The best-known trade-mark in the world
designating the products of the Victor Talking Machine Co.
Have you heard the improved tone of the Sonora period models?

The tone of the Sonora Periods is a revelation not only to the general public but particularly to phonograph dealers who know what tonal quality means.

These beautiful instruments illustrate the latest development in phonograph construction and their tone is peerless for naturalness of expression, for clarity, for smoothness, fullness and accuracy.

These Period Sonoras have a magnificent, resonant tone of exceptional volume and power, which represents a distinct advance in the art of sound reproduction.

Sonora's Period line is of remarkable completeness and variety; 24 classic designs being in regular stock.

It is plainly evident that the trend of the times is toward period models.

These art instruments permit the purchaser to choose a phonograph which harmonizes perfectly with the furnishings of the music room in which it will be placed.

Sonora Periods for smart elegance of appearance, for careful high-grade workmanship and for important and valuable features of construction have set the very highest of standards.

Sonora Periods sell easily because they are priced fairly and because their superiority is so apparent.

We are now adding new dealers. Write for information

SONORA PHONOGRAPh COMPANY, Inc.
George E. Brightson, President
NEW YORK : 279 Broadway
Canadian Distributors: L. Montagnes & Co., Toronto

The Highest Class Talking Machine in the World
THE TIME TO MOVE FORWARD TO AN ERA OF PROSPERITY

"Forward, Now Together," is the Timely Slogan of the Associated Advertising Clubs of the World and It Is Well Worthy the Consideration of Talking Machine Men

The time has come for all of us in America to move forward—unitedly and with determination—into an era of sound prosperity. We are due to come into our own. Now is none too soon.

We must make up our minds to go ahead—flash this signal along the line.

The way is open if our will is strong. The wheels of industry will turn in response to our command, expressed in terms of action. It is up to you, to all of us, to say the right word and do the right thing to stabilize business. Stability waits on activity plus faith that all power—faith in ourselves, in one another, in business.

Faith is the very foundation of prosperity. Make it the cornerstone of your thinking and of your action.

To-day, let us start putting our shoulders to the wheel, all together. Let us work a little more, think a little harder, buy without foreboding—sell with a conscience. We must keep a clear eye out for the other fellow's interests as well as our own.

The one rule that assures a full measure of prosperity is the Golden Rule. It is simple, sure, safe. Work this rule and let it rule your work.

Some say there has been a breaking down of faith by the recent scramble to "get while the getting is good." Even if that is so, we must dismiss from our minds that phase of reaction from war endeavors and declare for new, high standards.

Nothing tangible is holding us back. The fundamental factors making for prosperity are all favorable.

At core American business is solid. At heart American men and women are courageous. We must show the world, each other, ourselves, what American spirit and achievement really mean.

Forward now, together, confidently!

NEW POST FOR R. M. KEMPTON

R. M. Kempston is now in charge of the wholesale Vocalion department of Consolidated Co. and of the distribution of those instruments throughout the country. Mr. Kempston has for some time past been in charge of the retail Vocalion store and record and roll department in the metropolitan district, and has also looked after the distribution of the Vocalion products in this section. George R. Richmond will assist him in the retail department, and H. E. Miller in the record and roll department.

OPENING OF HALE VICTROLA STORE

CITADELA FALLS, O., June 4.—Formal opening of the Hale Victrola store on Front street, recently remodelled, was held recently. Large crowds visited the store during the evening and inspected the complete line of talking machines and records. A special program of music, vocal and instrumental features, was given. An orchestra provided the music.

FRAZER HAHN IN TROUBLE

Franz Yahn, talking machine dealer, located in Springfield, Mass., has filed a petition in bankruptcy. The schedules filed disclose liabilities of $3,587.10, of which $16,150 is secured for the creditors. The assets are scheduled nominally of which $990.56 is represented in stock in trade, $4,073.70 in machinery, tools, etc., and $2,051.32 debts due on open account.

APPLIES FOR INCORPORATION

Application for a charter for the Minnelli Phonograph Co., Pittston, Pa., for the purpose of manufacturing and selling music machines, records, musical instruments, etc., has been filed with the Governor of the State of Pennsylvania. Intended incorporators are: Vincent Vincenzo Minnelli, Carmelo Rizzo and Rosario Lunetta.

FORM NATIONAL COMMITTEE TO ORGANIZE RETAIL TRADE


Following the decision arrived at at the special session of the convention of the National Association of Music Merchants in Chicago on May 11, to appoint a talking machine committee, with a view to bringing together the retail talking machine interests of the country, the accompanying letter has been sent out to talking machine dealers throughout the country from association headquarters: "In view of the widespread interest in the proposal to organize talking machine and phonograph dealers nationally steps were taken at the convention session of the National Association of Music Merchants, in Chicago, May 11, to provide for a talking machine committee which would represent this branch of the retail trade.

"It is proposed to organize a talking machine committee as follows:

"Each local association to name a delegate for a membership of fifty or less and if any association has a membership of more than 50 then a delegate for each 50 members or fraction thereof. These delegates will be considered nominees from local association names will be chosen the talking machine committee of the National Association of Music Merchants, consist of five, seven, nine or up to fifteen members, as may be determined by vote of the local associations representing the trade locally. The delegates or nominees whose names are submitted by local associations prior to June 10, 1921, will be listed and a list of all their names will be returned to each local association, which will choose from the list the men desired on the national talking machine committee. Each local association will cast one vote by each of its delegates for the committee men it chooses."

The letter was accompanied by a questionnaire covering the various facts regarding the local association.

The National Association of Music Merchants enlarged its name and membership two years ago in order to provide for the taking in of talking machine dealers, in view of the fact that practically all the music merchants handle phonographs and roll departments in addition to other lines. There is general sentiment favorable to bringing talking machine men into the present association with a view to avoiding the difficulties incident to the management of the Port-

The Talking Machine Men, Inc., a live local association, taking in dealers of New York, New Jersey, and Connecticut, meeting held recently to appoint delegates to assist in the formation of a national committee. E. G. Brown, of Bayonne, represented that association at the Chicago meeting.

See second last page for Index of Articles of Interest in this issue of The World
Lack of Concentration in Selling Ideas Is Apt to Confuse the Customer

By W. E. Bates

There are a lot of people who find it hard to arrive at a definite decision. Sometimes it is because they are afraid of making a mistake, but more often it is difficult to decide because they are confronted with too many alternatives.

"My milliner just a while ago showed me so many hats that I left the store without buying. I could not decide on any one." Thus said a lady on whom I was waiting in a record booth one day. Did it sink in, to my profit? You may be mighty sure it did! Very few records did that lady hear, but those that were played were of a type she liked, and she bought!

This trait of indecision is not confined to the fair sex, no matter what we say to the contrary. I never try to select a necktie from a well-filled rack or counter but that I go through all the thrones of this selfsame wrinkle of human nature. Each succeeding tie seems more to my taste than the preceding one—and then, again, those that I looked at first are not so bad, either. It's a strange twist that perhaps 90 per cent of mortals have—this difficulty in selecting. Unless we go into a store knowing just the article we want we are apt to have a mighty hard time getting suited! To paraphrase an old saying, "Too many ideas spoil the customer!"

Talking machine salesman! Do you ever stop to think of this while selling an instrument on the floor? How about that last sale you lost? Did you lead the prospect all around the showrooms until his poor, muddled head was filled with a confusion of oak, walnut and mahogany, a mixture of gold and nickel plating? All the while were you drowning him in a sea of selling talk? Then, did you wonder why that selfsame prospect said he could not decide that day—he wanted to talk it over at home and would be in again? There must have been something wrong, for you know he looked like an easy sale when he came in.

Of course, you see what I am driving at. You say, "This fellow who thinks he knows it all means that I should concentrate my efforts—should show fewer instruments and cut some of my chatter." You have it, brother—at least, all except the first part of that. I don't pretend to know it all—I'm still learning. There's a lot ahead of me, and even the writing of this little article is teaching me something. It's funny how putting down one's ideas in black and white straightens out a line of thought. Did you ever—but that's another story!

All right! Let's return to that sale you lost. There's no use worrying about it—that won't help any. Instead, see if we can learn how to better handle the next fellow.

How about, first of all, finding out from the prospect these three points:

1. Purpose for which he wants the instrument.
2. His preference in wood.
3. Approximately the price he can pay.

This last point is not really determined until we have progressed a little with our sale. Furthermore, we don't have to ask him all these questions bluntly; the prospect should not be made to feel that he is going through his catechism! There are always several ways of finding out what we want to know.

The first point we are likely to learn without much trouble—no doubt, the way the prospective customer states his mission will tell us. If his good wife and one or two little shavers are along, of course he wants that talking machine for the greatest of all places—his home. Then we know that what is wanted is an instrument with a full but sweet tone and of pleasing appearance—an instrument about which this little family will gather when the day is over and have an evening of good, solid pleasure. Or, mayhap, a young fellow comes striding in with dance written all over him. All right, we'll let loose our noise.

The matter of wood is easily settled by a well-formed question as to his desires, or, if the prospect has none, a question as to the finish of the furniture in his parlor or living-room, followed by a suggestion or two on our part. This point should not cause us any trouble.

Price, the third point, is about the hardest of the three to settle, but even this becomes much easier if we use thought and good common sense.

(Continued on page 6)
Victor Supremacy

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

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

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

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

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

Victor Wholesalers

Albany, N. Y., Gately-Halsey Co., Inc.
Atlanta, Ga., E. L. Ellis Talking Machine Co.
Baltimore, Md., F. P. Dropp & Sons Co.
Birmingham, Ala., H. R. Eisenhardt Sons, Inc.
Boston, Mass., Oliver Dixon Co.
Buffalo, N. Y., Curtiss N. Andrews
Camden, N. J., L. S. S. Co.
Chicago, Ill., The Eastern Talking Machine Co.
Columbus, O., G. T. Williams Co.
Cleveland, O., The Cleveland Talking Machine Co.
Cincinnati, O., The Eclipse Musical Machine Co.
Cleveland, O., The Cleveland Talking Machine Co.
Danville, Va., Silas E. Pearsall Co.
Denver, Colo., The John Elliott Clark Co.
Detroit, Mich., K. Houck Piano Co.
Des Moines, Iowa, Wm. H. Reynolds.
Elyea, Ak., E. F. Droop & Sons Co.
Flint, Mich., H. R. Eisenhardt Sons, Inc.
Fresno, Cal., Wm. H. Reynolds.
Galveston, Tex., W. J. Dyer & Bros.
Hartford, Conn., H. R. Eisenhardt Sons, Inc.
Harrisburg, Pa., H. R. Eisenhardt Sons, Inc.
Hartford, Conn., The John Elliott Clark Co.
Indianapolis, Ind., The John Elliott Clark Co.
Jacksonville, Fla., The J. W. Jenkins Sons Music Co.
Kansas City, Mo., The Boeing Piano Co.
Knoxville, Tenn., The Boeing Piano Co.
Los Angeles, Cal., E. F. Droop & Sons Co.
Memphis, Tenn., E. F. Droop & Sons Co.
Minneapolis, Minn., E. F. Droop & Sons Co.
Mobile, Ala., Wm. H. Reynolds.
New Haven, Conn., The John Elliott Clark Co.
New Orleans, La., Wm. H. Reynolds.
North Dakota, Blackmer Talking Machine Co.
Oakland, Calif., L. S. S. Co.
Omaha, Nebr., B. P. Cottle Co.
Oregon, Ore., R. F. Curtiss Co.
Philadelphia, Pa., H. A. Wynn & Sons, Inc.
Portland, Me., C. C. Mellor Co., Ltd.
Richmond, Va., W. P. Federich Piano Co.
San Francisco, Cal., E. F. Droop & Sons Co.
Seattle, Wash., Wm. H. Reynolds.
Springfield, Ill., Wm. H. Reynolds.
St. Louis, Mo., Koecher-Brenner Music Co.
Tulsa, Okla., W. H. Reynolds.
Wichita, Kan., Wm. H. Reynolds.
Wilmington, Del., E. F. Droop & Sons Co.
Worthington, O., Wm. H. Reynolds.

Victor Talking Machine Co.

Camden, N. J., U. S. A.
TOO MANY IDEAS CONFUSE BUYERS
(Continued from page 4)

well sprinkled with observation. Begin at the top, and, if we have to, work down. Never run the risk of insulting the customer by showing him something a lot cheaper than he wants. We'll show him something big, and then, if Ma looks at Pa, who returns the look with a dubious expression and promptly asks the price, which seems to make him both gasp, we must realize that we may have to gracefully fall in price to another instrument.

When our intuition—what a lot of that one has to use in selling—tells us that we have reached the level of the customer's pocketbook, let her go! We know why the prospect wants to buy an instrument, what finish he prefers and the price he can afford. Now concentrate. Remember, we do not want to confuse the customer's mind. That is just the reason we have selected this one particular instrument before us. Just so, we must not perplex him with a lot of confusing, perhaps unnecessary, statements. After all, I think the sales easiest clinched are where the salesman shows the least effort. His wits are focused on the job before him, but he does not show anxiety and his sales talk has a quiet strength.

I know of no hard and fast rules for leading up to the closing and for clinching the sale. Anyhow, I'm not going to take up your time with a sermon on sales talk. That subject has been well handled many times in The Talking Machine World and, in addition, every successful salesman has his own ideas on handling this end of a sale. What I do want to do is drive home this one point—finally concentrate on one instrument and stick to that instrument until the sale is made. Try it on your next prospect!

W. G. PILGRIM SAILS FOR EUROPE

Treasurer of General Phonograph Corp. Embarks on Extended Continental Trip

W. G. Pilgrim, treasurer and assistant general manager of the General Phonograph Corp., sailed on May 21 on the “Rotterdam” for an extended trip abroad. Mr. Pilgrim, who is accompanied by Mrs. Pilgrim, is planning to visit England, France and Switzerland on a combined pleasure and business journey.

TO RECORD FOR BRUNSWICK

Giuseppe Danise, baritone of the Metropolitan Opera Co., who appeared with great success in “Andre Chenier” and “Aida,” has closed a contract with Brunswick to make records exclusively for Brunswick.

on our toes to win the race for you

Yes we want you to know that we are on our toes to win you more dollars

THE CLEVELAND TALKING MACHINE CO.

1125 OREGON AVENUE

Victor Wholesalers

CLEVELAND, OHIO

VICTROLA ARRIVES IN BURMA

Columbus Dealer's Sale to Missionary Gets Safely to Its Foreign Destination

COLUMBUS, O., June 3.—Charles F. Spence, Victrola dealer, 67 East State street, received a postcard this week from Burma, India, notifying him that a Victrola shipped from the Columbus store last September had safely arrived at its destination. The card was mailed in Burma, March 12.

Last September a missionary, H. J. Marshall, bought one of the smaller sizes of Victrolas from Spence, along with about 100 Victor records. It was carefully boxed for shipping and six different shipping bills, entailing a great amount of red tape, were made out. The outfit was then shipped. Starting by railroad, it was transferred to ocean liner, thence to several other railroads, thence to automobile, from which it was transferred to camel caravan. Before it reached its final destination it was carried by elephant and coolie, being on the road seven months in all. Mr. Marshall has presented Mr. Spence with a Gramophone record made in India. It reproduces perfectly the weird minor strains of a Burmese band playing a popular dance number of that country and is interesting when played side by side with jazz.

Peerless Superiority Demonstrated

In every line of business there is a leader—some one manufacturer who blazes the trail that others follow.

By timely action in providing the trade with a perfected album interior for Victrola No. 80, Peerless has again demonstrated its leadership in the Album industry.

Whether it is a slogan or a new album, Peerless originates—that, combined with top-notch quality and honest workmanship is the secret of Peerless popularity and success.

Peerless Album Company

Phil Raais, Pres.

636-638 Broadway

New York

Atlanta Office, 74 Forsyth St.

Boston Office, 20 Sudbury St.

Chicago Office, 21 E. Van Buren St.
Victor Supremacy

is universally acknowledged

The Victrola has time and time again demonstrated its supremacy in the great things it has actually accomplished.

It is easy for every Victor retailer to reap the advantages that come with such supremacy.

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Victor Talking Machine Co.
Camden, N. J., U. S. A.
The Campaign for Better Business

General Mangin, the great French strategist, in discussing the World War, remarked: "The secret of victory is attack, attack, keep on attacking—that is what the Americans did, and that is how the war was won." This has a good American ring about it although written by a Frenchman, and it is a slogan that could be adopted with profit by enterprising talking machine men in the prosecution of business betterment.

It is the dealer, manufacturer and jobber who is pounding away—attacking, attacking and keeping on attacking in the form of progressive salesmanship and up-to-date advertising who is securing orders and doing business today.

These victory centers along these lines in business as it does in war. The dealer or manufacturer who is inactive, who doesn't realize the conditions under which he is operating, who doesn't prepare his plans intelligently and act upon them, who is not prepared to attack and move his lines forward continuously, is forced to retreat—he is bound to lose the battle for trade and for success.

The man who endeavors to achieve success, even if he makes mistakes, is entitled to every credit, because he does his best, but there is no place of honor for the man who does nothing but grumble and find fault with times and conditions rather than master them.

Business after all is a battle—a continuous campaign where innumerable obstacles confront mostly everyone—obstacles that must be mastered and conquered. These are days which call for generalship whether in the executive, sales, or manufacturing departments. We have gone through four or five years of comparatively easy times in the matter of selling goods, with orders exceeding production. There was no need for any special display of genius to succeed, but now we are in the midst of a readjustment of the world’s affairs, perhaps the greatest readjustment in history—and men are facing problems that have never before been encountered. It is a time when every man’s ability and financial and mental resources are being taxed to the utmost, and it is worth emphasizing that the men or concerns that are winning out in this great trying period are those who believe in General Mangin’s definition of victory—"attack, attack, keep on attacking."

When manufacturers, dealers, or jobbers are facing discouragements, when plans are disrupted, and many problems arise, it is timely to consider that there is only one path to success, and that is winning victory by recourse to every possible resource—by going after business vigorously, intelligently and getting it.

And business can be secured by the employment of these strenuous methods. From various parts of the country The World is in receipt of hundreds of letters from dealers which tell of surprising results achieved by unusual sales efforts. The buyers’ strike is being conquered by such forceful action, and people are being made to realize that talking machines and records are as necessary to the home to-day as they were in war times.

Importance of Price Maintenance

IF persistence is commendable virtue and in the majority of cases brings the desired results, then those of the talking machine men, as well as men in other industries, who favor a national act legalizing the maintenance of retail prices on trade-marked or branded goods, may hope to have such an act on the statute books of the Nation some time in the future.

Once again a price maintenance bill is before Congress. First, some years ago, came the Stevens Bill, which died a natural death and was succeeded by what was known as the Stephens-Amherst Bill. This bill in turn met the fate of its predecessor, despite the earnest efforts of those in favor of the measure to have it actually made into a law.

Now comes the Stephens-Kelly Bill, which has been introduced into Congress by Hon. M. Clyde Kelly, of Pennsylvania, who is a staunch believer in price maintenance and promises to use every effort to have the bill brought to a vote and if possible passed at this session. It is time for the members of the talking machine industry to rally behind the measure, for there never was a time when some such law to protect the standing of trade-marked and branded articles, and to save them from the ravages of the price cutter, was so absolutely necessary.

It has been proven on more than one occasion and is, as a matter of fact, in court records that the average price cutter of the department store type simply uses the reduced price on trade-marked articles as a bait to draw the public to his store in order that he may dispose of goods under his own mark bought at low prices, often of inferior quality and allowing a far wider margin of profit than does the trade-marked product.

The fact that so many dealers in talking machines have built up substantial businesses in the past has been due in no small measure to the protection offered to them by the various recognized systems of retail price maintenance, and also to the fact that the supply of machines and records was for the greater part of the time insufficient to meet demands. Both these factors for the protection of the dealer have been in a large measure eliminated by changing conditions, and the earnest support of the Stephens-Kelly Bill will help to restore this protection to some degree at least.

Good Will Result from Chicago Meeting

TAKING everything into consideration, the scheduled meeting of the retail talking machine interests in Chicago in connection with the convention of the National Association of Music Merchants did not bring forth the immediate results for which its supporters hoped, although it is quite likely that some material good will develop as a result of the discussions and the efforts of the committee appointed to give further consideration to the plan for organizing the retail talking machine interests of the nation.

There is actually in some sections of the country, and reported in other sections, a strong sentiment in favor of the organization of a national association of talking machine retailers which shall be comprehensive in its scope, taking in retailers in all lines. National associations, however, are not organized through the interested individuals staying home and thinking about them. It is quite apparent, too, that among the score or so talking machine men who attended the meeting in Chicago there was a divergence of opinion as to the manner of organizing talking machine dealers into a national body—how that body should be constituted, and how it should operate.

There is a strong probability that if the special committee representing the National Association of Music Merchants work hard and intelligently some good will result from the Chicago meeting. The existing machinery of the Music Merchants’ Association provides the means for bringing the talking machine men together quickly,

THE TALKING MACHINE WORLD

NEW YORK, JUNE 15, 1921

J. B. SPILLANE, Editor

RAY BILL, B. B. WILSON, BRAID WHITE, Associate Editors

L. E. BOWERS, circulation Manager


Sales Office: General Managers: John H. Wilson, 124 Washington Street, New York; Vice-President, Raymond Bill, 373 Fourth Ave, New York; Secretary, F. L. Bill, Assistant Treasurer, Wm. A. Low.

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June 15, 1921

**THE TALKING MACHINE WORLD**

and at a minimum of expense. Should later developments suggest the wisdom of a distinct and separate organization of talking machine retailers, there is at least afforded at the present time an opportunity for providing a nucleus from which a separate organization may be developed.

It is quite apparent that the many questions regarding the factors that will dominate in any national association, and the fusing of competing interests into a harmonious whole, must be carefully ironed out and settled before there can be any hope of a permanent, all-inclusive national retail talking machine body.

**RECOGNIZES IMPORTANCE OF THE INDUSTRY**

**NEWSPAPERS** make it a rule of giving editorial space only to those matters considered of direct interest to the majority of readers, for that is the basis on which circulation is built. The steady increase, therefore, in the number of daily newspapers which find it expedient to devote space regularly to reviews of the new talking machine records, and to extended comments thereon, is significant in that it may be accepted as proof of the wide use and general importance of the talking machine itself.

The latest newspaper to announce such a department is the Philadelphia North American, which for several years past has been doing some excellent work in the cause of music, and there are dozens of other newspapers that have already seen the light, among them the Boston Herald, the Springfield (Mass.) Union, and the Providence (R. I.) Tribune, as well as several in the West.

This general review of the new records run as a regular feature in various newspapers is to be encouraged by members of the industry, for it should result directly in increased record sales. There are probably hundreds of newspaper readers who receive the record supplements each month and put them aside and forget them after a cursory glance, but who, seeing the record reviews in the daily paper, find time to read these reviews and be impressed with the desirability of certain of the records described. It is the kind of publicity that, while interesting to a great proportion of the newspaper readers, is also calculated to help business. It should, therefore, be strongly supported.

**THE TALKING MACHINE AS A TEACHER**

MME. GALLI-CURCI, the celebrated prima donna of the Chicago Opera Company, who will join the forces of the Metropolitan Opera Company next season, in a recent interview paid a great tribute to the talking machine and its value in an educational way to even this most gifted of singers, when she said:

"I tried to sing in New York several years ago there were in my voice many faults that worked against me, and now I know that these imperfections sent me away from the wonderful city. To get rid of them, I turned to the talking machine. I knew that I could correct them if I could hear them myself. I used many, many records, each time listening for the faults and the next time trying to correct them. I may say that my most painstaking teacher was the talking machine. I hope to go on improving, and shall work to do so, but I do not think I shall ever have the perfect voice. For nine years I have sung in public, and they have been nine years of the most joyful work ever done. Perhaps when I have sung nine years more I shall have been able to improve! Who knows?"

One of the greatest charms about this great luminary in the musical world is her modesty. Mme. Galli-Curci recognizes the wonderful value of the talking machine in a musical way, and does not hesitate to state publicly and unqualifiedly how it has benefited her.

People of smaller minds and more pretentions would be shocked at such a confession, but great artists are great because they recognize that they are human beings and have weaknesses to overcome, and are not averse to acknowledging how, by whom and by what means they are being helped to scale the ladder of success.

**DEVELOPING TRADE IN SUMMER MONTHS**

**THE talking machine dealer who makes his business plans according to the calendar rather than the thermometer most likely has his preliminary campaign for Summer business already mapped out, or started, and is getting ready for the big push.** The dealer, however, who must feel the hot weather before he goes after hot-weather trade had better remember that the season is backward and that some hustling will be required to get things lined up for the vacationists, campers and excursionists of July and August and September.

The talking machine is already recognized as a necessary adjunct to the successful vacation party, and it is the retailer who offers the most adaptable machine in the most effective manner who will realize on this demand that is bound to come.

The power of suggestion accomplishes wonders when properly applied, and the advertisement, or window display, that causes the reader or the passer-by to picture the coming delights of the period of recreation, and at the same time make the portable talking machine an indelible part of that picture, is accomplishing something that will result in business, and very probably business for the originator of the campaign.

In view of general conditions it may be that some new business-developing ideas will be necessary to secure results measuring up to past records, but the business is there for the dealer who goes after it early and energetically.

**RIGHT KIND OF PUBLICITY PAYS**

**THE printed matter issued by a house is in a measure a reflection of the character of the house itself.** Hence it is not well to skimp in the cost of issuing attractively printed booklets, programs, or other literature which goes into the home. When the name of a dealer or manufacturer is associated with something very choice in the way of publicity it is advertising of the right kind.

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**Dempsey vs. Carpentier**

You can't pick the winner. It is largely a matter of guesswork.

In the talking machine field it is different. You, Mr. Victor Dealer, have already picked the winner. It is not difficult to see the many advantages of putting all your energies behind a sure thing—by that we mean "Victor Exclusively."

**ORMES, Inc.**

103 E. 125th St. Wholesale Exclusively NEW YORK
IMPORTANT TO THE TALKING MACHINE TRADE

Record Albums

Yes, Price is one point.
But so is Quality another point.
Quality and Price must be considered together. "National Albums" are unsurpassed and seldom equaled in Quality.
They give permanent satisfaction to the user. Please your customers. Write us for price list.

SELECTING THEIR FAVORITES
NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.

BLACKFEET INDIANS RETURN CALL

Distinguished Americans Call on Branson De Cou in Newark and Enjoy Hearing Records Which They Made Some Years Ago

Three years ago Branson De Cou, manager of Landay's Victrola store, Newark, N. J., visited Glacier National Park at the time of the great Medicine Lodge, the annual ceremony of worship to the sun god, which was then held in the beautiful Two Medicine Lake country. Mr. De Cou made many photographs of the pow-wow and the lodge ceremonies, which have been used in his "Dream Pictures." A number of the Blackfeet Indians, including Two-Guns-White-Calf, whose profile adorns the Buffalo nickel, were in Newark last month.

Chief Many-Tail-Feathers, 92 Years Old—Chief Two-Guns-White-Calf on Right
dancing in a prologue to the picture, "Bob Hampton of Placer," filmed in the beautiful mountains of Glacier Park last Summer.

Their manager arranged for them to call on Mr. De Cou at Landay's, where they were given a Victrola concert. The program opened with the playing of the records they made themselves on the records.

Mr. De Cou once more photographed the famous group in front of the store—just 2,500 miles from their home in the Rockies, to which they heard with intense delight. They showed their appreciation by grunting war whoops with themselves on the records.

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HEMPLE SAILS TO SING ABROAD

Miss Frieda Hempel, Edison artist, who sailed on May 24 to spend the Summer in Europe, will, during her stay, sing at a special performance in San Sebastian before the King of Spain. In Copenhagen she will have several appearances with the Tivoli Symphony Orchestra, and, as guest prima donna, she will be heard on the Continent in "La Traviata" and other operas.

Before returning to New York in the Fall Miss Hempel has been invited to sing at the La Scala Opera House, with Toscanini conducting.

Before her departure for Europe Miss Hempel sang for 1,200 prisoners in Auburn Prison.

EDISON DISC SCORES IN LIVERPOOL

Burt Reynolds, of Graham's, Tells of Activities in Noted English City—Edison Product Scores

In a recent letter from the establishment of Messrs. Jake Graham, "sound wave exponent," Liverpool, England, Burt Reynolds, manager of the phonograph department of this house, writes: "We find 'The Talking Machine World,' which has been reaching us for years, continuously interesting and quite an asset in the talking machine business. No doubt you are aware that we are now importing the Edison Diamond Disc product, and we were the first to give an Edison disc demonstration in this country. This was given with great success at the Waterloo Town Hall recently before a crowded house, the tone quality of the instrument coming in for most favorable comment. We have not yet given one of the tone-tests such as are given in America. No doubt this will come when we can get hold of the actual artist.

"Business at the moment is not very brisk, but we are quite optimistic and look forward to a big revival in trade, which will doubtless follow after the present slump. When labor troubles are over we will once more enter into a larger field of activity."

TAKES CHARGE OF SALES OUTFIT

T. C. Pendleton, one-time member of Desnoyer & Pendleton, of Jackson, Mich., is now connected with the Barnard Music Co., of that city, having charge of the sales work on the Brunswick phonographs. Mr. Pendleton, who is in the process of building a force of experienced salesmen, has had twenty-five years' experience in the talking machine and allied instrument trade.

Unfilled good intentions, like debts, become worthless with time.

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.

Our Specialties—
Phonograph Record Labels
Gummed Stickers of large quantities
Trading Stamps, etc.

KEYSTONE PRINTED-SPECIALTIES COMPANY
321-327 Pear Street
SCRANTON, PA.
The Opportunities That Lie in Cultivating the Trade of the Foreign Born in America

Progressive talking machine dealers have been included among those who have fully realized the opportunities that lie in catering to the foreign-born element in the country, the large number of foreign records issued by the various companies making it possible for the talking machine retailer to make a special and direct appeal to the foreign born in their own language.

The opportunities that lie in cultivating the trade of this foreign element not alone for cold-blooded business reasons, but as a part of the general program of Americanization, are strongly set forth in the propaganda being carried on by the Inter-racial Council. In commenting upon the advisability of having the foreigner invest in American products rather than letting him hoard his money to take back to his native land, the Council, in a recent bulletin, said:

"A concerted effort should be made by all who manufacture or sell goods to make the best use of this foreign-born element. From the retail clerk, who should be taught to show courtesy and patience to the immigrant customer, right up to the line to the manufacturer, who should see to it that the immigrant learns about his product, and buys it, there should be an aggressive effort to capture this 'foreign market at home.'

