."

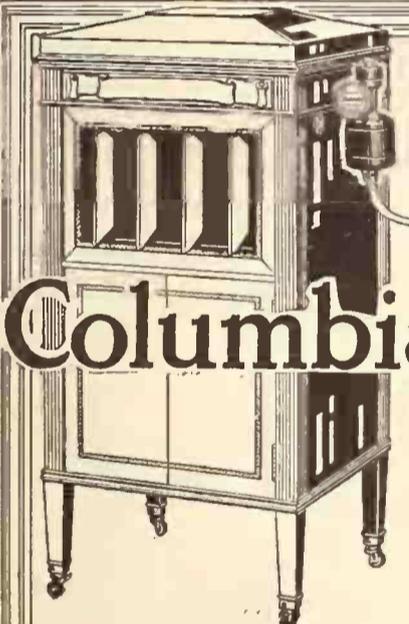
In the course of the past few weeks, several Sonora jobbers have visited the offices of the Sonora Phonograph Co., and Mr. Brightson has taken advantage of the opportunity to play some of the new Sonora records. These jobbers have advised Mr. Brightson that they are most enthusiastic regarding the tone 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.

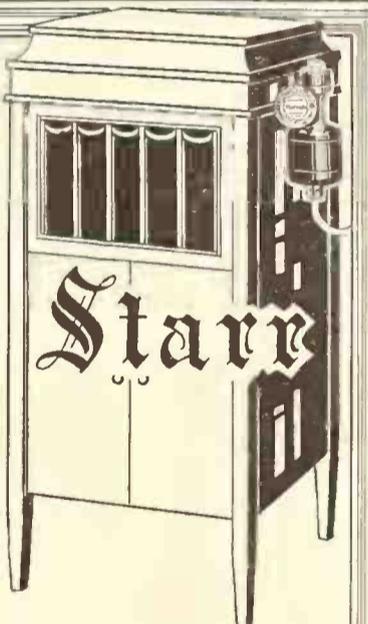
W. I. Brunner, who has been identified with the local talking machine trade for many years, has been appointed a member of the sales staff of the New York distributing division, and will give Okeh dealers the advantage of his thorough knowledge of the trade. Mr. Brunner was formerly associated with the local wholesale branch of the Columbia Graphophone Co.



**Columbia**



**Brunswick**



**Starr**

**and the Motrola**



The Columbia Graphophone Co., The Brunswick-Balke-Collender Co., and the Starr Piano Co., are now co-operating with the Jones-Motrola Co., by placing with all of their distributors a complete line of Motrolas.

This little electrical, self-winding instrument can be simply and instantly attached to any make of phonograph and winds exactly to the proper tension—without danger of over-winding.

Protect your demonstration phonographs by attaching MOTROLAS. This will double their period

of usefulness and, at the same time, give customers, who are in the habit of dropping in to try out the latest records, a chance to become personally acquainted with the MOTROLA.

Nobody who has ever touched the magic button is satisfied to revert to hand-cranking. When a customer once operates a MOTROLA your \$30.00 sale is made. Some profit, we'll say!

MOTROLA window displays and store demonstrations, to tie up with our National Advertising Campaign, will bring MOTROLA BUSINESS to your very door. Are you ready to welcome it?

**DETROIT**  
83 E. Woodbridge St.

**ATLANTA**  
226½ Peachtree St.

**JONES-MOTROLA, Inc.**  
29 West 35th Street, New York, N. Y.

**KANSAS CITY, MO.**  
1104 Walnut St.

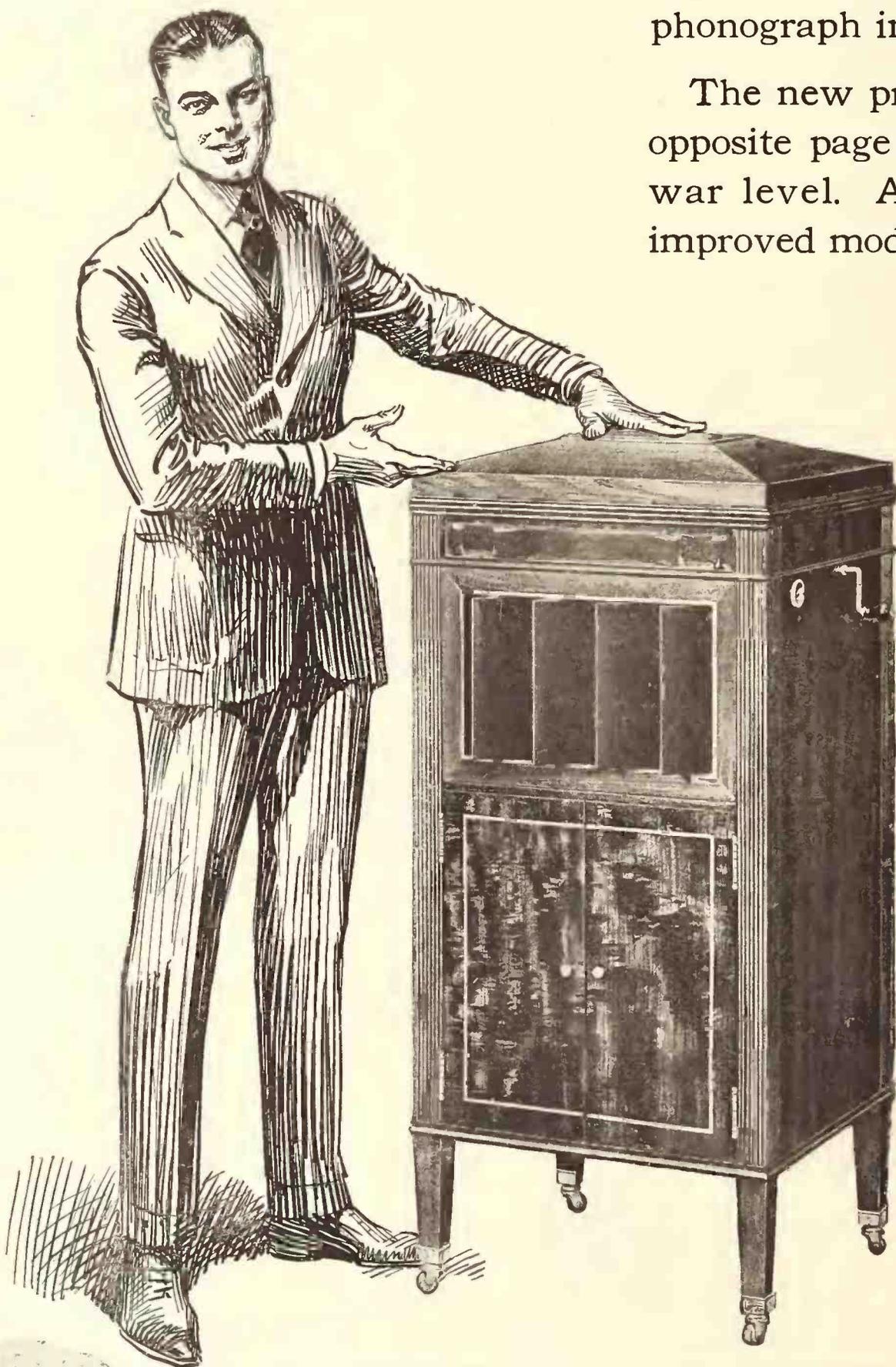
**CHICAGO**  
57 E. Jackson Blvd.

**LOS ANGELES**  
6019 Hollywood Blvd.

# Back to Pre-War Prices

COLUMBIA, as usual, leads the way. Columbia has authorized the most radical price re-adjustment 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

# Columbia Leads the Way

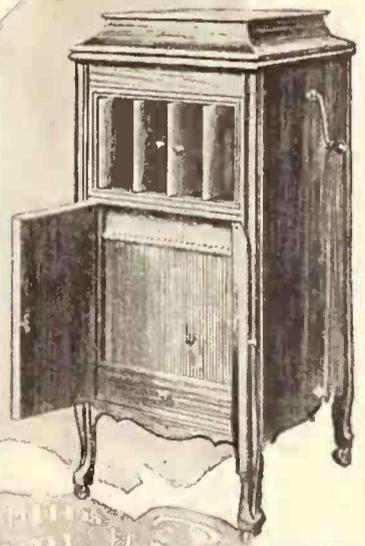
## Here Are the Figures

Models	Present Prices	NEW PRICES
L-2	\$275.00	<b>\$175.00</b>
K-2	225.00	<b>150.00</b>
H-2	165.00	<b>140.00</b>
G-2	150.00	<b>125.00</b>
F-2	140.00	<b>100.00</b>
E-2	125.00	<b>85.00</b>
D-2	75.00	<b>60.00</b>
C-2	50.00	<b>45.00</b>
A-2	32.50	<b>30.00</b>

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. R. Myers, with the title of assistant manager, and F. H. Burbick. 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 Mellor Co.'s Victor educational department. In the future Miss Wood will co-operate with the Victor dealers, under the direction of Mr. Evans. Miss Wood just returned from Camden,

where she took the Red Seal salesmanship course.

The Victor retail educational department will be under the supervision of Miss H. H. Taudte, at 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

**BRUNO**

When you sell a man a Victor, don't think of your profit. Think of the world of pleasure it is going to give him—and others.

**BRUNO**

president of this organization. He was interested in all musical activities and since the formation of the Maine Music Festival 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 & Winslow, Inc., Middletown, N. Y., are now Granby dealers, and are also handling a complete line of Okeh records. Hills, 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. I. 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.



Patent Pending

# Fletcher Alltones Needle

The only Semi-Permanent Needle made, each of which will play either **LOUD, SOFT** or **MEDIUM**, by simply turning it in the needle holder as shown in the above cut. This is why it is called "**ALL-TONES**" or All-tones-in-one.

To give long life to the record and to get the best possible results while playing, recommend **FLETCHER ALLTONES NEEDLES** to your customers.—They will appreciate it.

Stocking this one needle meets every demand at a saving in space and capital.

Retail price per card of four needles . . . . . 25c  
Boxes of 100 cards, to dealers . . . . . \$15  
*Valuable selling helps free*

*Jobbers—Write for Territory and Proposition*

## FLETCHER ALLTONES NEEDLE CO., INC.

205 Travis Street San Antonio, Texas

*New York Distributor:*  
ANDREW H. DODIN, Inc., 28 Sixth Ave., New York, N. Y.

*Chicago and Northern States Distributor:*  
W. R. PATTEN 8th Floor, 25 E. Jackson Blvd., Chicago, Ills.



THE TALKING MACHINE WORLD SERVICE

*Robert Gordon's Page*

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



## Get the "March" on Your Competitor

**P**RACTICALLY 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 center a large amount of your sales efforts on records featuring operatic, instrumental and vocal music of the very best class. This thought comes to mind at this time because of the fact that Eastertime is always associated with music of the highest standard. Connect up the theme of Easter with your store, featuring in your windows those selections which portray its spirit. Also give a list of seasonable selections to each salesman on Monday of the week prior to Easter, and instruct these salesmen to call to the attention of all customers the fact that these selections may be of interest to them. If you have a machine playing in your foyer most of the time, see to it that selections of a character in keeping with the Easter season are played.

\* \* \*

**T**HERE'S many a clever little wrinkle which, if employed, will create good feeling and stimulate action. From time to time you probably circularize your prospective customers with literature pertaining to the purchase of a talking machine. In one of these circulars, cut your story short by asking them to inquire of you about your "easy payment plan." Enclose therein a postal card—on 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 its 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.

\* \* \*

**I**T 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." In order that a second salesman might try his 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. The second salesman would then remain in the booth and would re-discuss with the prospective customer the entire proposition.

\* \* \*

**H**ERE 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 THESE ATTRACTIVE 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 postal cards bearing his address on one side and ruled lines for orders 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.

\* \* \*

**O**NE 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 just 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 "Instrumental." Place records that are stickers under their appropriate titles. Change the four selections each week.

\* \* \*

**G**ROWN 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 Oil Used on Your Machine Gums 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.

\* \* \*

**O**NCE upon a time Mrs. Browning, the poetess, seated herself and wrote:

"But so fair  
She takes the breath of men away  
Who gaze upon her unaware."

And this makes me think that after all very few dealers have put to advantage the charms of the feminine sex toward helping to stimulate record sales. Recently the writer came across a dealer who had secured the services of a very charming young lady. To his surprise, the record sales jumped up immediately, and he also noted that the people who called once became steady customers. And why? First—because the beauty of the young lady captivated them. Second—her winning smile helped them to feel more at home. Third—after trading for several times she came to know the exact type of music which the different individuals cared for so that their record buying became a genuine pleasure. Although I do not recommend that the selection of record girls be made for beauty alone, I do suggest that more attention be given to their attractiveness.

\* \* \*

**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 into a music center, so that you will be respected in your community as a judge, critic and patron of music. One way to establish such a reputation in your community of being more than just a talking machine shop is by always making it a point to sell tickets to the musicales which are given in town. Whether or not you make money at selling these tickets is not so important. The good-will you can build up as a music lover and as a promoter of art and music in your city will more than compensate you for your efforts.

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.

CABLE ADDRESS REG'D  
"FILASSE—PHILA."

THE MARK OF

LONG DISTANCE PHONE  
BARING 535

ANY { Size  
Quantity  
Quality

SERVICE AND  
Phonographically Speaking



SATISFACTION

They Talk For Themselves

Quotation  
Delivery } RIGHT  
Product

# IMICO INDIA RUBY MICA DIAPHRAGMS

INTERNATIONAL MICA COMPANY PHILADELPHIA, PA.  
U. S. A.

INTERNATIONAL MICA CO., 106-110 W. Lake St., Chicago, Illinois

FACTORY AND SALES DEPT.,  
37TH AND BRANDYWINE STS.,  
WEST PHILA., PA.

MOORE & WHITESIDE  
MONTREAL, CANADA

RAYSOLO SALES CO.  
LANCASTER, PA.

FEDERAL PHONO SUPPLY CO.  
3009 JENKINS ARCADE  
PITTSBURGH, PA.

WALTER S. GRAY  
SAN FRANCISCO, CAL.

LAKESIDE SUPPLY CO.  
416 SOUTH DEARBORN ST.  
CHICAGO, ILLINOIS

STEINOLA COMPANY  
Kansas City, Mo.

INTERNATIONAL MICA CO.  
101 a-BLUFF  
YOKOHAMA, JAPAN

Write for "IMICO" representation in your territory—domestic or foreign. Special facilities for Export Business.

"IMICO" and "SERVICE" are SYNONYMOUS

## THE TRADE SITUATION IN DETROIT SHOWS IMPROVEMENT

Talking Machine Business Better in March Than for the Past Two Months—Why the Jewett Manager Is Optimistic—J. Henry Ling to Retire—New Brunswick Dealers—News of Month

DETROIT, MICH., March 10.—Regular business in talking machines is better in March than it has been in either January or February, but there is a lot of new business being stimulated due to the special liberal time payments, the small payments down and the cut in prices on some makes of records.

The industrial situation in Detroit is showing improvement every day, and by April 1 we look for conditions to be almost normal. Dealers report that the machines they are selling are not to the motor workers, but are to people not affected by the lull in the motor car business. However, the motor workers have always been heavy buyers of talking machines, and once they get back to their jobs buying will be in evidence.

A. A. Fair, general sales manager of the Jewett Phonograph Co., is very enthusiastic and optimistic and says that business at the present time is very good considering the short time that the factory has been producing. For the time being he is concentrating on Middle West territory. In Michigan he has already signed up some of the leading stores for Jewett agencies. The Renwick & Wimer Co., of Pontiac, is opening an exclusive Jewett shop. The Martin Furniture Co. at Defiance, Ohio, has taken on the Jewett line. "In fact," says Mr. Fair, "we are selling almost everyone we call on. We never fail to interest a dealer once we can get him to hear the Jewett."

J. Henry Ling, one of the oldest music dealers in Detroit, the business being founded by his father more than fifty years ago, has decided to retire from business and is now offering his entire stock for sale. Mr. Ling has been handling the Columbia line in connection with pianos and players, and when he gives up his present quarters in the L. B. King Building he plans to open a downtown office for the collection of his instalment contracts.

P. J. Gordon, of Detroit, district manager for the Brunswick-Balke-Collender Co., reports excellent business, especially on records. He states that the Isham Jones records, in the popular music class, are in the greatest demand. Isham Jones, who gave a concert and dance in Saginaw, Mich. (his home town), in February to a capacity crowd, is scheduled to give a number of such affairs in Michigan within the next ninety days. He has already been scheduled to appear at the Arcadia some time in May, under the auspices of the Brunswick Shop. He will be here in person with his orchestra of nine

men, and will also appear in Flint, Battle Creek and Jackson. Mr. Gordon reported that since the personal appearance of Godowsky in a personal recital in Detroit his Brunswick records have been selling much better.

A number of Brunswick artists are to appear in recital throughout the State. Already Virginia Rea has made several appearances and she will make four personal appearances, in cooperation with Brunswick dealers, some time during April and May.

Don Buchanan, of the Buchanan Co., at Hillsdale, visited Detroit recently on his way back from New York City, where he visited the Brunswick laboratories. He also had the pleasure of meeting Isham Jones while in New York. He says record business is exceedingly good.

The J. L. Hudson Music Store, which handles Victor and Brunswick records, is having big business on both lines. In talking machines, the Hudson store handles the Victrola, Brunswick, Cheney, Sonora and the Widdicomb.

P. J. Gordon, Brunswick district manager, says business all over the territory is most satisfactory. He is constantly taking on new dealers and in Detroit he is figuring on a number of new ones in the eastern and northern parts of the city. He recently added the University Music Co., at Ann Arbor, and the Chafee Jewelry Co., at Pontiac. The latter concern is installing a special department with booths and display rooms to handle the Brunswick line.

The C. E. Marsh Co., of Albion, has added the Jewett phonograph line. E. H. Jewett, president of the Jewett Phonograph Co., left in February for California and expects to be gone until about the first of April.

A. J. Kendrick, general sales manager of the

Brunswick Co., was a recent visitor to Detroit.