"The Inter-racial Council is back of a movement to bring buyer and seller together in just such a campaign among the foreign born. "With the help of the foreign-language newspapers and other mediums of publicity the idea is being spread that 'thrift is not hoarding.' "Thrift is intelligent investment and judicious spending of money, and this fact is to be thoroughly disseminated among the 16,000,000 foreign born in America, and their sons and daughters. This should have a prompt and beneficial effect upon business, and the co-operation of all business men is solicited in the campaign. "As long as they keep it tucked away in a money belt or in the toe of an old sock it is 'foreign' as far as we are concerned, for we do not see it any more than if it were in China or Kamchatka. "Now it is 'up to us' all to get that money into circulation, and every one who sells goods at retail can help. There are plenty of things that the foreign born would gladly buy from us if buying were made a pleasure for him. Nobody likes to be snubbed or ignored when he enters a store to buy goods, the foreigner least of all, because in the Old World manners are more formal than in America. "So the first requisite in getting that 'foreign' money into circulation is courtesy. "The second is initiative. There are many commodities on the market that the foreign born would buy if his attention were called to them and this is particularly true of all kinds of musical instruments. "Another essential in selling goods to the foreign born is study of the customer's tastes and habits. Find out what he uses, and show him something better in the same line. "Bear in mind that the alien's purchases depend upon whether he wants to stay in America and make his home among us, or whether he plans to hoard his money and sail back to the other side to spend it there. "By our friendly and courteous treatment of the foreign born in our daily contacts we can make them want to cast their lot with us. And remember that their number is 16,000,000; a large number of potential buyers, even for America."
IS YOUR BUSINESS INSURED?

Of course you will say, "Why yes, certainly," and have in mind the conventional fire insurance policy you have deposited in your safe as future protection.

How about your most vital insurance of all—life insurance? The insurance that means business permanence, vitality, progress and prosperity.

You will, no doubt, get our meaning—especially when we tell you that scores of prominent Dealers everywhere have found by actual experience that GRANBY PHONOGRAPHS and LIFE INSURANCE are one and the same thing.

Insure your business with the Granby and so determine upon one of the most important steps to perpetuate your business.

How to do it will be explained to you by return mail—at your request.

GRANBY PHONOGRAPH CORPORATION
NORFOLK, VIRGINIA
-- Factory Newport News --
What was the biggest selection of records sold by you to an individual purchaser last week? What records were included in this purchase? Wouldn't all your customers and prospects and other people in the city be interested in the answers to these questions? Play up material like this in your newspaper advertising and in your show windows. It will be sure to attract a lot of attention and help business. In your show window you could show samples of the records sold and with each record you might impress the customer—say, by the purchase of a particular record.

Featuring Standard Records

There are some records which might be called standard favorites because there is a constant call for them in spite of the fact that they were first issued years ago. What are the standard favorites in your store? Can't you make an interesting display of these records? And why not include in your display some comment as to the reasons why they are such standard favorites? Such a window display would be something unusual and might result in a greater sale of phonograph record window displays and for that reason would be quite sure to attract a considerable amount of attention and therefore boost the sales of the records quite materially.

Keeping in Touch With Musical Organization

Do you get all the talking machine and record bureaus, the records of the musical organizations of your city that you should get? Of course, there are numerous such organizations in your city—there are in every city. There are church choirs, women's musical organizations, Bedouin Chanters in the local Mystic Shrine, glee clubs, school singing societies and so on. Always the folks who belong to these bodies are lovers of music. And in most instances they are folks who can afford to gratify their love of music. So it would be a good piece of business for you to secure the names and addresses of all the music organization members in your city and to personally solicit all these folks for the sale of phonographs and records. In many instances it might be found that these people already owned small phonographs and in such cases there would be a chance for a replacement sale. And in other instances it might be found that there was no talking machine in the family, so there would be a chance for a new sale. Also many records could undoubtedly be disposed of in this manner. Such a bit of solicitation would also indefinitely increase the store's sales and all these movies and such a thing would be a fine thing for future business.

Putting Over Novel Bit of Publicity

Every time a famous stage or vaudeville star comes to your town you have the chance of putting over an interesting and novel bit of advertising. Get in touch with the star or with the show manager and find out what the star's favorite record is and then make a window display of this record and offer to demonstrate the record to people who are interested enough to come in the store and ask for a demonstration. All theatrical folks would be perfectly willing to cooperate in such a stunt for the sake of the publicity they would receive. Of course, if any star makes a good record hit by the singing of a special song, make a display of the record of that song if you have it in stock. If the star happens to be a notable actor in your city for a period of three or four days or a week the display would be just that much more effective than if the star were in the city for only a single night's stand.

Hooking Up With the "Movies"

It is possible for the alert talking machine dealer to also hook up with the movies by watching for the use of talking machines in the pictures. Every now and then a "talker" is seen in some big picture production and when this is the case the store might reproduce the scene in which the instrument appears in the show window as effectively as possible and with it might include a placard reading about as follows:

"NOTICE THE PHONOGRAPH IN 'UP AND AT EM' NOW SHOWING AT THE STRAND THEATRE.

"What record is being played on the machine in this picture?

"What record do you think should be most appropriate for the scene in which the talking machine appears?

"Come in and register your opinion of the music.

"Of course, there are certain records to which we always assign the proper prominence; the record selected or the record mentioned is the one in every way most appropriate, as it will give great publicity to the theatre, the film, and the phonograph. The decision as to the most appropriate record will be made by the advertising managers of the local newspapers and the proprietor of the Strand Theatre. This contest will be for this week only. Come in now and register your guess."

Of course, the theatre would co-operate to the limit in helping the store make a success of this stunt, as the affair would mean a lot of desirable publicity for the theatre and the advertising managers of the local papers would be glad to help out the store in the hope of getting some extra advertising out of the stunt. Such a stunt would undoubtedly bring a lot of people into the store and should be of distinct aid in helping record sales.

Varied Uses of "Talkers" and Records

For what use are your talking machines been purchased at your store during the past month or recent months? It would be interesting to list all the varied uses to which the instruments purchased at your store during this period have been put. Such a list would probably include: Home dancing, private lesson dancing at a local academy, music for a farmers' institute, helping printers in a print shop be more contented with their work, livening up a restaurant during the day, and so on. Many folks would undoubtedly be attracted by such a list and would undoubtedly read it, and the reading of such a list would probably suggest uses to the readers which might make sales which otherwise would never be made.

In this connection it may be stated that it is always a good thing for the dealer to impress the wide variety of uses for talking machines on the public as effectively as possible, because quite a number of people are inclined to feel the instrument is a strictly home proposition.

Capitalize Your Record Purchasers

Who purchase the greatest number of records at your store, men or women? Why not keep track of the record purchases for a period of a week or so and then frame an advertisement asking whether or not the sex which purchases the smallest number of records doesn't appreciate music as much as the other sex? Surely such a stunt would attract a lot of attention, especially if you gave some actual figures showing the number of records purchased by both men and women during a certain period. It would also be interesting to analyze the purchases of jazz music and classical music to see whether it is men or women who purchase the greatest number of selections of these two types.

The proposition of selling more talking machines and more records is merely a matter of going after the business. The store which goes after the business the most strenuously and the most intelligently will get the business.

This will be a

**VICTROLA SUMMER!**

"Dance Any Time"

**YOUR VICTROLA IS ALWAYS READY!**

with a

**KNICKERBOCKER READY-TO-PLAY CARRYING CASE**

For Victrola IV Case $20.00 List

For Victrola VI Case $22.00 List

Trade prices upon application to your nearest Victor wholesaler, or

**KNICKERBOCKER TALKING MACHINE CO. INCORPORATED**

**METROPOLITAN VICTOR WHOLESALERS**

**138-140 West 124th Street**

**New York City**
The Cheney Factories

The reputation of The Cheney for unusual quality will be maintained and enhanced as a result of our absolute ownership and control over every detail of manufacture.

Cheney Talking Machine Company, Chicago

The Cheney

The Master Instrument
With the Violin Resonator and Orchestral Chambers
Utilizing the Holidays and the Baseball Season as Business Developers

By W. Bliss Stoddard

Talking machines and records can be pushed to decided advantage on the Fourth of July whenever they are sold by establishments which, like drug stores, are compelled to keep open on that day for the convenience of patrons. The Key Drug Co. of Riverside, Cal., is a case in point. Its large talking machine department is located in the rear of the store, where there is ample room for demonstration. On July 4 of last year this room was adorned with flags and bunting, and pictures of composers of many of the patriotic songs as well as those of several noted singers, like McCormack and Mme. Homer, who produce these songs for the records. A high glass case against the wall held a large number of records, each with name and price. Comfortable chairs were disposed about the walls for the enjoyment of the listeners, and to rest and hear the music in a quiet, reposeful mood.

At the beginning of the season they planned a campaign to boost the local team. They secured a cut of the silver trophy which was to be presented to the winning team of the State League, of which the Exporters—the Beaumont team—were members. Then they took a half page in the papers, embellished it with a large photograph of the cup and printed in big black letters at the top “Beaumont Must ‘Kop That Cup!’ This naturally made all the fans sit up and take notice. Their ad then continued:

HUNDREDS OF LITTLE LABELS, adorned with the picture of a baseball player, with the slogan “Kop That Cup,” were printed and attached to all letters and packages sent out during April and May—or until they had gotten the whole town interested in rooting for the home team.

The window used by them during the baseball campaign was covered with green felt upon which was chalked a baseball diamond, with hundreds of little labels, adorned with the picture of a baseball player, with the slogan “Kop That Cup,” were printed and attached to all letters and packages sent out during April and May—or until they had gotten the whole town interested in rooting for the home team.

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SEASONABLE BUSINESS DEVELOPERS

(Continued from page 15)

THE TALKING MACHINE WORLD
JUNE 15, 1921

Talking machine records for bases. A large framed picture of the local team was set on an easel, with a talking machine at the other end, and overhead was a canvas sign:

BEAUMONT MUST "KOP" THAT CUP!

On posts in the middle of the display were hung a number of the new records. After the opening game they displayed in the window a photo of the local player who made a home run and secured the talking machine records, while at the other side was the list of the records he chose. Naturally the sales of these particular records increased at a great rate among the fans, who followed the lead of their baseball hero.

H. L. HOPKINS BUYS EDISON BUSINESS

Charlottesville, N. C., June 4.—The stock, fixtures and good will of the firm of Brown & Page, Edison phonograph dealers of this city, was recently purchased by Howard L. Hopkins and several associates. The concern is located at 231 South Tyrone street. The new owners will retain the original name. Hampton S. Brown, member of the old firm, will be a director and stockholder in the new organization, whose capital stock will be increased according to officers of the company.

RECORDS CHRISTIAN SCIENCE HYMNS

Lloyd Simonson, the well-known baritone, recently recorded two of the best-known baritones of the Christian Science Church—"Shepherd, Show Me How to Go" and "Saw Ye My Saviour?" These records were announced in the May list, and the demand already indicates their popularity. Mr. Simonson was selected to make these records because of his experience as a soloist in the Christian Science Church. The records indicate that his selection was well justified, for he has beautifully delivered his musical message, his enunciation being admirable.

NEW INCORPORATION

New Comfort Talking Machine Co., Inc., of Wilmington, Del., has been incorporated under the laws of that State with a capital of $350,000 for the purpose of manufacturing talking machine, records, etc.

PHONOGRAPH CASES

Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Records

MADE BY

PLYWOOD CORPORATION, Goldsboro, N. C.

Mills in Va., N. C. and S. C.

Lovely Hulda Lashanska sings "Thy Beaming Eyes," composed by E. A. MacDowell. Both artist and composer were "made in America." Can you sell a song by the most popular composer in America sung by one of America's most popular sopranos? The answer is "Yes." Columbia 78355.

VICTOR DEALERS ORGANIZE

Southwestern Association Formed in Dallas—Hope Soon to Enroll 200 Members in Body

DALLAS, TEX., June 4.—Following fast on the heels of the announcement of the Talking Music Merchants' Association held recently in this city, and indeed a sort of auxiliary to it, was the meeting of Victor dealers located in the southwestern States, who came together for the first time for the purpose of organization. Twenty-five Victor merchants were present at the initial meetings, which were held in the Bush Temple, May 5 and 6. The first officers chosen to serve the new body during the current year were as follows: H. W. Gratigny, of Bush & Gerts Piano Co., Dallas, president; W. Howard Beasley, of H. V. Beasley Music Co., Texarkana, Ark., vice-president; Lester Gunst, of the Lester Gunst Co., Dallas, secretary; E. S. Goodell, of Pierce-Goeddel Piano Co., Beaumont, treasurer.

How Soon to Enroll 200 Members in Body


Much optimism and "pep" were displayed by the charter members of the newly organized association, and the belief prevailed in all quarters that this nucleus of twenty-five Victor dealers can be made to grow in a comparatively short time to a membership of 200 or more. Everyone conceded that there was a very real demand for such an organization and that when the latter begins to function it will be the instrument of much good within the talking machine trade in the Southwestern territory and beyond.

At the two-day meeting various subjects, such as charging of interest on deferred payments, terms, and other matters of like importance to the trade in general, were discussed. Beyond these discussions the meetings had a necessary value in getting the "Southwesterners" together for the first time. Membership dues were fixed at $10 a year. Though without an elaborate program, and without entertainment features, the two-day conclave of Victor dealers was pro-

gram is planned for the second meeting, which will probably occur later this year. By that time the membership will have greatly increased. It is expected to have one or two territory officials and other men of national prominence present at that time to address the Association. The first session of the Association closed with a luncheon held in Sanger Bros.' cafe.

LAN VEE & CO. MAKE SALES DRIVE

Carry on Live Campaign Among Dealers in Five Principal Cities

An intensive drive for business was made by Van Veen & Co., Inc., New York, manufacturers of Van Veen equipment for talking machine wareroom
careers. An energetic sales campaign was inaugurated simultaneously in five large cities—Buffalo, Pittsburgh, Cincinnati, Cleveland and Baltimore. The local dealers were called upon. The immediate importance of equipping their warerooms now for the busy Fall season was urged and the gospel of the need for attractive talking machine warerooms was preached. The decision to make this drive was greatly encouraged by inquiries received from dealers in the territories in which the campaign was made.

Attention was directed in every instance to the model shop in each of these cities equipped by Van Veen & Co., Inc., at the headquarters of the Columbia distributor. The following division of territory was made: Buffalo was covered by Arthur L. Van Veen, president of the company; Pittsburgh by Leon Tobias, secretary; Cleveland, H. A. Dalles, vice-president; Cincinnati, W. B. Richards; Baltimore, J. J. Vandergrift.

SEND SUGGESTIONS TO DEALERS

Usoskin Litho., Inc., Asks Talking Machine Men to Determine Size of Window Cards

An interesting questionnaire was recently sent by the Usoskin Litho., Inc., producers of the Usoskin Victor Window Service, New York City, to Victor dealers, asking for a statement of their preferences as between either nine small cards each month or two or three large ones. The majority preference as expressed in the replies was to rule. The response to this questionnaire was large and resulted in an equal division of choice. Accordingly the Usoskin Co. will hereafter alternate between large and small cards in the monthly service which this concern sells.

TWO ESTABLISHMENTS COMBINE

The Jessup Piano Co. and J. H. Bartlett, talking machine dealer, both of Wilmington, Del., have consolidated their businesses. The former company was organized about two years ago, while Mr. Bartlett has been in business in Wil-

mington all his life. The latter for several years has conducted an exclusive talking machine establishment on Seventh street, that city.
Experts Tell Why The Widdicomb Amplifying Tone Chamber Gives Supremacy of Tone—The New-Day Type of Phonograph

(Important to Phonograph Merchants)

EVERY day now phonograph merchants, men of long experience in this business, write us telling how the remarkable tonal qualities of the Widdicomb increase sales. Hardly a day goes by that we do not get at least a dozen letters of this nature.

These men, dealers who are successful merchandisers, say that the Widdicomb Amplifying Tone Chamber marks a new epoch in phonograph history. They all agree that this has been a big factor in the increase of Widdicomb business.

And now Widdicomb experts are telling us what this Amplifying Tone Chamber accomplishes.

A New Factor in the Phonograph

Widdicomb scientists have now invented a new factor for the phonograph. It is the Widdicomb Amplifying Vibrationless Tone Chamber. This Tone Chamber accomplishes three main results.

First: It is now possible to play all makes of records on the Widdicomb without the slightest vibration or metallic harshness. This in itself is an extraordinary feature. It gives the Widdicomb a clear, melodious, restful tone. There is not the slightest trace of harshness or metallic grinding.

Exclusive Features—Big Sales

These three big exclusive features are directly due to the Widdicomb Amplifying Tone Chamber. It gives the Widdicomb supremacy of tone and makes greater sales possible for Widdicomb dealers.

The exclusive Widdicomb Amplifying Tone Chamber is made of a patented composition that positively eliminates vibration. The sound waves as they pass through it are extended and expanded so that you get full tonal value without which heretofore has been common in most phonographs.

Second: When playing an orchestral record on the Widdicomb, the deeper, richer notes are given equal prominence. This is an exceedingly rare quality. It marks a big step forward for the Widdicomb.

Third: Full value is now given to the lower as well as to the higher musical tones. This feature, now exclusive in the Widdicomb, has never before been possible in a phonograph.

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

Big Demand

Phonograph merchants know that the trend in the phonograph world is toward better and more artistic design. Today the phonograph is more than a musical instrument. It is used to enhance the beauty of the home and necessarily must blend with the other furniture surroundings. This development in the new type of phonograph can only be expected from master craftsmen of the cabinet-maker's art. It is but natural, therefore, that the Widdicomb Furniture Company, fine furniture designers since 1865, should be the leaders of this new-day type of phonograph.

Many Period Styles

Widdicomb console phonographs are made in many period styles. Each model portrays handsomely the fine art of true period interpretation. The artistic cabinet designs and the finish of the Widdicomb are the result of an organization which has more than 50 years of splendid reputation behind it for skill in the art of wood fashioning.

Widdicomb console models contain many distinctive features in design. Chief among these are divided top, partitions for albums, automatic stop and patented tone control. The Widdicomb plays all records and Widdicomb prices range from $95.00 to $325.00. Write for the latest Widdicomb catalog and the full facts of the Widdicomb dealer's franchise.

The graceful cabinet pictured above is the Widdicomb Early American console model. This remarkable machine lists for $190.00. There is not another phonograph on the market like it at the price.
NOVEL STAGE HELPS FESTIVAL

Victrolas and Victor Dogs Have Prominent Position During Music Festival Program

An unusually effective scheme that went "big" with the audience attending the annual May Festival of Music by the Lamb's Concert Orchestra, of Pottstown, Pa., held recently in the Grand Opera House, that city, was the unique stage setting for the affair which quite shared its honors with the program itself at the hands of the auditors.

This consisted of a background of roses, palms and ferns fronted by a semi-circle of Victrolas extending the full width of the stage, with the familiar Victor dog at "attention" before each instrument. As the varied and delightful musical numbers were delivered by artists of unusual competency, it became more and more apparent to the interested listeners how simple and satisfactory a thing it would be, after all, to carry home with them the instrument and records which could so easily and so often reproduce the identical selections they so generously applauded. The idea was an exceptionally suggestive one and no small benefit has already accrued from it in music trade circles here.

Participating in the long and generous program were Miss Lillias Taylor Egolf, leading soprano; the late William F. Lamb, proprietor of the Pottstown music house, and Pietro Deiro, accordionist and well-known Victor artist.

NEW INCORPORATION

The Phono-Toy Co., of Manhattan, has been incorporated under the laws of the State of New York, with a capital stock of $500,000. E. & J. Ennison are the incorporators.

OPEN NEW RECORD DEPARTMENT

Davis, Burkham & Tyler Co. Now Have Section for Demonstration and Sale of Discs

EAST LIVERPOOL, O., June 1.—The Davis, Burkham & Taylor Co., who operate seventeen music and music supply houses in Ohio, Pennsylvania and West Virginia, opened the new record department in their local store Saturday morning. The department was visited by several hundred people during the day. Souvenirs were given everyone.

The new department consists of nine sound-proof booths, electrically cooled and ventilated, for the convenience of the trade. Trained experts have been engaged to serve the patrons who visit this store for phonographs. The new addition, it is claimed, makes the local store, situated on Fifth street and Broadway, one of the most up-to-date music establishments in the Ohio Valley.

EDISON GETS BACK FIRST MACHINE

Old Talking Instrument With Cylinder of Tin Foil in Inventor's Hands After Forty Years

One of Edison's first talking machines with a cylinder of tin foil has been returned to the inventor after an absence of forty years. At that time he presented it to Robert S. Osborne, now deceased, one-time inspector for the New York Board of Fire Underwriters, who left the machine to his son, John H. Osborne, of Newark, N. J., who, in turn, gave it to A. H. Osborne, of Belleville, N. J., a friend of the family but not a relative. The latter quite recently presented it to Mr. Edison. Barely a half dozen of these machines are known to be in existence, and because of this the inventor is likely to preserve it as an exhibit.

The Rike-Kumler music store of Columbus, O., has recently installed a complete Victrola department.

BUYING RECORDS OVER 'PHONE

Impatient Admirer of Talking Machine Hears Records Over 'Phone at Pa’s Expense

It was raining and Camilla decided that she could never live through the afternoon unless she could get a half dozen new talking machine records. She tried to get a taxicab, but all were taken by the theatre crowds. As last she was given upon an idea which only could originate in a bobbed blond head. She would telephone to the music store and have the man play the records for her over the 'phone. If she liked them he could send them over and she would not have to go out.

Camilla called up the store and asked the proprietor if he would mind pushing a talking machine near the 'phone so she could hear the records. As she was one of his best customers he consented. Camilla sat and listened to eleven records and decided that she would only take seven of them. Soon the doorbell rang and the boy from the music store appeared with the records. Camilla got a taxicab, but had to go out.

E. W. KILLGORE WITH VICTOR CO.

E. W. Killgore is a new addition to the traveling sales force of the Victor Talking Machine Co., covering territory in the Middle West. Mr. Killgore was formerly in advertising and sales promotion work with the New York Telephone Co.

ADDS TALKING MACHINE LINES

Nicolas Carries, local novelty dealer of Beacon, N. Y., has entered the talking machine field, having lately added the Victor lines, both Victrolas and records, to his stock. Two sound-proof demonstration booths have been installed in space heretofore occupied by other goods.

STATEMENT

Okeh Records have proven themselves!

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

SUGGESTION - Try KENNEDY-GREEN service in connection with

Okeh Records

DEAN NEEDLES, etc.

ANOTHER SUGGESTION - Write

KENNEDY-GREEN COMPANY

1865 Prospect Avenue

Cleveland, Ohio

AND SEE WHAT HAPPENS
Turn small change to profit 
O\text{K}e\text{h} NEEDLES
"THE NEEDLE OF QUALITY"
that sell themselves from the O\text{K}e\text{h} Display Case.

Place the O\text{K}e\text{h} needle display container on your counter and your cash register will ring up more even sales

Hundreds of dealers are making the extra profit without trouble or bother—why not you

Prove it to yourself mail coupon to-day

Manufactured and Guaranteed by
GENERAL PHONOGRAPH CORPORATION
25 WEST 45th STREET NEW YORK CITY
The Credit Manager's Problems—Analyzing 3,000 Representative Accounts

"That's one of the joys of the talking machine business," ironically remarked the credit manager of a large mid-Western music house as an investigator came in and reported that he had "pulled" three machines, while two parties who owed the major portion of the purchase price on talking machines had "skipped" without leaving any forwarding address.

The investigator had other results to report. Not only had he found it necessary to take back three talking machines, the purchasers of which had proved positively that they would not pay, and found that two families had moved away without leaving any means of tracing them, but in several instances he had been unable to find anyone at home when he called to collect, while still others had postponed payment on one pretext or another.

And so it goes, day after day. The problem of how to avoid the necessity of taking back used machines and to prevent the escape of dishonest customers who pay a small initial sum and then skip out, owing the dealer the remainder of the account, is by far the most important one the talking machine dealer has to face to-day.

What is to guide him in passing on applications for credit? He may become a member of a credit men's association, in which case he can readily ascertain whether or not the applicant has ever opened an account with a member of the association, and, if so, whether he paid such account without coercion.

But what is to guide him in reaching his decision on applications from persons who never before asked for credit from a member of the association?

He must, briefly, be guided by past experience or else just take a chance. He knows, in a general way, that certain classes of people are good risks, while certain other classes are poor risks. He knows to avoid the account of the man who has held half a dozen jobs within the past six months or the one who has been in the city only three months, while he remained only four months in the city of which he came. He is warned, maybe, against women whose husbands are suing for divorce or who have disclaimed responsibility for debts contracted by their wives.

But what of, say, merchants, considered as a class? Are they good risks or poor risks? Or mechanics? Or professional men? What of Russians as a race? Or Teutons? Or Englishmen? Or Negroes? Or Americans? Are they good risks, as a rule, or poor risks?

Charting 3,000 Representative Accounts

Manifistics, if the dealer knew just exactly what percentage of a large number of American mechanics had proved to be good payers and what percentage of a large number of Irish city employees had shown themselves to be poor payers, or vice versa, he would feel far safer in

The 3,000 accounts chosen are representative and, if so, whether he paid such account without coercion.

by D. G. Baird

Chart No. 1—Accounts Classified by passing on the application of a customer from one of these groups.

To secure just this information the credit manager of a large establishment that does a great credit business recently charted 3,000 representative accounts actually being carried on the firm's books at the time. These 3,000 persons are classified under fifteen nationalities, including one doubtful group, and are divided into twenty-two groups based on their trades and professions—a very interesting compilation.

That the 3,000 accounts chosen are representative is obvious from these facts: They represent accounts numbers 30,000 to 33,000 on the firm's books, being, therefore, accounts handled by a house that had been in business long enough to be well experienced in passing on applications and in collecting accounts; they were charted during the time when they were actually being carried on the firm's books; they cover a period of prosperity and a period of slight business depression, and they were handled in exactly the

BIG VALUE IN BOTH TONE AND PRICE

7¼ inches and
8½ inches
centre to centre

Large size sound box
Mica diaphragm

Send for sample

Our No. 5 Octagon Sound Box to fit the Victor, Columbia and Sonora is the best

The William Phillips Phono Parts Corp.
145 West Forty-fifth Street
New York City
THE

CONTROLA

"The Greatest Improvement to the Talking Machine in Years."

After years of careful research we are now able to offer a PERFECT and POSITIVE Automatic Control for Talking Machines.

We mean to say by

PERFECT
It is all that can be desired in construction, silence, simplicity and automatic functions.

POSITIVE
It never fails to instantly function on any record on any Talking Machine. It is not only fool-proof, but it will not get out of order.

AUTOMATIC
That absolutely no setting or attention is ever required. Once attached it may be forgotten, as it always functions with absolute precision.

The Controla is the First and Only device of its kind ever offered to the trade.

It is the First and Only device which entirely eliminates starting and stopping levers.

STARTS
Placing the needle automatically starts the motor.

LIFTS the NEEDLE
At the conclusion of the music the needle is automatically lifted, sufficiently to allow the needle and record being changed without moving the tone-arm. Lifting the needle also prevents the mutilation of the record, and eliminates all disagreeable scratching.

STOPS
Within one revolution the motor automatically stops, silently and without shock.

The Controla is Permanent, Non-Set and Inconspicuous.

Remember, you do absolutely nothing but place the needle on the record. The Controla does the rest, and the wonder of it all is

"IT NEVER FAILS"

Let us tell you about it.

Phonograph Control Corporation
120 MARKET STREET
NEWARK, N. J.
3,000 persons who opened accounts 928 were American mechanics; 60 were American contractors, carpenters and masons; 16 were American plumbers and electricians, and so on over to the total number, where we find that 1,715, or 57.2 per cent of the total number charted, were Americans. The next column shows that 58, or 1.9 per cent of the total number charted, were Hebrews; the next that 149, or 5 per cent, were Poles and Finns, and so on down the list.

Reading down the first column, which is headed "America," we find that 928 of these were Americans, 25 were Hebrews, 85 were Poles and Finns, 20 were Italians, and so on down to the totals, where we learn that 1,642, or 54.7 per cent of the total number charted, were mechanics.

The second column shows that 36, or 1.2 per cent, were restaurant employees; the next that 95, or 3.3 per cent, were contractors, carpenters and masons; and so on over to the totals, which show the number charted to be 3,000 and the percentage 100.3—a discrepancy of .3 per cent caused by carrying the decimals to only one place.

It will be seen that the trades are in some instances grouped. "Professionals," for example, embrace lawyers, doctors, nurses, teachers and musicians. "Mechanics" include all factory workers, while "City Employes" include policemen, firemen and postal employees. This is done, of course, to prevent making the chart too large, and is done only where the different trades or professions are very closely related.

The races are in some instances subdivided into nationalities and there may be some little difference of opinion about a few of these categories. The doubtful group, totaling 190 of the 3,000, are those whose race the credit man failed to inquire or to determine.

Chart of Difficult Collections Made

The second chart herewith is arranged the same way as the one already described, but gives the total number who opened accounts, only those who proved to be difficult to collect from. It is important to bear in mind that the percentages do not represent the actual losses, but merely those which necessitated the writing off as bad debts.

Of this number seventy-eight were American mechanics, four were American restaurant employees, eleven were American builders and contractors, and so on over to the totals, which show that 166, or 50 per cent of those who failed to meet their obligations promptly, were Americans. This, at first glance, may appear rather unfavorable to the Americans, but going back to the first chart we find that 57.2 per cent of the total number of accounts were Americans, so the percentage of Americans who failed to pay without pressure is 7.2 less than the per cent of Americans who bought. Our second chart shows a little less percentage of delinquents in all nationalities was 11.1, while the average for the Americans was only 9.7 per cent.

Of the races, the Russians, according to the chart, are the poorest to pay, 29.7 per cent of these having failed to meet their obligations. These are followed by the Balkans, with a percentage of 27; the Italians, with a percentage of 25; the Greeks, with an even 25; and the Irish, whose percentages exceed the general average of 11.1 are indicated on the chart by a circle around the figures.

Of the trades the restaurant employees lead the delinquents with an average of 25 per cent. These are followed by the domestics and laundry workers, with an average of 22.9 per cent, and the porters and janitors, with an average of 22.2 per cent of delinquents.

In considering these totals due allowance should be made for the fact that in some cases only a very few of one race or trade are represented. Then, too, great care is exercised in extending credit to groups that are well known to be poor payers. Taxi drivers, for example, are by no means the easiest group to collect from, and yet they appear on the chart with a clean slate. Only sixteen of these were granted credit and they were carefully investigated, with the result that every one of them paid up promptly. Only eleven Russians failed to keep their agreements, yet they head the list of delinquents, with a rating of 29.7 per cent and are followed by eleven Balkans, with 27 per cent.

EDUCATION—a Direct Source of Greater Sales

Victor Dealers who are interested in providing their sales people with a broader knowledge of modern merchandising, and those desiring assistance in developing business among schools and colleges, can utilize to profitable advantage the services of the Educational Department conducted by the C. C. Mellor Company.

C. C. Mellor Company
1152 Penn Avenue
Pittsburgh, Pa.
THE only genuine Petmecky (combination tone) needles in the U. S. are manufactured by W. H. Bagshaw Co. Each Genuine Petmecky needle will play ten records and produce loud, soft and intermediate tones, by a change of position on the record. Owing to their peculiar construction, Genuine Petmecky needles are self-sharpening, improve the tone quality and prolong the life of the record.

A comparison with imitations, regardless of their name, will reveal that only Genuine PETMECKY NEEDLES have the characteristic shape and produce the even tone throughout the running of 10 records.

W.H. BAGSHAW CO.

FACTORIES: LOWELL, MASS.

SELLING AGENTS

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA INCORPORATED

347 FIFTH AVENUE
NEW YORK
When Is a "100% Perfect" Phonograph Not 100% Perfect?

HERE'S the story of an actual occurrence: Mr. Talking Machine Dealer sold an instrument to a customer. Before making delivery, the instrument was carefully inspected, the motor was accurately adjusted, graphite and oil were applied, and the dealer made sure that the sound box, mica diaphragm, tone-arm and reproducer were in perfect condition. Speed regulator and all other adjustments were conscientiously tested. The six phonograph records selected were put under the microscope, and found flawless, and absolutely free from all press marks and scratches. The phonograph and records were received by the customer in good condition, with a package of "needles." Within 24 hours, Mrs. Customer called on Friend Dealer to register a complaint. The instrument was "all wrong." The tone was "simply impossible." And "you should hear the way your records scratch and squeak."

What was the answer?
After three hours' inspection of instrument and records, the seat of the trouble was found. The phonograph was "simply impossible" only because of the "simply impossible" needles.

BRILLIANTONE STEEL NEEDLE CO. Incarnated Selling Agents for W. H. BAGSHAW & CO. Factory, Lowell, Mass. 347 FIFTH AVENUE, NEW YORK

MORAL: INSURE YOUR "100% PERFECT" INSTRUMENTS and RECORDS with GUARANTEED 100% PERFECT BRILLIANTONE STEEL NEEDLES

Brilliantone Steel Needles
La Nuova Orchestra di Napoli plays the Columbia Novelty Record this month. Both the waltz “Impressions of Naples. Part 2,” and the “Italian Fox-trot” are splendid examples of Italian music. Fine additions to your Novelty Record list. E-7115.

MODEL SHOP PROVES POPULAR

Columbia Dealers in Omaha Territory Well Pleased With Model Grafonola Shop—Dealers Using Ideas Displayed Therein to Advantage

OMAHA, Neb., June 4—The new Omaha branch of the Columbia Graphophone Co. is proving very popular with Columbia dealers in this territory, due, in a measure, to the handsome Model Grafonola Shop which was recently installed. The shop is a building within a building, and on approaching it from the main entrance of the branch office there is displayed a complete store

Dealers interested in Model Grafonola Shop front, with two large windows, attractively decorated with Columbia Grafonolas and records, display cards, etc. The interior presents a completely equipped Grafonola shop, embodying ideas of tested merit.

There are two hearing rooms in the rear of the shop, which, with the other panel work and equipment, are Col-Vac construction. These fixtures all come in sections and can be taken out, re-erected and changed to fit any store. The lighting scheme is of the indirect type and the color scheme is exceptionally artistic. Ivory and light blue are the predominating colors, affording a handsome background for the Columbia Grafonolas.

The H. R. Bowen Furniture Co., of this city, and other dealers in the country territory have utilized many ideas embodied in the Model Shop and have installed equipment based on these ideas. W. F. Mullen, Dealer Service supervisor of the Omaha branch, makes his headquarters in this shop, co-operating with the dealers in every possible way.

SONORA PORTABLE AT BALL GAME

At a recent baseball game between the Brooklyn and New York teams of the National League, when the excitement was at fever height, a New York rooter introduced a Sonora portable phonograph and played it to excellent advantage. This fan was an ardent admirer of George Kelly, the home-run king of the New York team, and every time he came to bat the fan played “Has Anybody Here Seen Kelly?” The record was heard throughout the stands and almost influenced George to hit one of his famous home runs.

ENRICO CARUSO OFF TO ITALY

Enrico Caruso, the great Victor artist, whose restoration to health is rapidly proceeding, sailed for Italy on May 28, to spend the Summer at his Villa in Florence. He was accompanied by Mrs. Caruso and his daughter, Gloria, as well as by his brother, Giovanni Caruso, and his secretary, Bruno Zirato. General Manager Gatti-Casazza, of the Metropolitan Opera Co., has announced that Caruso will make his reappearance with the famous New York company next season.

A ROCKFORD INCORPORATION

The Universal Phonograph Co., of Rockford, III., has been granted a certificate of incorporation. The officers are B. H. Guess, vice-president; H. B. Guess, president; and F. M. Ramor, secretary and treasurer.

The Lisher Music Co., Napa, Cal., has been incorporated with capital stock of $100,000.

VICTROLAS FOR DAYTON, O., SCHOOLS

John Patterson, Well-known Philanthropist, Taking a Personal Interest in That Matter

DAYTON, O., June 2.—School children in the Dayton public schools stand a good chance of learning music, harmony and the appreciation of good music and opera, through the medium of the Victrola, if the plans of John Patterson, of the National Cash Register Co., work out.

When Mrs. Frances Elliott Clark, of the educational department of the Victor Talking Machine Co., attended the convention of the Ohio Music Teachers’ Association here in April, Mr. Patterson, who is confined to his home, sent her a book on music appreciation, with the hope that Dayton schools may soon have music taught with the Victrola. Miss Clark investigated, with the hope that Dayton schools are almost sure to adopt sooner or later. Educators interested in the public schools have been in conference with Mr. Patterson, the possibilities of the use of the Victrola in the schools have been discussed, and courses in appreciation of music and opera, through the medium of the Victrola, have been suggested. Mr. Patterson, who is one of the best-known philanthropists in Ohio, is a hobbyist and gives his undivided attention to any subject which happens to catch his interest or fancy, and studies it from every angle. What the National Cash Register Co.’s educational department tries and finds efficient and profitable the Dayton public schools are almost sure to adopt sooner or later. Educators interested in the public schools have been in conference with Mr. Patterson, the possibilities of the use of the Victrola in the schools have been discussed, and courses in appreciation of music and opera, through the medium of the Victrola, have been suggested. Mr. Patterson, who is one of the best-known philanthropists in Ohio, is a hobbyist and gives his undivided attention to any subject which happens to catch his interest or fancy, and studies it from every angle. What the National Cash Register Co.’s educational department tries and finds efficient and profitable the Dayton public schools are almost sure to adopt sooner or later.

CORPORATION CHANGES NAME

The Excelsior Phonograph Corp., of New York City, has changed its name to the Canora Phonograph Corp.

Quality

The “VICSONIA” Reproducer

Distinction

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

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

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

Samples 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 Pathé records.

VICSONIA MFG. CO., Inc.
313 E. 134th STREET
NEW YORK, N. Y.
The Soul of the Artist

again finds expression when the record is Starr-played. The Starr searches out each shade, each refinement, each warm glow of inflection and tone color entrusted to the record. Through the Starr's singing throat of silver grain spruce, the tones pure, and untinged by obstructive mechanical sounds come to the music lover's ear.

To realize new records delight, hear your favorite record Starr-played. Any Starr dealer will gladly give you this opportunity. Also ask to hear the ultimate in record perfection—The New Gennett Records.

THE STARR PIANO COMPANY
RICHMOND, INDIANA

Branches: Chicago—Los Angeles—Baltimore—Detroit—Cincinnati—Cleveland—Indianapolis

Stettler—Jacksonville—London, Canada
THE RELATIONS OF THE BANKER AND THE MERCHANT

The Importance of Closer Relations of the Merchant With the Banker Constitutes a Very Informative Article Written by E. H. Jennings, Treasurer of the Sonora Phonograph Co.

In a recent issue of the Sonora Bell, the house organ issued monthly by the Sonora Phonograph Co., there appeared an interesting article entitled "The Relations of the Banker and the Merchant," written by E. H. Jennings, secretary of the company, who is well known in financial circles. Mr. Jennings' article read as follows:

"Many merchants, having had no banking connections, except as depositors, in the past, now regret their lack of foresight in not having insured closer relations with one or more banks. Merchants who did business with one or more banks, even in a small way, find less difficulty in facing tight situations than those doing business solely on their own resources.

"It seems strange that, notwithstanding nearly all self-made capitalists attribute much of their early success to having been able to secure good-sized loans from banks, there are still many merchants laboring under the impression that it is somewhat of a reflection on their business ability, standing or credit to ask a loan from a bank.

"If everyone took this view there would be no banks. It is the business of loaning money that enables banks to exist and if nobody borrowed money there would be no business for the banks. Banks cannot pay interest to depositors for the use of their money if they in turn cannot make good use of it by loaning it and securing interest from borrowers.

"The time to make your acquaintance with a bank is not when you are on the verge of financial embarrassment, but before such a stage is reached, when you can see and convince others that additional capital will pull you safely through a crisis. The wisest course is to start dealing with bankers when business is good and times are normal. When there is no cloud on the business horizon bankers are just as anxious to loan money as the merchant is to borrow it, but a merchant who has postponed business relations with a bank until general conditions are unsettled and he is in desperate need of funds may find it rather difficult to secure the required assistance from a bank.

"Bankers having known merchants and watching their progress for many years, knowing their weak as well as their strong points, having loaned them money time and again and had it repaid, will undoubtedly give them the benefit of doubts that they would withhold from others of whom they know little or nothing.

"The relations of the banker and the merchant should be frank and friendly. The man who is held in high esteem by the community, who plays fair and honest with everyone and who lets his banker know that he has nothing to conceal, will secure greater assistance when in financial difficulties than one who the bankers think is concealing something.

"Do you realize that you can borrow money from a bank in order to discount your bills and, providing you can turn over your stock sufficiently often, you may even make money on the discount? Furthermore, you are making your merchandise account one that is sought for by manufacturers and jobbers and favored above others.

"The most successful phonograph merchants go to the bank for money to insure their holiday stock by buying during the Summer months, paying interest to the bank for the use of the money, but securing the cash discount on the merchandise—all of which enables them to do a good business during the holidays, when everyone is buying phonographs and when many dealers are losing sales because they did not look ahead and stock up.

"It should be remembered that the bank is entitled to a fair average balance in return for the privilege of depositing your money, drawing of checks and the services rendered by an excessive clerical force. The payment of interest for loans, being a fair exchange and a separate transaction in itself, should be no reason why a merchant should maintain only a small balance. So long as a satisfactory balance is maintained, the banks do not care how many checks you draw. In fact, most banks prefer an active account to those for which the checks are large but few."

EDISON STORE IN LAKELAND

The Lakeland Phonograph Co. has opened an exclusive Edison Shop at Lakeland, Fla. The establishment has been very handsomely equipped and is making a strong appeal not only to the residents of that thriving town, but it will be a rendezvous for those musically inclined when the Winter touring season opens up.

NEW INCORPORATION

The Master Phone-Disc Corp., of Manhattan, has been incorporated under the laws of the State of New York, with a capital stock of $51,000. Incorporators: M. Wiener and W. R. Deuel.

They're listing the slackers. Why not also the profiteers?

YOU WON'T BE DISAPPOINTED

If You Always 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-JONE 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

CRYSTAL EDGE MICA DIAPHRAGMS

The Standard of Quality

PHONOGRAPH APPLIANCE CO.

174 Wooster St., New York
MUSIC IN THE AIR IN AKRON

D. A. Hoffman Tells How Victrola Playing Into Wireless Transmitter Carries Tunes Broadcast, Which Are Very Keenly Enjoyed

AKRON, O., May 23—There is music in the air. But not one person in a thousand in Akron knows anything about it. Famous bands, orchestras and vocalists contribute to the entertainment. D. A. Hoffman, of Balch street, is the angel of the concerts and he tells how the thing is done.

"I have a Victrola here," he said, "and it plays all of the latest records into the transmitter of this wireless outfit, which sends the concert broadcast. That's all there is to it."

Preceding his service in the army Hoffman was interested in wireless, and while with the signal corps he gained a thorough introduction into the intricacies of the wireless telephone. Since his return he has built for himself various sending and receiving sets. One part of his home looks like the nightmare of a lineman, so complicated are the electric wirings.

Recently he conceived the idea of the concert, which is given nightly for a half hour. He estimates that hundreds of wireless enthusiasts listen in on the concert.

TO OPEN NEW VICTOR STORE

H. Lustgarten, agent for the Victor talking machines in Liberty, N. Y., has engaged one of the three storerooms in the new theatre building at Monticello, N. Y., in which he will open a new Victor shop about July 1.

He will retain his store at Liberty.

Bryan M. Battey, the youthful ex-service man and skilled air pilot, who aided Orlando Kellum in perfecting the synchronization of talking pictures, learned the art of synchronizing when timing the propeller on his aeroplane to miss the Germans' machine-gun fire.

COLUMNS SIGN SERVICE SELLS RECORDS

Victor Records are coming from the factory in larger quantities. Attractive window signs, featuring current records, will keep your stock moving.

Collings signs classify the records under such headings as "Dance Records," "Red Seal Records," "Vocal Records," "Instrumental Records," etc.

The service consists of four new hand-painted signs monthly:

2 signs 13" x 26"
and
2 signs 15" x 37"

Painted in colors by leading experts in sign creation.

The cost is but $9.75 per month

NEW VICTOR STORE IN AKRON, O.

Windsor-Poling Co. Opens Modern New Establishment in That City

AKRON, O., June 2.—The Windsor-Poling Co. recently opened a new Victor store in the room formerly occupied by the Home Savings Co. at Mill and Howard streets, this city. Victrolas and Victor records will be handled exclusively in this new store, and it is planned to build up a Victor service of unusual excellence. Large display rooms and modern soundproof demonstrating booths are features of the new store, which was opened on May 31.

The officers of the new company are E. W. Chamberlin, president; W. T. Windsor, vice-president; G. F. Windsor, vice-president; J. F. Windsor, secretary and treasurer, and Earle Poling, general manager. Mr. Poling has been engaged in the Victor business for eighteen years, and his experience should prove valuable.

RECEIVER APPOINTED FOR COMPANY

William P. Hampson, Newark, N. J., lawyer has been appointed receiver for Reed, Dawson & Co., dealers in talking machines, records, etc., of that city, at the instance of Thomas N. Reed, who owns eighty-four shares of the capital stock of the concern, whose place of business is at 6 West Park street. According to the bill filed by State Senator Perry, counsel for Mr. Reed, the company has liabilities aggregating $13,863.67 and assets valued at $12,150.85.

HONORED BY TRAFFIC MEN

R. L. French, general traffic manager of the Columbia Graphophone Mfg. Co., Bridgeport, Conn., was elected chairman of the executive committee of the New England Traffic League, composed of the principal traffic managers in that section, at the annual meeting held in Boston recently.
The experience of others tells you Sonora is best!

ASK any Sonora dealer and you’ll discover that Sonora is the phonograph that is in demand and that sells. Dealers who, in the past, have carried a half dozen makes of phonographs and who now are concentrating on two or three, invariably consider the Sonora to be the dependable profit-maker—the backbone of a successful business.

Ask any Sonora owners about this instrument and from their enthusiastic commendations you’ll understand why those who handle Sonora are prosperous.

We are now adding new dealers. A Sonora agency is increasingly valuable.

Adam-Hartford
SONORA, besides having important patents of its own, is LICENSED AND OPERATES UNDER THE BASIC PATENTS OF THE PHONOGRAPH INDUSTRY and Sonora's foundation and future are secure. Write today regarding an agency.

The Highest Class Talking Machine in the World
TO RETAIL CARDINAL PHONOGRAPH

Clef Music Stores, Inc., Organize to Conduct System of Chain Stores—First Opened in New York—Philadelphia and Boston Will Follow

A new system of chain stores has lately been formed through the incorporation of the Clef Music Stores, Inc., the executive headquarters of which are at 662 Sixth avenue, New York. The plans of this new organization call for a chain of representative music stores in the principal cities of the country. The first store will be opened during the present month in New York City, which will be followed by stores in Philadelphia and Boston. These stores will retail Cardinal phonographs and records, player rolls and talking machine accessories and, with the exception of the New York store, will wholesale the same products in their respective territories. The officers of the new corporation are as follows: President, Robert Clifford; vice-president, Albert Friedman; secretary, Gus Goldstein; treasurer, J. I. Forer.

HIS RECORDS CAME HIGH

Brooklyn Manufacturer Fined $100 for Neglecting to Pay for a Number of Records Which He Removed From a Store in a Brief Case

Sixteen operatic talking machine records cost Simon Markus, of Brooklyn, N. Y., manufacturer of women's suits, the tidy sum of $100. Mr. Markus visited the talking machine department in one of the big Brooklyn stores recently and selected sixteen high-class records, which, it is alleged, he placed in a brief case and removed to his home without the formality of making payment at the store. When brought up before the judges in the Court of Special Sessions, Markus was fined $100. Sometimes music comes high!

Even a tack is no good unless a little driving power is attached to it.

MAKING A WINDOW DISPLAY

Opportunities Offered by Victor Catalog and Records for Variety of Windows Pointed Out by Putnam-Page Co., of Peoria, Ill.

Some very timely words of advice on the value of the window recently constituted a part of the dealers' service bulletin sent out by the Putnam-Page Co., Inc., Victor distributors, Peoria, Ill., which reads:

"'Your window display is your star salesman,' says an authority, and it is wise for a Victor dealer to contemplate how far better off he is than the average merchant. Leave the display of Victrolas out of the question entirely and consider the opportunities offered by the Victor catalog and Victor records for a variety of windows.

Do you know where you can borrow a really good-looking violin and, if so, can you imagine a window display consisting of a violin resting on a soft, colored piece of velvet, surrounded by an unusual selection of Red Seal violin records?

"Is your community dance-enthusiastic? Have you made any window use of the artists' pictures sent you with your monthly supplement literature by the Victor Co.? The picture of any of those artists, surrounded by their records, is a window display in itself. The best advice in window display is that you utilize one thought and carry it out to simple perfection."

Many a business suffers from too much conversation and too little conference.

Extend Your Frontage

With An Oplex Sign

A FLEXLUME Oplex Electric Sign doubles the attractiveness of your storefront. It is just the same as if you increased your frontage. Wouldn't he be worth while if you could do it at a cost of only a few cents a day?

Oplex Oplex Signs are the kind with the raised, snow-white glass letters—perfect day signs as well as night signs. Greatest reading distance, lowest upkeep cost, most artistic designs.

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

FLEXLUME SIGN COMPANY

36 RAIL STREET

BUFFALO, N. Y.
Knowledge of Constructive Features of the Talking Machine a Helpful Sales Point

In talking with an experienced talking machine repair man he brought out several points in salesmanship which should be taken into consideration by every talking machine salesman. Being a repair man of many years' standing in the trade, his remarks carried added weight, and were as follows:

"In the talking machine there are any number of important little facts that a salesman should make himself thoroughly conversant with, so that when a customer wants to know this or that about the construction of the machine he is demonstrating he will be able to answer accurately and promptly. The placing on the market of so many different machines in the last year or so has put the salesman in a different position than he held formerly when he sold his goods by name only, the customer never asking or, for that matter, caring what was in the inside or under the lid of the machine.

"Today one must show what merit the motor has in comparison to another, what the good points of the sound box and tone arm are, and how the cabinet is made and finished to be equal to or better than another make. A salesman should first get all the information he can from the manufacturer of his particular machine, particularly in relation to the motor construction, and then he should make his own comparisons with the machines of the same type and price in other makes.

"He should acquaint himself with the different parts of the motor, the width and length of the mainsprings, the number of springs in the motor and the number of records it will play with one winding. He should be able to point out to the customer the proper places to oil and grease the motor and should make it very plain that it is to their benefit to oil the motor every few weeks, to prevent wear of parts and to insure perfect running.

"He should be able to point out the construction of the governor and explain the action of the governor regulator, how moving the spiral of why one is used in preference to another," remarked this speaker in The Puritan. "Has the tone arm a universal joint enabling you to play any make of record; can you regulate the volume of sound other than by changing to a softer-toned needle? These and many other facts should be carefully learned by the salesman. When this is done then and only then is he ready to meet all comers in the selling game."

PRACTICAL RECORD CAMPAIGN

Inaugurated by the Standard Talking Machine Co. to Aid Its Dealers in Sales Development

PITTSBURGH, PA., June 7.—"List a Record—Sell a Record" is the keynote of an interesting sales campaign recently introduced by the Standard Talking Machine Co., Victor wholesalers. In conjunction with this campaign the company issued record slips, listing twenty Victor records. Six slips comprise the series and the records listed were good stock selections, long in demand, but only recently available.

It was suggested that Victor dealers distribute these slips broadcast, using them in all packages, letters, invoices and supplements. It was even suggested that a house-to-house distribution be made wherever possible and that the co-operation of the dealers' outside salesmen could be used to advantage in emphasizing the sales value of these lists.

Mme. Melba, the well-known Victor artist, is leaving London this month for Australia on the advice of her physician. She is homeward bound by way of the United States.

An Exquisite Console Model

The graceful lines and pleasing proportions of this exquisite Jewett console, as well as the absolute fidelity with which it adheres to the delicate style of the Queen Anne period, stamp this model as the achievement of master artisans in phonograph designing.

Combining the attractiveness of artistic cabinetwork with the charm of a beautifully clear, rich tone, it is unquestionably the finest expression of expert craftsmanship ever attained in the building of a musical instrument.

The Jewett line of console models is designed to meet the popular demand for high-grade consoles at moderate prices. Write today for our dealer proposition.
Something to Talk About and Help You Make Sales

It’s tough going trying to sell just any kind of a phonograph in 1921. People are counting their dollars. They are looking for value and lots of it.

The phonograph dealer who has the Brooks to sell has something to talk about—something that will make the buyer forget his dollars, while thinking of what you have to offer him. He has a phonograph with tonal qualities that match the best—a magnificent music-producing instrument that graces cottage or mansion.

Added to all these things there is the Brooks exclusive combined automatic repeating and stop device. Plays favorite records over and over again without restarting. This is exclusive with Brooks.

We are entrusting our selling franchise only to live dealers who want a humming business with an article their sales people can enthuse over. Exclusive territory still available for the right kind of dealers. Discounts, terms and literature on request.

Brooks Manufacturing Company
Saginaw
Michigan
The Dealer's Vital Part in Music Memory Contests Held in the Schools

By W. A. Willson

Music memory contests are distinctly valuable to all dealers. In many instances the Educational Department of the Columbia Graphophone Co. has been able to place its facilities at the service of leading music supervisors about the country by furnishing lists of selections which its representatives find are in constant use in the schools, and by co-operating with dealers for immediate shipment of records for use in the contest in the schools.

Not a little publicity has accrued to the dealers, because these music memory contests always receive the co-operation of the local press. The local papers will furnish notes of the contest with record numbers and give credit to those dealers who actively participate in making the contest a success. Through this publicity a great many records are sold to the schools and to the homes. As a matter of fact many letters have come to us from school authorities stating that they are unable to secure a sufficient supply of needed records for this work.

This movement is in its infancy. Not only have large cities taken it up, but it is now spreading to small towns and rural communities. Music supervisors all over the country are aware of the exceptional list of recordings offered, and it behooves every dealer to keep constantly supplied with the list. The movement is a school movement. That means sales of records and phonographs to schools. It is also a home movement. Nothing yet done has had such an immediate effect in stimulating the desire for good music. Every dealer, his salesmen and record attendants should be thoroughly familiar with the records that are widely used. It means increased musical culture for everyone, but it also means new business. It means business in the homes long after the music memory contests have closed.

MAX ROSEN GOES ABROAD

Max Rosen, the celebrated violinist, whose recordings are issued by the Brunswick-Balke-Collender Co., sailed the closing days of May for a concert tour abroad. He made his debut in London early in June with great success. He will later be heard in France, Holland, Belgium and Italy.

The Kirsch Phonograph Co., of Brooklyn, N. Y., has been incorporated under the laws of the State of New York, with a capital stock of $10,000. Incorporators: J. & B. Kirsch and J. N. Halperin.
"KEEPING IN TOUCH" TRITE SLOGAN

Talking Machine Buyers Like to Be Remembered After Their Purchases, Says Mr. Birns

"Keeping in touch," to quote the slogan of the talking machine and piano house of Saul Birns, 111-113 Second avenue, New York City, and "keeping in touch all the time," in fair weather and otherwise, has put this establishment in a position where it continuously utilizes to advantage every ounce of its selling energies. This concern is always busy—ever new. No complaint is heard that trade is dull at 111-113 Second avenue for the simple reason that "Saul," known as "King of the East Side Talking Machine Men," is on the firing line all the time, keeps his stocks fit as a fiddle, maintains only the best lines and doesn't try to concoct schemes which will keep legitimate and business-getting publicity expenses down. Then, again, he keeps "in touch" with his customers and prospects.

Mr. Birns, who handles the Victrola and Victor records, is a firm believer in the idea that buyers, even in these days of cautious spending, are more and more concerned with the best that the talking machine and allied lines possess. Catering to this desire on the part of the consumer has brought him the success that he enjoys to-day—which is second to none among some of his friends in the trade and investigating others that the merchant should do, and do consistently, which have their favorable reactions on talking machine store profits. He should give a square deal and give it every time; back up every sale with a promise of service and keep his promise afterwards; maintain a comprehensive mailing list and utilize it monthly and semi-monthly in sending out supplements and refuse to economize on his window display. Finally, he should keep constantly in touch with his patrons.

"No wonder it is a fact that at this house invariably every purchaser of a talking machine comes back in the due course of time for a piano. Mr. Birns said the other day that business had shown no drop with him and that he didn't expect any.

CONDUCTING ACTIVE CAMPAIGN

Wm. Phillips, president of the Wm. Phillips Phonograph Parts Co., New York City, is a firm believer in the slogan of the Chicago Tribune, "1921 will reward fighters." He is practicing what he preaches, which has resulted in a good share of business coming his way. Mr. Phillips recently completed an out-of-town trip, which resulted not only in substantial orders, but also in a number of new accounts being opened.

DALION DEALERS ARE OPTIMISTIC

Secretary Roth, of the Milwaukee Talking Machine Co., tells the World of Conditions

Stanley Roth, secretary of the Milwaukee Talking Machine Mfg. Co., Milwaukee, Wis., was a recent visitor to New York, calling on some of his friends in the trade and investigating a number of new ideas that were recently brought to the attention of the company's factory executives.

In a chat with The World, Mr. Roth stated that the Dalion talking machine is making rapid headway in all parts of the country, and that Dalion dealers are optimistic in their reports of business conditions, basing their optimism on their sales totals for the past few months. The company recently increased its factory facilities, and Mr. Roth and his associates are making plans for an active Fall trade.

NEW MUSIC STORE IN VENICE, CAL.

Robert Sheehan, formerly secretary of the Venice, Cal., Chamber of Commerce, has opened a new and attractive music store on Ocean Front, Venice, under the title of the Sheehan Music Co. He will handle Columbia Grafonolas and records.

The General Phonograph Mfg. Co.

Model "E" Table Phonograph
The Greatest Value on the Market
IMMEDIATE DELIVERIES IN ANY QUANTITY

New Model "E"
Plays All Makes of Records Superior Tone Quality
Write for our Proposition

The General Phonograph Mfg. Co.
ELYRIA, OHIO
Announcing
Brunswick Style No. 105
For Immediate Delivery

Specifications:
- Mahogany and Fumed Oak
- Width 17⅜" Depth 20⅔" Height 15"
- Oval Tone Amplifier.
- Single Ultona Reproducer and Tone Arm.
- No. 3 Brunswick Motor and Automatic Stop.
- Turntable—with Felt Cover. Three Needle Cups.
- 1 Needle Cup with Cover. Tone Modifier. Speed Indicator.
- Rubber Feet.

A few significant facts and figures concerning the makers of The Brunswick Phonograph

- They manufacture every part of the Brunswick Phonograph from top to bottom.
- Are the only phonograph manufacturers in the United States, and probably in the whole world, actually doing this.
- Have at present eight factories in which Brunswick Phonographs and parts are manufactured, and two factories devoted to the pressing of Brunswick Records.
- Operate their own timber lands in Northern Michigan.
- Cut their own veneer logs and slice their own veneer.
- Manufacture their own panels.
- Manufacture their own shipping cases for phonographs.
- Are capitalized for $56,000,000.
- Have branch offices in twenty-five principal cities in the United States, five in Canada, two in Mexico, one in France, one in Cuba and one in South America.

In the light of these facts the notable confidence and enthusiasm which, shared alike by all connected with the Brunswick Phonograph in any capacity, are easily understandable.

THE BRUNSWICK-BALKE-COLLENDER CO.
General Offices: 623-633 S. Wabash Ave., Chicago
Branch Houses in Principal Cities of United States, and in Canada, Cuba, Mexico, France and South America
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 Co., La Calle De Capuchinas No. 25, Mexico City, Mexico

Brunswick
PHONOGRAPHs AND RECORDS
DEALERS KEENLY INTERESTED

Model Grafonola Shop in New York Branch of the Columbia Co. Furnishes Dealers With Ideas—Dealers Renovating Establishments in Accordance With Model Shop Layout

Since moving into its new home at 121 West Twentieth street the New York branch of the Columbia Graphophone Co. has been visited by dealers from all sections of the metropolitan territory. They have been most enthusiastic re-inspecting the Model Shop in every detail decided that it could be used as the basis for his Grafonola warerooms. The plan worked out successfully from every angle and during the first week Mr. Shapiro sold $185 worth of records.

The Model Shop in the New York branch is a real, full-sized store, and in it the dealer may see exactly what Col-Van construction represents and just how it will look in his establishment. Geo. E. Luders, supervisor of the Dealer Service department of the New York branch, who makes his headquarters in the Model Grafonola Shop, is providing the dealers with practical ideas that have proved profitable and invaluable.

INCORPORATED

Schwartz & Chakerin, of Brooklyn, N. Y., has been incorporated under the laws of the State of New York with a capital stock of $20,000, for the purpose of conducting a retail talking machine business. Incorporators: N. Katz, A. Deutsch and L. J. Cohen.