W. H. Huttie, manager of the Starr Piano Co., is getting his plans ready for his new store, which he plans to occupy on May 1. Mr. Huttie will devote much space to the Starr 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.

## NEW PITTSBURGH SONORA ACCOUNTS

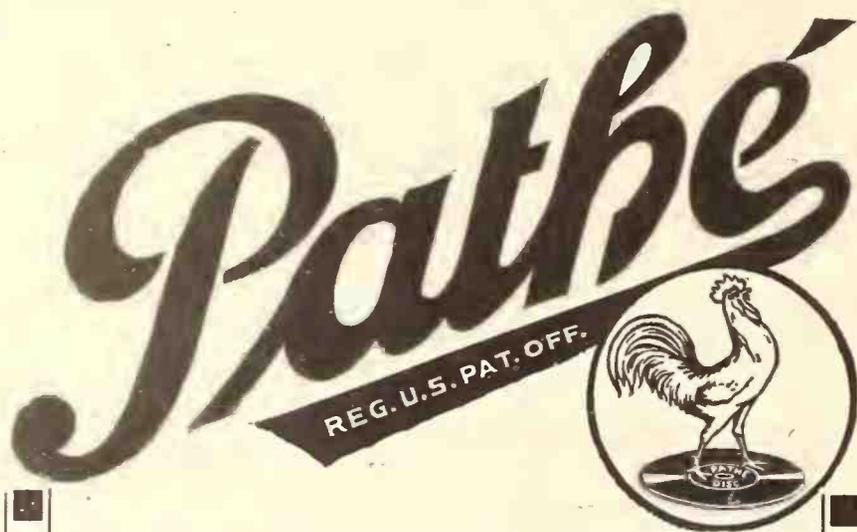
Manager H. M. Miller Is Optimistic Over Outlook for Sonora in His Field

PITTSBURGH, PA., March 7.—Among the new Sonora retail dealers who will be cared for by the Sonora Co., H. Milton Miller, general sales manager, are Ross Drug Co., Ridgway, Pa.; H. H. Medsgar, Scottdale, Pa.; A. J. Johnson & Son, Berlin, Pa.; Fayette Bargain Co., Fayette City, Pa.; Doliard & Salyards, Pitcairn, Pa.; E. S. Smith, Sykesville, Pa., and the Freed-Grim Music Co., Connellsville, Pa. Mr. Miller stated that sales for February showed a marked increase over the same period a year back. He is quite optimistic concerning the Spring business.

The New York Recording Laboratories offer to the Phonograph Industry thoroughly up-to-date facilities for Recording, Plating and Pressing 10-inch Disc Records.

Laboratories located in the heart of New York's musical life.  
Extensive manufacturing facilities at Port Washington, Wisc.  
Inquiries regarding recording, selection of artists, songs, etc., invited.

THE NEW YORK RECORDING LABORATORIES  
1140 BROADWAY Established 1917 NEW YORK, N. Y.



**EASTERN PHONOGRAPH CORPORATION**

GEO. SEIFFERT, Pres.

**WHOLESALE DISTRIBUTORS**

OFFICES AND SHOWROOMS

101 West Twentieth St. 100 West Twenty-first St.

Cor. Sixth Avenue

Telephone: Chelsea 2044

NEW YORK



Hoffay Phonographs  
Resurrecfone Reproducers  
Airtight Tone-Arms  
Famous the World Over.  
HOFFAY PHONOGRAPH CO.  
59 4th Ave. New York City

**CONSOLE MODELS A SUCCESS**

George A. Long Cabinet Co. Receiving Many Orders for New Cabinets — Dealers Report Active Demand for Console Models

The George A. Long Cabinet Co., Hanover, Pa., manufacturer of Long quality cabinets, recently sent out an important announcement to the trade, whereby it offers the dealers special readjustment prices on all standard cabinets in the Long line. This offer attracted considerable attention, and in response to the requests of the dealers the company extended the time of the special offer so that it included the entire month of March. The dealers have placed good-sized orders for these cabinets and a steady improvement in record business throughout the country has proven a stimulus to cabinet sales.

The new console models, which were recently introduced by this company, have met with a most enthusiastic reception from the trade, and the company has received orders from dealers in all parts of the country. These cabinets materially enhance the appearance of the table type of machine, and the George A. Long Cabinet Co. is co-operating with the dealers in making prompt shipments of these cabinets so as to meet their needs.

H. C. Naill, secretary of the George A. Long Cabinet Co., was a recent visitor to New York, bringing with him optimistic reports of business conditions in the East. Mr. Naill states that there is an undercurrent of confidence in the talking machine industry which indicates that the dealers are preparing for an active Spring trade.

**"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

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. About

**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

**OKeh Records**

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.

# THE VISION

Devoted to the Interest of the Educational Work Being Conducted by the Talking Machine Dealers and Jobbers

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 (Mrs. May White Sears, 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 have 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 her Saturday morning class of children taking music appreciation lessons. Among the artists who have appeared to greet these children are Sally Hamlin, the inimitable story-teller; Reinold Werrenrath and Princess Watahwaso.

\* \* \*

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

to two little doll figures of children seated in regular school desks looking at copies of the newest Victor publication, "Music Appreciation for Little Children."

Both Columbia and Victor booths were kept busy meeting hundreds of school superintendents intent on learning all the new things for schools this year.

Mrs. Frances E. Clark, Victor educational director, and W. A. Willson, Columbia educational director, were in charge of the respective exhibits.

## ARGUMENTS IN ACTIONS BROUGHT BY VICTOR CO. AGAINST BRUNSWICK-BALKE-COLLENDER CO. AND GENERAL PHONOGRAPH CORP. TO BE HEARD IN U. S. COURT, GRAND RAPIDS, ON MARCH 12.

GRAND RAPIDS, MICH., March 8.—Arguments in the suits brought by the Victor Talking Machine Co., Camden, N. J., against the Brunswick-Balke-Collender Co., Chicago, and the General Phonograph Corp., New York, for alleged infringement of the Johnson Tone-Arm Patents, Nos. 814,786 and 814,848, which were scheduled to be heard before Judge Sessions in the United States District Court here yesterday, were postponed until next Saturday, March 12. Testimony in the cases was taken during the week of January 24, and briefs were filed by opposing counsel late last month.

## FIVE NEW VOCALION DEALERS

O. J. DeMoll & Co., Washington, Southern Vocalion Distributors, Make Good Report

O. J. DeMoll & Co., Washington, D. C., Southern distributors for the Vocalion and Vocalion records, announce the appointment of five new Vocalion dealers in the company's territory as follows: Susquehanna Furniture Co., Asheville, N. C.; William C. Dean, Rockville, Md.; Young Furniture Co., Fredericksburg, Va.; and Philip Levy & Co., for both Richmond, Va., and Washington stores.

DeMoll & Co. report that there is a growing appreciation among the retail trade of the Vocalion and Vocalion records owing to their distinctive merits.

## INCREASED DEMAND FOR RECORDS

Densite Products Mfg. Co. Reports Greater Activity Apparent Among Manufacturers

S. Carr, head of the Densite Products Mfg. Co., 315 Ellery street, Brooklyn, New York, manufacturers of talking machine records, recently stated that the past few weeks have shown an increased demand for records. He states that he arrives at this conclusion through the increased demand, as well as the renewed activity shown by various record companies.

In reviewing the general trade situation he said: "Every indication points to a most healthy situation during the coming months. The action of various companies in reducing the prices of records has already shown some increased demand and all the organizations with which we do business are arranging plans to care for an increased business. To say the least, the future months look very promising."

## ACTIVITIES OF EMERSON TRAVELERS

H. E. Morrison, sales manager of the Emerson Phonograph Co., is now en route to New York after spending some time on the Pacific Coast. He is expected at his desk almost any day, and judging from his reports business conditions in the West are improving steadily.

Chas. F. Usher, field representative of the company, returned a few days ago after doing some excellent work in conjunction with the sales staff of the Emerson Ohio Co., Columbus, O., Emerson distributors. Morton Lucas, field representative of the Emerson foreign language record division, is now in Columbus, co-operat-



# Delivery Envelopes

Art Series  
New Designs

## NEW LIST OF RECORDS

Every 60 Days

### A Selected List of Victor Records

We Will Gladly Play Any of THESE for You

5941	Unwieldy	Alphonso	March	1	Henry	New York	W. 3389	Send
5942	Unwieldy	Alphonso	March	1	Henry	New York	W. 3389	Send
5943	Unwieldy	Alphonso	March	1	Henry	New York	W. 3389	Send
5944	Unwieldy	Alphonso	March	1	Henry	New York	W. 3389	Send
5945	Unwieldy	Alphonso	March	1	Henry	New York	W. 3389	Send
5946	Unwieldy	Alphonso	March	1	Henry	New York	W. 3389	Send
5947	Unwieldy	Alphonso	March	1	Henry	New York	W. 3389	Send
5948	Unwieldy	Alphonso	March	1	Henry	New York	W. 3389	Send
5949	Unwieldy	Alphonso	March	1	Henry	New York	W. 3389	Send
5950	Unwieldy	Alphonso	March	1	Henry	New York	W. 3389	Send

# Bliss Reproducer

"Known From Coast to Coast"

Diaphragm is made of specially treated silk under patented process. Solid silver plate, 3/8 inch in diameter, is used as a resonator. The larger portion of the diaphragm is insulated in the back with cork. The result is a reproducer that is very highly sensitive and brings out every note that is recorded on the record. Has sold for \$6.00 everywhere. Offered here now at the unheard of price of \$1.00 each in nickel and \$1.50 in gold. (Reproducer only.)

## On Victor Machines

Is used to play Pathé and Edison records. Price complete with attachment, \$1.75 each in nickel, \$2.50 in gold.

## On Edison Machines

Is used to play Victor and Columbia records. Furnished with universal Kent attachment. Price complete, in nickel \$2.95, in gold \$3.45.

COLE & DUNAS MUSIC CO.  
52 W. Lake St., Chicago, Ill.

Very attractive proposition to Jobbers

Write for trial shipment

CLEMENT BEECROFT  
5546 North 5th Street  
PHILADELPHIA

ing with this jobbers' sales staff in the promotion of foreign record language business.

## ALL EMERSON RECORDS 85c

Eddie Cantor Records Will Now Be Listed at This Price—Grand Opera Records Included in New Price List Issued by the Company

The Emerson Phonograph Co. announced this week that the price of all Emerson records had been reduced to eighty-five cents. A few weeks ago the company advised the trade that Emerson records, with the exception of Eddie Cantor selections, would be retailed at eighty-five cents, but the new announcement provides for a list price of eighty-five cents for every Emerson record, including Eddie Cantor records. Included in this eighty-five-cent library of Emerson records will be double-faced grand opera records made by Max Block, of the Metropolitan Opera Co., and other well-known artists, in addition to a series of violin selections by Milano Lusk.

*Victor Service to the South*

**PHILIP WERLEIN, Ltd.**

**VICTROLAS VICTOR RECORDS-TUNGSTONE NEEDLES  
NEW ORLEANS**

### IMPORTANT COURT RULING

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.

### MARCH PROSPECTS ENCOURAGING

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.

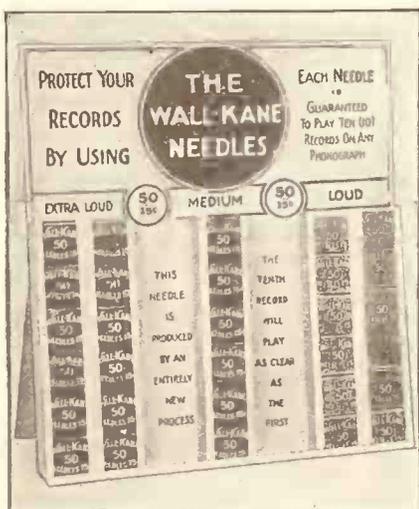
The William R. Zollinger & Sons Co. was congratulated for its unique window display in its music department Washington's Birthday. The window was appropriately trimmed and the whole window devoted to the exhibition of the latest Victor records.

All Canton is agog over the announcement that Earl Fuller's Novelty Orchestra, with Earl Fuller himself, will appear here Wednesday evening, April 13, under the auspices of the Canton Elks lodge. 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-Collender Co. in the United States District Court at Wilmington, Del., in which State the Brunswick-Balke-Collender 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.



This handsome metal enamel display stand holds 60 packages, 2 doz. extra loud, 1 doz. medium, and 2 doz. loud; each package containing 50 WALL-KANE NEEDLES, retailing for 15c. Price of Stand to dealers, \$4.60; \$4.90 Far West. Single packages, 7½c; 8c in the Far West.

## 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



BRUNO



## 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 Jardon, 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, we notice a very decided revival of inquiries," said Mr. McNamara, "and on all sides are indications of a new and stronger tone. Optimism is very apparent and this optimism seems to be based on far-reaching trade investigations.

"We have made a number of improvements in our plant and products and so far as the Empire Phonoparts Co. is concerned, we are facing 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.**

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

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

## 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.

The Recreation Phonograph Corp., Boston, Mass., and Long Island City, N. Y., has been incorporated under the laws of Massachusetts with a capital stock of \$250,000, to engage in the manufacture of phonographs. Incorporators: J. A. Perrault, of Lowell, Mass., Henry Lube, of College Point, N. Y., A. E. O'Toole, of Brockton, Mass., and F. C. Stanton, of Allston.

## 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 Victor Talking 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 machine and record orders from and deliveries to distributors and dealers, various correspondence, direct and general, passing between the Victor Co. and the recognized distributors and dealers, and other matters of similar nature. Particular attention was called to the letters received from representatives 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 serve various communities without having dealers in too close proximity to each other, how the Victor travelers studied conditions and aided dealers in various ways in getting the maximum business out of their territories, and rehearsed other details connected with the Victor distributing program with which the majority of the trade is quite familiar through experience.

### Chas. E. Hughes Appears for Victor Co.

The case came in for considerable newspaper and public attention on Saturday, February 26, 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. and in presenting his arguments analyzed various Sherman Act suits involving patent rights. In speaking of Federal Court decisions in such cases he remarked that: "A monopoly granted 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 March 11, 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 same way that the *Henry-Dick* opinion and others had 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 patented 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 exactly as the courts 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 Judge Lacombe, of the United States Circuit Court of Appeals, who testified to the legal ability and knowledge of the law generally, and particularly of the anti-trust laws, held by the late Horace Petit, counsel for the Victor Co., who drew up the Victor Co. license agreements, and by John R. Johnson, who acted as consulting attorney in connection with the drafting of the agreement. Judge Lacombe paid particularly high tribute to the standing of Mr. Johnson in his profession. The witness also testified to the standing of attorneys representing the Victor Co. in the action brought by that company against R. H. Macy & Co. some years ago for alleged infringement of patent for failing to observe fixed resale prices on products manufactured by the Victor Co.

Another witness for the defense was Judge Lawrence Maxwell, 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 proved 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 Blackman Talking Machine Co. Mr. Spillane recited experiences he had with Macy & Co. in connection with the threat of that company to offer some shop-worn and cut-out records to the public at reduced prices, following the alleged refusal of the Victor Co. to take back or exchange the records direct. According to the witness the records were offered to the public at special prices, and at the suggestion of Mr. Blackman he went to Mr. Gillam, buyer for the music department of Macy's, and offered to have the Blackman Co. take back 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 Blackman Co., Macy's continued to cut prices, proffering 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. In 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 Blackman 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. 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 customer, I was interested in that  
(Continued on page 166b)

# CABINETS

MODERATE PRICES  
IMMEDIATE DELIVERY



Cut shows our  
new 48"  
E Model

Send for circular of our line

Everett Hunter Mfg. Co.  
McHENRY, ILL.

**WALL-KANE  
PHONOGRAPH  
NEEDLES**

*Brilliantone  
Steel Needles  
Tonofone  
Flexible Needles*

*Send for complete  
price list to*

MAURICE RICHMOND  
1552 Broadway  
NEW YORK

**DISTRIBUTORS**

## MACY-VICTOR CASE NEARING CLOSE

(Continued from page 166a)

occasion and I instructed our Mr. Spillane to call on R. H. Macy & Co., see the proper representative and ascertain the reason for price cutting on Victor records. He reported back to me that the reasons they gave were because they had on hand a stock of records, which were 'cut-outs' and which the former buyer for Macy had neglected to return when given that opportunity, and which he, the new buyer, wanted to return, but after taking the matter up at the suggestion of our representative to allow their return to the factory, he had been unsuccessful. I further instructed Mr. Spillane, after giving the matter due thought and consideration, to go back and tell Mr. Gillam, who, I believe, was the buyer at that time, that this was hurting our business; that I did not think it was necessary and that we desired to do everything possible to make it unnecessary and that, therefore, if he would stop his price-cutting we would take back the records—Mr. Spillane was authorized to tell him that we would do so and those were my instructions to Mr. Spillane. Those records were finally taken back under the instructions and with the understanding in accordance with the same. Meanwhile, later on I found, however, that the price-cutting continued. I then again instructed Mr. Spillane to go up and see Mr. Gillam, and ascertain for me why, after I had taken back those records, after I had apparently met the objections and had covered the reasons for the price-cutting, the price-cutting continued. Mr. Spillane came back and reported that Mr. Gillam said that Mr. Percy Straus and his associates had decided to continue the price-cutting; that they were surprised at the advertising effect and that they proposed to sell such records as were not easily disposed of, and to offer them at cut prices. I then told Mr. Spillane that if that was the way R. H. Macy & Co. were going to deal with us, then I believed and considered they had not treated me fairly, and that I did not desire to do any more business with them, if they continued price-cutting, and especially in view of their treatment after I had tried to meet their objections in the manner already stated."

### Offers His Three Reasons

Anent the conversations referred to, Mr. Blackman told of the meeting held in January, 1917, in the committee room of Interstate and Foreign Commerce Commissions in Washington, when he stated that Percy Straus, in the course of conversation explaining Macy & Co.'s methods of doing business, said, "that it was their custom to cut prices on well-known and advertised branded articles and at the same time to sell their goods in substitution. I recall many instances which Mr. Straus quoted which influenced me materially, and I could easily refresh my recollections on those cases."