RECORDS PRIZE WINNING SONG

"Santa Lucia Lontana," Sung for Vocalion Record by Crimi, the 1920 Prize Winner in the Annual Neapolitan Song Contest

There is rather an interesting story connected with the song "Santa Lucia Lontana" (Santa Lucia Far Away), which was recorded for the Vocalion records by Giulio Crimi, the well-known Metropolitan Opera tenor, and is found in the June Vocalion list. Every year in Naples, Italy, a prize is offered for the best Neapolitan song written during the year. The prize is known as the Pedigrotta Prize, and arouses much competition among musicians. The song "Santa Lucia Lontana" was the 1921 prize winner, and is therefore conceded to have much merit.

Lorin F. Deland, who in days agone was in charge of publicity for Oliver Ditson Co., Boston, used to say that a high price with a good reason will sell more goods than a low price with a poor reason. Multum in parvo.
An advance in Edison phonograph prices will be compulsory should the Government increase the Excise Tax on phonographs.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY
Going After the Summer Talking Machine Business Where the Summer Business Is

Summer talking machine and record sales resemble Summer farm crops in that if the ground is properly cultivated and the seeds rightly sown the results are pretty sure to come up to expectations, but results cannot be expected if intelligent effort is not put into the work.

Talking machine dealers who have made a practice of going after Summer vacation trade in the past have already mapped out their campaigns and began early in June to carry them out through the medium of special advertising and by other means.

There are very few localities in which the campaign for Summer business will not bear fruit, for Americans of all classes are great believers in vacation and most of them manage to get close to nature if only for a week or two during the Summer. There are others who forsake their urban habits for the entire Summer, and by other means.

For the individual who makes a drive on small machines during the Summer months, and having made a sale lets it go at that, the logic of the dealer referred to may prove right, but the retailer who is on the job simply regards the business wherever it happens to be, and in regions favored by vacationists these demonstrations on the spot, so to speak, are comparatively easy.

Perhaps the recital of actual experiences in the selling of small machines to campers may prove an inspiration to other dealers. L. A.

L. A. Murray's Headquarters

CAMPERS
TAKE MUSIC WITH YOU
Invite the great stars of Opera, Concert, Vaudeville and Cabaret to your Camp. Remember you can hear these great artists as they wish you to hear them only on the Victrola.

Take the portable style Victrola with you to Camp, then bring it back and use it if you choose, in your home.

Use our Exclusive Victor Service.

WINNERS TAKES IT ALL SEVEN DAYS OF THE WEEK

MAKE ARRANGEMENTS NOW FOR YOUR CAMP MUSIC

CAMPERS
TAKE MUSIC WITH YOU
Invite the great stars of Opera, Concert, Vaudeville and Cabaret to your Camp. Remember you can hear these great artists as they wish you to hear them only on the Victrola.

Take the portable style Victrola with you to Camp, then bring it back and use it if you choose, in your home.

Use our Exclusive Victor Service.

WINNERS TAKES IT ALL SEVEN DAYS OF THE WEEK

Two of the Typical Summer Advertisements

Two of the Typical Summer Advertisements Murray, who specializes in the Victor line in Davenport, Ia., has for several years gone after the business of the vacationists consistently and successfully. "Gone after it" is right, for the salesman takes a machine and a supply of records right to the camp. In telling of the method pursued Mr. Murray says:

"About dusk at the camping spots, just about the time the campers are coming to their cottages ready to lounge around for the rest of the evening, one of our men starts his canoe down the river, incidentally he places a Victrola IV and a few records in his boat and at the psycho-

(Continued on page 40)
Sapphire or \textit{Actuelle} STEEL NEEDLE

First in Tone and Quality
First out with the Popular Favorites
First in point of Salability

**LATEST DANCE HITS**

<table>
<thead>
<tr>
<th>Sapphire Record No.</th>
<th>LATEST DANCE HITS</th>
<th>Actuelle Record No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>20555</td>
<td>I'M NOBODY'S BABY—Fox-trot ............................</td>
<td>020555</td>
</tr>
<tr>
<td></td>
<td>PAPER DOLL—Fox-trot ....................................</td>
<td>Della Robbia Orchestra</td>
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<tr>
<td></td>
<td>ALL BY MYSELF—Fox-trot ................................</td>
<td>Merry Melody Men</td>
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<tr>
<td></td>
<td>A BABY IN LOVE from &quot;The Last Waltz&quot;—Fox-trot ..........</td>
<td>Hazay Natzy's Orchestra</td>
</tr>
<tr>
<td>20561</td>
<td>LUCKY DOG BLUES—Fox-trot ................................</td>
<td>Synco Jazz Band</td>
</tr>
<tr>
<td></td>
<td>SATANIC BLUES—Fox-trot ..................................</td>
<td>Synco Jazz Band</td>
</tr>
<tr>
<td></td>
<td>TOREADORA—Fox-trot ......................................</td>
<td>Piedmont Dance Orchestra</td>
</tr>
<tr>
<td></td>
<td>YOU'RE THE SWEETEST GIRL IN ALL THE WORLD—Fox-trot</td>
<td>Della Robbia Orchestra</td>
</tr>
<tr>
<td>20557</td>
<td>JUST KEEP A THOUGHT FOR ME—Fox-trot ...</td>
<td>Waldorf-Astoria Dance Orchestra</td>
</tr>
<tr>
<td></td>
<td>NESTING TIME—Fox-trot ...</td>
<td>Jazz Syncopaters</td>
</tr>
<tr>
<td>20559</td>
<td>CROONING—Fox-trot ......................................</td>
<td>Casino Dance Orchestra</td>
</tr>
<tr>
<td></td>
<td>GOOD AS GOLD—Waltz ......................................</td>
<td>Casino Dance Orchestra</td>
</tr>
<tr>
<td>20560</td>
<td>WAIT UNTIL YOU SEE MY MADELINE—Fox-trot ...</td>
<td>Green Brothers' Novelty Band</td>
</tr>
<tr>
<td></td>
<td>DO ANOTHER BREAK—Fox-trot ................................</td>
<td>Casino Dance Orchestra</td>
</tr>
</tbody>
</table>

**POPULAR VOCAL HITS**

<table>
<thead>
<tr>
<th>Sapphire Record No.</th>
<th>POPULAR VOCAL HITS</th>
<th>Actuelle Record No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>20554</td>
<td>PUCKER UP AND WHISTLE ......................................</td>
<td>The Harmonizers</td>
</tr>
<tr>
<td></td>
<td>PEGGY O'NEIL ................................................</td>
<td>Billy Jones</td>
</tr>
<tr>
<td>20553</td>
<td>SINGIN' THE BLUES ..........................................</td>
<td>Jack Norworth</td>
</tr>
<tr>
<td></td>
<td>AIN'T WE GOT FUN! ..........................................</td>
<td>Jack Norworth</td>
</tr>
<tr>
<td>20552</td>
<td>MOONLIGHT AND HONEYSUCKLE ..................................</td>
<td>Orpheus Trio</td>
</tr>
<tr>
<td></td>
<td>DROWSY HEAD ................................................</td>
<td>Orpheus Trio</td>
</tr>
<tr>
<td>20551</td>
<td>HELD FAST IN A BABY'S HANDS ................................</td>
<td>Lewis James</td>
</tr>
<tr>
<td></td>
<td>CAROLINA LULLABY ...........................................</td>
<td>James and Hart</td>
</tr>
<tr>
<td>20554</td>
<td>HOW MANY TIMES—Dance Rhythm ................................</td>
<td>Lavinia Turner and Her Band</td>
</tr>
<tr>
<td></td>
<td>CAN'T GET LOVIN' BLUES—Dance Rhythm .....................</td>
<td>Lavinia Turner and Her Band</td>
</tr>
</tbody>
</table>

Pathé Frères Phonograph Company

20 GRAND AVE. BROOKLYN, N. Y.
The Best Salesmen Need Convincing Talking Points

The exclusive features of the Pathé line account for the Pathé dealer's ability to "put sales across"

The Actuelle

a Pathé Frères invention, represents the biggest forward stride in sound reproduction in 25 years.

The Pathé Phonograph

embodies 6 exclusive advantages: A full, clear tone produced by the pure tone chamber and the Pathé sapphire ball; no needles to change; records do not wear out; plays all makes of records better; always ready to play; volume can be delicately shaded with the Pathé controller.

The Pathé Electric Motor

with only two moving parts is a marvelous new improvement in electric motors equipped in Pathé machines at the same retail prices as spring motor machines.

Pathé Sapphire Records

played with the famous sapphire ball do not scratch or wear out, and because the ball fits the groove perfectly render a full, round, natural tone.

Actuelle (steel-needle) Records

are the only steel-needle records made with the supreme Pathé tone.

These invaluable exclusive assets, backed up by prices attractive to the public, and the Pathé Selling Plan, the most successful plan for retailing phonographs under present conditions, are enabling Pathé dealers to move right on toward prosperity.

Pathé Frères Phonograph Company

20 GRAND AVE. BROOKLYN, N. Y.
logical moment starts to play a good instrumental or a good tenor duet. Here in the wilds of Iowa music in canoes is not at all common and this little stunt brings them out of the camps just like the first 'horseless' carriages used to terrorize our peaceful neighborhood.

"Of course that excites curiosity, and those who have heard and have not seen naturally and innocently ask what it is and who it is. Some-}

GOING AFTER SUMMER BUSINESS
(Continued from page 37)

over the Tri-Cities wherever there are camps.

paign and a vigorous camp-to-camp canvass all backed up by a circular letter, a newspaper cam-

Then if they want to know who Murray is, of

body has found out and answers that it's Mur-

Fours and Sixes, but another big asset grew

innocently ask what it is and who it

who we believe we can safely say are adver-

camps also bought Sixteens and Seventeens for

elbow with a great many residents of the Tri-

demonstrator at the camps brought us elbow to

some buyers of portable Victrolas that,

as far as possible, but we will, of course, take

in the Phonograph World.

PLAYS ALL RECORDS

No. 2 Round Tone Arm and Reproducer

FEATURES

LARGE diaphragm and long stylus bar lengthens vibrations, producing a deeper and more natural quality of tone.

Perfectly balanced in accordance with carefully worked ratios, and with regard to co-ordinate parts, this tone arm and reproducer permits a freedom and sweetness of tone heretofore thought impossible. Surface sounds almost entirely removed.

Throw-back design permits of easy access to needle socket. Saves records from unnecessary scratching.

The Demonstration Making His Rounds

A demonstrator at the camps brought us elbow to elbow with a great many residents of the Tri-Cities who are now our record patrons, and who we believe we can safely say are advertising us to other people. A great many of those who bought Fours and Sixes for their camps also bought Sixteens and Seventeens for their homes in the Fall. They told us they would. That doesn't mean that we did like some dealers promise to do, viz., take the Fours or Sixes in at full value on the larger instrument. We did not promise in a single instance to take the Four or Six back. We sold these Fours and Sixes.

"Our salesmen were instructed to make no such promises in their sales talks. It was pointed out to all these buyers of portable Victrolas that, although they had a cabinet style Victrola in their home, the small one would still be useful for next year's outing party or for the nursery, veranda, auto trips, little private dancing parties, etc. We made it appear that the buying of the small Victrola had nothing to do with the buying of the large one and the result is that no one expects us to take them in trade.

"We try to keep out of the 'trade' business as much as possible, but we will, of course, take a Victrola back in certain instances. Other makes of machines we will not accept in trade."

As a preliminary to the visit of the salesman with his canoe and his Victrola, Mr. Murray starts the propaganda which assures the campers is also shown in the illustration. There is no reason why the average retailer, especially the man located in the sections favored by vacationists, cannot follow the example of Mr. Murray with equal success.

LAVINIA TURNER WITH PATHE

Popular "Blues" Singer to Make Records Exclusively for the Pathé Library

The Pathé Frères Phonograph Co., Brooklyn, N. Y., has announced the acquisition of Lavinia Turner as an exclusively Pathé artist. Lavinia Turner is an inimitable singer of "blues" and will be accompanied by her own jazz band in the various Pathé recordings. Her fame grew from her performance in a number of the best cabarets of uptown New York, and she also gained considerable popularity through her performance in "Tickle Me."

The first Lavinia Turner record includes a pair of irresistible blues songs written especially for Miss Turner by J. Russel Robinson, composer of "Margie" and "Palesteena." The selections are "How Many Times" and "Can't Get Lovin' Blues." They are released in both the Actuelle needle cut and the Pathé sapphire ball records. The tremendous popularity of this type of record, combined with the large following of Lavinia Turner, indicates that it will prove a big success.

A flashy eye-catching window streamer has been prepared and a campaign to push this number will be conducted broadcast throughout the country.

Half the failures in life come from pulling one's horse when he is leaping.

JEWEL PHONOPARTS COMPANY - 154 W. Whiting St., Chicago June 15, 1921
Convention of Southern Victor Dealers

Most Successful Meeting of Southern Victor Dealers' Association Held in New Orleans on May 19th and 20th, With Retailers from Several States in Attendance—Program a Constructive One—Visitors Elaborately Entertained by Local Jobbers—Interesting Convention Chat

New Orleans, La., May 31.—With business sessions abounding in constructive, forceful thoughts and ideas, New Orleans’ hospitality liberally exemplified, an inspiring message brought from the Victor Co. by its representative, John G. Paine, and other notable features, the third annual meeting of the Southern Victor Dealers’ Association, held here May 19 and 20, proved the greatest gathering of its kind held so far.

The first day the dealers met in morning and afternoon sessions to hear welcoming addresses and topics that struck home. They carried on still more enthusiastically in the evening out at Spanish Fort, the South’s favorite playground, as the guests of Philip Werlein, Ltd., where they were dined and feted at Tranchina’s restaurant.

On into the second day they went with still more business discussions of a vital nature in the morning—then the afternoon gathering to hear, as President Burton put it, “the whole wheat”—John G. Paine’s masterly and inspiring message brought to the membership at least be doubled by the next meeting, and that building up of the membership to make its importance more forcibly felt in the musical industry of the South. It was recommended that the membership at least be doubled by the next meeting, and that interest be charged on deferred payments.

The convention went on record as favoring a record exchange bureau service, one that would be of substantial benefit to all; extended greetings to a new organization of the Southwestern Victor Dealers’ Association, and cordially welcomed its representative, E. C. Goodell, of Beaumont, Tex., giving a pledge of hearty cooperation with the membership at least be doubled by the next meeting, and that building up of the membership to make its importance more forcibly felt in the musical industry of the South. It was recommended that the membership at least be doubled by the next meeting, and that interest be charged on deferred payments.

The meeting favored the inauguration of a record exchange bureau service, one that would be of substantial benefit to all; extended greetings to a new organization of the Southwestern Victor Dealers’ Association, and cordially welcomed its representative, E. C. Goodell, of Beaumont, Tex., giving a pledge of hearty cooperation with the Association banquet in the Assembly room, as the guests of Philip Werlein, Ltd

Local Reception Committee, left to right—J. V. Dugan, New Orleans, La.; Ned Wilson, New Orleans, La.; Mr. E. H. McNeely, Memphis, Tenn. (not on Committee); John G. Paine, New Orleans, La.; Miss B. S. Felder, Memphis, Tenn.; Mr. C. A. Goodell, New Orleans, La.; Mr. C. A. Goodell, New Orleans, La.

Prominent Victor Dealers, left to right—L. D. Woodruff, Hattiesburg, Miss.; R. E. Wilson, Greenwood, Miss.; J. R. Tomlinson, B. R. Maple, Roll Co., Chillicothe, Ill.; L. O. Wilson, Berckwell & O’Neill Co., Minneapolis, Minn.


John G. Paine’s Message

Mr. Paine, who was the official representative of the Victor Co., spoke on “Victor Ideals.” Telling the story of Eldridge R. Johnson, guiding genius of the Victor Co., as essentially a dreamer whose visualization and extreme practicality have given the world’s best music to the world’s masses, Mr. Paine said his success already established, was not ready to concede it himself until every...
CONVENTION OF SOUTHERN VICTOR DEALERS—(Continued from page 41)

Victor dealer was successful. This is the "great ideal of Mr. Johnson," stated the speaker. "The Victor Co. is the trustee of every dollar you put into our merchandise and your money is as secure in it because of its "built-in" quality. Our policy is as broad as is the quality of the product we sell, and when we say the Victrola is 'supreme' we prove it!" Mr. Paine then cited some of the standards exacted in the manufacture of Victor products, touching upon the lumber going into the cabinets, its process of seasoning in the extensive yards and dry kilns "one year for each inch of thickness"; how the forests of China and Japan contributed their finest woods to the making of the cabinets, and said that now, as then, "no lure of present gain can induce us to lower our quality." Mr. Paine continued by telling how during the war period insistence upon Victor quality prevented other concerns from turning out Victor cabinets, and said that now, as then, "no lure of present gain can induce us to lower our quality."

The speaker paused here to tell of the world's greatest artists choosing the Victor for the faithful reproduction of their genius, which was food for thought.

Speaking feelingly of how the little Victor Dog stands for faithfulness, Mr. Paine said his company would always be the guardian of every dealer's dollar of investment, but in return the Victor Co. would like to hope for a return of this faith in the company itself, from every Victor dealer by honest merchandising, loyalty and co-operation. Then it would be the ideal combination. Apropos present conditions in the business world, Mr. Paine stirred his hearers with this thought: "We ask, "What's wrong with business?" because we don't ask, 'What's right?" The reservoir is full. Take your buckets and go and dip it out!" The speaker reached the climax of his address when he said: "We have forgotten the Soul? We're all out of tune. Life!—We've got to bring it back!"

Mr. Paine's word pictures and passages were only surpassed by his enthusiasm and rounds of applause greeted him frequently during his address as well as at the conclusion.

J. J. Rockwell's Paper Read

Due to illness, J. J. Rockwell, of Reincke-Ellis Co., was prevented from attending the convention, but his paper, which was forwarded, was read by Jack Hofheinz, of the Werlein Co. The dealers are indebted to Mr. Rockwell for the many splendid thoughts contained in his address, and only regretted that Mr. Rockwell was not present himself to deliver the address.

Mr. Rockwell's address assured the hearers that now was the time to work harder than ever and go and dip it out! "One year for each inch of thickness"; how the many splendid thoughts contained in his address, as well as at the conclusion, were given to the convention, but his paper, which was forwarded, was read by Jack Hofheinz, of the Werlein Co.


"Loving Tribute" to the Jobbers

One of the bright spots of the meeting was the left-handed tribute paid to the jobbers by Ned Wilson, a tribute that brought forth considerable applause.

"The jobber's main aim in life is to keep the dealers posted on the specials of Paul Whiteman and his orchestra. "No dealer appreciates the jobber. The jobber is the best friend the dealer has. Doesn't he make the dealer regularly a shipment on the 30th or 31st of each month? I don't mean the records that are scheduled for the 1st. Doesn't he have hymns when we want jazz and nice music? Doesn't he have all American walnut machines? He is one guy that doesn't know anything about mahogany."

From the number of letters we get there must be ten jobbers or more to each dealer. The Victor Co. writes a letter to the trade and by the time we hear from every jobber from August 1st to December 1st, we are glad to have them with us once more."

The Werlein Entertainment

The entertainment program was generous and varied. "Positively the best entertainment of its kind at any time, any place." Such summed up what practically everyone thought of the dinner and dance given the first night of the convention at Tranchina's, Spanish Fort, by Philip Werlein, Ltd. Something like 150 guests were conveyed out to the Lake in three big sight-seeing cars. The start was made in front of the Werlein store at 605 Canal street, and on the way out several beautiful residential and boulevard sections were traversed.

The guests sat down at the banquet tables at 8 o'clock, and from then on till the "wee sma' hours" joy reigned supreme. The feast was enough to satisfy the most exacting gourmand or gourmet, being typically New Orleans in this respect, and nothing was lacking to put everyone in good spirits for all the features that made it so enjoyable.

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COTTON FLOCKS
The New Better Werlein Service
To Southern Victor Retailers!

Actually Helping You Sell What You Buy

You'll Like This Policy, Mr. Dealer. Seventy-nine years of Successful Musical Merchandising Is Behind It!

CONVENTION OF SOUTHERN VICTOR DEALERS—(Continued from page 42)

With everyone in such a jolly mood and with such splendid company in the way of local as well as visiting members of the fair sex, who were present, added impetus for a good time was given by the dancing, which then began to the strains of Piron's famous orchestra. In addition the "Spanish Fort Quartet," an organization of negro singers and dancers, kept the crowd in a state of merriment with their unique entertainment.

The endeavors of Parham Werlein, the president of Philip Werlein, Ltd., and Paul Felder, secretary-treasurer, to extend hospitality to their guests, and the evident pleasure they themselves got out of their cordiality, was the subject of comment upon every side.

In addition to the Werlein entertainment at Spanish Fort, both Mr. Werlein and Mr. Felder, as well as Mr. Hofheinz, of the Werlein Wholesale Victor Department, were active all during the convention to see that nothing was left undone to contribute to the welfare and comfort of everyone in attendance.

The Association Banquet

The Association banquet, which was held the second night of the convention in the Assembly of everyone in attendance.

As usual, Miss Emma Delery was right on the job welcoming guests down at the wholesale Victor Department, all during the course of the evening.

The following from the local Victor stores were present, added impetus for a good time was given by the dancing, which then began to the strains of Piron's famous orchestra. In addition the "Spanish Fort Quartet," an organization of negro singers and dancers, kept the crowd in a state of merriment with their unique entertainment.

Mrs. Hazel Dare Wilder, the Louisiana soprano, protege of Mary Garden, and hailed as an artist of great prominence, sang a number of selections during the course of the evening.

As usual, B. B. Burton made an ideal master of ceremonies and presiding officer.

As usual, Miss Emma Delery was right on the job welcoming guests down at the wholesale Victor Department, all during the course of the evening.

As usual, B. B. Burton made an ideal master of ceremonies and presiding officer. However,
Making a Console out of A Table Model

The Console 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 these Console Cabinets indicate that they 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.
everyone believed Mr. Burton really came down to go fishing with Paul Felder and Johnny Dugan, for this was their sole topic of conversation every spare minute.

Someone told us about a play, "The Passing of the Third Floor Back," but "Room 378" kept them from passing up the third floor back at the St. Charles.

The convention enjoyed a visit from our good friend Lew Willis, of Beckworth-O'Neill Co. Lew's "Beloe" Countert did not arrive in time to be displayed before the dealers, but from every indication Lew has a dandy proposition for every dealer, and all of his friends wish him much luck in putting over his clever sale-getting idea. Mrs. Willis was with Lew and was a much sought-for dance partner.

Ollie Dom, of Q R S fame, was out so clever with his "African golf" stuff as he is selling Q R S rolls. Ask F. Raggio, of De Ridder.

John G. Paine was billed as the headliner of the convention, and no one from the "big time" circuit ever got a more enthusiastic reception on any stage.

As usual, the Birmingham delegation was large and enthusiastic. Tyler and Quina gave all the ladies a treat—thus living up to their reputation.

Bob McDavid "lost his voice," but being such a "vamp" on the dance floor he hardly missed it, as his "wicked steps" will testify.

Looks as if Bill Reynolds will be host at the next convention, in Mobile. Bill brought along a good delegation as usual, and was right there with his 100 per cent Victor ideas.

Ralph Young was the only fellow who did not lose sleep during the convention, and was full of "pep" (7)—during the entire evening.

R. G. Brice and J. V. Dugan, as the new officers of the Association, assure a live organization from now on, and everyone extended congratulations.

Ed. Goodell and Gene Gifford were the two live wires from East Texas at the meeting. Ed. brought along Mrs. Goodell. They were only recently married, and of course were kept busy receiving congratulations.

The membership was glad to welcome W. H. Sipketski, who is manager of the newly installed Victor account at the Adam Glass Furniture Co., Mobile, Ala.

As usual, F. E. Mahoney, of Chattanooga, was on hand and lent his guiding genius toward making the convention the big success it was.

Everyone will remember with pleasure meeting Mrs. M. F. Saunders, manager of the Victrola department of the Bry Block Mercantile Co., at Memphis, Tenn., who succeeded John A. Hofheinz in that position several months ago when Mr. Hofheinz came to the Werlein organization here. Mrs. Saunders has already made quite a success in her new work and is, without a doubt, one of the best-posted women in the Victor game.

It is understood that at next year's meeting the question of naming an official "vamp" for the organization will be brought up. Tyler and Quina will no doubt boom our worthy June Ber- niece Jalenak, as both the Memphis and New Orleans convention attendance will testify. In addition to having all the qualifications, Miss Jalenak is making a name for herself in Victor circles for the "peppy" way she is handling the Dugan Victrola department here.

The convention enjoyed having R. P. Hamil-

ton, of the Victor traveling forces, who dropped in unexpectedly. Mr. Hamilton is a Victor enthusiast despite his regular stipend from the Victor Co., for he has spent years in building up a library of Victor records and now owns some 4,000 choice selections.

When the dance music started at Spanish Fort, someone said: "Now we will see Terpsichore," and sure enough, Will Berry walked right out on the floor, the living personification of the popular Mums. Berry was "fill of hops"—meaning, of course, his remarkable agility as a dancer—and several of his dance partners will testify that he was the cleverest fellow who ever stepped on their feet.

Also among those missing were Lou Pitts and Bill Sutherland, from the Houck forces at Memphis. Lou's absence made it easier on the bellboys at the St. Charles.

Favorable comments were heard from every side relative to the new wholesale headquarters of the Philip Werlein, Ltd., on Bienville street. The establishment is equipped like a model Victor shop, and many dealers who are contemplating installing new equipment got good pointers in the Werlein place.

Walter Schroeder and Ernest Staples, who have been recently added to the road force of the Philip Werlein, Ltd., were about every minute of the time, looking after everybody's requests and wants. Ernest was quite a high financier—ask Ollie Dom. Walter and A. D. Pedan, of Laurel, Miss., were "big buddies" and, like Grape Nuts—"there's a reason."

The Local Arrangements Committee, composed of J. V. Dugan, of the Dugan Piano Co.; Ned Wilson, of Collins Piano Co., and Jack Holheinz, of Philip Werlein, Ltd., were on the job from morning to night, and received the praise of everyone for the successful way they handled details at the convention.

Dave Rice, from Jackson and Vicksburg, was here with his mighty attractive little wife. They are recent new arrivals, and Mrs. Rice particularly enjoyed her first visit to New Orleans immensely.

Another familiar figure at the convention was C. D. Troy, of Tupelo, Miss. Mr. Troy is a veteran Victor dealer and never misses a gathering of this kind.

Ellis Sarphie, of McComb, was one of the live Victor dealers in attendance; also L. D. Woodruff, of Hattiesburg. Among the other live dealers were Marcel Dreyfus, of New Iberia, La.; J. S. Smith, of Lake Charle; Mr. Burns, of Covington, La.; Mr. Parker, of Biloxi, Miss.; A. E. Malhiot, Thibodaux, La., and V. B. Richard and Mrs. Richard, of Jennings, La.

Among those missing were Mr. and Mrs. Frank Murphy, Alexandria, La., and Frank Allen, of Meridian, Miss., unavoidable circumstances keeping them from attending.

P. M. McLemore, of the O. K. Houck Piano Co., Memphis, Tenn., and H. Baish, of the Unit Construction Co., greeted their many friends.

RECENTLY INCORPORATED

The Vulcan Record Corp., of Wilmington, Del., has been incorporated under the laws of the State of Delaware, with a capital stock of $550,000. Incorporators not named.

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
Our Service is a natural result of a finely equipped Service Department.

Always abundantly stocked in Okeh Records we are well able to furnish you with material to establish an Okeh Record Agency.

We are glad to share with you our thorough experience in the Record industry and give personal and spontaneous cooperation.

Okeh Records excel because of their round full tones.

Okeh Records satisfy because the dance music is brilliant and vigorous.

You should be proud to sell Okeh Records

Consolidated Talking Machine Co.

Okeh Record Distributors

227 W. Washington St. Chicago, Ill.
Van and Schenck are at their best and funniest in "Sweet Love" and "She Walks in Her Husband's Sleep." And Van and Schenck at their best and funniest have always meant surprising sales. Order big. A-3408.

Columbia Graphophone Co.
NEW YORK

COMMENTS ON THE PATHE FUTURE

President E. A. Widmann, of Pathe Freres Phonograph Co., Waxes Enthusiastic Over the Business Outlook in Interview With World

Eugene A. Widmann, president of the Pathe Freres Phonograph Co., struck an enthusiastic note regarding the future as it affects Pathe in a recent interview with The World. Mr. Widmann spoke of the individuality and superior points of the Pathe electric motor and the exclusive sales advantage of this motor for the Pathe dealer. In summing up general conditions Mr. Widmann said in part: "A big thing that record until it now stands in the first rank of needle cut records. Betterment of general business conditions is reported from all sections of the country, and I am entirely optimistic over the future."

NEW VICTOR SHOP IN PEORIA

Elaborate Musical Program Marked Formal Opening of Peoria Music Shop, Inc.

Peoria, Ill., June 1.—The formal opening of the new Victrola shop of the Peoria Music Shop, Inc., was held last Saturday at the company's building, 218 South Adams street. An elaborate program was a feature of the opening, one of the stars being Princess Watahwaso, the noted Indian singer and exclusive Victor artist, who appeared in native costume. There were also several other artists and Hoffmann's Orchestra played a number of selections. The Peoria Music Shop is conducted by Arthur E. Severa, Russell L. Stutzmann and Margretta S. Scherff, all experienced in the music industry.

SONORA JOBBER IN MEXICO

The Sonora Phonograph Co., New York, announced recently the appointment of M. E. Raya and Co., Mexico City, as distributors for the Sonora product in Mexico. This company, which is well known in Mexican industrial circles, is planning to give the Sonora product a representation commensurate with its high standing in the musical field.

PROPER CHIPPENDALE—Trimming costs no more than
PROPER QUEEN ANNE—but a lot of beautiful Period models are spoiled by using the wrong Trim.

We can show you the RIGHT TRIM for your needs.

Weber-Knapp Company
Jamestown, N. Y.
The Dalion Dealer has these important Advantages

To your own efforts in building a profitable phonograph department we offer the aid of a superb line of instruments and a factory organization which is tireless in its sincere, sustained co-operation. The Dalion phonograph is the right one to sell. The Dalion contract is the right sort to sign.

Dalion selling advantages that push past mere talking points are numerous, and real. The Dalion agency in any territory is a valuable franchise. For these reasons:

There are nine models in the Dalion line. They offer a range in style and price which means a well-rounded stock of instruments on which you can concentrate your interest and effort.

Tonal qualities of any Dalion will measure up to those of any machine on the market by any test you or your customer can make. Universal tone-arm. Plays all records.

Mechanical excellence of Dalions evidenced by our specific guarantee which is the strongest in this field and includes protection against spring breakage. Silent motor. Auto-file for records (exclusive).

Beauty of design, quality of cabinet-work and every detail of finish all so far above average that Dalion has not a close second in favorable appearance. Correspondence with merchants invited.