In the course of the examination Mr. Black-

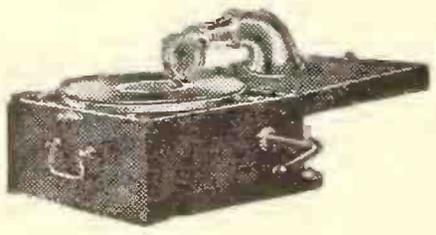
# THE CABINET and ACCESSORIES COMPANY

*Otto Goldsmith, President*

145 East 34th St. New York City

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We are  
Sole Metropolitan Distributors  
of  
**The CIROLA**



Price Now, \$35.00  
Special Introductory Discount  
to Dealers

*Write or Phone for Representative  
to call*

Get All Your Accessories  
from One Source

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

**All from One Source**

man was asked: "Now just tell us what occurred or what Percy Straus said at that time," and answered:

"Percy Straus said that R. H. Macy & Co. sell the well-known advertised branded Cuticura Soap, which is sold elsewhere at 25c., for 18c. The cost is 17¼c., and the gross profit is three-quarters of a cent or less than 5 per cent of the transaction. Whereas they sold their own brand of similar soap at 12c., which cost 7½c., a profit of 4½c., gross." The handling of other advertised branded products was also referred to.

"One of the things that I was particularly interested in," said Mr. Blackman, "was his statement regarding B. V. D. underwear, because that was almost a household word. He stated that the B. V. D. underwear that was sold regularly elsewhere for 50c., they sold for 44c. The cost to them was 33 1/3c., the profit 10 2/3c., gross, or about 31 per cent, whereas Macy had an underwear of their own which he claimed was even better than B. V. D. and which they sold for 44c., and it cost Macy 30c., making a profit of 14c. against 10 2/3c. on the B. V. D., or a profit of 46 2/3 per cent."

It is also stated that figures had been offered to show that 12,000 pieces of Macy underwear had been sold as compared to 600 pieces of B. V. D. underwear. Continuing, Mr. Blackman said: "I have other illustrations, but the thing that impressed me mostly was that Macy

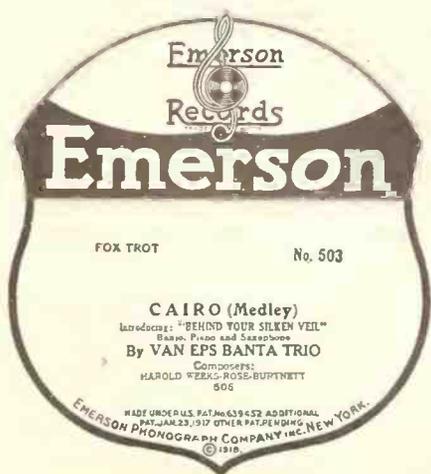
somehow seemed to have some of their own brand always ready for the customer to take the place of the advertised brand, and my mind ran in the talking machine direction and I was looking forward to the time, if it was not then present—I think it was at that time—when Macy would be more interested in 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.

### 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 repeated a Macy advertising statement published on April 21, 1912, reading as follows: "When, in a moment of desperation, others cut to meet our prices we, in turn, cut again, and as often as necessary to sustain the Macy reputation for underselling." There was also offered

# 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.

—O—

**Our Specialties—**

- Phonograph Record Labels
- Gummed Stickers of large quantities
- Trading Stamps, etc.

—O—

**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 I 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 Buehn a Witness**

The next witness was Louis Buehn, president of the Louis Buehn 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 the 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. Buehn'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. W. 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 wit-

nesses, 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 wholesaling, 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 control.

The next witness was W. Wolff, who had been general manager of Ormes, Inc., before Mr. Price took the managership, 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 details 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.

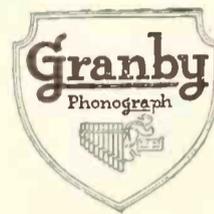
**Emanuel Blout on the Stand**

On Friday morning, as The World goes to press, the witness was Emanuel Blout, Victor



**IROQUOIS SALES CORPORATION**  
BUFFALO, N. Y.

Wholesale Distributors



**Oké Records**

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.



Write us for free samples!

**EASTERN PHONOGRAPH CORPORATION**

GEO. SEIFFERT, Pres.

**Wholesale Distributors**

OFFICES AND SHOWROOMS

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Equip your Demonstration Machines with



And Watch Results

Write us for information

**MICA DIAPHRAGMS**

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

**American Mica Works**  
 47 West St. New York

**TRADE NEWS FROM PORTLAND, ORE.**

MacDougal Music Co. Opens New Store—Opera Helps Record Sales—Recent Visitors

PORTLAND, ORE., March 8.—Business has been fair in Portland in February and the phonograph and record dealers have found, as the most encouraging sign of all the business, that persons who have been buying on contracts have resumed payments after getting far behind. The G. F. Johnson Co., Sherman, Clay & Co., Lipman, Wolfe & Co., Wiley B. Allen Co. and the MacDougal Music Co. all unite in reporting a fair business for the month. D. P. Peyton, of the phonograph department of the big Meier & Frank store, however, reports business far from being up to standard.

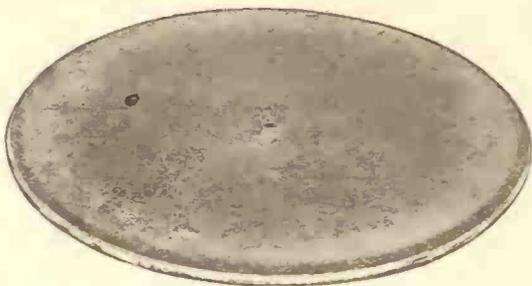
One big new store opened in Portland on March 1, or rather one store which was formerly in small quarters opened in new quarters much larger and finer than those occupied formerly. This is the MacDougal Music Co., which will handle primarily talking machines (the Columbia), records and sheet music and small goods. The new location is on Tenth street in the center of the retail district. The new store consists of three stories and a mezzanine, occupying 25 by 100 feet. Although the store opened for business March 1, the formal opening is set for later in the month after everything will have been made ship-shape. The heads of the concern are W. A. and R. S. MacDougal, brothers. C. H. Williams has been placed in charge of the phonograph and record department and Miss Octavia Stone in charge of the sheet music department. Miss Stone was formerly in a similar position with the Graves Music Co. in Portland.

P. T. Clay, president of Sherman, Clay & Co.; Richard Ahlz, of the purchasing department of the same company; Nejl Wilson, general advertising manager of the San Francisco house, and George W. Bates, comptroller, last month visited J. M. Dundore, manager of the local house. Mr. Dundore showed a good report and they were pleased with the outlook for future business.

A. S. Cobb and G. R. Guppy, managers of the Spokane and Seattle talking machine departments of Sherman, Clay & Co., were also Portland visitors, and together with W. G. Gas-

**VELVET COVERED TURNTABLES**

ADD TO THE QUALITY OF MACHINES



A.W.B.

*Boulevard*  
 VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

**A. W. B. BOULEVARD VELVETS**

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

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

ESTABLISHED 1845

ton, traveling representative of the Victor Talking Machine Co., who was also in Portland, held a conference at the Sherman, Clay & Co. house with Manager Dundore.

The San Carlo Grand Opera Co., which played in Portland at the municipal auditorium for one week in February, created a great amount of interest in the Victor Book of the Opera. Sherman, Clay & Co., who handled the seat sale for the opera performances from their store, report the sale of these books as enormous and in far greater demand than last year during the grand opera season. Much of this is due to the work of Mrs. Evelyn McFarland McClusky, educational director of the Sherman, Clay & Co. store, who is stirring up interest in music appreciation among the people of Portland.

Patrons and friends of Sherman, Clay & Co. are being invited to a musical hour, which is held every week in the concert hall of this attractive store. The new favorite records are played with many request numbers. A monthly Victrola concert is also held, at which time the Red Seal records constitute the program. Mrs. McClusky is also in charge of this feature.

Milton E. Kieule, who was in charge of the phonograph department at the Edwards Furniture store, has resigned his position to go into business with his father and brother, who have a well-established music store at Newberg, Ore., a thriving little town up the Willamette Valley. They have the agency for the Victor, Columbia and Brunswick machines and carry

a good line of pianos, and have also a complete small goods department.

J. H. Martin has succeeded Mr. Kieule as manager of the Edwards phonograph department, which carries a full line of Brunswick machines.

J. D. Fleming is again with the Bush & Lane phonograph department, having returned from Seattle. Mr. Fleming will assist Harold Raynor and H. Ben Street in this busy department.

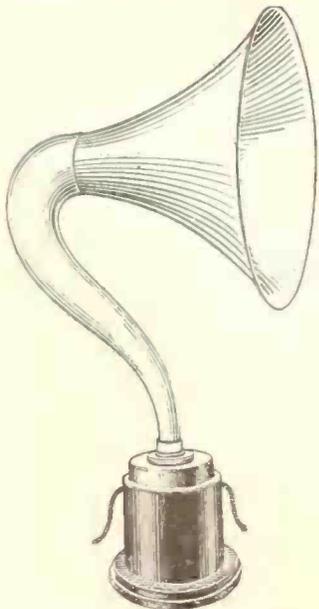
**VICTOR CO. APPEALS STARR CASE**

The Victor Talking Machine Co. has announced that an appeal will be taken from the recent decision of Judge Learned Hand in the United States District Court in New York against the Starr Piano Co., involving the Johnson cut record patent.

Albert Lindo, who handles the Victor line in the Canal Zone, Panama, with headquarters at Ancon, is spending a short vacation with his family in New York City.

The executive office employes of the Columbia Co., New York, held a dance on Friday evening, March 11, at the Hotel McAlpin. It was a gala event and largely attended.

Hugh Bryce has opened a musical establishment at 362 South Broad street, Trenton, N. J., and handles the Columbia machines and records.



PLAIN PLAYING UNIT

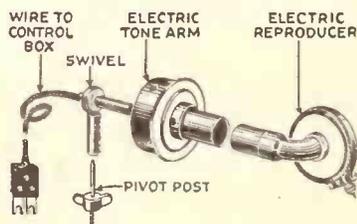
**PHONOGRAPH MUSIC, OVER A WIRE REPRODUCED, AMPLIFIED, TRANSMITTED ELECTRICALLY**

Big, round, full tone. Electric Arm attaches to any phonograph without tools. Playing Unit has 12-inch aluminum horn. Needle noise inaudible.

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



Volume Control. Tone quality superb. Rich, full, natural. Operates on small storage battery. Can be heard mile away in the open.



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.



No. 567

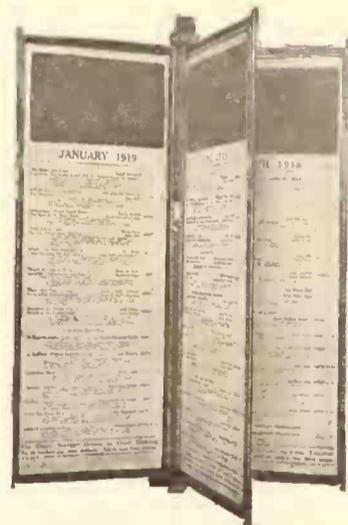
## Universal Displayors

Save room and present your records to your customers in a most appealing way.

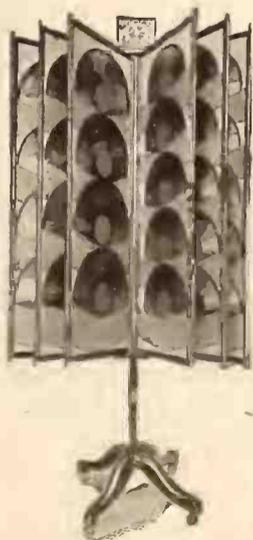
They move the records which have been pigeonholed and forgotten.

They sell new goods without the aid of a salesman.

They offer a self-service to your trade which your trade likes.



No. 558



No. 551

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-

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.

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

### Equip Your Phonographs with Triangle tone arms and sound boxes

and raise the standard of your product.

The Triangle is a perfect sound reproducing combination. Harsh and metallic sounds so common to the average tone arm and sound box are entirely eliminated. Only a trial can prove to you the sterling quality of this tone arm and sound box. It is a marvel of beauty with a surprising and wonderful tone, clear as a bell. Every detail of the record is brought out in a marvelous manner.

Manufactured in two lengths, 8 1/4" and 9", in both nickel and gold finish.

We make everything for the phonograph manufacturer except the cabinet—motors, tone arms and cabinet hardware, samples upon request.

### Triangle Phono Parts Company

722 Atlantic Ave., Brooklyn, N. Y.

### 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 had 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.



A. G. Kunde

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 handle the Columbia product as in the past.

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,



Mrs. A. G. Kunde

little Kundes, too, and it is a marked 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.



**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 8 1/2" or 9 1/2" 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 U. S. 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 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. Issues Confidential Trade Price-List of Musical Merchandise

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**

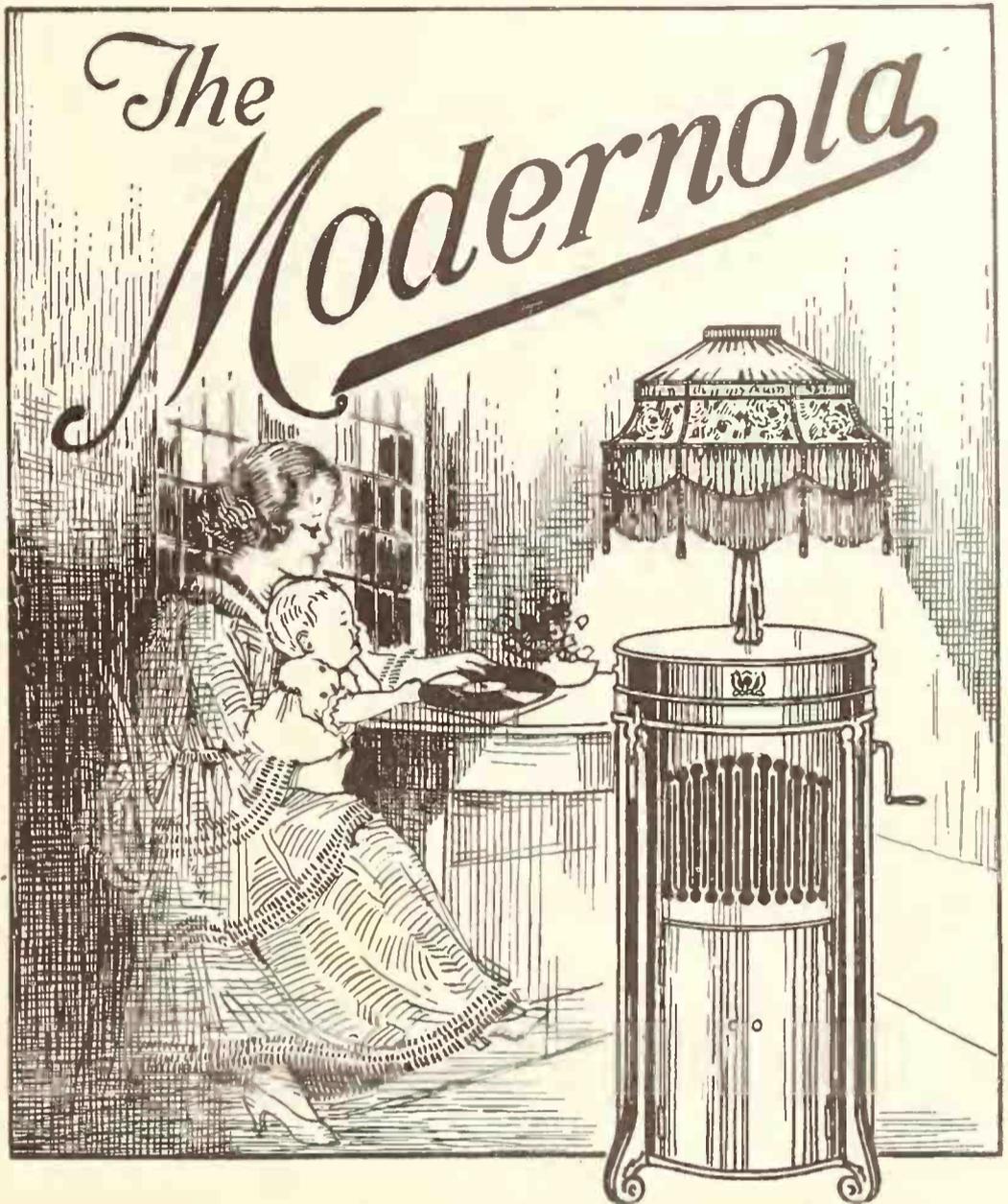
Emerson Phonograph Co. Sends Out Letter Denying Malicious Rumors

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 the 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., Port 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 \$301,662—Assets Are \$198,435

The Independent Talking Machine Co. of Manhattan, Inc., New York, has filed schedules in bankruptcy with liabilities of \$301,662, 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 \$36,000.

**ERNEST C. SCHEFFT HONORED**

MILWAUKEE, WIS., March 10.—Ernest C. Schefft, head of Charles H. Schefft & Sons, a leading Northside Victrola shop, has been elected vice-president of the Upper Third Street Advancement Association, which was organized four years ago and now has a membership of more than one hundred. The purpose of the Association is to promote the civic and commercial advancement of this neighborhood.

**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. Dziadulewicz, president; L. A. Pons, vice-president; F. X. Swietlik, secretary; C. A. Krzewinski, treasurer, and S. J. Zowski, director. All the new officers are prominent business men of Polish birth or ancestry, and 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 now producing characteristic folk songs and instrumental numbers of interest to the general public as well as to Polish people.

**FEATURING THE PERIOD STYLES**

Bloomington Bros. Have Excellent Window Display of Those Models

An unusually attractive window display devoted to period models was recently shown by Bloomington Bros., the well-known department store of 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 these 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 such styles.

H. K. Berkely, manager of the talking machine department of Bloomington Bros., intends to make the department the most complete period model display in the city. His firm has adopted the slogan, "Anything and Everything for Your Phonograph at Bloomington's." In a statement to The World he said: "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 winding device in its territory. This organization now covers the States of Missouri, Kansas, Nebraska and Iowa. B. A. Silliman, manager of the company, has thoroughly recovered from an attack of ptomaine poisoning and is now on a trip through his territory covering the States of Iowa and Nebraska.