Milwaukee, Wisconsin, U. S. A.

[Image of Dalion phonograph]
NEW MOTOR INTERESTS TRADE

Serendao Announcement in May World Produces Remarkable Results—Motor May Be Manufactured for General Distribution

The Serendao Mfg. Co., Cedar Rapids, Ia., manufacturer of the Serendao talking machine, which recently advised the trade that its instruments will be equipped with the new Serendao motor, guaranteed for five years, has received inquiries from all parts of the country regarding this new motor. The first announcement in connection with this matter appeared in the May issue of The World, and M. E. Lusk, Jr., sales manager of the company, states that requests for information were received from manufacturers and dealers before the company had even seen its own advertisement.

Referring to the company’s plans for marketing this motor, Mr. Lusk said: “When we used our advertisement we had no idea of furnishing a Serendao motor except in the product manufactured by ourselves, and we do not know that we will make any change in the motor plan in this respect. However, there have been so many inquiries received from firms of high standing that we are considering the marketing of the motor in a general way.

“This ready response seems to prove to us that manufacturers generally realize that no matter how good a talking machine may be otherwise it cannot properly function unless the motor is of consistent speed and gives a minimum of trouble.

“Serendao dealers have found that they can eliminate their repair departments, and we believe that our new motor is as near trouble-proof as a piece of machinery can be. If it were not so we certainly could not guarantee it for a period of five years and replace any motor that may become inoperative during that period with a new one.”

REPRODUCE WITH GALENA CRYSTAL

As far back as 1913 Brazier and Dongier showed that the passage of a sufficiently strong alternating current across the surface of contact of a metal point with a crystal of galena caused a sonorous effect. P. Collet, writing in Comptes Rendus, tells of his experiments along this line. By using an undamped wave arrangement and a primary and secondary circuit properly tuned and including a microphonograph, he has been successful in reproducing the singing voice with the galena contact.

Ernest I. Van Doren, phonograph dealer of Troy, N. Y., has filed recently a voluntary petition in bankruptcy, with liabilities of $20,248 and assets of $14,785.

NEW SHOP IN NEWBURGH OPENED

Columbia Music Store of Messrs. Burger & Morse Is One of Finest in Hudson Valley

The new establishment of the Columbia Music Store, in the Academy of Music Building, Newburgh, N. Y., was opened auspiciously to the public of that city recently. Messrs. Burger & Morse are the proprietors of this shop, which is conceded to be one of the best equipped in the Hudson River Valley. The new premises occupy over 2,000 square feet of floor space. The talking machine department has six demonstration booths. Columbia, Sonora and Brunswick machines comprise the group represented by this house. A full line of records and general musical instruments, as well as sheet music, is handled by this concern.

The Victor line of talking machines and records have been added to the Music Shop, Spokan, Wash., owned and managed by Ray A. Grombacher and Mrs. Grombacher, who are handling Columbia talking machines.

NEW POST FOR A. W. ROOS

Former Columbia Co. Manager Joins General Phonograph Corp. Staff

A. W. Roos, formerly manager of the Cleveland and Indianapolis branches of the Columbia Graphophone Co. and more recently assistant manager of the Columbia Co.’s St. Louis branch, has joined the sales organization of the General Phonograph Corp. Mr. Roos has been appointed an assistant to W. C. Fahri, general sales manager of the Okeh record division, and will make his headquarters in New York. He has been with the Columbia Co. for many years and his thorough knowledge of every phase of record merchandising ideally qualifies him for his new post.

The New Comfort Talking Machine Co., of Wilmington, Del., has been incorporated under the laws of that State, with a capital stock of $350,000. The name of the incorporator given is that of The Corporation Service Co., instead of the usual individual names.
GRANBY LINE IN WIDENER’S STORES

Widener’s, Inc., will Retail Granby Line in Its Fourteen Stores, Nine of Which Become Factory Representatives of the Granby Corp.

Norfolk, Va., June 5—The Granby Phonograph Corp., of this city, has announced an important deal recently consummated whereby Widener’s, Inc., will retail the Granby Line in its fourteen stores, nine of which have become factory representatives of the Granby Phonograph Corp. and will distribute the line in the territories in which its stores are located. The Widener-Granby deal was made at Granby headquarters between J. G. Widener, president of Widener’s, Inc., and Harry Levy, president, H. H. Schumaker, secretary, and E. C. Howard, sales director of the Granby organization.

Under the arrangements made Widener’s, Inc., has become wholesale factory representative in the following nine cities: New York, Philadelphia, Boston, Newark, Cincinnati, New Haven, Indianapolis, St. Louis and Worcester. Granby phonographs will also be retailed by the Widener organization in these cities in addition to the other five stores of the Widener chain. Much careful investigation was made on both sides before the conclusion of negotiations and entire satisfaction is mutually expressed. J. G. Widener was enthusiastic over his inspection of the Granby plant at Newport News and Secretary Schumaker was equally enthusiastic after he had visited several of the important Widener locations.

An idea of Mr. Widener’s opinion of the Granby line is found in a letter which he recently sent from his headquarters in Boston to the Granby Phonograph Corp., in this city. “We have searched the field for months and have gone over all talking machines, endeavoring to find something to fit what we needed most, viz.: First, an instrument that would give our customers satisfaction; second, a tone that the majority would like; third, an instrument that would keep our time accounts using and paying majorities; fourth, one that would give least money for the trouble; and fifth, one that would give most, viz.:”

“First, an instrument that would give our customers satisfaction; second, a tone that the majority would like; third, an instrument that would keep our time accounts using and paying majorities; fourth, one that would give least mechanical troubles; fifth, an instrument from a furniture standpoint that would fit in the majority of homes. After six months’ exhaustive study we have found it—the Granby.”

Widener’s, Inc. (Signed) “J. G. Widener President.”

The various warerooms of Widener’s, Inc., have been large retailers of Columbia products for many years and constitute probably one of the largest talking machine chain stores in the country. It is stated that the representation of the Columbia line will continue as heretofore. It is also stated by E. C. Howard, sales director of the Granby organization, that the new deal will not disturb the national distribution of the plan of the Granby Corp. outside of the territories covered by Widener’s, Inc., and that additional territories will be opened soon. The Kennedy-Schultz Co., of Cleveland, O., and the Iroquois Sales Corp., of Buffalo, N. Y., will continue as jobbing representatives as hereafter. Both houses report exceptional success in the sales of the Granby phonograph in the territories which they cover. The Granby Phonograph Corp. recently received another order for three carloads of Granbys from the Iroquois Sales Corp. and Edward Ginsburg, Granby factory salesman, has been assigned to assist the Iroquois Sales Corp., in the excellent work which it is doing.

The opening shot of the Widener-Granby campaign, which is indicative of the enthusiastic way in which Widener’s, Inc., has taken on the new line, is to be found in the big display given the Granby phonograph in the Widener shop, west of Fifth avenue, New York. The announcement of this deal, which is one of the most important in recent history of the talking machine trade, has attracted much attention and enthusiastic congratulations are being received at both Widener and Granby camps.

BELLE BAKER SINGS "ELI-ELI"

Records Favorite Jewish Folk Song for the Pathé Actuelle Steel-Needle Records

An announcement of interest to Pathé dealers is that the favorite Jewish folk songs, is now available on Pathé Actuelle steel-needle records. The dealers have been anticipating the news for some time, as there has developed a great demand for this particular record, now available to phonograph owners generally.

Regarding the record Dr. Joseph Kalman, manager of Pathé’s foreign record department, said: “No folk song of the Jewish people is more loved than ‘Eli-Eli,’ a heart-song fraught with the emotions and sufferings of the Jewish race. This song has been sung again and again by leading artists, but never before has it inspired such an appeal as Belle Baker recently created on the American vaudeville stage. This young artist, who was born and bred in the East Side, amid the sufferings and trials of her people, puts new soul and fervor into the plain-song—and we feel that our efforts to give the Jewish public what they want have been well repaid by winning the gifted Belle Baker to the Pathé ranks.”

The Stradivara Phonograph Shop was recently opened in San Diego, Cal., an elaborate musical program being provided for the occasion.
QUALITY

Okeh ANNOUNCES

The World-Famous Irish Tenor

John McCormack

IN THREE FAVORITE SONGS

70003
10\(\frac{1}{4}\) in.
ABSENT, John McCormack, Orchestra Accompaniment
$1.00

70001
10\(\frac{1}{4}\) in.
DEAR LITTLE SHAMROCK,
John McCormack, Orchestra Accompaniment
$1.00

70002
10\(\frac{1}{4}\) in.
A NATION ONCE AGAIN,
John McCormack, Orchestra Accompaniment
$1.00

These Records Are John McCormack Himself—No More Need Be Said

Also the Famous Coloratura Soprano

FRIEDA HEMPEL

70101
10\(\frac{1}{4}\) in.
LA TRAVIATA-ARIE DER VIOLETTA (Sempre Libera) (Verdi) (Sung in German) Frieda Hempel,
Orchestra Accompaniment
$1.25

These recordings were made in Europe by the International Talking Machine Company.
We have secured, at great expense, a license to offer them to the American Public.

GENERAL PHONOGRAPH CORPORATION
OTTO HEINEMAN, President
25 West 45th Street
NEW YORK
TALKING MACHINE TRADE IN NEWARK, N. J., INCREASES

General Run of Dealers Optimistic Regarding Conditions—Unsettled Labor Situation Chief Difficulty Just Now—Some Live Publicity Is Getting Excellent Results

NEWARK, N. J., June 2—If labor conditions in Newark, which have been upsetting building operations there for some time, particularly as affecting masons who have been on strike, are finally settled the new musical establishment of Doll & Sons, of that city, which is in the course of construction, will house one of the most artistic and adequate talking machine departments in the entire State within the next few months.

The talking machine and record business of this house achieved remarkable dimensions long before the concern decided to move from its old premises at 607 Broad street to the present location at 501 Broad street, so it was small wonder that it was decided to make the new headquarters the very last word in completeness and beauty as it relates to the demonstration and selling of this type of musical merchandise. Though it is true that all departments of this company's new store will be fitted in the most modern way, exceptional stress is being laid on their new talking machine and record department, the firm realizing that the manner in which machines are displayed, the demonstration facilities accorded them and their position in the store play the most important part in sales next to the virtues of the instruments themselves.

One of the distinct advantages that the new store will possess will come from the fact that all its departments will be “sun-lit,” quite apart, of course, from the elaborate electric devices which have been planned for the store. The talking machine and record section, for instance, situated on the ground floor of the remodeled building, will contain eight all plate glass booths which have been planned for the store.

The plan stimulates the sale of Okeh records materially, especially as the latest Okeh records are scattered in different parts of the exhibit. It has produced tangible results to date and incidentally has developed machine prospects in addition to record sales.

RECENTLY INCORPORATED

The Naturelle Reproductions Corp., of New York, has been incorporated under the laws of that State for the purpose of manufacturing talking machines with a capital stock of $47,000. Incorporators: W. S. Hanson, H. L. Ward and C. J. Morgan.

TALKING MACHINE TRADE IN NEWARK, N. J., INCREASES

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ROUSH ON TRADE EXTENSION TOUR

J. C. Roush, head of the Standard Talking Machine Co., Pittsburgh, Pa., Victor wholesalers, was one of the party of 150 Pittsburgh business men who made the Twentieth Trade Extension Tour early in May, under the auspices of the Chamber of Commerce of Pittsburgh. The tour lasted four days and covered Ohio and a large section of West Virginia.

On their own merits modest men are dumb.

CONCEIVES UNIQUE SALES IDEA

Okeh Dealer Arranges for Display of Relics Which He Owns—Gives a Concert to Aid Sales

ROCK ISLAND, ILL., June 5—W. H. Whitney, a progressive dealer in this city, handling Okeh records, is using unusual publicity to bring these records to the attention of the trade in his locality. Mr. Whitney makes arrangements with one of the leading stores in a nearby town to feature a three-day window display of relics which he owns and the feature of which is an old Dulcimer dated 1771. Mr. Whitney is an accomplished player of this instrument and on the last day of the display he gives a concert in the store, using the Dulcimer and a Persian lute, interspersed with the playing of several Okeh records on a talking machine.

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ENTER-RIGHT NEEDLE GUIDE

Made for both Old and New Style Tone Arms. The Best Thing Ever put on a VICTROLA Excepting a Victor Record

An "Enter-Right" used—eliminates dropping of sound box on records, thereby protecting both records and tonearm bearings.

Keeps the hand-physical oil and needle when playing by artificial light. Protects the Playing on Goose-neck. Makes playing more easy and pleasant, encouraging use of Victrola. Easily sold. Attached in a minute. Lots a life time and improves the appearance.

Not an accessory—but a necessity. Sold and approved by hundreds of Victor Dealers.

WHY NOT YOU?

Nickel Plate 50c. Gold Plate $1.00 Regular Discounts to Dealers

EUREKA NOVELTY CO., BEXHILL, INDIANA. MAKERS OF NEED-A-LITE, THE GUARANTEED PHONOGRAPH LAMP
THE TALKING MACHINE WORLD

WE OFFER A VERY ATTRACTIVE PROPOSITION ON THE MODERNOLA AND TO TAKE ADVANTAGE OF IT AT ONCE, PLEASE ADDRESS DEPT. D.

THIS wonderful machine opens a new field for Phonograph Sales. Every feature about it is new and different. With the lamp feature it gives an economic appeal as well as artistic effect.

The Modernola is easily displayed to good advantage—being extremely attractive in appearance.

Furnished in various woods and finishes and a wide selection of lamp shades from which to choose.

Already firmly established it makes a desirable addition to the Phonograph Business.

Anticipating a big demand for the Modernola we ask that you place your order now for early delivery.

THE MODERNOLA COMPANY
JOHNSTOWN, PA.

Eastern Distributors
Eastern Phonograph Corporation
100 West 21st Street, New York

Don't Delay
Fire destroyed our entire new plant April 25. But we are already in temporary quarters and expect to be ready to ship Modernolas September 1st, 1921.

So Order Now
NORTHWESTERN TRADE QUIET BUT DEALERS OPTIMISTIC

Demand for Records Very Active, but Machines Behind in Sales—Dealer Service Department for Beckwith-O'Neill Co.—Brunswick Progress—New Columbia Booth Installation—Other News

St. Paul and Minneapolis, Minn., June 4—Talking machines are not talking very loud throughout the Northwest these days, but are playing an humble role and speaking easy. Dealers generally are hopeful and optimistic, but readily confess that they are not doing very much business. The demand for records is up to normal and for special numbers often is very active, but machine sales distinctly are below normal. No particular activity is to be expected until fall, as there is nothing in sight to give an impetus. Wage disputes still are unsettled, building operations are nil, and on top of these conditions the railroads are closing their shops, throwing thousands of men out of work. It is announced that the shutdowns will not be for long, but whether for short or long the effect is depressing.

At the same time there is business to be had. Beckwith-O'Neill Co. is enlisting its force and taking on new accounts for the Victor products. A dealers' service department has been organized with A. J. Bloom in charge. He will look after the interests of the rural dealers, giving suggestions of improvements, advertising, merchandising and other features. Walter C. Maden, formerly with the L. S. Donaldson Co.'s Victrola department, has been added to the road force and has been assigned to northern Minnesota.

The Seltrex service counter, of which Beckwith-O'Neill Co. controls all the rights, is making headway. The Golden Rule has installed the device on its ground floor. Dayton's dry goods store and the New England Furniture Co. will be equipped with the Seltrex in the near future.

The Stone Piano Co. is conducting a special advertising campaign featuring the monthly appearance of Vocation records. The venture is proving successful and according to Manager Gerlick the Vocation records are becoming great favorites wherever they have become known. The demand for instruments is only fair, but even so the number of sales are considered satisfactory.

"Business is poor and it serves no purpose to try to delude ourselves and others that business is good," remarked Sewell D. Andrews, manager of the Sonora department of the Minneapolis Drug Co. "Of course we are doing some business, but it is not enough to make us over-optimistic. The record business has been good and we are correspondingly pleased, but when it comes to machines the buying public shows little interest."

The Brunswick people are satisfied with their returns. E. L. Kern, director of the Brunswick-Ealle-Collender Co., declares that the Brunswick phonograph is holding its own in the race with its competitors, both in the Twin Cities and the Northwest. George M. Nye, department manager, is out most of the time and is meeting with fair success, particularly in the mining districts, which appear to be the liveliest places in the Northwest.

The Columbia Graphophone Co. recently has completed a series of demonstration booths and model display stands for store interiors in the Northwestern headquarters, 16-20 Third street north, Minneapolis. These features are of the most modern design and are sure to greatly interest all the local dealers who visit the place, as they will be full of ideas which may be adapted for home use.

In the meantime efforts are being made by W. L. Sprague, the Western manager, to push business. Several new accounts have been established of late and things look better. Collections are somewhat slow. Mr. Sprague was a member of the big Minneapolis crowd who toured through South Dakota. He remained in that State when the party went into Iowa, which is outside his territory.

"WINDOW NIGHT" FESTIVAL

Effective Way of Securing Sales and Introducing People to Your Shop at Night Evolved

An idea which has recently been introduced by the retail merchants of Jackson, Mich., might be adopted by other cities through the instigation of local talking machine merchants. The retailers of Jackson put on a sort of festival which they called "Window Night." The affair was conducted with the aid of the local Chamber of Commerce, and proved a novel and effective way of securing sales and introducing people to shop at night time. Of course, this idea does not appeal either to merchants or to the public if conducted too frequently. Once a year, however, in the mild weather season, it has some excellent points. "Window Night" in Jackson also served to stimulate greater effort for fine window displays.

NEW SUMMER VICTOR FOLDER ISSUED

Attractive Piece of Literature Designed to Stimulate Sales of Small Models

The Victor Talking Machine Co. has just issued a most attractive and generally appealing bit of literature for the use of dealers in developing Summer business. It is in the form of a folder, with an attractive Summer scene in colors on the cover, and is captioned: "This Summer—A Victrola." The center of the folder is in the form of a spread and shows illustrations, together with descriptions of Victrolas IV, VI, VIII, IX and No. 80. The folder is designed to permit of the dealer's own imprint on the back and should prove of distinct value in stimulating Summer sales.

AN ORIGINAL PUBLICITY STUNT

Colorado Merchant Puts Into Being Means of Getting a Store Close to the Public That Must Be Considered Distinctly Out of Ordinary

A merchant in the clothing business, operating in Colorado, has perfected a clever idea whereby he attracts the public and at the same time saves a part of his electric light bill. At one side of the entrance to his store he has erected a booth with a sign over it: "This cannot be reached by children, this merchant has placed a push button with a metal sign over it. The sign instructs the passer-by to press the button and give the store an impetus.

When the passer-by does this a row of white lights along either side of the salesroom inside floods the interior with light. The person outside gets a fine view of the interior and of the stocks. He is likely to remember that store during the opening hours.

The advantage is: A man may come into the city some evening and, finding the stores closed, decide to do a bit of window shopping that same evening. He thus locates the store, gets acquainted and knows where to go the next day to buy whatever he happens to be looking for on the previous evening.

NEW STORE IN SYRACUSE, N. Y.

Will Operate Under Title of Crippen Service and Will Feature Crip-N Ejex System

Syracuse, N. Y., June 5—A new store in the phonograph field has recently been opened at 14 Atlantic avenue, this city, under the name of Crippen Service. This company will sell high-grade phonographs in which the Crip-N Ejex system for filing records will be featured. It will also carry a stock of records and phonograph accessories. The store will be in charge of J. D. Burns, who is already known in the phonograph industry in this city.

DEMPSEY LIKES "TALKER" MUSIC

Champion Keeps Machine Going Almost Constantly at Atlantic City Training Camp

From the training camp of Jack Dempsey, America's champion heavyweight, who is to try conclusions with Georges Carpentier on July 2, comes the report that Dempsey's one consuming weakness, if it may be so called, is talking machine music. He has it with his meals, during his rest periods, while he is training, and as he goes to sleep, and he keeps his secretary busy digging up new records. Jack's favorite talking machine is of rosewood, inlaid with mother-of-pearl, and equipped with all the latest devices.

It is significant that his training camp is at Atlantic City, where the talking machine jobbers have so frequently held their conventions.

Watt & Shand, who conduct a department store in Columbia, Pa., have just taken on the Brunswick line of phonographs and records.
Thank You, Business Is Good!

O UR Back-To-Pre-War-Price Movement is getting BIG ACTION!

Every day more dealers are ordering more ARIETTA PHONOGRAPHs and more EMERSON RECORDS!

There can be but one explanation: More consumers are buying more from them!

Quality Goods at Right Prices—that is today’s demand. Every dealer is face to face with it. Every live dealer will supply it.

ARIETTA PHONOGRAPHs and EMERSON RECORDS prove squarely up to both requirements.

If you are a believer in giving the public what it wants, write today for our proposition.

ARIETTA PHONOGRAPHs

Here are the revised prices:

<table>
<thead>
<tr>
<th>MODEL</th>
<th>FORMER LIST PRICE</th>
<th>PRESENT LIST PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 1</td>
<td>$70.00</td>
<td>$60.00</td>
</tr>
<tr>
<td>No. 2</td>
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<td>$100.00</td>
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<tr>
<td>No. 3</td>
<td>$150.00</td>
<td>$130.00</td>
</tr>
<tr>
<td>No. 4</td>
<td>$175.00</td>
<td>$150.00</td>
</tr>
</tbody>
</table>

EMERSON JULY RECORDS—NOW READY!

Reductions on all EMERSON RECORDS now in effect:

All 10-inch Records Now 85c. All 12-inch Records Now $1.25

(List prices subject to usual trade discount).

Releases for July now ready for delivery. We carry large stocks and make immediate shipment. Wire your order—or write for list.

All Phonograph Accessories Reduced!

ROUNTREE CORPORATION

Manufacturers of ARIETTA PHONOGRAPHs

Richmond, Virginia
AN EXAMPLE OF THE DISAPPEARANCE OF THE "FALLACY OF LOW INSTALMENT TERMS"

Some Pertinent Comments on This Subject Offered by Collings & Co. Which Will Be Perused With Interest by Readers

The "Fallacy of Low Installment Terms" is the title of an editorial appearing in the June number of The Record, the house organ of Collings & Co., Victor distributors for Newark, N. J. The editorial, which touches a vital angle of selling psychology, is reprinted below:

"Naturally your terms differ according to the nature of the merchandise and the size of the order. But never lower your standard to the de-moralizing dollar-down-and-dollar-a-week point. It is being done in some lines, but such merchants are selling terms, not a quality product. Naturally your terms differ according to the model which is being sold. Two dollars down and a dollar a week on a Victrola IV or V1 would be tolerable. But we are now referring to cabinet models of one hundred dollars or more.

"Bear in mind that the purchasers' enthusiasm for paying instalments wanes after a few months and if your contract is of very long duration, say over a year, collections may become difficult. And it is perfectly good psychology to believe that a person who cannot make a reasonable payment down and substantial weekly or monthly payments cannot afford the expensive types on which such payments must be expected. It would be far better business for you to induce the purchase of a less costly model on which the terms are in keeping with the buyer's means.

"When you oversell a customer and he or she becomes delinquent it invariably means that their record business will disappear, as, as has been proven, they will avoid your store and buy their records from your competitors. Victor products are manufactured with the highest ideals in mind and that they deserve to be merchandised with similar idealistic tactics, on terms in keeping with their high quality."

SOME INTERESTING CENSUS FIGURES

Number of Establishments Increases from 18 to 167 During Five-year Period From 1914 to 1919—Products Increase in Value From $27,116,000 in 1914 to $158,668,000 in 1919

A preliminary statement of the 1920 census of manufactures has just been issued by the Bureau of the Census Department of Commerce, furnishing statistics for industries relative to the number of establishments and the value of products for the year 1919, with comparative figures for the preceding census year 1914. The figures, which are subject to such correction as may be found necessary, indicate that while in 1914 there were eighteen establishments manufacturing phonographs and graphophones which were taken to include talking machines in general, with products valued at $27,116,000, the number of establishments had increased in 1919 to 167, with an output valued at $158,668,000.

Although the figures are naturally not to be considered as very accurate they nevertheless represent about all the available statistics regarding the growth of the industry. There is food for thought, too, in the consideration of the figures as offered, for although there was over 800 per cent increase in the number of establishments during the five years the value of the products of the industry increased in value only 485 per cent. The increase in valuation of products is, of course, tremendous, but it is not in proportion to the increased number of factories operating.

WHITE & CO. SHIP ORDER TO BAHIA

Augusta, Ga., June 6.—J. B. White & Co., of this city, recently sold a Victrola XA and $86 worth of records to M. G. White, a missionary in Bahia, Brazil. The instrument was purchased in Augusta, to be shipped to New York, thence by boat to Brazil. This Victrola and records will be practically the only form of entertainment Mr. White will have, as he makes a great many trips to the interior of Brazil.

The man who doesn't advertise discounts his own future, says Class.

Why
Give
Satisfaction

NY one trying to hold
prosperity by the weak
thread of price is in the
same position as the gambler
who depends on chance.

The Victor dealer sells satisfaction, the element of price being subordinate to the quality of the merchandise and the service which he renders.

That is why the Victor dealer grows.

CURTIS N. ANDREWS

Victor Wholesaler

BUFFALO, NEW YORK
The reason for its "overnight" success.

Made from start to finish in Lowell, Mass. by W. H. Bagshaw Co.

REFLEXO PRODUCTS CO., Inc.
347 FIFTH AVENUE
At 34th Street New York City Suite 610

Canadian Distributors: The Musical Mfg. Sales Co., Toronto
Foreign Export: Chipman, Ltd., 8-10 Bridge St., New York City
UNFAIRNESS OF EXCISE TAX ON MUSIC IS SHOWN

Chamber of Commerce Files Exhaustive Brief With Senate Finance Committee, Showing How Proposed Excise Tax on Musical Instruments Will Drain Cash Resources of Retailers—Table of Interest to Trade

According to information received by the Music Industries Chamber of Commerce, the sales tax movement as embodied in the Smoot bill is making favorable progress. Outside of Congress sentiment has for some time tended that way and the influence of public sentiment is being felt at the Capitol at Washington. Newspapers which formerly were inclined to the belief that there was no chance for the passage of the tax now say that the chances are fifty-fifty. Inside information indicates that the chance of the adoption of the sales tax is better than the newspapers have stated.

The Chamber declares, however, that the ultimate fate of the Smoot bill is in the hands of the voters of the country and lays stress on the necessity of the individuals in the music trade making clear to their friends in other lines and through them to their Representatives and Senators at Washington that in the last analysis the consumer pays the tax and that he will pay less under the Smoot law than under the wartime excise tax law now in effect.

Supplementing the oral testimony of George W. Pound, its general counsel, before the Senate Finance Committee at Washington on May 13 is support of the sales tax, the Chamber filed with the Committee an exhaustive brief along the lines of the report of the legal committee.

In the brief were inserted the following analyses of sales of pianos and phonographs, indicating clearly the disastrous effects of an excise tax which drains the cash resources of the industry in the initial stages of every sale:

**Analysis of 1914 Piano Sales**

<table>
<thead>
<tr>
<th>Total Number, 1,926.</th>
<th>Total Cost, $27,400.</th>
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<tbody>
<tr>
<td>Cash received at time of sale:</td>
<td></td>
</tr>
<tr>
<td>Less than 2% per cent of price</td>
<td>12</td>
</tr>
<tr>
<td>Less than 5 per cent of price</td>
<td>25</td>
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<tr>
<td>Less than 10 per cent of price</td>
<td>21</td>
</tr>
<tr>
<td>Less than 15 per cent of price</td>
<td>13</td>
</tr>
<tr>
<td>Less than 25 per cent of price</td>
<td>8</td>
</tr>
<tr>
<td>25 per cent and over</td>
<td>4</td>
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**Analysis of 1914 Phonograph Sales**

<table>
<thead>
<tr>
<th>Total Number, 4,045.</th>
<th>Total Cost, $34,500.</th>
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<tbody>
<tr>
<td>Cash received at time of sale:</td>
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<tr>
<td>Less than 2% per cent of price</td>
<td>12</td>
</tr>
<tr>
<td>Less than 5 per cent of price</td>
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<tr>
<td>Less than 15 per cent of price</td>
<td>8</td>
</tr>
<tr>
<td>Less than 25 per cent of price</td>
<td>4</td>
</tr>
<tr>
<td>25 per cent and over</td>
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**Analysis of 1920 Piano Sales**

<table>
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<tr>
<td>Less than 5 per cent of price</td>
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<td>Less than 10 per cent of price</td>
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<td>Less than 15 per cent of price</td>
<td>24</td>
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<tr>
<td>Less than 25 per cent of price</td>
<td>25</td>
</tr>
<tr>
<td>25 per cent and over</td>
<td>55</td>
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**Analysis of 1920 Phonograph Sales**

<table>
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<tbody>
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<tr>
<td>Less than 5 per cent of price</td>
<td>22</td>
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<td>Less than 15 per cent of price</td>
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<td>24</td>
</tr>
<tr>
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<td>21</td>
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</table>

When you sell one Bubble Book, you create a steady customer. Invariably they continue to buy until they have the complete series of twelve. That's why we say, "When you sell one, you sell a habit."

Bubble Books are an all year round proposition—backed by a house with 104 years of honest merchandising. For a minimum investment and a maximum turnover you can't beat—

**Bubble Books**

"that Sing"

**NOW**

$1.25

HARPER & BROTHERS

Bubble Book Division

130 West 42nd Street

NEW YORK CITY
Frank Crumit's "Pucker Up and Whistle (Till the Clouds Roll By)" is such a snappy, cheerful selection it will bring you a world of customers. And they'll all stay to listen to his new "daddy" song "Nestle in Your Daddy's Arms," played last month as a fox-trot by Art Hickman's Orchestra. Be sure to order a big supply of A-3406.

MLLE. BORI VISITS UTICA
Famous Victor Artist Calls on Victor Dealer—Wins Many Friends and Admirers

UTICA, N.Y., June 6—Mlle. Lucrezia Bori, famous operatic star and exclusive Victor artist, was a recent visitor to this city, calling at the

Victor department of the John A. Roberts store. Mlle. Bori was entertained by Manager Stocher and his staff and won hosts of friends through her pleasing personality.

The John A. Roberts store is one of the Henderson chain of department stores and handles Victor products exclusively in its talking machine department. The store has developed a splendid clientele for Victrolas and Victor records and its list of patrons is steadily increasing.