**INTRODUCES DISPLAY STAND**

Mirrolike Mfg. Co. Furnishes Dealers With Attractive Counter Display

The Mirrolike Mfg. Co., Long Island City, N. Y., manufacturer of Mirrolike polish, is offering its dealers an attractive counter display stand for bringing to the attention of the trade its Mirrolike polish for talking machines.



K. Sandhop, president and general manager of the company, states that the growth of the Mirrolike polish business has been extraordinary the past year. Dealers everywhere are very enthusiastic about the results obtained from the use of this polish and new clients are being steadily 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. Mirrolike polish has been advertised extensively by this company throughout the country for the past five years and the use of the "Mirrolike Kids" is a distinctive feature of this advertising. In addition to the talking machine polish the company is to announce very shortly 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.

**MAIN SPRINGS**



Order Right From This Ad.

**FOR ANY PHONOGRAPH MOTOR**

Dependability is tempered right into C. & D. crucible main springs. Our main springs are made under one roof—from the rolling of the steel to the winding of the spring. Each piece of steel that leaves the mill has passed the inspection of a specialist. This assurance of quality is protection to both you and your customer.

**FOR VICTOR MOTOR**

- No. MSA18— $\frac{7}{8}$  inch wide, .025x10 feet long, marine end 55c.
- No. MSA 1—1 inch wide, .023x12 feet long, marine end 60c.
- No. MSA 2— $1\frac{1}{4}$  inch wide, .023x18 feet long, marine end 95c.

**FOR COLUMBIA MOTOR**

- No. MSA21— $\frac{25}{32}$  inch wide, .025x10 feet long, marine end 55c.
- No. MSA22— $\frac{29}{32}$  inch wide, .023x11 feet long, marine end 55c.
- No. MSA 3—1 inch wide, .028x10 feet long, marine end 55c.

**FOR HEINEMAN MOTOR**

- No. MS21— $\frac{25}{32}$  inch wide, .025x10 feet long, marine end 55c.
- No. MSA6—1 inch wide, .025x12 feet long, marine end 60c.

**FOR KRASBERG, SAAL, SONORA, STEVENSON OR THOMAS MOTORS**

- No. MSA8—1 inch wide, .026x13 feet long, square hole 60c.
- No. MSA9—1 inch wide, .026x16 feet long, square hole 75c.

**FOR OTHER STANDARD MAKES**

- No. MS17— $\frac{3}{4}$  inch wide, .025x10 feet long, marine end 56c.
- No. MS18— $\frac{7}{8}$  inch wide, .025x10 feet long, marine end 55c.

**NOTE**

Every main spring for which there is a consistent demand is listed here on this page. Many of these springs are interchangeable, for example, springs that are listed for Victor and Columbia motors can be used for Patbé, Swiss, Edison and many miscellaneous motors, etc.

These prices are F. O. B. Chicago. Send enough to cover postage if wanted by parcel post, or we will ship by express.

**COLE & DUNAS MUSIC CO.**  
52 W. Lake St., Chicago, Ill.

Order Right From This Ad

Main springs are carried in stock for immediate delivery. Order right from this Ad. Terms—5% discount for cash in full with order, or net C. O. D. 10% deposit with order. 48-HOUR DELIVERY.

**HERE AT LAST—A Phonograph of Supreme Quality**



FULTON (Model 35)

Mahogany, 16x16x10 in., double spring motor, universal tone arm. Back casting and metal horn.

Price for Sample NOW \$15.75

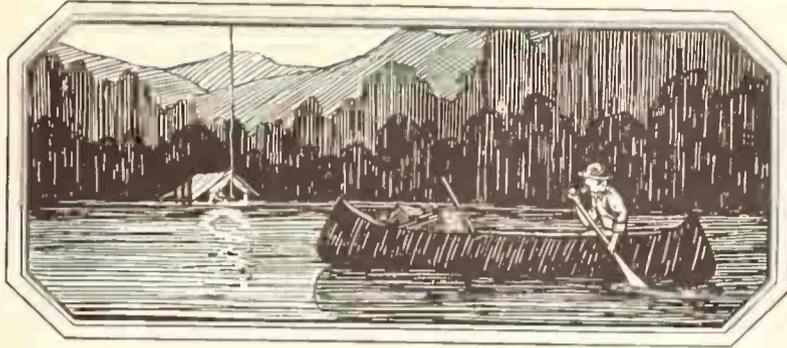
Write for discounts in quantity lots.

We are also Wholesale Dealers and Jobbers of—Phonographs, Records, Cabinets, Motors, Tone Arms, Needles and Accessories, Repair parts for all makes.

Distributors of the Arto Phonograph Records and Arto Music Rolls. Write for details.

Cash with order

**FULTON TALKING MACHINE CO.**  
253-255 Third Avenue New York City  
Between 20th and 21st Streets



## 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.

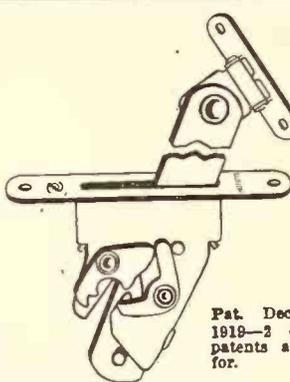
He left Chicago the first week in March for



Richard M. Nelson.

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 manufac-



Pat. Dec. 1, 1919—2 other patents appl'd for.

### The New Automatic Cover Support

Noiseless in Operation      Foolproof in Construction  
 Made With Both Bent and Flexible Hinges  
 Heavily Nickel Plated or Specially Finished to Order  
 Send \$1 for 3 samples—one of each model  
 WRITE FOR CATALOGUE

## A. F. Zega Mfg. Co.

Main Office: 810 Broad Street Room 601 NEWARK, N. J.



Factory: 77-81 Mill Street BLOOMFIELD, N. J.

turing 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.

85c NEW CARDINAL RECORDS 85c NOW READY FOR DELIVERY

10—NEW CARDINAL RECORDS—10 ALL HITS

The Phonograph With The Tongue

The Record That Talks

- 2019 { STRUT, MISS LIZZIE.....By Ernest Hare  
I'M A LADIES' HOME COMPANION  
By Fred Whitehouse
- 2020 { BRIGHT EYES.....By Raderman's Orchestra  
BROADWAY ROSE..By Raderman's Orchestra
- 2022 { THAT OLD IRISH MOTHER OF MINE  
By Charles Harrison  
THAT TUMBLE-DOWN SHACK IN ATHLONE .....By Charles Harrison
- 2023 { ROMANCE.....By Waldorf-Astoria Orchestra  
MARGIE .....Orlando's Orchestra
- 2025 { DEENAH .....Raderman's Orchestra  
MAZIE .....Raderman's Orchestra
- 2027 { YOU OUGHT TO SEE MY BABY  
By Ernest Hare  
LOVELESS LOVE.....Ernest Hare

- 2028 { COOK IN THE KITCHEN—Medley of Irish Reels .....By Tom Ennis  
LITTLE JUDY—Medley of Irish Reels  
By Tom Ennis
- 2029 { TRIM THE VELVET—Reels....By Tom Ennis  
HUMORS OF BANDON—Irish Long Dance  
By Tom Ennis
- 2030 { WRAP THE GREEN FLAG 'ROUND ME,  
BOYS—Irish Song Patriotic  
Sung by Hugh Donovan  
SINN FEIN AWAIIN—Irish Song Patriotic  
Dennis O'Hara
- 2031 { NOW I LAY ME DOWN TO SLEEP—Quartet  
New Stellar Quartet  
DOWN AROUND THE 'SIP 'SIP 'SIPPY  
SHORE—Quartet....New Stellar Quartet

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 grouchy 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 darned 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 hum-dinger machine is better than yours, don't

(Continued on page 175)

## The Brooks Automatic Repeating Phonograph

is justly termed The Wonder Instrument. It has all the good

qualities of other high grade makes, but is completely put in a class by itself by virtue of the inbuilt Repeating Device, which enables the operator to play any make of record, any desired number of times.



Model 145

**DEALERS**  
There are some communities where the BROOKS is not represented effectively as yet. Write us at once regarding your territory. We are planning a sales campaign of wide scope this year and large distributors and dealers will find the acquisition of the BROOKS line a big factor for business volume during 1921.

**THE REPEATING DEVICE**  
The Brooks Automatic Repeating and Stop Device is an exclusive Brooks feature. It gives this phonograph a broader scope than any other make and requires no attention beyond setting the needle and turning a little knob. It is to the phonograph what the self starter was to the automobile.



Model 165

Shown are three Brooks models of different sizes, all beautifully carved and finished. Each style is identically equipped with the repeating and stop device.



Model 250

**Brooks**  
The Wonder Instruments

**Automatic Repeating Phonographs**

**BROOKS MANUFACTURING COMPANY, SAGINAW, MICH.**

# IMPORTANT NOTICE

## TO THE AMERICAN TRADE

**The Sterno Manufacturing Company**  
19 CITY ROAD . . . . . LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

**High Grade Motors** Manufactured By **Mermod Freres** St. Croix Switzerland

### WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality are therefore assured.

### DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

### CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

### SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish  
**A CENTRAL DISTRIBUTING DEPOT IN NEW YORK**  
Meanwhile trade inquiries should be directed to

**THE STERNO MANUFACTURING CO.**  
19 CITY ROAD . . . . . LONDON, E. C., ENGLAND

**Nora Bayes sings "Why Worry," from *Her Family Tree*, and "Just Snap Your Fingers at Care," from *The Greenwich Village Follies*. You can take her advice if you order enough. A-3360.**

**Columbia Graphophone Co.  
NEW YORK**



**TEN SALESMANSHIP COMMANDMENTS**  
*(Continued from page 173)*

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 and you are right—what 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. Well, I may be convinced; 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 convinced. 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 don't 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 know. 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 lop-eared or he has a cock-eye, maybe. Observe some peculiarity about the man, and if anything leaks out in conversation don't forget to put it down in your book. The next time he comes in bring it up, 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 in Cleveland on Wednesday and you can't get there, you have broken a leg or somebody has bit 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 egotistic.' 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 think 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 got 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

that, perhaps, in actors. The best actors you have ever seen are those that were just themselves, perfectly natural. Study yourself and express yourself. The most winsome thing you can be is yourself because that is perfectly human.

"Laugh, not too loud, but just laugh once in a while and be pleasant, not too pleasant; all these things have to be watched. Life is like walking a tight rope. You can't do anything too much, but these are good hints."

**ADDITIONS TO OKEH SALES STAFF**

F. R. Smith and A. McL. Bennett Join General Sales Staff—J. A. Sieber Joins Dealer Service Department—Report Business Active

W. C. Fuhri, general sales manager of the Okeh record division of the General Phonograph Corp., New York, announced recently that F. R. Smith had been appointed a member of the sales department and would concentrate his activities on the development of Okeh record business. Mr. Smith has had a number of years' experience in the talking machine trade, having been assistant manager of the Boston and New Haven branches of the Columbia Graphophone Co.

A. McL. Bennett, formerly a member of the traveling staff of the local branch of the Columbia Graphophone Co., has been appointed special traveling representative for the Okeh division of the General Phonograph Corp.

John A. Sieber, formerly associated with the Dealer Service department of the Columbia Graphophone Co., has joined the general sales department of the General Phonograph Corp., and is doing excellent work in connection with dealer service and sales promotion activities.

The Venetian Music Co., 122 Shenango street, Binghamton, N. Y., is a new concern engaged in the handling of talking machines in that city.

**\$10,000 A YEAR—**

*Not One Penny Investment*

SELLING THE

The Only  
Life-Time-  
Guaranteed-  
Phonograph



No Collecting  
No Repairing  
No Delivery  
No Risk

Write for Particulars

**LYDIFONE CO.—DEUTSCH BROS., Sole Distributors**  
2265 THIRD AVENUE, NEW YORK

## WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

**WANTED**—Unusual opportunity for man capable of managing phonograph, small goods and sheet music department in growing Western city of 130,000 population. Man from New England States preferred. Address "Western Opportunity," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED**—An experienced salesman and capable manager, with thorough knowledge of buying and selling Victrolas and records, desires connection with a substantial house as manager of Victor department. Can furnish unquestionable references. Married man. No objection to relocating. Address Box "912," care The Talking Machine World, 373 Fourth Ave., New York City.

**EXPERIENCED** music roll salesman desires to represent abroad a standard line of music rolls, pianos, player-pianos, talking machines, etc. A-No. 1 references. Address Box "910," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED**—Experienced young men and women to assist our dealers in every department of retail talking machine business. State qualifications fully in first letter. Ross P. Cur-tice Co., Victor Distributors, Eleventh and Dodge Sts., Omaha, Neb.

**PLATER and MATRIX MAKER** wanted. Must be familiar with modern processes and be able to handle work from wax to finished stampers. Confidential. Reply to W. L., Box "916," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED**—Salesmanager for mid-West territory by Eastern record manufacturer. Excellent opportunity for capable man of wide experience with the trade. Write fully regarding qualifications. Confidential. Box "918," care The Talking Machine World, 373 Fourth Ave., New York City.

**RECORDING EXPERT**, by a well established company. Opportunity for betterment and to learn working of other record manufacturing departments. Give full particulars regarding experience. Replies treated confidentially. Address H. W., Box "915," care The Talking Machine World, 373 Fourth Ave., New York City.

**DEPARTMENT MANAGER WANTED**—Good opening for man of ability and talking machine experience. Must be competent to undertake entire management of Victrola department in large city store and increase volume of sales. Address, stating qualifications, "Box 896," care The Talking Machine World, 373 Fourth Ave., New York City.

**VICTROLA SALESMAN WANTED**—One of experience and proven ability, who can direct the work of other salespeople, place record orders and, above all, stimulate sales. Good proposition in medium-sized city for right man. Address, stating qualifications, "Box 897," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED**—Specialty men and accessory houses to handle our line of record envelopes and pockets with the talking machine trade. Some very desirable territory still open. We are the largest producers of this line to-day and have most attractive prices and prompt delivery. Address J. L. Gillespie Co., 237 Fifth Ave., Pittsburgh, Pa.

**OPPORTUNITY FOR EXTRA COMMISSION.** Men now selling phonographs or benches will find it entirely profitable to sell our popular line of pianos and players. Fine as side line. Address Opportunity, "Box 848," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED**—Salesmen for splendid side line, all over the country. Pocket sample. Ten to twenty dollars easily made daily. Demonstration requires few minutes only. Write Puritone, Room 1408, 347 Fifth avenue, New York City.

**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. H., 4," The Talking Machine World, 209 So. State St., Chicago, Ill.

**WANTED**—Experienced Victrola salesman 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 reference address "H. A. F.," 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 motor manufacturing. Can take charge of any department or entire firm. Address F. Y. 18, care Talking Machine World, 209 So. State St., Chicago, Ill.

**WANTED**—Position as manager of phonograph department, retail or wholesale. Eight years' experience. Would prefer South. Best references. Box "406," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—Material maker seeks engagement. Ten years' experience with leading record makers. Can install a plant and run it on a good production basis. Formulas and all necessary knowledge. Good references. Apply "Rolls," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—Experienced Victrola and record salesman, manager, wholesale or retail, twelve years' experience, desires locating in New York or vicinity. Moderate salary. Box "911," care The Talking Machine World, 373 Fourth Ave., New York City.

**YOUNG MAN** with eight years' experience wishes to connect with some reliable concern as either salesman or manager. Box "886," c/o The Talking Machine World, 373 Fourth Ave., New York City.

### PARTS FOR SALE

Quantity of Columbia repair parts. New. For sale. Write L. W. Kremer, 317 East 83rd St., New York City.

### BUSINESS FOR SALE

Established accessory and repair business, located in Philadelphia, for sale on account of other interests. Splendid opportunity for wide-awake man to get into a well-paying business. Address Box "917," care The Talking Machine World, 373 Fourth Ave., New York City.

### TURN YOUR DEAD RECORDS

into cash on live, salable merchandise. We can use any quantity of records of standard makes for which we will give you in exchange phonographs of a prominent make or spot cash. Send us lists of your overstock and quantities on hand. No war songs. Address Box "914," care 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.

### RECORD MANUFACTURERS

Let us save you 60% of your time and cost of matrix production. Complete equipment for record plant. The Vector Co., Electrical and Mechanical Engineers, 225 Fifth Ave., New York City. Phone Madison Square 9305.

### BUSINESS OPPORTUNITY

**WANTED**—Salesmen to sell a line of metal nameplates to talking machine dealers and manufacturers. Big profits. No bulky samples. Commission paid on receipt of orders. Can be handled in connection with any line. Write for our proposition to-day, Fogarty Manufacturing Co., Dayton, O.

### CABINETS

Beautiful new design in mahogany, oak and walnut. Send for circular. Everett Hunter Mfg. Co., McHenry, Ill.

### FOR SALE

200 Lateral cut records. All new stock. Good sellers. Will sell in one lot. Box "920," care The Talking Machine World, 373 Fourth Ave., New York City.

### 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 37½ cents each net. 500 or over at 35 cents each net. Cash. Player-Tone Talking Machine Co., 967 Liberty Ave., Pittsburgh, Pa.

### FOR SALE

Complete Stock Columbia Records. Closing out our Columbia records. Complete stock, in A-1 perfect condition. New envelopes. Contains good stock popular and dance numbers. All new; no cut-outs. Tri-State Talking Machine Co., El Paso, Tex.

### FOR SALE

10,000 phonograph motor springs, 16 ft. by 1¼ by .025. First quality and in perfect condition. Will sell at a sacrifice. Box "921," care The Talking Machine World, 373 Fourth Ave., New York City.

### BEST PRICES

Paid for job lots of motors and tone arms. In the market for large quantities. State price and quantity in first letter. Address Box "922," care The Talking Machine World, 373 Fourth Ave., New York City.

### ASSEMBLING WORK WANTED

All kinds of light phonograph parts assembling, such as tone arms, sound boxes, automatic stops, etc. Also drilling, tapping, grinding and general phonograph repair work. All work guaranteed strictly first-class. Brosscit Phonograph Repair Co., 4154 N. Maplewood Ave., Chicago, Ill.

### FOR SALE

Single spring motors, 75c. up; double spring motors, \$2.00 up; one-inch main springs for Victor and Columbia, 28c. Bargains, job lots, parts, motors, machines and records in any quantities. Main Musical Supply Co., 2010 Fifth Ave., New York City.

### FOR SALE

Fifty Columbia Gramofonas, new, never been removed from original packing case. Have all styles of cabinets shown in Columbia catalogs. 12,000 Columbia records, including records for the present month. Carleton & Cross, Gallipolis, O.

## Attractive Proposition

A well-known manufacturer of phonograph records with national distribution and popularity will negotiate with a musical merchandise house for the sale of part of its product on a commission basis.

Progressive concerns whose salesmen cover music or chain store outlets will find a substantial additional profit in the handling of these records. The product, which is now firmly established, has little or no competition. New records are released monthly.

Opportunity, Box No. 919, care of Talking Machine World, 373 Fourth Avenue, New York, N. Y.

### FOR SALE

Mr. Piano Merchant. Are you looking for a new location? A music store in town of five thousand, located in the wealthiest territory in the State of Wisconsin. Practically without competition and doing a fine business in pianos, phonographs and small goods. This store is in a cash territory. The building is strictly modern with fine show windows and the best location in town. Present owner has the agency for several standard makes of pianos, phonographs and records. Small goods will pay all overhead expenses and show a profit. Rent reasonable. If interested, write G. W. G., care The Talking Machine World, 373 Fourth Ave., New York City.

### For Sale—Elegant, Clean, New Stock

Business opportunity worth while

Pianos and general musical merchandise. Business located in Wichita, Kansas. Present owner wishes to retire from active selling end of business and will contract with the purchaser of this establishment to carry all instalment paper on very attractive basis. Will require about \$18,000 to \$20,000 to handle deal. Might consider selling half interest to thoroughly reliable experienced piano man. Have good lease and elegant location. Fully equipped in every respect. Doing good business. Address Mr. Wyotte Alvin, 1444 Park place, Wichita, Kansas.

## 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 ad-

vice 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 inspection.

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 you 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

## 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.

## WANTED

Phonograph superintendent. Large phonograph factory situated in Chicago district wants efficient superintendent. Must be good producer and know both machinery and men, must be able to administer factory as economically as consistent with supreme quality of product. Married man preferred. Honest references, not simply those from boosting friends. Good job with opportunity for advancement for right man. Address M. H. 9, care of The Talking Machine World, 209 So. State St., Chicago, Ill.

## RECORDS PRESSED

With or without your stock

STOCK ROLLED or  
BLANKED or BOTH

Brooklyn, N. Y. Plant now prepared to accept additional contracts, large or small. Densite Products Mfg. Co., 311-313-315 Ellery St., Brooklyn, N. Y.

## FOR SALE

41 Tiffany electric motors (dry battery type) 1200 metal horns. Dimensions: height 9", length 13½", opening 9½"x3½". Also 45 completed period model table phonographs (electric motor). Will sell all or any part of this stock at a bargain price. Address Box "913," care The Talking Machine World, 373 Fourth Ave., New York City.

## EXCEPTIONAL OFFER

Your opportunity to buy at the right price. Several hundred cabinets, not equipped. Write or wire for particulars. The H. Victor Phonograph Co., 6129 Page Ave., St. Louis, Mo.

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 "could not get any tone out of it." Apparently the sound box was O. K. but still, when tested, it had no volume and a dead 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 eleven-sixteenths 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-thousands of an inch thick for best results.

J. J. Farling, Mifflinburg, Pa., has opened a new music store in the Kleckner Building, where he is featuring the Pathé phonograph and other musical instruments.

SEND FOR ILLUSTRATED PRICE LIST AND FREE SAMPLE

"GLOBE" TRANSFER NAME PLATES

DEALERS EVERYWHERE APPLY THEM ON PHONOGRAPHS, PIANOS, ETC.

GLOBE DECALCOMANIE CO.

263 SUSSEX ST., NEWARK, N. J.



# EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

**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 blues that holds you all? Get active; your groans at bad business make bad business. You've either to get on or get out," and similar direct remarks, all pointing to the fact that individual energy alone, in conjunction, of course,

with good advertising, counts for progress these extremely critical times.

#### Special Effort Is Required

That is what must actuate the British gramophone trade, for without special effort the "blues" and the "groans" will not easily subside and even may finish up in a final wail before the official receiver. Fortunately, gramophone manufacturers and wholesalers are really alive to the necessity of stimulating retail activity. It is quite true that the public is not so free with its money as in recent years, but isn't that the time when retailers should devise a particular stunt to extract some of the "necessary" from the pockets of the local public?

Fortunately there are distinct signs of improving trade and though at the moment it is nothing very material, I am one of those in the gramophone industry who believe that we have passed the corner. The abandonment of the Excess Profits duty is looked upon as a splendid step 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.

#### Sliding 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, 15 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. Druker, 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



"His Master's Voice"

Copyright

**This intensely human picture stands for all that is best in music**

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

## 'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

### HALL-MARK OF QUALITY

**DENMARK:** Skandinavisk Grammophon-Aktielselskab, Frihavn, Copenhagen.

**FRANCE:** Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

**SPAIN:** Compañía del Gramófono, 56-58 Balmes, Barcelona.

**SWEDEN:** Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

**RUSSIA:** The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

**INDIA:** The Gramophone Co., Ltd., 139, Balighatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

#### Great Britain:

**The Gramophone Company, Ltd.**

HAYES

MIDDLESEX

ENGLAND

**AUSTRALIA:** S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

**NEW ZEALAND:** Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

**SOUTH AFRICA:** Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbarger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

**EAST AFRICA:** Bayley & Co., Lourenço Marques.

**HOLLAND:** American Import Co., 22a, Amsterdamsche Veerkade, The Hague.

**ITALY:** A. Bossi & Co., Via Orefici 2, Milan.

**EGYPT (Also for the Soudan, Greece and the Ottoman Empire):** K. Fr. Vogel, Post Box 414, Alexandria.

FROM OUR LONDON HEADQUARTERS—(Continued from page 178)

enough and expressed their satisfaction accordingly.

**Meeting of Gramophone Dealers' Association**

The above took place last month, the president, 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 following gentlemen were elected to serve on the committee: R. W. Centland, Edinburgh; W. W. Cooke, Dublin; E. H. Aird, of Harrod Stores, and G. H. Russel, of the Gramophone Exchange, London.

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 gramophones. These will serve to promote public confidence in the distinction of the association members as being reliable and legitimate dealers.

A proposal to join the Federation of British Music Industries was left to the committee to effect, financial and other circumstances permitting.

Of special interest was the proposal "To consider the committee's recommendation regarding increase of price, deposit and monthly payment for hire-purchase business." The committee's recommendation took the following form: (1) That no instrument of less value than £20 be supplied on hire-purchase; (2) that 10 per cent be added to the cash price when payment is spread over twelve months; (3) that 25 per cent of the full amount be paid as deposit and the balance be divided into twelve equal monthly instalments. To the foregoing it was difficult 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**

"A real educational experience," was the verdict of the twenty-one L. C. C. school teachers who, in parties of six at a time, were recently afforded the pleasure of being conducted over the great "His Master's Voice" factories. These teachers formed the committee of the London Teachers' Association. They expressed keen admiration 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 Federation held its second annual dinner, the popular president, Alexander Dow, being in the chair. About 300 members and guests sat down to a repast of Cecil excellence, amid a jolly good spirit of friendly intercourse actuated by common interest.

Sir Frederick Bridge, C. V. O., proposed in suitable terms the toast of "Success to the Federation," to which the chairman made reply. Mr. Dow described the progress of the Federation since the inaugural dinner. It was then an idea, a soul without a body! The Federation was now fully incorporated and needed only the support of the publishers (whose association still stands aloof) to make it a strong coherent whole, powerful enough to influence the Government, the municipalities and the educational bodies. Concluding with a review of the Federation's activities during the past year, Mr. Dow sat down to the accompaniment of cheering approbation from all present.

The toast of "The Music of the Empire," proposed by Sir Hugh Allen, was replied to by Mr. Landon Ronald. C. F. Higham, M. P., made a rousing speech in reply to "The Visitors," proposed by M. E. Ricketts. In proposing the Board of Trade, Lt. Col. R. H. Tatton coupled with the toast the name of L. A. Paish, of that department, who made an interesting response. Proposing the health of the chairman, Keatley Moore, Mus. Bac., J. P., said that the success of the Federation was due to the genius of Mr. Dow. Very true!

The Federation of British Music Industries now exerts a decided influence throughout the whole trade, every section of which, bar one—the publishers—owes it allegiance. The com-

mercial aspects of British musical art and commerce are the brighter and healthier for the helpful guidance of the Federation. I look forward to the day when every national and individual effort in the cause and propagation of British art and commerce will, if not solely, at least to a very great extent, be directed and encouraged under the official seal of the Federation of British Music Industries. This happy result may not be without the pale of accomplishment if the Federation continues to act whole-heartedly in the interests and for the benefit, not of a selected few, but of every department of every section and branch of the British music trade. The protective cloak of the Federation must cover the small trader, be he manufacturer or dealer, equally as much as the larger trader. That, I know, is the aim of the Federation, that is its mission—to consolidate the various interests of all in one single front of unity and strength so that the British musical art and manufacturers may hold a high place throughout the markets of the world.

**The British Industries Fair Opens**

The British Industries Fair, with its three or four miles of exhibits, was opened under the auspices of the Board of Trade on February 21, at the former pleasure grounds known to all as the White City, Shepherd's Bush, West London. It is quite easily the largest exhibition ever held under one roof. The music section is separately housed in a suitable hall which opens almost on to the entrance to Shepherd's Bush tube railway station. In this section there are some fine exhibits of all kinds of musical instruments, from the latest production in player and organ-piano to the modern gramphonic creation in period-art style.

Such is the attraction of the B. I. F. that fully twenty-five applications from gramophone houses alone could not be accepted "owing to lack of space." In all, the musical exhibits total about seventy.

Among interesting gramophone exhibits I would mention the Repeating Gramophone—an ingenious contrivance which permits of a record being played over and over again, without attention, until the motor spring is exhausted. Messrs. Alfred Graham are showing for the first time a new cabinet gramophone of exquisite design and purity of tone. A fine range of instruments, also the new Tower Record, may be seen at the Sterno Manufacturing Co.'s stand. The display of Discaphones and Winner records by J. E. Hough, Ltd., is a very attractive feature

**Horn, Hornless and Table-Grand  
GRAMOPHONES**

FOR  
**EXPORT**

Please State Your Requirements  
**REX GRAMOPHONE CO. 2 Elizabeth Place  
Rivington Street, LONDON, E.C. 2, England**  
Cable Address "Lyrecodisc, London"

of the gramophone section. It is early yet to speak of trade results, but I shall deal with this side of the Fair in my next month's report.

**A Compendium of Useful Information**

Probably the most interesting item of publicity literature issued by a record manufacturer is the pantomime list to hand from the British Zonophone Co. It consists of a program of all the big panto hits on Zonophone records, against each item being set out the pantomimes in which the song is featured, name of the artist singing it and where the pantomimes are playing. Such a list is readily appreciated by Zonophone dealers, as it enables them to feature special window shows and get active in pushing the sale of these particular records. A most excellent scheme!

**Two Shifts Working at the Edison Bell Factory**

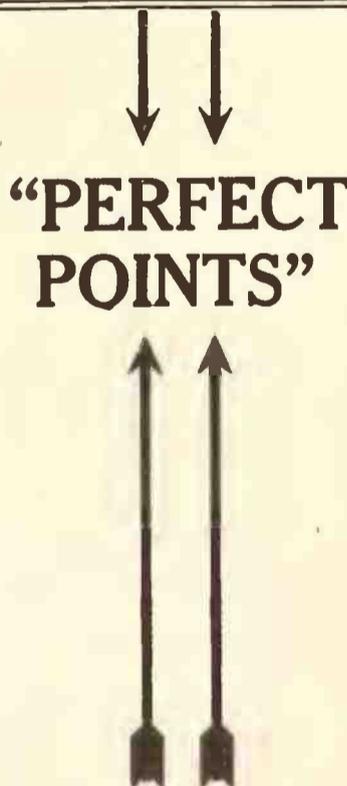
Quite recently I was informed of the above fact, which is all the more significant in view of the general slackness in the gramophone industry here. Record and machine trade is holding up remarkably well and the necessity of keeping the factory going throughout every hour of the day is really the finest possible testimony to the quality of Messrs. Hough's products. Maintenance of this happy state should result from the company's enterprise in exhibiting at the British Industries Fair, where the prospect of new business is certainly good.

**General News Items of Trade Interest**

The price of shellac is rapidly on the decline. At £900 per ton two years ago, present-day quotations are at £300, and futures still less. This, I doubt not, is responsible for a reduction recently in the price of four different makes of records.

Thomas Edens Osborne, the popular gramophone factor of Belfast, is now advertising from his new premises, 4 College Square, North. North Ireland trade is good, and his service is as enterprising as ever!

The eleventh British Music Trade Conven-  
(Continued on page 180)



**"PERFECT POINTS"**

**BRITAIN'S BEST  
Gramophone Needle**  
(Guaranteed made from High Carbon Steel)

IS MADE BY  
**W. R. STEEL, of REDDITCH,**  
Head Office and Works—QUEEN ST.

Scientifically pointed, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

**RESULT:**  
**A FIRST QUALITY NEEDLE far ahead of anything of pre-war quality**  
INQUIRIES SOLICITED  
Special Quotations for Quantities

**Manufacturer of all Kinds of Sewing Needles**

EDISON BELL


**WINNER**  
 TRADE MARK  
**GRAMOPHONE RECORDS**

 CABLE  
 "PHONOKINO,  
 LONDON"

**ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN**  
 TEN INCH                      DOUBLE SIDED                      NEEDLE CUT  
**PLAY ON ALL GRAMOPHONES**
**Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire**

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

**Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England**
**FROM OUR LONDON HEADQUARTERS—(Continued from page 179)**

tion will open up on May 24 at Ramsgate. It lasts till May 30.

The distribution here of the well-known Fonotopia records has been taken up by the Gramophone Exchange, New Oxford street, London. These fine records were not obtainable during the war; their re-advent has been heartily welcomed by the trade.

A welcome announcement is made by the "His Master's Voice" Co. of the issue of six double discs bearing English folk dance items from Cecil J. Sharp's collection of "Country

Dance Tunes." A most acceptable issue that will be welcomed by many people.

**New Zonophone Records of Interest**

The many overseas traders who read these notes will welcome the news of the issue of another fine sales list of records by the British Zonophone Co. At any rate they are in good demand here, and I am inclined to think it a fact that what England buys to-day the world buys to-morrow. Indicative of the general quality of this month's program are the following: (2103) "Treasureland," selection I and II, a potpourri

of "hits," by the Black Diamonds Band; (2114), "Le Cygne," and "The Valse Song," violin solos by Miss Elsie Southgate, accompanied the former with celeste, the latter with mustel organ; (2110) "Mammy's Mississippi Home," and "Fly Away, I'm Busy," by G. H. Elliott; (2109) "My Baby's Eyes," by Murray and Fay, and "Then You'll Remember Me," by Fay and Pike; (2107) "Your Wonderful Heart of Gold" and "I'll See You in C. U. B. A.," by Herbert Payne; (2106) "Bideford Bay" and "My Sword and I," by Foster Richardson.

**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."

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**
**Enterprising 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 outlining a new use for 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.

**REMINGTON REPRODUCER FEATURED**
**Is Described at Length in a Special Article in the Scientific American**

The Remington reproducer used in the phonograph manufactured by the Remington Phonograph Corp. was the subject of a lengthy illustrated article in the Scientific American of February 26. The article was written by R. G. Skerrett and the various distinctive features of the reproducer were strongly emphasized.

The Diamond Disc Shop, at 9 Alabama street, Atlanta, Ga., retail headquarters for Edison phonographs, was damaged by fire recently.

**"Does It Play All Records?"**

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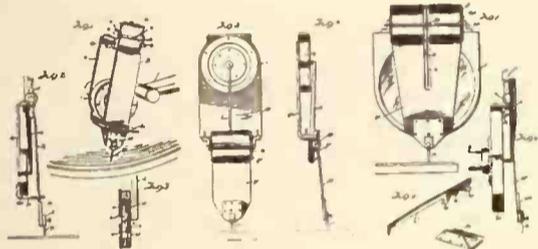
# LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

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 Patent 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 vertical 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



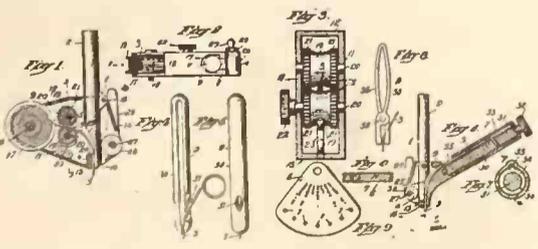
showing in front and side elevation, respectively, still another form of reproducer embodying the invention; Figs. 8 and 9 are detail views showing certain parts of the reproducers. Similar reference characters refer to similar parts in each of the several views.

**Stylus or Needle for Phonographs and Means for Regulating Same.** Ray A. Frisbis 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 views being side elevations taken at right angles to each other. Figs. 6 and 7 show yet a further modification, Fig. 6 being partially in section and Fig. 7 being a sectional view taken on the line



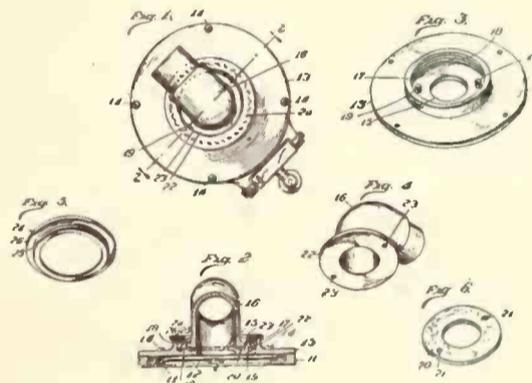
7—7 of Fig. 6. Fig. 8 is a side elevation of yet a further modification and shows a needle embodying the invention. Figs. 9 and 10 show an adjusting device, Fig. 10 being a sectional view showing two adjusting holes and the part of the device adjacent thereto.