GRAFONOLA AIDS TYPISTS
Underwood Typewriter School Using Grafonola to Help Students "Speed Up"

The Columbia Grafonola is being used to advantage in the typewriting class of the employment department of the Underwood Typewriter Co., New York. Several members of the Columbia Graphophone Co.'s educational department visited the Underwood building a few days ago and were gratified to find that the Grafonola was giving splendid service. Using a small-size instrument (the type C), and with thirty-three typewriters in operation, and traffic noises outside, the tone of the Grafonola could be heard distinctly. The students were controlled by the rhythm of the music and the typewriting exercises, and many of them attained a speed far beyond their expectation.

Harold W. Smith, of the Gregg Shorthand School, who is the instructor in charge of the class, referred to the use of the Grafonola as follows: "I prefer the Columbia Grafonola in my typewriting work for its purity and volume of tone, its simplicity and convenience of attachments which make regulations possible with little waste of time and distraction."
The Brunswick Co. announced recently that the Barnes Music Co., Los Angeles, is now featuring the Brunswick exclusively. The Barnes organization was one of Brunswick's earliest dealers on the Coast. The accompanying illustration shows H. E. Wallace, of the Barnes Co., as he looks when on the job boosting the Brunswick by means of a giant model of this well-known machine set on the back of his runabout. When calling on a customer it isn't necessary for Mr. Wallace to put the prospect to the trouble of coming down to the store, as he carries a Brunswick machine with a full complement of records within this giant model, which is in reality a container for just such purposes. The accompanying illustration shows H. E. Wallace, of the Barnes Co., as he looks when on the job boosting the Brunswick by means of a giant model of this well-known machine set on the back of his runabout. When calling on a customer it isn't necessary for Mr. Wallace to put the prospect to the trouble of coming down to the store, as he carries a Brunswick machine with a full complement of records within this giant model, which is in reality a container for just such purposes.

The Auburn Music Co., Auburn, N. Y., has recently taken the agency for the new Edison phonograph, which finds a prominent place in the handsome remodeled store of the company, of which R. H. Hole is manager.

HONORED BY PUTNAM-PAGE CO.

Miss Margretta S. Scherff and Arthur E. Severe Given Dinner by Peoria Jobbers

PEORIA, ILL., June 1.—The Putnam-Page Co., Victor distributor, gave a dinner Friday evening, May 27, at the Peoria Automobile Club, in honor of Arthur E. Severe and Miss Margretta S. Scherff, who, with Russell L. Stutzman, are opening the Peoria Music Shop, an exclusive Victor store.

Both Mr. Severe and Miss Scherff were for many years connected with the Putnam-Page Co. in the wholesale business, and the dinner gave their former associates in the Putnam-Page Co. an opportunity to express their good wishes for their success in their new venture.

Besides Mr. Severe, Miss Scherff and Mr. Stutzman as guests of honor, the dinner was attended by the Princess Watahwaso, a noted Victor artist, who is to sing at the opening of the new store, and R. N. Macdonald, who is the accompanist for the Princess.


MRS. E. M. McCUSKY PROMOTED

PORTLAND, ORE., May 28.—Evelyn McFarland McCusky, who has had charge of the educational department of the Sherman-Clay retail store of this city, has been promoted to the position of educational director for the Sherman-Clay wholesale department, with headquarters in this city, under the direction of Elmer B. Hunt. Mrs. McCusky has developed a very splendid educational department in the retail store and was the motive force back of the successful musical memory contest which was staged by her in the public schools of this city. She will now give her attention to the Oregon district, which covers a very large territory, and she is very enthusiastic over the great opportunity given her to extend her work and promote musical education in the enlarged field given her.

TESTING THE CURIOUSITY APPEAL

A certain business man, located in California, has secured some excellent results through the curiosity appeal. This man places a photograph of himself on the left-hand side of his letter envelope. Underneath this photograph appears the words "Let's Get Acquainted." There is nothing else to indicate who is sending the letter. Some talking machine man might find it worth while to try the scheme.

A SIAM SOO WINDOW DISPLAY

The Walgren Co.'s Talk Shop, 7101 Cottage Grove avenue, Chicago, recently used Siam Soo, the celebrated Columbia novelty dancing doll, as the basis for an effective window display. This window attracted the attention of all passersby and was responsible for an increased volume of sales, in addition to the sale of several Siam Soos.

L. HAMMOND CRABTREE A VISITOR

L. Hammond Crabtree, sales manager of the International Music Co. of Philadelphia, Pa., was among the recent visitors to the metropolis. He spent several days in the New York territory calling upon the manufacturers of talking machines and distributors of talking machine accessories.

The ordinary steel needle (left), being tapered, increases in diameter and wears the sides of the record grooves. The Sonora needle (right) has parallel sides, increases the record's life and plays many times without changing.

The INSTRUMENT OF QUALITY

Sonora Phonograph Company, Inc.
GEORGE E. BRIGHTSON, President
279 Broadway
New York
Canadian Distributors
L. Montague & Co.
Toronto

They sell easily and make good profits for YOU

For every phonograph you sell, you sell many records, and for every record you sell you should sell many needles. Wide-awake dealers are making needles a steadily increasing source of income.

Semi-Permanent NEEDLES

are neither new nor experimental. They've been on the market for a long time, they've demonstrated their superiority, they are well advertised, they're well known, and they're in demand. It pays to push these famous quality needles which mean money for you and satisfaction for your customers.

Loud — Medium — Soft

25c. a card of 5
(40c. in Canada)

Today send in your order

Sonora Phonograph Company, Inc.
279 Broadway
New York
Large Market for Records Among Summer Cottagers If Trade Is Intelligently Developed

A Summer cottage without a talking machine is like a choir loft without an organ—at least so it seems to those inveterate talking machine fans who long since have found the singing and instrumental disc an unsatisfying necessity and source of ill-will in the home.

Yet, granting a talking machine is a fine thing to have in a Summer cottage, it is sometimes a deucedly hard thing for the occupants to get records. The dealers are not always there or in sight, for that matter. There are numerous points to which cottagers go for their supplies during the months of May, June, July and August—stores which supply all their needs but talking machine records. The Talking Machine World has in mind a little village bordering the Hudson, on the fringe of the Catskill Mountains. There are three general stores in the place catering to the cottagers and yet one cannot secure records anywhere in the village. The same conditions can be duplicated in scores of cases which might be cited by persons familiar with the Summer resorts in the Eastern States.

A talking machine can hardly be expected in every Summer cottage, boarding house, hotel and ice-cream parlor at the various resorts unless these people are followed up with an adequate record service. Would people bother taking cameras with them in the Summer if they could not buy postage stamps and many other essentials.

To have the talking machine in general use as it ought to be at the Summer resorts it will become necessary to see to it that Summer boarders, cottagers and Summer boarding house proprietors will be able to easily secure supplies of new records and needles. A case comes to mind that should be cited as a warning. In a village where there is a certain post office that did not have any sort of a Summer post office that did not have records, it might be at the Summer resorts it will be necessary to have records. The dealers are not always there or in sight, for that matter. There are numerous points to which cottagers go for their supplies during the months of May, June, July and August—stores which supply all their needs but talking machine records. The Talking Machine World has in mind a little village bordering the Hudson, on the fringe of the Catskill Mountains. There are three general stores in the place catering to the cottagers and yet one cannot secure records anywhere in the village. The same conditions can be duplicated in scores of cases which might be cited by persons familiar with the Summer resorts in the Eastern States.

A talking machine can hardly be expected in every Summer cottage, boarding house, hotel and ice-cream parlor at the various resorts unless these people are followed up with an adequate record service. Would people bother taking cameras with them in the Summer if they could not buy records.

Much Attention Given to Phonograph Sales in Summer, but Insufficient Effort to Sell Records to Cottagers

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Individuality in Your Product Will Mean More Sales for You!

The New Empire Universal Ball Bearing Tone Arm and Reproducer
Made in Two Lengths: 8" and 9"

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 requirements.

THE EMPIRE PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.
Established in 1914
Manufacturers of High Grade Tone Arms and Reproducers
W. J. McNAMARA, President
FIGURES ON TALKING MACHINE EXPORTS AND IMPORTS

Washington, D. C., June 4.—In the summary of exports and imports of the commerce of the United States for the months of March and April, 1921 (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 March, 1921, amounted in value to $606,801 worth of talking machines and parts during the same period of 1920.

The nine months’ total ending March, 1921, showed importations valued at $583,633, as compared with $59,407 talking machines, valued at $2,689,874, as against 56,316 talking machines, valued at $2,501,570 in 1920, and 37,441 talking machines, valued at $1,103,536, in 1919.

Talking machines to the number of 3,159, valued at $1,244,583, in 1919.

The total exports of records and supplies for March, 1921, were valued at $304,653, as compared with $327,256 in March, 1920. For the nine months ending March, 1921, records and accessories were exported, valued at $2,378,600; in 1920, $2,940,697, and in 1919, $2,060,841.

The total exports of records and supplies for April, 1921, were valued at $225,548, as compared with $403,040 in April, 1920. For the ten months ending April, 1921, records and accessories were exported valued at $2,604,148; in 1920, $3,343,787, and in 1919, $2,327,571.

HARROLD AT P. B. WHITSIT PLANT

Great Metropolitan Tenor Meets Victor Dealers and Compliments Perry B. Whitsit on Plant

Columbus, O., May 31.—During the recent visit to this city of Orville Harrold, the Metropolitan tenor and Victor artist, who was heard in song recital, accompanied by Emil Pollack, he was the guest of honor at a reception given in the parlors of the Perry B. Whitsit plant. The Victor dealers of this city were invited to meet him, and they were all delighted to get in touch personally with this celebrated singer, whose records are so well and favorably known. Mr. Harrold remarked that the Whitsit plant is the finest of its kind in the country, and he has visited nearly all of them.

TIMELY ADVERTISING ON TRUCK

The Arcadia Book and Music Store, Arcadia, Fla., Sonora dealers, recently bought a new delivery truck and used the entire space of the large panel to illustrate and advertise the Sonora records. The display shows up to advantage, as will be seen by the accompanying photograph.

INTRODUCE THE CLAROLIN

The Clarolin, a new device for improving tone quality, has recently been placed on the market by Montgomery, MacDonald & Co., New York, and territorial rights are now being allotted to jobbers. A sales campaign has also been introduced in behalf of this new device.

THE TALKING MACHINE WORLD

June 15, 1921

Buegeleisen & Jacobson
5-7-9 Union Square
New York
DENVER, Colo., May 30.—Denver's Music Week has closed in a blaze of glory. During last week practically every musical house had a program of entertainment of some variety, and many foreign and local musical organizations were heard in the local theatres and auditoriums. "Give a Thought to Music" was the slogan adopted by the Music Week Committee and, judging from the great interest created and the number of out-of-town visitors, it is very evident that Music Week in Denver has done much in the way of advancing music appreciation. Naturally this concentration of the public's mind upon music has had a very beneficial effect upon music houses from a sales standpoint, practically all of whom have left nothing undone to capitalize the opportunity thus presented.

Mr. Weidensaul, of the Mason & Weidensaul Co., proprietor of the Victrola Shop, located in the Daniels & Fisher Storage Co., is now attending the Victor School of Salesmanship at Camden. From letters which have been received from him it is very evident that he considers his trip well worth the time and expense required for visiting the school. Mr. Weidensaul will be away for several months, visiting various points in the East, including Boston and an extended visit to his home in Allentown, Pa.

Of greatest interest to the local talking machine trade is the appointment of Joe Spain as manager of the talking machine department of the American Furniture Co. Mr. Spain at one time was proprietor of a successful music store in El Paso, Texas.

T. P. Pattison, of the Pattison Music Co., has been confined to his home for a period of several weeks, due to sickness, and his friends regret that he is not yet able to attend to business at his downtown store.

The following concerns have recently opened Victrola departments: Laman & Johnson, 35 South Broadway, Denver; Craigs Drug Store, Colorado Springs, Colorado; Pioneer Pharmacy, Wheatland, Wyo.; Elquest Furniture Co., Fort Collins, Wyo.; E. L. Montgomery, Chappell, Neb.

Grand Opera Week in Denver was a very wondrous event, and unquestionably was a great success from every standpoint. Many out-of-town visitors attended all performances of the Chicago Opera Company, among whom were

Maurice Yvain's Wonderful Melody Is Now Winning America As It Already Has Won Europe

Celebration of Music Week a Great Success—Knight-Campbell Music Co. Activities—Great Assemblage of Dealers Attend Gathering in Denver—Meet Edward Johnson, Grand Opera Star

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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"

Louis A. Schwartz, Inc.

1265 Broadway

New York City

Edw. Johnson Autographing Victor Records for Dealers

Mr. and Mrs. W. C. Alexander, of the Alexander Drug and Jewelry Store, Salida, Colo.; Victor dealers at that point. Mrs. E. G. Paster, of Colorado Springs, proprietor of the Pastie Music Shop, was also a visitor.

Victor dealers and their sales people were invited to the Victor wholesale quarters of the Knight-Campbell Music Co. to meet one of the opera stars, Edward Johnson, in person. Mr. Johnson gave a very interesting talk to the sales people on his experiences as an opera star and his experiences as a record maker. The very enthusiastic endorsement of the Victrola and Victor records by Mr. Johnson delighted the hearts of the sales people. Many other things taken up during his talk caused them to go away with the determination to devote more time, in their selling work, to Red Seal selections.

R. A. Bryant, manager of the Victor wholesale department of the Knight-Campbell Music Co., and J. A. Frye, sales manager, recently visited dealers in Garden City, Kan.; La Junta, Colo.; Pueblo, and other Arkansas Valley points. They report that Joe Adamek, proprietor of the La Junta Jewelry and Optical Co., La Junta, proved to be a very gracious host. Mr. Adamek is located in a very prosperous Colorado city, and has for years conducted a very successful music department.

Miss Grace Hutter, educational director of the Victor wholesale department of the Knight-Campbell Music Co., has just returned from a month's tour, where she gave demonstrations of educational work in various schools in the southern part of Colorado and the northern part of New Mexico. This work was carried on in the
June 15, 1921

The Talking Machine World

ATTRACTION AMBEROLA WINDOW DISPLAY FOR JULY

That the oldest of phonographs, the Edison Diamond Amberola, is still going strong is one of the most encouraging signs of the talking machine industry. The series of Amberola window displays created by Eison Litho, Inc., New York, are meeting with great favor by Amberola dealers as powerful aids to selling. The July display illustrates a happy outdoor scene featuring the portability and convenience of the new portable Amberola model.

FOLLOW up your table type phonograph sales with UDELL record cabinets. When you get a UDELL cabinet in the home you not only make that extra profit but you immediately start again the buying of phonograph records

The UDell Works
Indianapolis, 1255 West 26th Street

Road Sign Well Received

金属广告公司获得显著成功

金属广告公司，位于匹兹堡，宾夕法尼亚州，已经取得了一件镀锌钢产品，这赋予了一个独特的效果，形成了一种非常吸引人的框架。这种产品在行业中获得了一定的重视。

Road Sign Advertising Co. Attains Considerable Success With Its New Victor Road Sign—Factory Facilities Doubled to Meet the Requirements of the Talking Machine Trade

金属广告公司，位于匹兹堡，宾夕法尼亚州，已经引进了一款新的维克多路标，这是一款具有独特设计和艺术吸引力的产品。公司已经提高了其工厂设施，以满足谈话机器贸易的需求。

The company is manufacturing this sign in conjunction with its complete line of metal signs that has been on the market for quite some time. These signs have all attained popularity in their respective trades, as they embody a new process which is distinctive and artistic.

The Metal Sign Advertising Co. started in business only two months ago, being an Iowa corporation, formed by H. B. Lord, as president and publisher of the company, and H. W. Zeug as vice-president and secretary. In this very short space of time, the company has doubled its factory facilities in order to meet the demand of its trade and has gone to considerable expense in perfecting its product. The construction of its beaded sign is a patented process, which forms a most attractive framing. The beads are formed by rolling the sides and ends of a piece of galvanized steel, which gives an artistic effect, and makes the sign durable.

 demand of its trade and has gone to considerable expense in perfecting its product. The construction of its beaded sign is a patented process, which forms a most attractive framing. The beads are formed by rolling the sides and ends of a piece of galvanized steel, which gives an artistic effect, and makes the sign durable.

AN INTERESTING BULLETIN

The "Imicò" bulletin issued by the International Mica Co., Philadelphia, Pa., has gained a large number of purposes for which it is highly valued. This interesting folder has reached its sixth volume and sixteenth number, and is valuable to a high degree in the educational phase of the talking machine business.

The Paul Whiteman records of the Victor line are increasing in popularity. This orchestra seems to have just what the people like—something that is away from the loud jazz, of which the people have had their fill, apparently. In other words, people still like syncopation, but they want it played moderately and not with all the added noise that most orchestras have played such music in the past.

TALKING MACHINE MEN, INC., MEET

Monthly Meeting of Local Association Held This Week—Numbers From Jack Mills, Inc., Catalog Heard—C. D. Isaacoas Talks

The Talking Machine Men, Inc., an organization composed of progressive talking machine dealers of New York, New Jersey and Connecticut, held their regular monthly meeting at the Cafe Boulevard on Wednesday, May 18.

The meeting was well attended and was preceded by a luncheon, during the course of which several professionals rendered the current song hits from the catalog of Jack Mills, Inc., the well-known New York publishing house, and in addition demonstrated several numbers which are to be featured by that organization during the summer months.

Sidney C. Caine, of the Mills Co., made an address in which he described the merits and the special features of the songs rendered and also told of the plans of the Mills organization to give the newer numbers unusual publicity. The songs included "Sleepy Head," purchased by Jack Mills during his recent trip to the Pacific Coast, sung by Alice Sheridan; a New Indian number, "Wana," sung by Jack Strauss; and a ballad entitled "Calling" and a novelty, "Oh, Marie."

Irwin Kurtz, president of the association, read several letters which had been received from Senators and Representatives in Washington commenting upon the possible passage of a bill for an increased special tax on musical instruments. The members of the association were asked to write their Washington representatives, showing the unimportance of any increase.

Charles D. Isaacoas, editor of the "Music in the Home Page" of the New York Globe, made a very interesting address.
EVERY form of musical entertainment finds in the Steger that rare charm of perfect tone-reproduction which has made this delightful phonograph a big favorite in thousands of homes.

Its remarkable fidelity to original tone-values is due entirely to the excellence of its exclusive patented features, which have never been surpassed. The wonderful Steger tone-reproducer, the tone chamber of even-grained spruce and the easily adjustable tone-arm make perfect rendition of every disc record certain.

Artistry of design and perfection of cabinet work are distinctive of the Steger. Music-lovers are quick to discern real merit. The more critical they are, the quicker they are to decide in favor of the beautiful Steger.

You can make the Steger a big asset of your business because of the quick turnover and because every sale produces a second sale.

Steger Phonographs are backed by a great and profitable merchandising plan. Write for the Steger proposition and Steger Phonograph style brochure today.

Desirable territory open.

**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."
GREAT OPPORTUNITIES EXIST

Abram Davega Talks Most Interestingly and Optimistically About Business

Abram Davega, vice-president of the Knickerbocker Talking Machine Co., New York City, Victor wholesaler, gave his view on current conditions and the attendant opportunities in a recent interview with The Talking Machine World. Mr. Davega said, in part: "A year ago Victor dealers everywhere were clamoring for more goods. To-day general business conditions are not so good as of course the talking machine industry is feeling its share of the slowing up. While orders are being received in goodly numbers they, of course, do not equal the tremendous demand of last year. Present conditions, however, offer exceptional opportunities to both the distributor and retailer. The opportunities are greater than last year; goods are not only more plentiful, but we are able to help the dealer more. There are many helps available, not only our own individual sales co-operation, but many of the well-advertised services. With good use of the many sales helps at his command I believe that the Victor dealer will find good business coming his way."

NEW QUARTERS FOR OFFICES

Efficiency Electric Corp. Now Has Headquarters at 342 Madison Avenue, New York

The executive offices of the Efficiency Electric Corp. have been moved from 149 Broadway to 342 Madison avenue, New York. The Efficiency Electric Corp. is the manufacturer of an electric motor produced in its own factory at Lowell, Mass. The company has just issued a new illustrated, descriptive booklet on its "True-Time Motor," which is now being forwarded to the trade.

EFFECTIVE INTEREST STIMULATOR

The Diversey Brunswick Shop, of Chicago, has a novel and interesting plan to effectively bring the attention of customers its wares, service and store. The illustration, featuring "Bright Eyes," reproduced below is printed on the reverse side of a plain United States postal card and is mailed to the customer. The plan has proved very effective, noticeably increasing the number of inquiries regarding this number.

DIRECTING CHAMBER OF COMMERCE

Several Talking Machine Men Among Officers and Directors of Music Industries Chamber of Commerce for the Coming Year

Members of the talking machine trade will, during the coming year, play a prominent part in the conduct of the Music Industries Chamber of Commerce through the election of several prominent members of the industry as officers and directors in that big central organization.

At the annual convention of the Chamber of Commerce held in Chicago last month a budget totaling $129,400 for carrying on the Chamber's work during the year was approved by the various affiliated organizations. This budget provides for the payment into the Chamber's coffers by the talking machine industry of $40,000 during the year. Practically all this sum will come from the manufacturers, several of whom are individual members of the Chamber of Commerce.

At the election held at the last meeting of the Chamber Ralph L. Freeman, director of distribution of the Victor Talking Machine Co., was named as second vice-president, and John G. Corley, head of the Corley Co., Richmond, Va., Victor wholesaler, was elected treasurer. The directors include C. A. Grinnell, past president of the Chamber and head of Grinnell Bros. Victor wholesalers in Detroit; James F. Bowers, chairman of the board of directors of Lyon & Healy, Victor wholesalers in Chicago; L. C. Wiswell, of the same house, as president of the National Association of Talking Machine Jobbers; H. L. Wilson, general manager of the Columbia Graphophone Co., and William Maxwell, vice-president and general manager of Thos. A. Edison, Inc.

ODON RECORDS

ARE THE TALK OF THE TRADE

We release this month

THE NEWEST POPULAR HITS
catalogued in our new supplement

Also Ready for Delivery
many of the good sellers of our

STANDARD REPERTOIRE
FOREIGN LANGUAGE RECORDS and ARTISTIC SERIES

Place your order now for these

FOUR VERITABLE GEMS

Sung by

JOHN McCORMACK

Made in Europe by the Odeon Co.

Am 33011 Absent (John W. Metcalfe)
33017 A Nation Once Again
33013 Dear Little Shamrock
33020 Roses (Stephen Adams)

American Odeon Corporation
100 WEST 21ST STREET
NEW YORK
THE WINDOW AS A TRADE BUILDER

Iowa Mercantile Co., Newton, Ia., Emphasizes Its Progressiveness by Utilizing the Window of Its Store to Very Profitable Purpose

The value and importance of the window as a trade stimulator and business getter have been referred to frequently in The World, but the subject will bear repetition because of its timeliness. It is notable that those dealers who realize the sales value of their windows are steadily forging ahead. They command the attention and support of the community. This is a point that other dealers should keep in mind.
DEAR LITTLE SHAMROCK—Tenor with Orch. John McCormack
70001 10-in. $1.10

A NATION ONCE AGAIN—Tenor with Orch. John McCormack
70003 10-in. $1.00

LA TRAVIATA (Arie Der Violetta) (Sempre Libera) (Verdi)—Soprano with Orch.—(In German) Frieda Hempel
70101 10-in. $1.25

GOD BE WITH YOU TILL WE MEET AGAIN—(Sacred)—Contralto-Baritone Duet with Organ & String Trio. Helen Clark-Joseph Phillips
4344 10-in. 85c.

LET THE LOWER LIGHTS BE BURNING—(Sacred)—Contralto-Baritone Duet with Organ & String Trio. Helen Clark-Joseph Phillips
4346 10-in. 85c.

JEAN—Baritone with Orch. Bernard Ferguson
4349 10-in. 85c.

NOW I LAY ME DOWN TO SLEEP—Tenor-Baritone Duet with Orch. Charles Hart-Elliott Shaw
4341 10-in. 85c.

MAMMY’S LITTLE SUNNY HONEY BOY—Vocal Trio with Orch.—Crescent Trio
4324 10-in. 85c.

DO YOU EVER THINK OF ME—Tenor & Quartet with Orch. Lewis James & Shannon Four
4327 10-in. 85c.

I’VE FALLEN IN LOVE WITH THE GIRL OF MY DREAMS—Tenor with Orch. Sam Ash
4325 10-in. 85c.

AIN'T WE GOT FUN—Tenor with Rega Orchestra
4328 10-in. 85c.

I LIKE IT—Tenor-Baritone Duet with Rega Orchestra Billy Jones-Ernest Hare
4329 10-in. 85c.

MY MAN (Mon Homme)—Contralto with Rega Orchestra
4325 10-in. 85c.

I’VE GOT THE TRAVELLING “CHOO-CHOO BLUES”—Contralto with Rega Orchestra
4332 10-in. 85c.

PEGGY O’NEIL—Tenor & Quartet with Orchestra
4329 10-in. 85c.

THE LAST LITTLE MILE IS THE LONGEST—Tenor with Orch. Lewis James
4340 10-in. 85c.

I LOST YOUR MIND—Baritone with Rega Orchestra
4340 10-in. 85c.

MURDER IN THE FIRST DEGREE—Baritone with Rega Orchestra Sheaton Brooks
4335 10-in. 85c.

MOURNING BLUES—Vocal Quartet The Norfolk Jazz Quartet
4345 10-in. 85c.

STANDING ON THE CORNER—Vocal Quartet The Norfolk Jazz Quartet
4345 10-in. 85c.

IN A MONASTERY GARDEN—(Incidental Voices by Gounod Quartet—Bird Voices by Sibyl Sanderson Fagan)—Hagen’s Orchestra
4342 10-in. 85c.

LOST IN LILAC TIME—Vocal—Whistling Solo with Orch.
4343 19-in. 85c.

MILLIONS D’ARLEQUIN—(Drigo’s Serenade)—Cello Solo with Piano—Julius Berger
4343 19-in. 85c.

MELODY IN F—(Rubinstein)—Cello Solo with Piano—Julius Berger
4343 19-in. 85c.

THE HEATH’RY BREEZE—(Irish Reel)—Accordion Solo, Piano Accomp.
4321 10-in. 85c.

MEDLEY OF HIGHLAND SCHOTTISCHES—Accordion Solo, Piano Accomp.
4336 10-in. 85c.

CAROLINA LULLABY—Waltz—Green Brothers’ Novelty Band
4336 10-in. 85c.

WHERE THE LAZY MISSISSIPPI FLOWS—Waltz—Markel’s Orchestra
4337 10-in. 85c.

PAPER DOLL—Fox-trot—Rudy Wiedoeft’s Palace Trio
4337 10-in. 85c.

TEA CUP GIRL—Fox-trot—Julius Lenzberg’s Harmonists
4338 10-in. 85c.

WHO’LL BE THE NEXT ONE (To Cry Over You)—Fox-trot—(Incidental Saxophone by Sam Feinsmith) . Julius Lenzberg’s Harmonists
4338 10-in. 85c.

SIGHING JUST FOR YOU—Fox-trot—(Incidental Cornet Obbligato by Abe M. Small). Rega Dance Orchestra
4338 10-in. 85c.

I LOST MY HEART TO YOU—Fox-trot—Markel’s Orchestra
4338 10-in. 85c.

ORANGE BLOSSOMS—Fox-trot—Markel’s Orchestra
4339 10-in. 85c.

I’LL KEEP ON LOVING YOU—Fox-trot—Natzy’s Hotel Biltmore Orchestra
4332 10-in. 85c.

THE MEMPHIS BLUES—Fox-trot—Tim Brynn and His Black Devil Orchestra
4339 10-in. 85c.

CAMP-MEETING BLUES—Fox-trot—Tim Brynn and His Black Devil Orchestra
4339 10-in. 85c.

PUCKER UP AND WHISTLE—Fox-trot—(Incidental Saxophone by Billy Jones, Whistling by Margaret McKee). Rega Dance Orchestra
4339 10-in. 85c.

NESTING TIME—Fox-trot. Rega Dance Orchestra
4339 10-in. 85c.

I’LL KEEP ON LOVING YOU—Fox-trot—Natzy’s Hotel Biltmore Orchestra
4339 10-in. 85c.

CROONING—Fox-trot—Natzy’s Hotel Biltmore Orchestra
4333 10-in. 85c.

WAIT UNTIL YOU SEE MY MADELINE—Fox-trot—Banjo Wallace’s Orchestra
4331 10-in. 85c.

MOONLIGHT—Fox-trot—Ben Selvin and His Novelty Orchestra
4332 10-in. 85c.

SUNSHINE—One-step—Rega Dance Orchestra
4335 10-in. 85c.

WHAT COULD BE SWEETER?—Fox-trot—Erdody’s Hotel Pennsylvania Orchestra
4333 10-in. 85c.

I’LL KEEP ON LOVING YOU—Fox-trot—Erdody’s Hotel Pennsylvania Orchestra
4333 10-in. 85c.

CHERIE—Fox-trot—Rudy Wiedoeft’s Palace Trio
4334 10-in. 85c.

MOONBEAMS (Intro. Chorus of “Hi-Yo”)—Medley Fox-trot—Rega Dance Orchestra
4335 10-in. 85c.

IRISH MEDLEY WALTZ—Intro.: My Wild Irish Rose, When Irish Eyes Are Smiling, Mother Machree)—(M. Perry, Accordian—Joe Green, Xylophone). Medley Waltz—(M. Perry, Accordian—Joe Green, Xylophone), Rega Dance Orchestra
4335 10-in. 85c.

OLD FAVORITES (The Sidewalks of New York, Sweet Rosie O’Grady, Comrades, The Bowery)—Medley Waltz—(M. Perry, Accordian—Joe Green, Xylophone), Rega Dance Orchestra
4335 10-in. 85c.
With handy cans of Grafonola oil your salespeople can use their spare time by going to customers' homes, oiling their Grafonolas, and playing a few records. This service builds record sales.

Columbia Graphophone Co.
NEW YORK

Miss Florence Easton, Famous Operatic Artist, Now Exclusive Brunswick Artist—Records Will Be Released at an Early Date

The Brunswick-Balke-Collender Co., Chicago, has announced that Miss Florence Easton, famous dramatic soprano and one of the most popular artists in the Metropolitan Opera Co., has signed an exclusive Brunswick contract. Miss Easton's records will be released shortly and will undoubtedly meet with a hearty welcome from Brunswick dealers everywhere.

For a number of years past Miss Easton has been one of the featured artists of the Metropolitan Opera Co. and has attained exceptional success in the most exacting roles. She has been enthusiastically praised by musical critics throughout the world and in adding Miss Easton to its fast-growing list of exclusive artists the Brunswick Co. well deserves the congratulations of its trade.

FIRE DAMAGES MUSIC STORE

The Finch & Murphy music store located in the Rapides Theatre Building, Alexandria, La., was badly damaged by fire on May 25.