**Reproducer for Phonographs.** Burr B. Blood, Chicago, Ill. Patent No. 1,365,298.

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 whereby 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

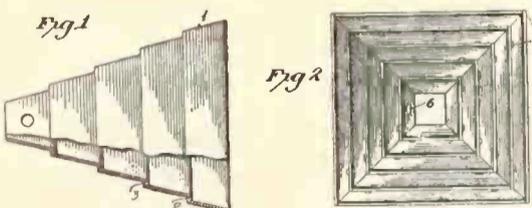


of the tone arm connection. Fig. 5 is a perspective view of the connection forming or locking element, while Fig. 6 is a perspective view of a type of washer or gasket that may be employed in the improved construction.

**Phonograph Horn.** Edward H. Koehler, Chicago, Ill. Patent No. 1,365,249.

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



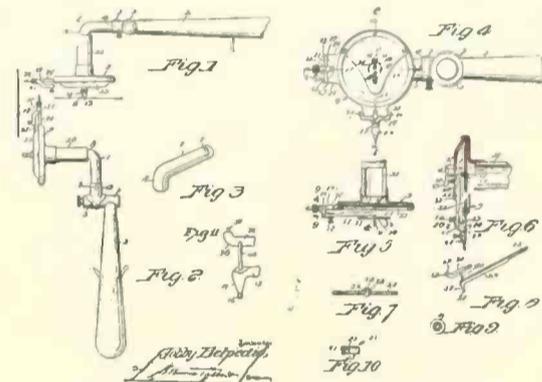
the panel construction to better illustrate the features of the invention. Fig. 2 is the front view of a phonograph panel horn.

**Reproducer.** Jobby Belpedio, Bridgeport, Conn. Patent No. 1,365,146.

The primary object of the invention is to provide a reproducer for talking machines which is readily adapted to playing diamond disc records, records in which the sound undulations are on the side of the groove 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 view in 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 5—5 of Fig. 4. Fig. 6 is a section on the line 6—6 of Fig. 4. Fig. 7 is a detailed sectional view of the diaphragm, showing how provision is made for connecting therewith the arm which connects with the stylus bracket. Fig. 8 is a perspective view of the arm which connects with the diaphragm, this figure showing also the lever carrying the diamond and the connection between it and the arm. Fig. 9 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

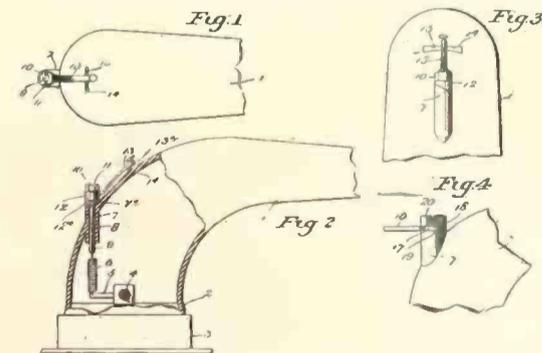


view, showing the connection between the lever carrying one kind of record-engaging element and the arm operatively connecting with other kinds of such elements.

**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 connection 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 in 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 182)

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 181)

tically cut records requiring more pressure than those laterally cut, and even some records of these two classes will be found to give better results if the pressure is regulated somewhat.

Figure 1 is a top-plan view of a spring-balanced tone arm having the invention applied thereto, the outer end of the arm being broken away. Fig. 2 is a side elevation and partial sectional view of the same; Fig. 3 is a rear elevation thereof; and Fig. 4 shows a modified construction that may be employed in lieu of that shown and which will accomplish the same purpose.

**Graphophone.** Arthur Laurencich, Washington, D. C. Patent No. 1,364,201.

This invention relates, generally, to disk graphophones, but more particularly to a novel sound-producing and amplifying device therefor; and the object is to provide such a device which shall be exceedingly economical in construction, easily and quickly adjusted in position, and thoroughly efficient in operation, for the purpose intended.

Figure 1 is a top-plan view of a disk graphophone equipped with improvements; Fig. 2 is a view in side elevation thereof; Fig. 3 is a view taken at right angles to the position shown in Fig. 2; Fig. 4 is a detached detail view, in perspective, of the combined needle and sound-amplifier holder; Fig. 5 is a similar view of a somewhat modified form of combined needle and sound-amplifier holder; Fig. 6 is a fragmental view, partly in section, of the swinging reproducer arm; Fig. 7 is a similar view, but showing the bushing for the reception of the tubular shank of the needle-holder slightly removed from the end of the reproducer arm, instead of at the end thereof, as in Fig. 6; Fig. 8 is a fragmental view, in side elevation, of a reproducer arm carrying a slightly modified form of bushing for the reception of the tubular shank of the needle-holder; Fig. 9 is a fragmental view, in bottom plan, of the reproducer arm and bushing shown in Fig. 8;

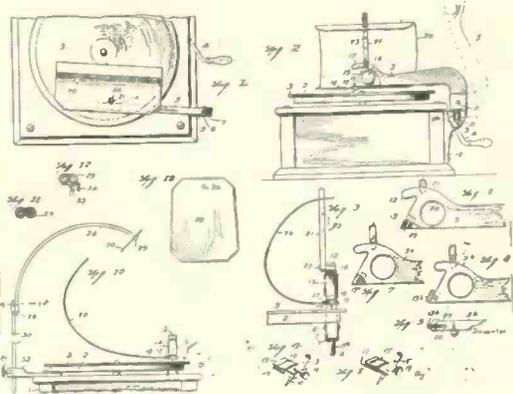


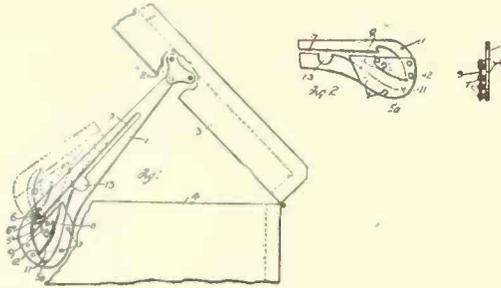
Fig. 10 is a view in elevation of a disk graphophone, showing a slightly modified form of means for holding the upper end of the sound-amplifying member; Fig. 11 is a sectional view on the line 11—11, Fig. 10, looking in the direction of the arrows; Fig. 12 is a sectional view taken similarly to Fig. 11, but showing a slightly modified form of clamping means for the curved supporting arm shown in Fig. 10; and Fig. 13 is a view in front elevation of the flexible sound-producing plate or sheet.

**Latch.** Francis M. Wagner, Pittsburgh, Pa. Patent 1,364,661.

This invention relates to latches, and more particularly to a latch adapted for use in connection with phonographs and similar structures having hinged lids.

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,

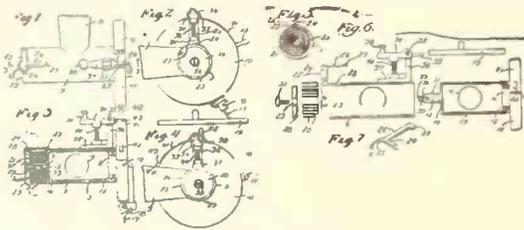


showing the latch applied; Fig. 2 is a fragmentary inner side view of the lower portion of the latch arm; Fig. 3 is a forward end view of the same.

**Needle Changing Device for Talking Machines.** Donato Di Carlo, Philadelphia, Pa. Patent No. 1,364,428.

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 adjacent to the record to a position remote from the record so that the needle 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 outside 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 pos-

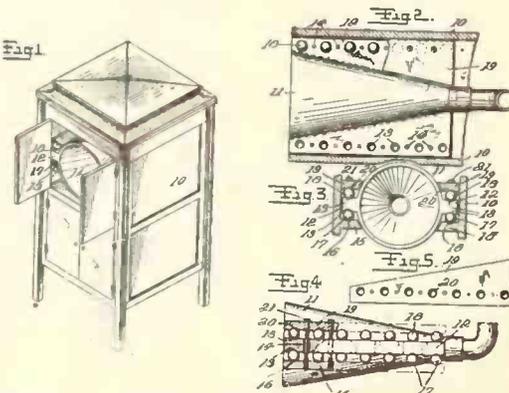


sible injury to the record; Fig. 5 is a transverse section taken on the line 5—5 of Fig. 3; Fig. 6 is a detached view shown partly in section of the parts of the invention and illustrating how the same can be taken apart or put together; and Fig. 7 is a perspective view of a spring retaining member which forms a part of the invention.

**Sound-Reproducing Machine or Phonograph.** David H. Wilson, Philadelphia, Pa. Patent No. 1,363,946.

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 give greatly increased volume, clearness and brilliancy of tone.

A second important object of the invention is to provide, in a cabinet phonograph, an improved mounting for the tone chamber which is

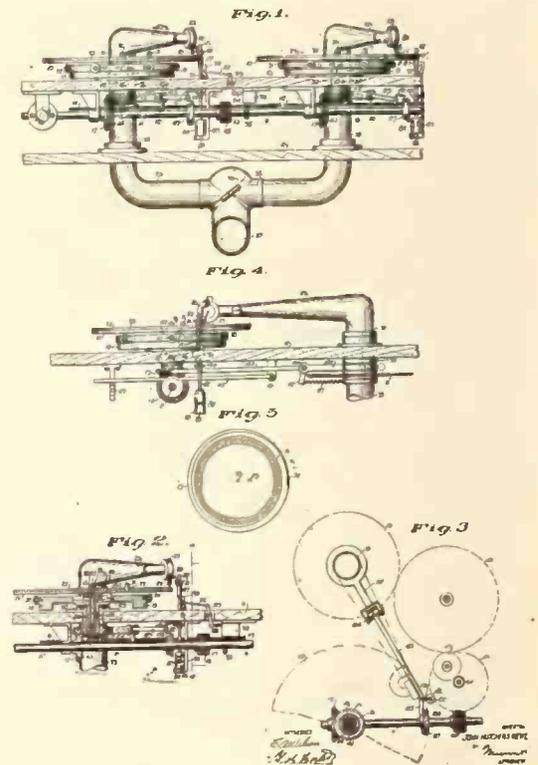
so arranged as to eliminate the damping of the tone chamber vibrations by the cabinet or casing, the tone chamber being free to vibrate independently of such casing.

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 a 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.

**Sound-Recording and Sound-Reproducing Machine.** John H. Neher, Princeton, N. J. Patent No. 1,363,903.

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.

Figure 1 is a side elevation of the improved sound-recording machine; Fig. 2 is a sectional side elevation of the same and showing more particularly the inactive unit; Fig. 3 is a sectional plan view of the same on the line 3—3 of Fig. 2; Fig. 4 is a cross section of the same on the line 4—4 of Fig. 2; and Fig. 5 is a plan view of one of the records.

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- 18731 Look for the Silver Lining,  
Edna Brown-Charles Harrison 10  
Wandering Home ..... Helen Clark-Charles Hart 10
- 18732 She Gives Them All the Ha! Ha! Ha!,  
Billy Murray 10  
Stop! Look! Listen..... American Quartet 10
- DANCE RECORDS**
- 35706 Sally—Medley Fox-trot,  
Joseph C. Smith's Orchestra 12  
Lady Billy—Medley Fox-trot,  
Joseph C. Smith's Orchestra 12
- 18729 Home Again Blues—Medley Fox-trot,  
Original Dixieland Jazz Band 10  
Crazy Blues—Fox-trot,  
Original Dixieland Jazz Band 10
- 18733 Rose—Nightingale—Medley Fox-trot,  
All Star Trio, assisted by their Orchestra 10  
Tip-Top—Medley One-step,  
Joseph C. Smith's Orchestra 10
- 18734 I Never Knew—Fox-trot,  
Paul Whiteman and His Orchestra 10  
Do You Ever Think of Me?—Medley Fox-trot,  
Paul Whiteman and His Orchestra 10
- 18735 Bright Eyes—Medley Fox-trot,  
Paul Whiteman and His Orchestra 10  
Love Bird—Medley Fox-trot,  
Paul Whiteman and His Orchestra 10
- VOCAL AND INSTRUMENTAL RECORDS**
- 55135 Aida—Ritorna Vincitor (Return Victorious),  
Lucy Isabelle Marsh 12  
Aida—O Patria Mia (My Native Land),  
Lucy Isabelle Marsh 12
- 45241 Hush-a-Bye, Baby Mine..... Elsie Baker 10  
Mammy Dear ..... Elsie Baker 10  
18720 Carry Your Cross With a Smile,  
Homer Rodeheaver 10  
Tell Me the Story of Jesus... Homer Rodeheaver 10
- 18728 Valse Erica—Saxophone solo..... Rudy Wiedoeft 10  
Saxophobia—Saxophone solo ..... Rudy Wiedoeft 10
- RED SEAL RECORDS**
- 64937 Just a Little House of Love..... Glanville-Wood 10  
ENRICO CARUSO, Tenor—In Italian  
88628 Serenata ..... Caruso-Bracco 12  
ALFRED CORTOT, Pianist  
74670 Hungarian Rhapsody, No. 2—Part 1..... Liszt 12  
GIUSEPPE DE LUCA, Baritone—In French  
64934 Beau Soir (A Beautiful Evening),  
Bourget-Dehussy 10  
BENIAMINO GIGLI, Tenor—In Italian  
64938 La Gioconda—Cielo e Mar (Heaven and Ocean),  
Ponchielli 10
- MME. LOUISE HOMER, Contralto, and Miss LOUISE HOMER,  
Soprano  
87575 Oh Morning Land..... Rexford-Phelps 10  
JOHN McCORMACK, Tenor, and FRITZ KREISLER, Violinist  
(Piano accomp., Edwin Schneider)  
87574 O Cease Thy Singing, Maiden Fair... Rachmaninoff 10  
PHILADELPHIA ORCHESTRA  
(Leopold Stokowski, Director)  
74671 Samson et Dalila—Bacchanale..... Saint-Saëns 12  
SERGEI RACHMANINOFF, Pianist  
64935 Study from "The Children's Corner" (No. 1—  
Doctor Gradus and Parnassum)..... Debussy 10  
TITTA RUFFO, Baritone—Neapolitan  
87323 Munasterio (The Monastery),  
di Giacomo-P. Mario Costa 10  
E. H. SOTHERN and JULIA MARLOWE  
74673 The Merchant of Venice—(1) Shylock's Speech;  
(2) The Mercy Speech..... Shakespeare 12  
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74672 Gagliarda ..... Vincenzo Galilei 12  
EFREM ZIMBALIST, Violinist  
64936 Serenade ..... Pierne 10

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Toscha Seidel, Violinist 12  
49802 Largo (Handel)..... Pablo Casals, Cellist 12  
A-3354 Nearer, My God, to Thee,  
Seagle and Columbia Quartet 10  
I Love to Tell the Story,  
Seagle and Columbia Quartet 10
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Royal Garden Blues,  
Mary Stafford and her Jazz Band 10
- A-3363 Rose of My Heart—Tenor solo... Samuel Ash 10  
Beautiful Hawaii—Tenor duet... Campbell-Burr 10  
A-3367 Look for the Silver Lining (From "Sally"),  
Marion Harris, Comedienne 10  
I'm Gonna Do It If I Like It,  
Marion Harris, Comedienne 10
- NOVELTY RECORD**
- E-4959 Song of Sadness..... Orquesta Argentina 10  
Delfos ..... Orquesta Argentina 10  
A-3118 Bird Calls—A Day With the Birds,  
Edward Avis 10  
Bird Calls—Spring Birds..... Edward Avis 10
- DANCE RECORDS**
- A-3364 Rosie—Medley Fox-trot. Intro.: "Beautiful  
Faces"..... Yerkes Jazarimba Orchestra 10  
You Oughta See My Baby—Medley Fox-trot.  
Intro.: "No Wonder I Am Blue,"  
Yerkes Jazarimba Orchestra 10
- A-3366 Bright Eyes—Fox-trot,  
The Leo F. Reisman Orchestra 10  
Love Bird—Fox-trot,  
The Leo F. Reisman Orchestra 10
- THE MID-MONTH RECORDS**
- A-3361 O-HI-O (O-Myl-O!)..... Al Jolson, Comedian 10  
I Want to Go to the Land Where the Sweet  
Daddies Grow..... Van and Schenck 10  
A-3356 My Last Dollar..... Bert Williams, Comedian 10  
I'm Gonna Quit Saturday,  
Bert Williams, Comedian 10
- A-3360 Just Snap Your Fingers at Care. Intro.:  
"The Greenwich Village Follies,"  
Nora Bayes, Comedienne 10  
Why Worry?—From "Her Family Tree,"  
Nora Bayes, Comedienne 10
- SYMPHONY RECORDS**
- A-3355 A Southern Lullaby—Mezzo-Soprano,  
Barbara Maurel 10

- Mammy Dear—Mezzo-Soprano... Barbara Maurel 10
- DANCE RECORDS**
- A-3359 Remember Me—Fox-trot..... Paul Biese Trio 10  
Happy Hottentot—Song Fox-trot,  
Paul Biese Trio and Frank Crumit 10
- A-3358 Humming—Fox-trot ..... The Happy Six 10  
Now and Then—Fox-trot. Intro.: "Granada,"  
The Happy Six 10
- A-6180 Down the Trail to Home, Sweet Home—Waltz,  
Yerkes Jazarimba Orchestra 10  
Dearest One—Medley Waltz. Intro.: "Your  
Eyes Have Said Remember,"  
Prince's Dance Orchestra 10

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Soprano, in Italian, Vocalion Orch. accomp.,  
Evelyn Scotney 12
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accomp. .... May Peterson 10
- 30118 Abide With Me (Monk)—Baritone, Vocalion  
Orch. and Quartet accomp.,  
John Charles Thomas 10
- 24015 Macusbla (MacMurrough)—Tenor, Vocalion  
Orch. accomp. .... Charles Harrison 10  
Mother Macree (Olcott-Ball)—Tenor, Vocalion  
Orch. accomp. .... Charles Harrison 10
- 52008 Indian Lament (Dvorak-Kreisler)—Violin, piano  
accomp. .... Sasha Culbertson 12
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- 14148 The Nightingale and the Rose (Thompson)—  
Whistler, Orch. accomp. .... Margaret McKee 10  
Bird Imitations—Whistler, Orch. accomp.,  
Margaret McKee 10
- POPULAR SELECTIONS**
- 14149 Dearest One (Blaufuss)—Orch. accomp.,  
Arthur Burns 10  
Drifting Apart (Johnston-Ager-Schuster)—Orch.  
accomp. .... Hugh Donovan 10
- 14150 Hi-Yo (Fairchild-Green)—Orch. accomp.,  
Harmonizers' Quartet 10  
Answer Me (Vause)—Orch. accomp.,  
Charles Hart-Elliott Shaw 10
- 14151 O-HI-O (Yellen-Olman)—Orch. accomp.,  
Eileen Stanley 10  
Boll-Weevil Blues (Cliff Hess)—Orch. accomp.,  
Ernest Hare 10
- 14152 In the Heart of Old Italy (West-Glogau)—Orch.  
accomp. .... Crescent Trio 10  
Aunt Jemima's Jubilee (Tracey-Pinkard)—Orch.  
accomp. .... Harmonizers' Quartet 10
- DANCE SELECTIONS**
- 14153 Bright Eyes (Intro.: "Make Believe") (Smith-  
Motzan-Jerome-Davis-Shilkret)—Fox-trot,  
Al Jockers' Dance Orchestra 10  
Na-Jo (Wiedoeft-Holliday)—Fox-trot,  
Al Jockers' Dance Orchestra 10
- 14154 Arabia (G. H. Green)—One-step,  
Green Brothers' Novelty Band 10  
Mazie (Crain-Dawson-Gold)—Fox-trot,  
Green Brothers' Novelty Band 10
- 14155 Do You Ever Think of Me? (Burnett)—Fox-  
trot ..... Selvin's Dance Orchestra 10  
Love Bird (Earl-Fiorito)—Fox-trot,  
Selvin's Dance Orchestra 10
- 14156 I Never Knew (Intro.: "Two Sweet Lips")  
(Pitts-Egan-Marsh)—Fox-trot,  
Al Jockers' Dance Orchestra 10  
Look for the Silver Lining (Intro.: "Whip-poor-  
will") (Jerome Kern)—Fox-trot,  
Al Jockers' Dance Orchestra 10

## EDISON RE-CREATIONS

- 82205 Kashmiri Song—Indian Love Lyrics (Woodforde-  
Finden)—Soprano ..... Maggie Teyte 10  
Pale Moon—Indian Love Song (Logan)—Bass-  
baritone ..... Arthur Middleton 10
- 82209 Oh, Mother, My Love (Farley)—Soprano, Anna Case  
Yeomen's Wedding Song (Poniatowski)—Bass,  
Henri Scott 10
- 82210 Donna non vidi mai (Never did I behold so fair  
a maiden!)—Manon Lescaut (Puccini)—Tenor,  
in Italian..... Guido Ciccolini 10  
Stances (Stanzas)—Lakmé (Delibes)—Baritone,  
in French..... Torcom Bézazian 10
- 82573 Mira, di acerbe lagrime (Let my tears implore  
thee)—Il Trovatore (Verdi)—Soprano-bari-  
tone, in Italian..... Marie Rappold-Taurino Parvis 10  
Te souvenir-il (Dost thou recollect—Méditation)  
—Thais (Massenet)—Soprano-bass-baritone, in  
French ..... Alice Verlet-Arthur Middleton 10
- 80594 Casse-Noisette Suite, Part I (Nut Cracker Suite)  
—Overture Miniature; and Danse Chinoise  
(Tschaikowsky)..... American Symphony Orchestra 10  
Casse-Noisette Suite, Part II (Nut Cracker  
Suite)—Danse de la Fee Dragee; and Danse  
des Mirlitons (Tschaikowsky),  
American Symphony Orchestra 10
- 80595 Our Little Love Affair—Fifty-Fifty (Swanstrom)  
—Soprano-tenor. Betsy Lane Shepherd-Lewis James  
Until I Say Good-Bye (Hill)—Contralto-tenor,  
Louise Terrell-George Wilton Ballard 10
- 80596 Songs of Other Days, No. 5,  
Metropolitan Mixed Chorus 10  
Songs of Other Days, No. 6  
Metropolitan Mixed Chorus 10
- 80597 Nightingale's Song—Pinafore (Gilbert-Sullivan)  
—Tenor ..... Vernon Dalhart and Chorus 10  
Your Eyes Have Told Me So (Blaufuss)—So-  
prano ..... Gladys Rice 10
- 80598 Il Guarany Overture, Part I (Gomez),  
Sodero's Band 10  
Il Guarany Overture, Part II (Gomez),  
Sodero's Band 10
- 80599 Parted (Tosti)—Baritone..... Thomas Chalmers 10  
Were My Song With Wings Provided (Hahn);  
and Serenade—I Wait Beneath Thy Window,  
Love (Moszkowski)—Soprano,  
Betsy Lane Shepherd 10
- 80600 Adagio Cantabile (Quartet Op. 64, No. 5)  
(Haydn)—First violin, second violin, viola and  
violoncello ..... Zoellner String Quartet 10  
To a Wild Rose (MacDowell-Zoellner)—First  
violin, second violin, viola and violoncello,  
Zoellner String Quartet 10

- 80601 Gethsemane (Ackley)—Baritone.... Robert E. Clark  
Home Over There (O'Kane)—Mixed voices,  
Calvary Choir
- Edison Re-Creations—"Bits of Broadway"**
- 50730 I Never Knew (Intro.: "Marimba")—Medley  
Fox-trot, for dancing,  
Max Fells' Della Robbia Orchestra 10  
Sweet Lavender (David)—Fox-trot, for dancing,  
Max Fells' Della Robbia Orchestra 10
- 50738 Na-Jo (Wiedoeft-Holliday)—Fox-trot, for danc-  
ing..... Max Fells' Della Robbia Orchestra 10  
Mazie (Gold-Dawson-Caine)—Fox-trot, for danc-  
ing ..... Orlando's Orchestra 10
- 50739 O-HI-O (Intro.: "Thy Troubadour")—Medley  
One-step..... Max Fells' Della Robbia Orchestra 10  
Sally (Intro.: "Look for the Silver Lining,"  
"Whip-poor-will" and "Wild Rose")—Medley  
Fox-trot, for dancing,  
Harry Raderman's Jazz Orchestra 10
- 50740 Do You Ever Think of Me (Burtnett)—Fox-trot,  
for dancing..... Harry Raderman's Jazz Orchestra 10  
Arabia (G. H. Green)—One-step, for dancing,  
Green Brothers' Novelty Band 10
- 50741 My Mammy (Donaldson)—Male voices,  
Premier Quartet 10  
Look for the Silver Lining (From "Sally")  
(Kern)—Soprano-tenor,  
Betsy Lane Shepherd-Lewis James 10
- 50742 Answer (Vause)—Fox-trot, for dancing,  
Lenzberg's Riverside Orchestra 10  
Sweet Love (Smalle)—Fox-trot, for dancing,  
Lenzberg's Riverside Orchestra 10
- Edison Re-Creations—April Special**
- 80609 Lassie o' Mine (Walt)—Tenor.... Albert Lindquest  
When I Looked in Your Wonderful Eyes (Os-  
borne)—Baritone ..... Edward Allen 10
- 50700 Anytime, Anyday, Anywhere (Intro.: "Just for  
To-day")—Fox-trot, for dancing,  
Green Brothers' Novelty Band 10
- In Sweet September (Monaco)—Fox-trot, for  
dancing..... Green Brothers' Novelty Band 10
- 50713 Hula Blues (Cunha-Noble)—Fox-trot, for danc-  
ing..... Harry Raderman's Jazz Orchestra 10  
If a Wish Could Make It So (Stothart) (From  
"Tickle Me")—Medley Fox-trot, for dancing,  
Lenzberg's Riverside Orchestra 10
- 50714 Broadway Blues (Morgan)..... Al Bernard 10  
My Lovin' Sing Song Man (Bernard),  
Al Bernard-Frank M. Kamplain 10
- 50715 Darling (Intro.: "Just Snap Your Fingers at  
Care")—Medley Fox-trot, for dancing,  
Max Fells' Della Robbia Orchestra 10  
Wedding Blues (Friedlander) (From "Pitter  
Patter")—Fox-trot, for dancing,  
Lenzberg's Riverside Orchestra 10
- 50716 My Home Town Is a One-Horse Town (But It's  
Big Enough for Me) (Silver)—Tenor. Jim Doherty  
Wonderful Girl, Wonderful Boy (Caryl) (From  
"Tip Top")—Soprano-tenor,  
Helen Bell Rush-Reese Jones 10
- 50717 Baby Dreams (Stothart) (From "Jimmie")—  
Soprano..... Elizabeth Spencer and Mixed Chorus 10  
Mergie—Medley Fox-trot, for dancing,

## EDISON AMBEROL RECORDS

- ROYAL PURPLE RECORDS**
- 29072 Old Fireside (Towner)—Baritone,  
Thomas Chalmers and Mixed Chorus 10  
29073 Largo—Sonate in G Minor (Marcello)—Violon-  
cello ..... Maurice Maréchal 10
- REGULAR LIST**
- 4206 Biddy (Zamecnik)..... New York Military Band 10  
4207 Lindy (Berlin)—Male voices..... Premier Quartet 10  
4208 Garden of Roses (Schmid)—Tenor..... Lewis James 10  
4209 Broadway Rose (Spencer-Fried)... Lyric Male Quartet 10  
4210 Beela Boola (Rosey)—Male quartet,  
Electric City Four 10
- 4211 Bells of St. Mary's (Adams)—Tenor.... Lewis James 10  
4212 I'm a Lonesome Little Raindrop ("Greenwich  
Village Follies of 1920") (Hanley)—Tenor,  
Reese Jones 10
- 4213 Darling—Intro.: "Just Snap Your Fingers at  
Care"—Medley Fox-trot, for dancing,  
Max Fells' Della Robbia Orchestra 10
- 4214 12th Street Rag (Bowman), Imperial Marimba Band 10  
4215 Ragtime at Pun'kin Center (Stewart)—Rural  
story ..... Cal Stewart 10
- 4216 Sparklets (Miles) ..... Conway's Band 10  
4217 Annie, My Own (Scharf)—Fox-trot, for danc-  
ing..... Harry Raderman's Jazz Orchestra 10
- 4218 Satisfied (Briers)..... Albernad and Ernest Hare 10  
4219 I've Got the Blues for My Kentucky Home  
(Gaskill)—Male voices..... Premier Quartet 10
- 4220 Mergie—Intro.: "Look What You've Done with  
Your Dog-Gone Dangerous Eyes"—Medley  
Fox-trot..... Max Fells' Della Robbia Orchestra 10
- 4221 Play Me a Dixie Melody (Rose)..... Al Bernard 10  
4222 Miss Johnson's Party Medley—Hornpipes, violin,  
Joseph Samuels 10
- 4223 Grieving for You—Intro.: "I'm a Little No-  
body That Nobody Loves"—Medley Fox-trot,  
for dancing..... Lenzberg's Riverside Orchestra 10
- FRENCH RECORDS**
- 27198 Ma Vigne et Ma Mie (My Vine and My Be-  
loved) (Cuvillier)—Tenor..... Paul Dufault 10  
27199 Chanson de l'Adieu (Song of Farewell) (Tosti)  
—Tenor ..... Paul Dufault 10
- WELSH RECORDS**
- 14213 Mentra Gwen (Stars in Heav'n Are Bright)—  
Tenor ..... R. Festyn Davies 10
- GERMAN RECORDS**
- 26208 An der Isar Ländler (By the River Isar),  
Oberbayerische Bauernkapelle 10  
26209 "S Almstrausli" Ländler,  
Oberbayerische Bauernkapelle 10

## PATHE FRERES PHONOGRAPH CO.

- "POP" SUPPLEMENT NO. 43**
- POPULAR VOCAL**
- 22505 Love in Lilac Time (Furber-Lensen)—Baritone,  
William Lowe 10  
Whip-poo-will, from "Sally" (DeSylva-Kern)—  
Soprano ..... Gladys Rice 10
- 20490 Make Believe (Davis-Schilkret)—Tenor duet,  
Stanton Rhodes-Vincent Francis 10  
Aunt Jemina's Jubilee (Tracey-Pinkard)—Male  
quartet ..... The Harmonizers 10
- 20491 Angels (We Call Them Mothers Down Here)  
(Kalmar-Ruby)—Baritone ..... James Douglas 10
- (Continued on page 184)

ADVANCE RECORD BULLETINS FOR APRIL—(Continued from page 183)

- Sweet Bells of San Jose (MacBoyle-Rosemont-Kortlander)—Tenor-baritone duet, Robert Bruce-James Douglas 10
- 20492 Sunny Sue (Lewis-Young-Donaldson)—Baritone, Ernest Hare 10
- A Dream of Your Smile (Conrad)—Tenor, Carlton Williams 10
- 22506 I'm Missin' Mammy's Kissin' (Clare-Pollock)—Male trio.....Orpheus Trio 10
- Over the Hill (Klein-Allen-Rubens)—Tenor, Lewis James 10
- 20493 Loveless Love (Handy), Noble Sissle and His Sizzling Syncopaters 10
- Royal Garden Blues (Williams-Williams), Noble Sissle and His Sizzling Syncopaters 10
- 20494 Na-Jo (Wiedoeft-Holliday)—Fox-trot—Saxophone passage by Rudy Wiedoeft, Lanin's Roseland Orchestra 10
- Happiness (Meyer)—Fox-trot, Lanin's Roseland Orchestra 10
- 20495 All For You (Davis-Johnson)—Fox-trot, Casino Dance Orchestra 10
- Oh! Boy (I've Found the Baby for Me) (Little-Stanley-Dellon)—One-step, Casino Dance Orchestra 10
- 20497 Calling (Freedman-Squires)—Fox-trot, Vernon Country Club Orchestra 10
- Honey (Ager)—Fox-trot, Vernon Country Club Orchestra 10
- 20496 On a Far Alone Isle (Brennan-Rule)—Fox-trot, Vernon Country Club Orchestra 10
- Sweet Love (Smalle)—Fox-trot, Vernon Country Club Orchestra 10
- 20498 Mazie (Caine-Dawson-Gold)—Fox-trot, Green Brothers' Novelty Band 10
- Do You Ever Think of Me? (Burnett)—Fox-trot.....Green Brothers' Novelty Band 10
- 40217 Ragamuffin (DeWitt-Janssen)—Fox-trot, Werner Janssen at piano.....Hub Dance Orchestra 10
- My Java Belle (Spear-Janssen)—Fox-trot, Werner Janssen at piano.....Hub Dance Orchestra 10
- 20499 Railroad Blues (Roberts)—Fox-trot, Synco Jazz Band 10
- Sweet Mamma (Papa's Getting Mad) (Little-Frost)—Fox-trot.....Synco Jazz Band 10
- REGULAR PATHE APRIL LIST
- 54068 Inter Nos (Stidman-MacFadyen)—Basso, in English.....Adamo Didur 12
- 27518 Cradle Song (Wiegenlied) (Brahms)—Contralto, in German.....Kathleen Howard 10
- Dream Faces (Hutchison)—Contralto, Kathleen Howard 10
- 54067 Jean (Stanton-Burleigh)—Soprano, Claudia Muzio 12
- STANDARD SONGS SUNG IN ENGLISH
- 22488 Love's Old Sweet Song (Bingham-Molloy)—Contralto.....Marion Cox 10
- Little Bunch O' Honeyess (Deacey-Hahn)—Contralto.....Marion Cox 10
- 25051 Bring Back the Golden Days (Gillespie-Stickles)—Baritone.....Percy Hemus 10
- Ashes of Dreams (Gillespie-Harling)—Baritone, Percy Hemus 10
- 22489 The Want of You (Gillespie-Vanderpool)—Baritone.....William Simmons 10
- Duna (Pickthall-McGill)—Baritone, William Simmons 10
- 22476 Mother of Pearl (McCarthy-Graff-Ball)—Tenor, William Rees 10
- Because (Teschemacher-D'Hardelot)—Tenor, William Rees 10
- 40216 Gems, from "Mlle. Modiste" (Herbert), Pathe Light Opera Co. 12
- Gems, from "The Mikado" (Gilbert-Sullivan), Pathe Light Opera Co. 12
- 20483 Steal Away to Jesus (Freman)—Negro Spiritual, Noble Sissle's Southland Singers 10
- Hallelujah to the Lamb (Freman)—Negro Spiritual.....Noble Sissle's Southland Singers 10
- NEW INSTRUMENTAL RECORDS
- 22490 Twilight Hour (Savino)—Intermezzo, Pathe Concert Orchestra 10
- A Kiss to Remember Me By (Hamilton-Breir-Weinstein).....Pathe Concert Orchestra 10
- 22491 Witch of the Waves (Medley Irish Reels)—Intro.: "Half Penny," "Parnell's," "Temperance," "Blodgett's"—Violin.....Joseph Samuels 10
- Miss Johnson's Party (Medley Irish Hornpipes)—Intro.: "Mississippi," "Fisher's," "Ladies' Triumph," "Saratoga"—Violin, Joseph Samuels 10
- 59089 Liebeswälder (Love Waltz) (Moszkowski)—Piano solo.....Rudolph Ganz 12
- 2me Mazurka (Godard)—Piano solo, Rudolph Ganz 12
- 22492 (Pathé) Velma (Rosebrok)—Saxophone solo, Rudy Wiedoeft 10
- 022492 (Actuelle) Marriage Bells (O'Reardon)—Banjo-saxophone-piano.....Van Eps-Banta Trio 10