The monthly bulletin issued by the Mickel Bros. Co., of Des Moines, for May contains three interesting articles, one by J. Warren Stevens, manager of the Mickel Co.'s Marshall-town store, on the "Value of Location," an article on "Service" by L. A. Murray, of Davenport, and an article on "Store Equipment" by C. B. McGregor, of Creston, Ia.

SECURES MUCH MORE FLOOR SPACE

Brilliantone Steel Needle Co. Arranges for Larger and Splendidly Equipped Quarters

The Brilliantone Steel Needle Co. New York City, has long felt the necessity of increased facilities for the handling of its large needle business. During the month of May it was able to secure space, approximately four times that of the former offices, on the sixth floor of the same building at 347 Fifth Avenue. In addition to the space occupied by the general office force, there are well-appointed private offices for both Byron R. Forster, president of the company, and Harry W. Acton, secretary. An attractive salesroom has been fitted out and another room has been provided for the sales staff.

Mr. Forster recently returned from Montreal, Canada, where he had gone in the interest of the Brilliantone needle.

THE CABINET and ACCESSORIES COMPANY

145 East 34th St.

Otto Goldsmith, President

New York City

We are Sole Metropolitan Distributors of

The CIROLA

Price Now, $35.00

Regular Trade Discount to Dealers

Write or Phone for Representative to call

The New Cirola Dance Needle is now ready. Use it to get the best results. Send for sample.

The development of the Actuelle needle-cut record has received much of the attention of the Pathe staff. Not only the recording but the record itself has been perfected to a high degree. Almost unbelievable wearing qualities are claimed for it.

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Almost unbelievable wearing qualities are claimed for it.
An Impressive Tribute to the Supremacy of the VOCALION

CABLEGRAM
H. B. Tremaine, Esq.,
Aeolian Company, New York.

Have great pleasure in advising you that the Vocalion is now being used in both the Royal Academy and the Royal College of Music for educational purposes.

A. J. Mason, Mgr.
The Aeolian Co., London

The above cablegram, notifying us of the installation of the Vocalion for educational use in England's two foremost institutions of musical instruction, is an impressive tribute to the instrument.

Its real significance is that it proves the Vocalion to be rapidly attaining the same position abroad which it occupies in America; a position of unquestioned supremacy in the phonograph field.

Teachers are trained to detect every fault and imperfection in a musical performance. Their tests of a phonograph are more searching and severe than any others to which the instrument can be subjected.

In such tests there is no consideration other than genuine musical superiority. And wherever they have been made, whether by those specially trained to criticize, as in this instance, or by those with natural musical discrimination, the Vocalion invariably demonstrates its unequivocal title to leadership among instruments of its type.

VOCALION PRICES
Conventional Models from $60. With Graduola, $150. Period Models from $300

THE AEOLIAN COMPANY
NEW YORK LONDON PARIS MADRID SYDNEY MELBOURNE
The Talking Machine World

A HAUNTING FOX-TROT TUNE BY THE WRITER OF "A YOUNG MAN'S FANCY" (THE MUSIC BOX SONG)

Two Sweet Lips

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

EDISON'S $10,000 PRIZE OFFER

Offers to Pay That Sum for Best Phrase of Four or Five Words Describing Edison's Musical Creation—Big National Publicity Campaign

One of the striking advertisements appearing in the June national magazines is that signed by Thomas A. Edison, in which he offers to pay $10,000 for the best thoughts on one of my problems. The text of the ad is as follows: "In 1851 Ralph Waldo Emerson said: 'Could I only have music on my own terms, wherever I wished the ablation and inundation of musical waves, that are a bath and a medicine.' Emerson spoke the thoughts of millions, and voiced a need of all humanity. "It is obvious that the phonographic reproduction of music affords the only means of providing music of practically every variety, whenever and whenever it is desired; without this means even those who live in the great centers of music can hear it only at conventional hours—and then not always the kind of music they most need and desire. "To make the phonographic reproduction of music serve the need expressed by Emerson it is necessary that the reproduction shall preserve—undiminished and undistorted—the true beauties of the original music. The greatest shortcoming of the phonograph has been its lack of realism. It is this shortcoming which I have sought to remove. The result is a degree of realism in our new phonograph which is baffling to even the most expert ears when direct comparison is made between living singers or instrumentalists and the reproduction or Re-Creation of their work by our new instrument. "Were Emerson alive today I feel that our new phonograph would be accepted by him as a satisfactory answer to the need which he expressed. At any rate, the psychological research work which we have been conducting for nearly two years indicates that the well-known and almost incalculable benefits of music can be derived, in full measure, from the proper use of this new instrument. "Psychologists, physicians and other scientists appreciate that our object is to provide music of the best sort, under conditions that will insure the largest benefits. The new phonograph which we have developed is merely the instrumentality by which I am endeavoring to place truly fine music at the command of every household. "A great many people have said that they regard this new instrument as the best phonograph in existence. While such statements are naturally gratifying to me, I find that the importance of our work in the field of music is somewhat obscured by the fact that so many people continue to think of this new instrument merely as a phonograph. They may think of it as the best phonograph—but it still is only a phonograph to them. "I want a phrase which will emphasize that our new instrument is not a mere machine, but that it is an instrumentality by which the true beauties and the full benefits of music can be brought into every home. "The phrase should not contain more than four or five words. I want a dignified expression which will clearly distinguish the instrument from all other sound-reproducing devices. 'I have authorized that $10,000 in prizes be paid for the best ideas submitted.' "(Signed) Thomas A. Edison. In this connection it is pointed out that details of Mr. Edison's offer can be obtained from the Edison dealer situated nearest the party interested. Meanwhile Edison dealers are carrying ads in the local papers supplementary to the general publicity of Thomas A. Edison.

BATTLE OF THE BIRDS

DURHAM, N. C., June 4—The magnetic drawing power of the well-known Pathé red rooster was demonstrated in this city a short time ago when a hostile chicken hawk was drawn to his death by the compelling force of the Pathé trademark. In describing the interesting episode a local newspaper says: "The Burtner Furniture Co. has a large Pathé rooster posted on the big glass front of its building. Tuesday morning a crash was heard and it was thought someone had thrown a rock against the glass. Investigation found a big chicken hawk breathing its last upon the pavement. The hawk had seen the Pathé rooster in the window and had dropped down to get it, striking the glass so hard that it broke its neck and died within a few minutes."

OBTAINS RECORD THROUGH AD

Unable to Obtain Record in Music Stores, Kansas City Man Advertises and Succeeds

A Kansas City man, S. C. Sherman, was exceedingly anxious to obtain a talking machine record manufactured by the Victor Talking Machine Co. more than six years ago. A thorough canvass of the local music stores proved unsuccessful, as did also an appeal to the Victor factory at Camden, N. J. Mr. Sherman received word from the factory that the record was no longer being manufactured and that they had none in stock, but he was determined to obtain the record if such a thing were possible, so he inserted an advertisement in the Kansas City Star with the result that he obtained what he sought. The foregoing is indicative of the lengths resorted to by music lovers when in search of a favorite selection.

The Continuous Phonograph Player, Inc., of 49 Real Estate and Law Building, Atlantic City, has just been incorporated with a capital stock of $125,000 for the purpose of manufacturing talking machines, etc. The incorporators have not been named.
Use Magnavox Equipment
AND INCREASE YOUR PHONOGRAPH AND RECORD SALES

The Magnavox equipment, type MV-1, as shown here on the left, is completely equipped to amplify the music from a phonograph or piano* or the speaker's voice. It is entirely foolproof, does not wear out and is always ready for its own particular type of work.

*Note: To amplify piano music, hold hand transmitter firmly against sounding board of piano, either upright or grand type.

AS A BUSINESS BOOSTER
MAGNAVOX
Music and Voice Telemegafones Are Unique

Commodities must be sold these days. Selling effort has taken the place of order taking. What better salesman in the phonograph game than the always accommodating MAGNAVOX? It plays your records with perfect reproduction many times amplified on any type of machine. It demonstrates and sells phonographs, records and needles to the greatest number of people with the minimum of labor on your part. It will reproduce your sales talk loud or soft at a finger's touch. Simple, practical and efficient, it will utilize electrical power to do the same amount of sales effort as could be put forth by many men. It will pay you to get in touch with the distributor nearest you.

MAGNAVOX DISTRIBUTORS

J. O. Morris, Inc.,
1270 Broadway, New York City

J. W. Sands Company,
123 East 5th St., Dayton, Ohio

Kiefer-Stewart Company,
Indianapolis, Ind.

Minneapolis Drug Company,
Minneapolis, Minn.

Telephone Maintenance Company,
17 North LaSalle St., Chicago, Ill.

The Magnavox Co., Oakland, Cal.

The Magnavox Co., 1270 Broadway, New York City

Sonora Distributing Company,
1707 Elm St., Dallas, Texas

I. Montagnes & Company,
Ryrie Bldg., Toronto, Canada

Southwestern Drug Company,
217 South Market St., Wichita, Kan.
LATEST PSYCHOANALYSIS FEAT
Hubby Cured of Snoring Through "Suggestion" Due to a Talking Machine Record

Mrs. Spoogle was having tea with Mrs. Dinkle. Crash! One of Mrs. Dinkle's best tea cups splintered on the floor. "Oh! I'm so sorry," apologized Mrs. Spoogle, "but I am becoming a nervous wreck. My husband snores so at night that I can't sleep a wink."

Mrs. Dinkle straightened up from the operation of removing the remains of the tea cup and nodded in a knowing way. "I know just how you feel. My husband snores so I cured him. That is, he did, but he doesn't now. I cured my Bill's snoring after I had taken my seventh lesson in psychoanalysis. It was in that lesson that I learned that even my Bill had a subconscious mind."

"You don't say so!" marveled Mrs. Spoogle, listening eagerly.

"I deduced from what I read in lesson three," Mrs. Dinkle continued, "that Bill's snoring was a product of his subconscious mind. I immediately set out to curb his sleeping songs by appealing to his subconscious mind, which, according to lesson five, never sleeps.

"One dull Sunday afternoon I was reading in the parlor while Bill napped on the couch in the adjoining room. He made all the awful noises, ranging from a moo cow to the water running out of the bath tub. The time was ripe, thought I, for my first practical psychoanalytical experiment.

"I went to the 'talker' and adjusted the loudest needle I could find. I then played Tosti's 'Goodby,' as sung by Caruso. My dear, when Caruso struck those high B notes I couldn't hear a thing, not even Bill's snoring, but when the song was over Bill was as silent as a mouse. I peeped at him to see the effect of my experiment and found that his mouth was open, as it usually is when he snores, but no sound came from it. He seldom snores nowadays. He is psychically trained."

"You see, Mrs. Spoogle, Tosti's 'Goodby' arrested the unconscious functions of Bill's subconsciousness."

"I see," said Mrs. Spoogle, who didn't, "and I'm going to buy my Alex a Tosti's 'Goodby,' if only to drown out his moo cowing."

QUIT HOWLING "HARD TIMES"
Some Straight-from-the-Shoulder Remarks of an Oklahoma Man

The Cabinet and Accessories Co., wholesale distributors of talking machine accessories, New York City, recently received a letter from one of its customers in Calvin, Okla., on the back of which was a general message which was particularly timely. "Let us quit howling 'Hard Times,'" it said. "Let's quit howling 'Hard Times.' We have howled it ourselves, and we have heard it howled until we are sick and tired of it. We are all in the same boat. Let's quit it and show the fighting qualities that are in us; let's work hard, quit worrying and get out from under the load we are carrying. Let us all pray together, pull together and enjoy with each other the proverbial cornbread, buttermilk and turnip greens. Here's for success in 1921 in spite of Low Cotton."

INVENTS NEW SOUND BOX

Minneapolis, Minn.: June 6—E. P. Moffit, of this city, has perfected a device which he calls his "oscillating sound box." This device consists of a unique connection between the tone arm and the sound box, which, Mr. Moffit states, causes the needle to automatically maintain itself at all points in the record in a substantially tangential relation to the groove. Mr. Moffit has perfected this device after extensive laboratory experimenting and many members in the local trade have evinced keen interest in his invention.

The rust rots the steel which use preserves.

DEATH OF LEWIS HANSEN

Lew Hansen, formerly connected with the record sales department of the Columbia Graphophone Co., New York, died recently at Jamaica Hospital, Jamaica, L. I. Mr. Hansen, who was twenty-four years old at the time of his death, resided at Flushing, L. I. He is survived by his mother and a brother.

MARKETING A NEW PORTABLE

The Wonder Talking Machine Co., of South Norwalk, Conn., and New York City, manufacturer of motors, tone arms and small types of talking machines, is now marketing a new portable style produced with a carrying case. This product is being manufactured in large quantities and while it is a sturdy machine, made to withstand rough usage, it is sold at a popular price.

Let your ambition in life be to do small things in a great way; great things in a quiet way.

WILL OPEN RETAIL STORE

Fred H. Walter to Open Exclusive Brunswick Shop in Lowell, Mass.—Was Formerly Wholesale Manager of Kraft-Bates & Spencer, Boston

Boston, Mass., June 6—Fred H. Walter, manager of the wholesale department of Kraft-Bates & Spencer, Inc., of this city, Brunswick distributors, has resigned from his position to open a retail store in Lowell, Mass., where he resides. Mr. Walter is succeeded by Kenneth Finney, who has been associated with the Kraft-Bates & Spencer wholesale department for some time past.

According to his present plans, Mr. Walter will open an exclusive Brunswick shop at 108 Merrimac street, Lowell, Mass. The warerooms will be called the "Bungalow Shop," and the interior decorations will carry out this idea as closely as possible. Mr. Walter is a Brunswick enthusiast, and his thorough knowledge of retail merchandising should enable him to attain signal success as a Brunswick dealer.

QUALITY

QUALITY alone causes repetition of purchase. Whether the product be expensive or cheap, it is the quality for the price which causes repetition of buying. It is the unquestionable and superlative quality of Victor merchandise which is one of the biggest factors in making Victor dealers so successful.

And it is the true co-operative quality of our dealer service which causes so many dealers to use our institution. You know Victor quality, but do you know the quality of our service? TRY IT.

Buffalo Talking Machine Co.
Buffalo, N. Y.
UNIQUE SUMMER SALES IDEA
Manager Brennan, of Wurlitzer Victor Department, Makes Appeal to Boat Owners—Sells Many Table Model Victrolas Through This Publicity, Which Is Admirably Presented

The Rudolph Wurlitzer Victor department, at 121 West Forty-second street, New York, is making extensive drives in every direction for summer business. The latest innovation introduced by Herbert A. Brennan, manager of this department, is a threefold broadside, which has been sent to every owner of a boat, yacht or canoe in and around New York City. The outside cover has a blue background with white letters forming a boat, and a table model Victrola is shown on the deck of this boat. Nautical vernacular is used throughout the entire broadside, giving it a decidedly marine atmosphere. The inside of the broadside shows the three table model Victrolas, which can be used in boats or canoes, giving the space required for each model. This unique appeal to the yacht owner has met with favorable comment by every one who has seen it, and considerable business has been obtained from the use of this folder. Individually designed publicity of this kind always makes the strongest kind of appeal.

NEW MUSIC SHOP OPENS
Johnson City Now Has Modern Store Carrying Complete Victor Line

The desires of Johnson City, N. Y., residents for a thoroughly modern music store have at last been realized in the opening of the “New Music Shop.” The management is featuring a full line of Victrolas, Victor records and musical merchandise. Four sound-proof rooms, where the prospective customer can listen to records being played without interruption, have been constructed.

A complete repair department is conducted in connection with the shop where a full line of accessories and parts needed for Victrolas and other instruments are kept in stock to meet the needs of purchasers.

MORE ROOM FOR REFLEXO CORP.

The Reflexo Products Corp. has taken largely increased space at 347 Fifth avenue, where it has been located for several years. Nautical merchandise. Four sound-proof rooms, where the machine is a miniature model, is carried in a small leather case and the music is of a quality equal to that of a larger machine.

INCREASES CAPITAL STOCK

The Jewel Phonograph Co., of Indianapolis, Ind., announces an increase in the number of its directors from four to six and an increase in the capital stock of the company from $75,000 to $100,000.

The Elite Phonograph Corp., of Manhattan, N. Y., has been dissolved.

Patented U. S. February 22, 1921

Winterrath Composition Amplifier
405 Evergreen Avenue, Brooklyn, N. Y.

Manufacturer of the IMPROVED PHONOGRAPH AMPLIFIER

AMPLIFIER WITH GRILL REMOVED
Amplifier set behind frame as shown below.

If any changes in size kindly make sketch as above.

Measurements

from center of Neck

Neck 1% ins.

Throat 3% ins.

Width 1% ins.

Our one-piece Amplifiers are unbreakable. Our amplifiers are guaranteed not to warp—they are damp-proof. These amplifiers can be laid in water for any length of time and will not lose their shape. Made to order any size or shape, from our own composition and by our own process. Send sample amplifier and we will duplicate it.

SIZES IN STOCK
On all stock sizes Neck 1% inches and throat 3% inches. All stock amplifiers finished in a light ivory gloss enamel. Can be finished in any color.

Order by Number

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Prices $1.75 in Dozen Lots F. O. B., N. Y.

CONVINCE YOURSELF

Send us $2.50 and we will send you any one of these stock sizes, for your approval. If not up to our guarantee, return amplifier, and we will refund your money.

TERMS: 2 per cent 10 days or 30 days net, to houses with satisfactory commercial rating. To others, 3 per cent discount, cash with order.

CONVINCE YOURSELF

CARRIES PHONOGRAPH ON TRAVELS

Motion Picture Actress Entertains Fellow Travelers With Small Phonograph

A new fad in the shape of a small phonograph, which she calls her "traveling companion," has been adopted by Miss Sylvia Jocelyn, motion picture actress of Hollywood, Cal. Miss Jocelyn carries the machine along with her on all her travels to pass away the time and, incidentally, entertains fellow travelers. The machine was carried by Miss Jocelyn for the first time when she started from Hollywood for a visit to friends and relatives in the East, including Syracuse, Burlington, Vt.; Tampa, Fla., and Brooklyn.

The machine is a miniature model, is carried in a small leather case and the music is of a quality equal to that of a larger machine.

CONVINCE YOURSELF

Send us $2.50 and we will send you any one of these stock sizes, for your approval. If not up to our guarantee, return amplifier, and we will refund your money.

TERMS: 2 per cent 10 days or 30 days net, to houses with satisfactory commercial rating. To others, 3 per cent discount, cash with order.
"Hokum" is a fox-trot by the great Art Hickman's Orchestra. And "Cherry Cherokee" is a medley by them too. This record's a wild war cry to every merry dancer. Stock up and see the business this dance record makes you do. A-3402.

Columbia Graphophone Co.
NEW YORK

PIITTSBURGH TRADE GETS RESULTS BY STRENUOUS WORK

Sales Show Up Remarkably Well—Proof That It Pays to Advertise—Governor Vetoes Much-desired Bill—Edison Caravan Convention Interests—New Stores Opened—Victors in Schools

PITTSBURGH, Pa., June 9.—While trade conditions in the talking machine industry in the Steel City have not been as satisfactory as they were the past month as the major portion of the dealers would have desired, it can be said that sales for the month of May showed up remarkably well in contrast with the same month a year ago and also in some of the talking machine shops it was stated that April sales records were surpassed.

The industrial situation in the Pittsburgh district has undergone little if any change for the better over a month ago. The large iron and steel mills are not operating at anything like capacity at this time, it is said, and it may be another month before conditions change for the better. Orders for iron and steel are coming in slowly and in such small quantities that it will require a long time to make anything like a decided impression on the number of idle men that now frequent the Pittsburgh territory.

With idle men there is the inevitable slowing up of business, and it will require busy mills and active factories to bring back the trade that the talking machine fraternity is accustomed to. In some of the talking machine shops the past week small cards were observed which read as follows: "No, Hard Times Are Not Coming, But Soft Times Are Going." This little sentence contains a world of truth that is plainly seen by the various dealers here who handle talking machines and records.

Advertising Campaigns Get Results

In order to attract business, many of the dealers are using liberal advertising space in the newspapers, especially the smaller weekly publications that serve given communities. In these papers the dealer can, with a reasonable cost, present his case to his neighbors in a very satisfactory manner. Other dealers are circulating the sections in which they do business, many of them using the New Records Magazine in a well-selected mailing list. Other dealers are going direct after business and are sending some of the advertisers to prospective parties by the visit being made at the pleasure of the patron.

That business can be done in this manner was shown by an authenticated instance the past week where a man answered a key advertisement of a downtown Victrola dealer. When the inquiry came in a 'phone call was utilized for making an appointment. Within three hours one of the salesmen was at the house of the inquirer and an hour later the same salesman and his prospect were in a demonstration booth. As a result a Victrola XI was sold, together with an assortment of records passing the $30 mark.

There is, it is noticed, an optimistic feeling among the talking machine dealers, who are convinced that there will be a "turn in the road," and when the industries of the Pittsburgh district are in full swing again, as they will undoubtedly be in due time, it will have a marked effect on business of all kinds and stimulate buying.

Waiting for Wage Readjustments

H. J. Brennan, manager of the Pittsburgh Talking Machine Co, Pathé distributor, is convinced that in due time there will be a "turn in the road" that will lead to better business conditions. In speaking to The World representative, Mr. Brennan said: "We are preparing for what I believe will be a very satisfactory business in the Fall, just as soon as the wage scales of the large industrial plants and the railroads have been readjusted. The business for the talking machine trade in the Pittsburgh district is here and can be secured. We show our faith in the future of the trade as far as the Pathé line is concerned in keeping out on the road our entire sales force. There is every indication that the Pathé line will have a successful run this season."

Systematic Advertising Brings Results

John Henk, the well-known general manager of the Columbia Music Co., exclusive Columbia dealers, is carrying on a systematic advertising campaign which, he stated, brings results. Mr. Henk stated that while trade was showing a sort of hesitancy, he felt that this state would be remedied in due time and that better business conditions would follow. Mr. Henk is one of the veteran talking machine dealers of the Pittsburgh district and has one of the leading shops in the city.

Governor Vetoes McDade Bill

The McDade Bill, which had been passed by both the Senate and General Assembly of the Pennsylvania Legislature, and was endorsed by the talking machine trade and the musical trade in general, due to the fact that the bill provided for the exemption of talking machines from seizure on landlords' warrants, after due notice had been given to owners of houses, apartments, etc., was vetoed by the Governor. The bill was introduced in the Legislature in January and met with little or no opposition. However, some weeks ago it became apparent that the Governor was inclined to veto the bill. Letters were sent to him from interested dealers in the hope of convincing him that talking machines should be placed in the same status as pianos and organs. But to no avail, as the executive approval was withheld and the bill failed.

H. E. Young, manager of the Victrola department of the Pathe line will have a successful run this seaon."

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The McDade Bill, which had been passed by both the Senate and General Assembly of the Pennsylvania Legislature, and was endorsed by the talking machine trade and the musical trade in general, due to the fact that the bill provided for the exemption of talking machines from seizure on landlords' warrants, after due notice had been given to owners of houses, apartments, etc., was vetoed by the Governor. The bill was introduced in the Legislature in January and met with little or no opposition. However, some weeks ago it became apparent that the Governor was inclined to veto the bill. Letters were sent to him from interested dealers in the hope of convincing him that talking machines should be placed in the same status as pianos and organs. But to no avail, as the executive approval was withheld and the bill failed.

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A NEW FLETCHER PRODUCT

Fletcher
REG TRADE MARK

Reproducer
and Connection
for
NEW EDISON
Plays all Records

FLETCHER-WICKES CO.
6 EAST LAKE STREET, CHICAGO, ILL.

PITTSBURGH TRADE GETS RESULTS
(Continued from page 73)

central Pennsylvania city demonstrating to teachers and pupils the work of the schoolroom Victrola. That her work was highly appreciated and successful was shown by the substantial recognition fully accorded Miss Wood, who selected a list of Victor records that will be used in the school. Miss Wood also spent some time in Altoona previously for the benefit of the Victor dealers there, and did most effective work. She is under the direction of the wholesale Victor department of the C. C. Mellor Co., which is under the management of Thomas T. Evans, who aims to have all Victor dealers in his territory who wish the services of Miss Wood to be pleased.

Mr. Evans is viewing the immediate future with keen satisfaction relative to Victor business and believes that he will be able to surpass for the next few months the volume of business handled in similar periods a year back. The service department is a new feature of the Mellor Co. that is being developed rapidly for the accommodation of Victor dealers, and it is stated that plans are under way for the installation of a modern printing plant in the wholesale department so as to expedite the work of that growing part of the Mellor organization.

Attended Edison Caravan Convention

H. M. Swarts, assistant manager of the Buehn Phonograph Co., Edison distributor, and E. J. Condon, H. C. Trader and J. K. Nichol, of the sales staff, attended the Edison Caravan sessions in New York. A number of Pittsburgh zone dealers accompanied them. A. A. Buehn, treasurer of the company, will attend the Edison Caravan sessions in Chicago. Mr. Buehn stated that business for May in the Edison line showed up remarkably well, considering present-day industrial conditions. He is very optimistic concerning the future of the Edison line in this section. The retail Edison Shop is under the management of L. A. O'Neill, who is preparing for a brisk Summer season. By reason of its location the Edison Shop is always cool in Summer and is a favorite resort for Edison enthusiasts and their friends.

H. Milton Miller, manager of the Sonsor Phonograph Co., of Pittsburgh, stated that his roadmen were reporting trade conditions better than they had anticipated. New dealers are being placed and the outlook for Fall trade, Mr. Miller stated, was most bright.

Kaufmann's Celebrities

Mrs. C. H. Walrath, the well-known manager of the Victor department of Kaufmann's (The Big Store), was one of the participants in the Golden Anniversary celebration of the establishment which was started fifty years ago. In honor of the event a series of Golden Anniversary concerts were arranged to be carried on all through the month of June, free of charge to the public. The first public concert was held June 2 in the Kaufmann Auditorium, and was featured by the appearance of Anna Case, the famous Metropolitan Opera Co. star. She was greeted by an audience that tested the capacity of the huge auditorium. Other artists to be heard under the auspices of Kaufmann's are Marie Rappold, Anna Fitziu, Paul Althouse, Florence Macbeth, Harold Bauer, Evelyn Scilton, Percy Grainger, Mishel Piastr, Ilen Stanley, Arthur Hackett, Leo Ortinnn, Nelle and Sara Kouns, David Bishman, Helen Jeffrey, Cyrena Van Gordon, Leonard Godowsky, the Salzedo Harp Trio, Rafaelo Diaz and Clarence Whitlell.

Opened New Store in Bedford, Pa.

S. H. Koontz, the well-known music and talking machine dealer of Bedford, Pa., held a formal opening of his new store on May 20 which was well attended. The Bedford Band, of which Mr. Koontz is the leader, was present and rendered a number of selections to the edification and delight of a large crowd. Mr. Koontz has a modernly equipped and up-to-date store.

On Chamber of Commerce Trip

c. R. Parsons, manager of the talking machine department of the Rosenbaum Co. and a member of the Pittsburg Chamber of Commerce, also attended the Edison Caravan sessions and, accompanied by a group of E. J. Koontz is the leader, was present and rendered a number of selections to the edification and delight of a large crowd. Mr. Koontz has a modernly equipped and up-to-date store.

On Chamber of Commerce Trip

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Graphophone Co., stated that business for May showed an increase over the same month a year back and that he anticipated it would be a highly satisfactory month. Mr. Nichols said: "The man in the talking machine trade to-day who is landing the business and making sales is the dealer who goes out and hunts his customers. The time has gone past for a dealer to remain in his shop and await patrons. They are to be found, but they must be sought out by the dealer himself. Our campaign among Columbia dealers to have them start the truck sales movement is meeting with success, and many dealers who have invested in a truck are so pleased with the results in actual sales that their sole regret is that they did not start the truck sales plan earlier."

George H. Revbridge, manager of the wholesale Victoria department of the W. F. Frederick Piano Co., is very hopeful for better business conditions as the year grows older. He is strongly of the opinion that more Victor merchandise will be sold in the Pittsburgh territory this season than ever before.

ATTENTION
Phonograph Manufacturers and Dealers

Market Records Under Your Own Label

We will furnish you with every essential to make you a factor in the record business. Advertise yourself, and be free to get the bulk of the profits. WRITE FOR INFORMATION.

United States Record Manufacturing Corporation
PIERCE AVE., LONG ISLAND CITY, N. Y.
"RED SEAL DERBY" HELPS TO STIMULATE RECORD SALES

C. C. Mellor Co. Designs a Clever Chart to Promote Selling Races Among Record Salesmen—Designed to arouse Sporting Interests—Serves as Check on Popularity of Artists and Records

PITTSBURGH, PA., June 4.—With a view to stimulating Victor record sales for the dealer the wholesale Victor department of the C. C. Mellor Co., this city, has what is known as the "Red Seal Derby," a race to be participated in by the dealer's salesmen.

A miniature race course is laid out on a large card and the contestant is eligible to enter the race after he has made sales totaling $55 or more. For each five dollars in sales the contestant advances one point and the salesman who is first to record $500 in record sales crosses the finish line and is declared the winner. The course provides for six contestants and with suitable prizes offered to the winner the progress of the race is calculated to keep the sales race up to a high pitch.

Around the edges of the card are squares bearing the names of various Red Seal artists and various organizations making Red Seal records. As each sale is made a check-mark is made in the squares. A record crossing the finish line will have squares marked around it.

The accompanying reproduction gives some idea of the general character of the Red Seal Derby layout, which has been copyrighted by the C. C. Mellor Co.

TIMELY HINTS IN PATHE NEWS

Interesting and Helpful Pointers Set Forth That Must Hold Dealers' Attention

Many interesting topics are discussed in the current issue of Pathe News, a paper published by Pathé Frères Phonograph Co., Brooklyn, N. Y., in the interest of the Pathe dealer. Attention is called to the June bride as being the type of music most favored in any one particular locality. Information should afford a key to the artist and also of the exact records that were sold.

Attention is called to the June bride as being the best of phonograph prospects, and also the wisdom of making a strong appeal to the Pathé owner through his or her children. The subject of making the window sell more goods is forcefully presented. Many successful selling experiences of other dealers provide inspiration. Following the usual custom, many excellent advertising suggestions for the Pathé dealer are given. A new column headed "Foreign Record Topics," and edited by Dr. Joseph Kalman, head of the foreign record department of the Pathé Frères Phonograph Co., appears with this issue. This column is interesting to a high degree and many excellent ideas in the selling of foreign records are set forth.

PASSES PREFERRED DIVIDEND

Directors of the Columbia Graphophone Mfg. Co. have announced the action on the preferred dividend due at this time had been deferred. The company had been paying at the rate of 1½ per cent.