BRUNSWICK RECORDS

- 10027 Witches' Dance (Hexentanz-MacDowell)—Piano Solo.....Leopold Godowsky 10
- 10028 Annie Laurie (Douglass-Scott)—Soprano, with orch. accomp.....Dorothy Jardon 10
- 10029 Orientale (Cui-Persson)—Violin Solo.....Max Rosen 10
- 13018 Mother Machree (O'cott-Ball)—Tenor, with orch. accomp.....Theo Karle 10
- Come Back to Erin (Claribel)—Tenor, with orch. accomp.....Theo Karle 10
- 13017 Old Refrain (Kreisler-Loesser)—Violin Solo, Elias Breeskin 10
- Serenade (Pierne-Gruen)—Violin Solo, Elias Breeskin 10
- 5042 Still Sweeter Every Day (Martin-Miles)—Male Quartet.....Criterion Quartet 10
- Brighten the Corner Where You Are (Gabriel)—Male Quartet.....Criterion Quartet 10
- 5040 Tales of Hoffmann—Barcarolle—(Oh, Night of Love—Act III) (Offenbach)—Soprano-Contralto, with orch.....Marie Tiffany-Elizabeth Lennox 10
- Elegie (Song of Mourning) (Massenet-Coursen)—Soprano, with piano accomp. and violin obligato Marie Tiffany 10
- 25003 Marche Slave (Tschaiakowsky)—Concert Band, Vessella's Italian Band 10
- Danse Macahre (Death Dance—Op. 40) (Saint-Saens)—Concert Band.....Vessella's Italian Band 10
- 2074 Love Bird (Earl-Fiorito)—Baritone, with orch. accomp. (Saxophone passages by Wiedoeft's Saxophone Trio).....Ernest Hare 10
- Why Don't You? (From "Afgar") (McCarthy-Tierney)—Baritone, with orch. accomp. Ernest Hare 10
- 5044 My Husband's Dearest Friend (From "Honeydew") (Herbert-Zimbalist)—Duet, with orch. accomp.....Irene Williams-Sam Ash 10
- Whispering (Schonberger)—Soprano and Male Trio, with orch. accomp., Irene Williams-Crescent Trio 10
- 2078 My Isle of Golden Dreams (Intro. "Hiawatha's Melody of Love") (Blaufuss-Meyer)—Hawaiian Players.....Frank Ferera-Anthony Franchini 10

- Tripoli (Intro. "Let the Rest of the World Go By") (Weill-Ball)—Hawaiian Players, Frank Ferera-Anthony Franchini 10
- 2072 In the Dusk (Grey)—Fox-trot—For Dancing, Rudy Wiedoeft's Californians 10
- Midnight Moon (Bernard Hare)—Waltz—For Dancing.....Carl Benton's Orch. 10
- 2069 I Never Knew (Intro. "Two Sweet Lips") (Pitts-Egan-Marsh-Agar)—For Dancing—Accordion Solo.....Mario Perry 10
- Blue Jeans (Intro. "Biddy") (Traveller)—Fox-trot—For Dancing—Accordion Solo.....Mario Perry 10
- 5045 Whip-Poor-Will (Intro. "Wild Rose, from "Sally")—Fox-trot—For Dancing, Isham Jones' Orch. 10
- Look for the Silver Lining (From "Sally")—Fox-trot—For Dancing.....Isham Jones' Orch. 10
- 5046 Rose (Intro. "Soft and Low") (Magine-Biese-Westphal)—Fox-trot—For Dancing, Isham Jones' Orch. 10
- My Mammy (Donaldson)—Fox-trot—For Dancing, Isham Jones' Orch. 10
- 2077 Crazy Blues (Bradford-Bernard)—Fox-trot—For Dancing.....Bennie Krueger's Orch. 10
- Royal Garden Blues (Williams)—Fox-trot—For Dancing.....Bennie Krueger's Orch. 10
- 2070 Honolulu Eyes (Johnson-Violinsky)—Duet with Orchestra.....Charles Hart and Charles Harrison 10
- O-H-I-O (O-My-O) (Yellen-Olman)—Tenor with Orchestra.....Billy Jones 10
- 2079 Bright Eyes (Motzan-Jerome)—Fox-trot—For Dancing—Saxophone passages by Rudy Wiedoeft.....Carl Fenton's Orchestra 10
- Honolulu Eyes (Violinsky)—Waltz—For Dancing, Carl Fenton's Orchestra 10

GENNETT LATERAL RECORDS

- 4683 I'm Gonna Do It If I Like It (Berlin)—Tenor, Orch. accomp.....Billy Jones 10
- Blue Jeans (Traveler)—Tenor, Orch. accomp., Chas. Harrison 10
- 4684 Dearest One (Blaufuss)—Tenor and Baritone Duet, Orch. accomp.....Hart-Shaw 10
- Playmates (Fisher)—Tenor and Soprano Duet, Orch. accomp.....Ballard-Kyzer 10
- 4685 Molly (Ring-Haag-Miller)—Fox-trot, Ray Miller's Black and White Melody Boys 10
- Underneath the Dixie Moon (Miller-Fazioli-Klages), Ray Miller's Black and White Melody Boys 10
- 9114 Swanee River (Foster)—Violin Solo, Piano accomp. by Paul Wagner.....Rex Taylor 10
- Believe Me, If All Those Endearing Young Charms (Moore)—Violin Solo, Piano accomp. Paul Wagner.....Rex Taylor 10
- 4680 Ah, Fors' E Lui, Part I (Verdi) (The One of Whom I Dreamed)—From "Traviata"—Soprano, Orch. accomp.....Madam Jomello 10
- Ah, Fors' E Lui, Part II (Verdi) (The One of Whom I Dreamed)—From "Traviata"—Soprano, Orch. accomp.....Madam Jomello 10
- 4681 Somewhere a Voice Is Calling (Tate)—Contralto, Piano accomp. by Hugo Manself. Violin obligato by Percy Knowelman.....Ethel Toms 10
- Until (Sanderson)—Contralto, Piano accomp. by Hugo Manself. Violin obligato by Percy Knowelman.....Ethel Toms 10
- 4682 Mother Machree (Ball)—Tenor, Orch. accomp., Tom Sullivan 10
- A Little Bit of Heaven (Ball)—Tenor, Orch. accomp.....Denis O'Brien 10
- 4679 My Mammy (Lewis-Donaldson)—Baritone, Orch. accomp.....Ernest Hare 10
- Over the Hill (Allen-Rubens-Klein)—Tenor, Orch. accomp.....George Wilton Ballard 10
- 2516 La Feria 2 "La Zarauella" (Gacome), Garde Republicaine Band 10
- Salut au 85 (Defile) (Pares), Garde Republicaine Band 10
- 2517 Ciribiribin (Bucalossi)—Waltz, J. H. Squire's "Karsino" Orchestra 10
- Dance of the Hours (Ponchielli)—From "La Gioconda".....J. H. Squire's "Karsino" Orchestra 10
- 2518 Love's Old Sweet Song (Malloy)—Contralto, Piano accomp. by Hugo Manself.....Ethel Toms 10
- Good-Bye (Tosti)—Contralto, Piano accomp. by Hugo Manself. Violin obligato by Jean Frosoni.....Ethel Toms 10
- 4671 Mazie (Gold-Dawson-Caine)—Fox-trot, Green Bros. Novelty Band 10
- Two Sweet Lips (Ager)—Fox-trot, Lanin's Roseland Orchestra 10
- 4672 Mutt and Jeff (At the Shooting Gallery) (Kennedy)—Dialogue.....Porter-Kennedy 10
- Bringing Up Father (In the League of Wives) (Kennedy)—Dialogue.....Porter-Kennedy 10
- 4673 I Want to Be Ready (Burlleigh)—Negro Spiritual Song—Baritone, Orch. accomp.....Royal Dadman 10
- Hard Trials—Negro Spiritual Song—Baritone, Orch. accomp.....Royal Dadman 10
- 4674 The Old Gray Coat—Comic Song, Orch. accomp., Billy Williams 10
- My Girl From London Town—Comic Song, Orch. accomp.....Billy Williams 10
- 4675 Home, Sweet Home (Payne-Bishop)—Banjo and violin.....Ollie Oakley and Victor Opferman 10
- Happy Scotch Homestead—Xylophone Solo, Orch. accomp.....Billy Whitlock 10
- 4676 Fairy Voices (Crowe)—Waltz—Accordion Solo, Piano accomp.....Pamby Dick 10
- Love's Dreamland (Roder)—Accordion Solo, Piano accomp.....Pamby Dick 10
- 4677 Bright Eyes Medley (Conrad-Robinson)—Fox-trot. Intro.: "Singing the Blues," Joe Coleman's President Orchestra 10
- You Ought to See My Baby Medley (Ahlerl)—Fox-trot. Intro.: "No Wonder I'm Blue," Joe Coleman's President Orchestra 10
- 4678 Answer (Saying That You Love Me) (Vause)—Medley Fox-trot. Intro.: "Someone Cares," Yerkes' Dance Orchestra 10
- Make Believe (Shilkret)—Fox-trot, Lanin's Roseland Orchestra 10
- 9109 Make Up Your Mind, Maggie Mackenzie—Comic Scotch Song, Orch. accomp.....Hector Gordon 10
- Sandy, Take Hold of My Hand—Comic Scotch Song, Orch. accomp.....Hector Gordon 10
- 9110 Scots Wha Hae—Scotch Song, Orch. accomp., Archie Anderson 10
- A Man's a Man for a' That—Scotch Song, Orch. accomp.....Archie Anderson 10
- 4670 Amoureuse Waltz—Accordion Solo.....Signor Frosini 10
- Belphigor March—Concertina Solo.....Alex Prince 10
- 9111 Patience Selections, Part I (Sullivan), Gennett Military Band 10
- Patience Selections, Part II (Sullivan), Gennett Military Band 10
- 9108 Mikado Selections, Part I (Sullivan), His Majesty's Scots Guards Band 10
- Mikado Selections, Part II (Sullivan), His Majesty's Scots Guards Band 10

- 4668 The Old Rustic Bridge—Soprano and Baritone, Orch. accomp.....Trumble-Wiederhold 10
- In the Gloaming—Soprano and Baritone, Orch. accomp.....Trumble-Wiederhold 10
- 4669 The Rosary (Nevin)—Baritone, Orch. accomp., Robert Carr 10
- A Perfect Day (Bond)—Baritone, Orch. accomp., Archie Nicholson 10
- 9112 Pirates of Penzance, Part I (Sullivan), His Majesty's Scots Guards Band 10
- Pirates of Penzance, Part II (Sullivan), His Majesty's Scots Guards Band 10
- 9113 H. M. S. Pinafore, Part I (Sullivan), His Majesty's Scots Guards Band 10
- H. M. S. Pinafore, Part II (Sullivan), His Majesty's Scots Guards Band 10

PARAMOUNT RECORDS

- INSTRUMENTAL RECORDS
- 50041 Schubert's Serenade—Saxophone Solo, Saxophone With Creatore and His Band 10
- Spring Song—Clarinet Solo, Clarinet With Creatore and His Band 10
- 33077 Blaze Away March (Holzman)—Military Band, Rogers' Band 10
- Pasadena Day March (Vesselle)—Military Band, Rogers' Band 10
- 33080 Medley of Southern Melodies—Banjo Solo, Fred Van Eps 10
- Dixie Medley—Banjo Solo.....Fred Van Eps 10
- 33081 Carnival of Venice (Arban)—Xylophone Solo, Raymond C. Ellis 10
- Estudiantina Waltz (Emil Waldteufel)—Xylophone Solo.....Raymond C. Ellis 10
- 33082 Schubert's Serenade—Violin Solo, Leopold Lichtenberg 10
- Traumerei (Reverie)—Violin Solo, Leopold Lichtenberg 10

VOCAL RECORDS

- 33079 Hosanna (Jules Granier)—Tenor Solo.....Ernest Davis 10
- The Palms (J. Faure)—Tenor Solo.....Ernest Davis 10
- 20045 Why Don't You? (Tierney-McCarthy)—Soprano-Tenor Duet, orch. accomp.....Young-Harrison 10
- O-H-I-O (Yellen-Olman)—Baritone Solo, orch. accomp.....Ernest Hare 10

DANCE RECORDS

- 20046 Love Bird (Earl-Fiorito)—Fox-trot, The Frisco Syncopaters 10
- Oriental Blues (Charles Bird)—Fox-trot, Merry Melody Men 10
- 20047 Bright Eyes (Motzan-Jerome-Smith)—Fox-trot, The Frisco Syncopaters 10
- Cuban Melodies (Arranged by C. Coleman)—Fox-trot.....The Frisco Syncopaters 10
- 20044 That Naughty Waltz—For Dancing, Selvin's Novelty Orch. 10
- My Isle of Golden Dreams—Waltz, Selvin's Novelty Orch. 10

OKEH RECORDS

- 50001 I Hear You Calling Me—Tenor, with Orch., John McCormack 12
- 50005 Celeste Aida (From "Aida")—Tenor, with Orch., John McCormack 12
- 5003 Caro Nome (Dear Name) (From Opera, "Rigoletto," Act 2)—Soprano, with Orch., Marina Campanari 12
- Cavatina (From Opera, "Don Pasquale")—Soprano, with Orch.....Marina Campanari 12
- 4272 The Palms (Sacred)—Baritone, with Orch., Bernard Ferguson 10
- Crucifix (Sacred)—Tenor-baritone duet, with Orch.....Charles Henry-James Jordan 10
- 4273 Beautiful Saviour (Sacred), Shannon Four-Jane Neilson 10
- When Cathedral Bells at Twilight Chime, Shannon Four-Jane Neilson 10
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**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 common and \$250,000 special stock 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. Abbot Goodhue, now vice-president of the First National Bank of Boston, its president, and P. J. Vogel, of the Chase National Bank,

- Roaming (Straight-Bargy)—Baritone solo, Orch. accomp...Arthur Fields 10
  - 10339 Out Where the West Begins (Estelle Philleo)—Baritone solo, Orch. accomp...Royal Dadmun 10  
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  - 10331 Traumerei (Schumann)—Violin solo, piano accomp...Milan Lusk 10  
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- DANCE RECORDS**
- 9051 Humming—Medley Fox-trot—Intro.: "Stars of Normandy"—Chorus sung by Arthur Hall, Moulin Rouge Orchestra 10  
Na-Jo—Fox-trot—With Rudy Wiedoeft playing the saxophone...Selvin's Novelty Orchestra 10
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- VOCAL RECORDS**
- 9054 I'm Missin' Mammy's Kissin' and I Know She's Missin' Mine...Ernest Hare 10  
Angels (We Call Them Mothers Down Here), Charles Harrison 10
  - 9055 I Like It...Arthur Hall 10  
Down by the O-H-I-O, O-MY-O...Billy Jones 10
- COLORED VOCAL RECORD**
- 9053 Arkansas Blues...Lucille Hegamin 10  
Accomp. by "The Blue Flame Syncopators" 10  
I'll Be Good, But I'll Be Lonesome...Lucille Hegamin 10  
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- STANDARD VOCAL AND INSTRUMENTAL RECORDS**
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Long Ago in Alcala...George Dexter 10
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  - 3058 French National Defile March...ARTO Military Band 10  
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  - 3059 Invincible Eagle March...ARTO Military Band 10  
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- JEWISH SONG RECORD**
- 3062 Auf Dem Schlechten Weg...Esther Feinberg 10  
Der Chuppe Tug...Esther Feinberg 10

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 this connection it may be noted that it will 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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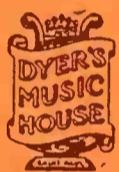
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It is the record of this company that the prices of Edison Phonographs increased less than 15%, including War Tax, since 1914.

We should regret a further advance in Edison Phonograph prices, especially at this late date, but such must be the case, should the Government increase the Excise Tax on phonographs.

## THOMAS A. EDISON, Inc.

ORANGE, NEW JERSEY

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### JOBBER OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

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**CALIFORNIA**  
Los Angeles—Edison Phonographs, Ltd.  
San Francisco—Edison Phonographs, Ltd.

**COLORADO**  
Denver—Denver Dry Goods Co.

**CONNECTICUT**  
New Haven—Pardee-Ellenberger Co., Inc.

**GEORGIA**  
Atlanta—Phonographs, Inc.

**ILLINOIS**  
Chicago—The Phonograph Co. Wm. H. Lyons (Amberola only).

**INDIANA**  
Indianapolis—Yapp Phonograph Co.

**IOWA**  
Des Moines—Harger & Blish.  
Sioux City—Harger & Blish.

**LOUISIANA**  
New Orleans—Diamond Music Co., Inc.

**MASSACHUSETTS**  
Boston—Pardee-Ellenberger Co.  
Iver Johnson Sporting Goods Co. (Amberola only).

**MICHIGAN**  
Detroit—Phonograph Co. of Detroit

**MINNESOTA**  
Minneapolis—Laurence H. Lucker

**MISSOURI**  
Kansas City—The Phonograph Co. of Kansas City.  
St. Louis—Silverstone Music Co.

**MONTANA**  
Helena—Montana Phonograph Co.

**NEBRASKA**  
Omaha—Shultz Bros.

**NEW YORK**  
Albany—American Phonograph Co.  
New York—The Phonograph Corp. of Manhattan.  
Syracuse—Frank E. Bolway & Son, Inc. W. D. Andrews Co. (Amberola only).

**OHIO**  
Cincinnati—The Phonograph Co.  
Cleveland—The Phonograph Co.

**OREGON**  
Portland—Edison Phonographs, Ltd.

**PENNSYLVANIA**  
Philadelphia—Girard Phonograph Co.  
Pittsburgh—Buehn Phonograph Co.  
Williamsport—W. A. Myers.

**RHODE ISLAND**  
Providence—J. A. Foster Co. (Amberola only).

**TEXAS**  
Dallas—Texas-Oklahoma Phonograph Co.

**UTAH**  
Ogden—Proudfit Sporting Goods Co.

**VIRGINIA**  
Richmond—The C. B. Haynes Co., Inc.

**WISCONSIN**  
Milwaukee—The Phonograph Co. of Milwaukee.

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Montreal—R. S. Williams & Sons Co., Ltd.  
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Vancouver—Kent Piano Co., Ltd.  
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Babson Bros. (Amberola only).  
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