It was said that "in view of the present business conditions which are affecting the operations of this company, in common with practically all other lines of industry, the directors deferred the quarterly dividend on the preferred stock." Earlier in the year the company passed its dividend on the common.

NEW JEWEL AUTOMATIC STOP

Simplest and most effective automatic stop made. Watchlike in its accuracy, yet of the most substantial construction. No parts to get out of order. Can be installed in a moment on any make of phonograph. Set correctly and it always works. Can be set in a second.

RED SEAL DERBY

FINISHING NOV. 30

How Many Red Seal Records Do You Know Intimately?

Record-selling Races

The accompanying reproduction gives some idea of the general character of the Red Seal Derby layout, which has been copyrighted by the C. C. Mellor Co.

HELPFUL SUGGESTIONS FOR SELLING RED SEAL RECORDS

1. Put a Red Seal card in the window. It will attract attention.
2. Red Seal artists are being featured in the movies.
3. Collect cards of Red Seal artists and sell them as souvenirs.
4. Give out Red Seal pins as prizes.
5. Offer to the winner the progress of the race alive. The course provides for six contestants and with suitable prizes offered to the winner the progress of the race is calculated to keep the sales race up to a high pitch.

For each five dollars in sales the contestant advances one point and the salesman who is first to record $500 in record sales crosses the finish line and is declared the winner. The course provides for six contestants and with suitable prizes offered to the winner the progress of the race is calculated to keep the sales race up to a high pitch.

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JEWEL PHONOPARTS CO.
184 West Whiting Street
CHICAGO
CRITONA RECORDS

PIANO RECORDINGS

Lovers of piano music for the first time find available phonograph records which will reproduce the TRUE TONE and VOLUME of the piano. The most convincing test of piano recording may be made by noting in a record the vibrations of the strings when a full chord is struck with the loud pedal open. In CRITONA RECORDS the vibrations will be heard dying out to the last degree exactly as if one were listening to the instrument itself. We invite your consideration of this remarkable phase of CRITONA piano records.

The most successful recordings of the piano up to the present time have only been an approximation of the tone of the instrument. Though "musically interesting" the quality has never been the true tone of the piano. Select at random any of the CRITONA piano records listed below and compare with the best records previously recorded of this instrument. You will at once note the marked fidelity with which CRITONA records re-state the tones of the piano. The metallic sound IS NOT in evidence, and the restrictive vibrations of the strings do not now deplete the overtones of their value. The full, resonant, string tone and the brilliant, true piano quality unmistakably reach the ear, with the overtones so fully developed that the longing for the real music of the piano is completely satisfied.

PIANO SOLOS
EIGHTY-FIVE CENTS EACH—10-Inch, D. F.

125 COME BACK TO ERIN (Claribel). Piano Solo, Jack Glogau
MOTHER MACHREE (Goelett-Ball). Piano Solo.

126 DIXIE'S LAND (Kemmett). Piano Solo, Jack Glogau
OLD FOLKS AT HOME (Foster). Piano Solo, Phil Ohman

127 MELODY IN F (Rubinstein). Piano Solo, Jack Glogau
ANNIE LAURIE (Douglas-Scott). Piano Solo, Phil Ohman

128 I LOVE TREE (———). Piano Solo. . . . . . . Phil Ohman
GOOD-BYE (Tosti). Piano Solo . . . . . . . . Phil Ohman

129 HEARTS AND FLOWERS (Tubman). Piano Solo, Phil Ohman
JUST A SONG AT TWILIGHT (Bingham-Saller). Piano Solo . . . Phil Ohman

220 SILVER THREADS AMONG THE GOLD (Stetford-Dusay). Piano Solo, Phil Ohman
SWEET ADELINE (Armstrong). Piano Solo, Phil Ohman

We suggest that dealers order—now—your selection of numbers on this list and determine for yourselves the genuine merit of Critona Records. Write for catalogue.

CRITERION RECORDS, Inc.
1227 Broadway
New York City
INDIANAPOLIS, Ind., June 4—Nearly every city in the trade territory of the Stewart Talking Machine Co. contains billboards owned by an outdoor advertising company which is co-operating with the Victor jobbers in the maintenance of the first complete outdoor poster advertising campaign ever conducted through any Victor agency in this locality.

The posters bear a handsomely reproduced likeness of the Victrola XVII in natural colors with a background showing a gay dancing party and a blue sky with various Japanese lanterns. The dealer's name is given equal display with the word "Victrola," and the whole effect of the poster is most interesting and compelling.

Practically every city in the territory contains the boards placed to dominate the traffic of the city and to gain what is called the greatest possible amount of circulation.

II. O. Wilking, president of the Ready File Co., of Indianapolis, has bought the patent and manufacturing rights of the Wade Fibre Needle Cutter, and will soon begin manufacturing the device in this city. Mr. Wilking has appointed the Stewart Talking Machine Co., Victor jobber, as distributor for this territory.

E. L. Snapp, of the Brooks & Snapp Drug Co., Paris, Ky., in the territory of the Money-Mueller-Ward Co., Pathe distributor, is now conducting the Pathe department of his firm under his own name. Mr. Snapp has been able to place several Actuelles in the schools and is doing an otherwise large business in his community.

J. M. Wallace, of the Wallace Music Co., Pathe dealers of Marion, Ind., visited the office of the distributors recently and reported somewhat slack business, which he does not expect to become much better before Fall. This firm has just placed a Pathe model 17 in the Soldiers' Home at Marion. The home recently was converted by the Government from a home for Civil Elks' Club at Elwood.

May 16 it played at a second engagement for the World War veterans. The home recently was consolidated with that of the Marion Kiwanis Club and plans were made to have it return in the near future for an engagement of two or three nights. It played during the month of May at Elwood, rural South Bend, Goshen and Fort Wayne. The result of these and other engagements has been to largely increase sales of Brunswick records, according to the Brunswick-Balke-Collier Co., of this city, distributors.

The Fredlinger Music Co., exclusive Brunswick dealer at Lafayette, Ind., recently put a new building on the south side of the Square and reports steadily increasing business in that territory.

Brunswick dealers are sending many queries to the distributors about the new financial proposition of the company whereby the dealers are relieved of the burden of carrying time paper.

C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., reports continued good business in the Brunswick machines recently taken on by that firm. He has employed E. V. Johnson, formerly of the Pathe shop, as an outside salesman.

Business is not good now, says O. C. Maurer, manager of the Sonora department of the Kiefer-Stewart Co., wholesale distributors of Kimball phonographs. "Quite a number of our dealers' sales for May, 1921, show a decided gain over May, 1920," said Mr. Anderson. "Recent group meetings conducted throughout our territory were the most successful ever held. Ninety per cent of our dealers attended the meetings and practically every dealer expressed himself as well repaid by the new many ideas and new sales promotion plans developed. Our school for Edison salesmen, recently established, is proving very popular with the dealers. New salesmen are sent to us and they are thoroughly schooled in selling the New Edison. They also are given a thorough course in mechanical construction."

"Beat 1909" is a slogan that has been adopted by W. G. Hopkinson, of the Edison Shop, and he and his salesmen are working hard to make good with the slogan. They are getting much new business through the Mood Change Charte parties, the most interesting of which, and probably the most successful, was given before the singing classes and musical appreciation classes of the Technical High School. Mr. Hopkinson obtained at this party some exceptionally

(Continued on page 78)
The Quickest and Biggest Hit of the Year

The James L. Hatch Music House, of Altoona, Pa., has been appointed distributor of the Masterphone sound reproduction device for Altoona and vicinity by the manufacturers, The Masterphone Corp. of America, New York.

TO DISTRIBUTE THE MASTERPHONE

There appeared in a recent issue of the New York Tribune an unusual photograph showing the mammoth Sonora sign that is displayed on the building on Forty-seventh street between Broadway and Seventh avenue, in the heart of the "Great White Way." This giant electrical display, which is 107 feet in length, can be seen from a great distance, and as it is in the center of the theatre district it is viewed daily by thousands of people. It has been shown in at least six moving picture plays, countless newspapers and magazines, and was even included in the back drop curtain of the "Ziegfeld Follies" for almost a year.

FEATURES STRIKING SONORA SIGN

MORRIS C. ARMSTRONG, 6—Although it is little more than a year since the old store was destroyed by fire, the new million-dollar Moorehouse-Martens establishment was formally opened last Tuesday on the site of the old store. Governor Harry Davis and Mayor Thomas made the formal dedication and Col. John Y. Bassell and officials of the store assisted in the dedicatory exercises. The store was open to the public but no goods were sold. The opening program is to continue throughout the week, each day being set aside for some special group.

Of special interest is the talking machine shop, which is located in the basement. Here an Edison or Victorola machine of any size or type can be purchased. The shop is pleasantly finished in delicate ivory and blue tints and is a model of convenience for its patrons. Sixteen sound-proof booths have been built for the demonstration of records, and the record files are so arranged that customers can find the records they seek without reference to catalogs.

Photographs of the record-making artists are incorporated in the fixture containing their respective productions. The demonstrating instruments in the booths are equipped with Motrolas, eliminating the necessity of frequent rewinding. A new concert telephone has been installed which permits friends of the store to hear concerts by favorite artists in their own homes. Lester L. King is manager of the new phonograph department, officials of the store announced Monday. Many congratulatory telegrams were received.

Experience teacheth us that resolution is a help in need.

To build a well-rounded career, be square.

NEW YORK TRIBUNE

Sonora Sign Featured in New York Tribune

(Continued from page 77)

INDIANAPOLIS TRADE GETS RESULTS

Requests for similar parties have been received by Mr. Hopkins from several high schools in the State. He has given the parties at every fire station in this city at the request of the assistant fire chief.

In line with his determination to "beat 1920," Mr. Hopkins will take his entire sales force, with the exception of one clerk, to the Edison Caravan convention at Chicago June 19 and 20. The Pathé Shop has been opened after being closed a month following the fire that resulted in damage amounting to $15,000. The loss was covered by insurance. The shop has been re-decorated so that it is much handsomer than before.

T. W. Hendricks, manager of the talking machine department of the Pearson Piano Co., is going to devote himself to the Victor, Edison and Vocalion records, with particular attention to the Victor, of which he had a stock of 26,000 or April. Mr. Hendricks says he finds business continuing to be more steady, with the demand chiefly for high-grade instruments.

Charles J. Orbison, Federal prohibition director for Indiana, was a speaker at a district convention of Edison dealers held at Evansville.

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To build a well-rounded career, be square.

TONE ARMS and SOUND BOXES

Especially designed for portable phonographs. Special designs made to order. We also manufacture portable motors, playing four ten-inch records. Strictly high grade and fully guaranteed. We can better your equipment and save you money. Samples on request.

TRIANGLE PHONO PARTS COMPANY

722 ATLANTIC AVENUE BROOKLYN, N. Y.

TELEPHONE STERLING 1120
"PARLOR PARTIES" FOLLOW SALES

Houston Concern Has Evolved Exceedingly Effective Advertising Plan of Increasing Sales

HOUSTON, Tex., June 1.—The Jonathan Cox Phonograph Co., of this city, has adopted a novel advertising plan which is proving very satisfactory. Whenever a machine is delivered to a customer a "parlor party" is arranged. Friends and neighbors and anyone known to be interested in music are invited. Programs, including popular, secular and sacred music, are arranged by Mrs. Statley, manager of the record department. This plan is proving very popular and many sales of phonographs and also of records to those who already possess talking machines can be traced directly to it.

BIG VICTOR RECORDS IN DISPLAY

Oberlin Furniture Co. Features Coming of Eight Victor Artists to Kankakee With a Window Display of Unusual Character

KANKAKEE, Ill., June 4.—The appearance of the Eight Famous Victor Artists in this city recently was celebrated by the Oberlin Furniture Co., Victor dealer, with an elaborate and un-

Striking Victor Record Window

usual Victor display, the feature of which was a series of eight immense reproductions of Victor records, each with a typical Victor label, on which appeared the name of one of the eight artists in place of the usual song title. Each of the records was over three feet in diameter and the eight of them, set at various levels, practically filled the window. The display attracted much attention.

VITULLO & ULLISSE START BUSINESS

Their New Music Shop in East Utica, N. Y., a Handsome Structure on Busy Street

Utica, N. Y., May 30.—A new music store was recently opened at 672-674 Bleecker street, East Utica, by Vitullo & Ulisse, both well-known Uticans. The establishment is decidedly one of the most handsome and well-arranged business structures in that busy part of town. All the recognized lines of musical merchandise, such as pianos, players, sheet music, player rolls, etc., are handled by this house, including the Victor and Columbia lines of machines and records. Three sound-proof booths for record and player roll demonstration have been installed.

BANGOR HAS NEW HOUSE

Rice's Shop Opens Its Doors in Fine Structure With Complete Musical Lines

Occupying handsome quarters in the new Stetson Building on Central street, near Hammond street, Bangor, Me., Rice's Music Shop recently had an auspicious opening. The proprietor, H. Edward Rice, personally greeting the hundreds of his friends and patrons who came to inspect the store and congratulate the owner. The new shop will carry a full line of musical merchandise, sheet music and orchestrations and talking machines. Manager Rice is the leader of the orchestra that bears his name and was manager for ten years of the music department of Andrew's Music House on Main street, that city.

"The criticism of enemies is more valuable than the praises of friends, because friends desire only to gild our defects."

The Brunswick Music Store, of Dubuque, Ia., formally opened last month, is one of the best-appointed piano and phonograph ware- and two for the demonstration of player-pianos. There is also a big display room for pianos and an attractive player roll and sheet music depart-

The SPHINX MOTOR

The only real advance in Phonograph Motor Construction

Better Designed
Better Built
Better in Operation

SPHINX GRAMOPHONE MOTORS, Inc.
21 EAST 40th STREET, NEW YORK
STYLE SHOW WEEK INTERESTED THE TRADE IN CLEVELAND

Lectures and Demonstrations Valued—Dealers Concentrate on One Style—New Stores Opened—Columbia Dealer News—Victor Record Exchange

CLEVELAND, O., June 7.—Furniture interests who feature talking machine departments presently will be benefited in increased business in both divisions as the result of a style show week for furniture dealers held by the Cleveland Retail Furniture Dealers' Association. The main object was not to sell furniture immediately, but to increase the public interest in good home interiors and increase that same public interest in home owning. Thousands of persons visited the retail stores conducting this exposition and thousands attended the lectures and demonstrations conducted by Ross Crane, head of the extension department of the Chicago Art Institute, who was brought here especially for this event. Lecturers in this enterprise already report that numerous prospects for both furniture and talking machines have been developed which will be worked upon as their plans for entering new homes mature.

Firms that could benefit in both talking machines and furniture business through this medium included the S. Kohm & Sons Co., the Vincent-Barstow Co., Brown Bros., Bing Co., Henry Leopold Co., Clifton Furniture Co., Mayer-Marks Co., Starr Piano Co., all of whom sell one or more makes of the Victor, Columbia, Pathé, Cheney, Starr, Brunswick or other machines and records.

Of particular significance to the talking machine trade was the use of Pathé period models by Professor Crane in his demonstration lectures, which were conducted at Masonic Auditorium. It was claimed by Mr. Crane that the Pathé adhered truthfully to period design and in his lectures he pointed out the fact that no home may be considered complete without music by Professor Crane in his demonstration lectures. The object of this construction was to add immeasurable value to the new business of firms that have opened in the last few weeks, or contemplate holding their openings during June. And this in spite of the setback to general business through the strike of approximately 40,000 operatives in the building, printing and other trades during May and into June.

Many New Stores Opened

The latest enterprise to make its bow in Cleveland proper is the new establishment of C. C. Lipstreu, long identified with the talking machine trade at Payne avenue and Forty-first street. The formal opening of the new Lipstreu store at Lexington avenue and East Fifty-fifth street was held May 27. The location is in the same territory, but more advantageous to increased business, according to Mr. Lipstreu. The opening was heralded with newspaper publicity and 1,000 invitations to individuals were sent out. Local musical talent entertained and souvenirs were distributed.

An unique method of impressing the Lipstreu establishment upon the minds of the people was adopted. Every visitor was given a blank card with ten lines. At the top the name and address of the holder was written. Then ten records, allRemissent of the Civil, Spanish-American and World Wars, were played, and the names of these airs were written in the ten blank spaces. The names and records were mailed, and the following table was completed.

<table>
<thead>
<tr>
<th>Name of Aired Piece</th>
<th>Record Number</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Later the names printed in the newspapers and were entitled to any record free that they might choose.

At Cuyahoga Falls, O., the W. M. Hale Co. marked its official talking machine department openings with the distribution of balloons and Victor dogs. Attendance was in excess of 1,000, according to M. C. Smithafer, manager of the talking machine department of the Cuyahoga Falls, having for many years been identified with the talking machine trade. From this source is expected to be an added factor in talking machine business for the immediate future.

More new stores or departments make their appearance with the advent of Summer in the Cleveland district. Conspicuous among these is the new R. Svehla Music House, Inc., Sandusky, which uses practically the entire first floor for this division, opening with five hearing rooms and with provision for several more booths to be added later. The strike of building trades operatives did not interfere with the opening and a big attendance of people from Sandusky and surrounding towns was had. Miss Ruby Cummings comes here to take charge of the new department.

The formal opening of the Windsor-Poling Co., 327 East 29th street, was held May 31, a feature being the presentation of the store to the visitors by Earl Poling, formerly traveling representative for the Eclipse Musical Co., and who has for several years made similar openings successful for other dealers in the territory. Miss Charlotte Roderick, formerly of the May Co. talking machine organization, will be a member of the Windsor-Poling staff.

The R. Svehla Music House is completing plans for a formal opening of its new store on the Elyria Side. Located in the music industry in the West Twenty-fifth street section of Cleveland, this firm presently will blossom out in new front and interior that will make it one of the distinctive talking machine enterprises of the community. M. S. Fenn, long identified with the talking machine trade in this section, has been appointed general manager. The location and interior design should have a prominent place in the forward part of the store and in the rear will be several hearing rooms opening off a reception room. Miss Ruby Cummings comes here to take charge of the new department.

COLUMBUS DEALERS VISIT SPECIAL

COLUMBUS, O., June 7.—Special trips for Columbus dealers in the Cleveland territory are being planned regularly by J. L. Du Breuil, general manager, the Columbus Graphophone Co., and Stanley B. Lee, publicist director, largely for the purpose of introducing the new store recently completed in the Cleveland headquarters of the company. This store is the most complete and modern merchandising ingenuity can make it. Nothing is lacking to make it the most attractive to visitors and officials at Cleveland demonstrate to dealers just how business is being increased from through use of this model store's features. Many dealers plan to install stores complete, either in their present or future locations, and all are using some of the features set forth in this display according to H. C. Cooley, headquarters manager.

Sales interests in and out of the talking machine industry in this section were benefited by the address of C. K. Woodbridge, sales manager.
of the Columbia Graphophone Co., who spoke before the national convention of the Taylor Society here this week. He pointed out faults in both the salary and commission systems of payment to salesmen. He also suggested a point system, by which a salesman would be paid not only for his sales, but for all innovations in both the salary and commission systems of payment.

Before the national convention of the Taylor Society was held at Columbus, a general meeting was held in the offices of the Columbia Graphophone Co., who spoke on the subject of sales development. The convention was held in the offices of the Columbia Graphophone Co., who spoke on the subject of sales development.

The regular monthly meeting of the Columbia sales organization in the Cleveland territory was held last week. Reports of both city and out-of-town representatives showed that a marked increase in business for dealers is being attained through the use of the Columbus house-to-house rural truck sales and fancy gift-record envelope plans.

Association Sells Record Exchange
A unique feature for Victor dealers throughout Ohio and for those interested in increasing the membership of the Ohio Talking Machine Dealers' Association is the establishment of a record exchange. Miss J. A. Agate, at present with the Euclid Music Co., becomes assistant secretary and manager of the record exchange. Miss Agate's appointment follows the retirement as secretary of Ed B. Lyons, sales manager, the Eclipse Musical Co., who has advised President Grant Smith that increased demands from clients of the Eclipse require that he relinquish his post with the Association. It is the belief of the Association officials that the new record exchange will fill a long-felt want of dealers and serve to bring about the creation of one of the largest organizations in the country.

Going After the Sporting Trade
In business building practices the plan of E. A. Friedlander, manager of the Bailey Co. talking machine department, stands out. Mr. Friedlander is catering especially to the professional sport folk, baseball, boxing and other appetites. He does not let the opportunity pass to advertise this to the people who admire those baseball or fight artists, and increased business is coming thereby. The move started with the sale of a Victrola to a private individual who presented it to the Cleveland Baseball Club. Sale of a similar machine followed to Doc Johnson, first baseman. Then Roger Peckpaugh, shortstop, took an Edison, and so it has gone since then. Johnny Kilbane, prize fighter, is buying all his records at the Bailey Co., because "Eugene knows how to pick out the ones with plenty of Irish in them," he asserts.

Some Edison Activities
Increased record demand at the Phonograph Co. has resulted from the use of an unique system inaugurated by Harry Tucker, sales manager. Members of the staff have compiled lists of machine owners from the office ledgers. These persons have been called upon the telephone and asked to hear a dozen records on trial. Records are sent to the homes, and almost invariably sales have followed immediately. The mood change charts of the Edison also are being used successfully here. A new department has been created and through this the schools, colleges and other institutions are being visited, as well as the homes. Results are being obtained largely through concentrating upon the announcement of physicians that music is now recognized as having certain curative powers. A Victor Club has been formed by the Sell Bros., Delaware, O. Every present customer of the firm who suggests a buyer of a machine for a sick person will be rewarded with a certain number of records in proportion to the size of the sale. The plan is being advertised throughout the country, and although in effect only a few weeks has been productive of big results.

What is expected to be the largest billboard campaign ever conducted by a talking machine house will be started soon by the Buescher Co., which has taken the full quotas of boards assigned to one firm in Cleveland. This firm has been using billboards successfully in a small way, but results justify expansion in that direction, according to I. H. Buescher, general manager. A. H. Lichtig, lately prominent in other business in Cleveland, has joined the Kennedy-Green Co. Mr. Lichtig will have charge of the inside business of the firm, and will receive callers from out of town.

SALES CAMPAIGNS BRING RESULTS
Pathé Dealers Who Make Special Efforts Are Fittingly Rewarded
Many exceptional results are reported by Pathé dealers in widely separated sections of the country from the extensive sales campaign which they are conducting. H. F. Maier, Bergenfield, N. J., through intensive efforts sold ten Pathés and secured eleven excellent prospects within eight days in a territory that has not yielded much since the first of the year. Another exceptional campaign was conducted by the Lea Lewis Co., of Danville, Va., who, on the first day of its campaign, sold six Pathés. In Alabama the Louis Pititz D. G. Co. succeeded in selling twenty-five Pathés in one week. Many other reports from other sections of the country are being received which clearly indicate that the dealer inspired with the "go get 'em spirit" is getting the business.

QUICK PROFITS During HOT WEATHER
Here are the summer specials, bringing quick cash sales and good profits.

Our new model Charmaphone No. 2 will sell on sight.

Made for Camps, Outings and Travel.

Loud, clear tone—a sturdy machine for outdoors.

And at a price

CHARMAPHONE NEW MODEL No.3
Here, too, is a fast summer seller. Mahogany finish, quality cabinet—best equipment. A good profit maker in any season.

Send for new illustrated catalog of complete line.

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

Factory: Pulaski, N. Y.
NEW PEARSON PIANO CO. STORE
Eighth Branch of Indianapolis Music Concern
Opened in Greensburg, Ind.

INDIANAPOLIS, Ind., June 2.—The Pearson Piano Co. has opened a new store at Greensburg, under the management of Dan Williams, manager of the store at Shippensburg, Pa. Greensburg is a town of 5,000 population and the new store has been opened as a temporary proposition, the permanence of which will depend on the business developed in the next few months. Mr. Pearson says the opening of the store was attended by more than 4,000 people.

This makes the eighth Pearson store in the State, in addition to the one in this city. The seventh store was recently bought by Mr. Pearson at North Vernon from G. R. Williams, father of H. P. Williams, manager of the Pearson store at Columbus. The younger Mr. Williams is managing both the Columbus and North Vernon stores.

E. W. Stockdale, manager of the Indianapolis store, reports business more stable, with high-priced instruments continuing to sell better than the less costly instruments. General conditions, he thinks, point to a steady betterment of trade that will end with business close to normal in the Fall and Winter.

COLUMBIA NEWS GLEANINGS

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., spent a few days last week in Montreal and Toronto, visiting the Columbia headquarters in these important cities. He found business conditions very satisfactory, with the dealers optimistic in their comments as to the future.

Henry Kahn, of Kahn's Music Shops, Boston, Mass., accompanied by Mrs. Kahn, visited the Columbia executive offices last week, making a tour of inspection of the eight floors occupied by the company in the Gotham National Bank Building. Mr. Kahn spoke favorably of business conditions in New England, stating that he was making preparations for an active Fall business.

E. O. Rockwood, general credit manager of the Columbia Co., spent a few days last week at the Columbia branches in Boston and Philadelphia. The Music Shop, Battle ville, Okla., to deal in musical instruments, has been incorporated with a capital stock of $25,000.

For the purpose of developing trade in Cuba and adjacent islands in the South, Louis Unger, sales representative of the Brilliantone Steel Needle Co. of America, sailed late last month by the "Calamares" for Havana, where he contemplates establishing agencies.

THE OLDEST AND FASTEST SELLING TEN-PLAY NEEDLE ON THE MARKET

Retails at 10 cents per box of 50 needles

THE FAMOUS STEEL NEEDLE WITH THE GOLD FINISH

Magnedos are in great demand since Dance Records have become so popular, because they eliminate the nuisance of frequent changing of needles

This metal and glass display case given away free with orders of 3 cans

MAGNEDOS PRODUCE SWEETER AND CLEAHER TONE MAGNEDOS REDUCE SURFACE NOISE

MANUFACTURED BY SUPERTONE NEEDLE WORKS 18 WEST 20th STREET NEW YORK

THE FAMOUS SINGERS RECORDS, INC., formerly located at 231 Lenox avenue, New York, has moved to 249 West Thirty-fourth street, where it has greatly increased facilities and is in a position to handle the requirements of its trade. The executive personnel of this company consists of Frank A. Lappan, business manager, who has had extensive experience in the recording field, and John Stege, who has specialized in recording for a number of years. Mr. Lappan will be in general charge of the business, with Mr. Stege in direct charge of recording.

Oas. K. Davis has been appointed musical director of Famous Singers Records, Inc., and a number of records have been produced under his able direction. Mr. Davis was formerly director of the Orpheum Quintet and the orchestra which played at the Café Boulevard, Churchill's and Temple Bay Hotel.

Each needle guaranteed to play 10 records

For the purpose of developing trade in Cuba and adjacent islands in the South, Louis Unger, sales representative of the Brilliantone Steel Needle Co. of America, sailed late last month by the "Calamares" for Havana, where he contemplates establishing agencies.
Mr. Reed expressed satisfaction over the fact that particularly with regard to the record situation, Boston headquarters without restriction. the Victor factory continued to be received at the Steinert is concerned all goods obtainable from outlook, and stated that so far as the house of pressed himself as optimistic with regard to the & Sons Co., Victor distributors. Mr. Reed ex-

E. was especially marked. manufacturing improvement that has obtained in some of the talking machine industry has already felt such as textiles and shoe manufacturing." The survey of industrial conditions in this territory. Boston, for May, following his usual monthly national Reserve agent of the Federal Reserve Bank, general outlook for the upward trend of pretty nearly the entire industrial world is noted with satisfaction, but perhaps more par-
ticularly does the talking machine trade find satisfac-

short time reports are that quite satisfactory re-
machines have been to the front only a relatively opening of the vacation season. the customary drive on these styles with the sale of the small type talking machines, making would appear now to be opportunity to replenish the factory continued to be received at the Boston headquarters without restriction. More particularly with regard to the record situation, Mr. Reed expressed satisfaction over the fact that with improved shipments from the factory there would appear now to be opportunity to replenish record stocks, doing away with the inconvenient and rather unsatisfactory condition that has hitherto prevailed in this respect.

Small Type “Talkers” in Demand
At the present time the local trade is devot-
ing attention perhaps more particularly to the sale of the small type talking machines, making the customary drive on these styles with the opening of the vacation season. While these machines have been to the front only a relatively short time reports are that quite satisfactory re-

sults are being obtained. The majority of dealers are showing attractive window displays of the machines, urging upon the public the desir-
ability of the instruments for camps and cot-
tages during the Summer.

Spoke on “Music Appreciation”
“Music Appreciation” was the subject of a talk which Miss Grace Barr, of the Steinert Co., gave before a gathering of 200 school teachers in Portland, Me., toward the end of the month. Miss Barr has within recent months been espe-
cially active in such work, letting slip by no op-
portunity to advance the cause of the talking machine in the school, and with results that have been very gratifying.

Two Golf Enthusiasts
Now that real golf weather has set in—although enthusiasts will insist that almost any old weather is golf weather—Robert Steinert, of the Steinert Co., and Wholesale Manager Reed are getting in some fine work on the links hereabouts. Within a short time Mr. Steinert undoubtedly will be heard from in tournament play, now that the season is in full swing. Probably no two followers of the game watched with greater in-

New England is the summer playground of the United States.
This extra population should enable you to maintain normal sales of Victrolas and Vic-

tor Records.
But go after the business aggressively.
Eastern Service will lend a helping hand.

Eastern Talking Machine Co.
85 Essex Street
Boston, Mass.
Robert F. Bensinger, son of President B. E. Bensinger, of the Brunswick Co., Mr. Spencer, in addition to reporting the opening up recently of a number of new Brunswick accounts, finds business very satisfactory, the present month having shown a good-sized increase over April.

Frank J. Berghaus Resigns

Frank J. Berghaus, formerly for twelve years with the house of Kraft, Bates & Spencer, has resigned from his position with the F. C. Henderson Co., which not long ago took over the Boylston street retail store of Kraft, Bates & Spencer Co., following the decision of Harry Spencer to devote his attention exclusively to Brunswick distribution in this territory.

Open Many New Accounts

A number of new accounts recently have been opened up by the E. B. Shiddell Co., handling Okeh records for New England, according to Mr. Shiddell, who further reports that business with his house is very satisfactory.

Grey Gull Record Publicity

The company has placed upon the market, for popular subscription, a $50,000 issue of 8 per cent preferred stock, carrying a bonus of one share of common stock for every two shares of preferred. The officers of the company include Dr. Frank B. Johnson, of Boston, president, and Allen B. Estey, of Brookline, treasurer. The company reports that the extension has become necessary to meet present demand for its products.

Grey Gull Record Publicity

In its local advertising campaign the Grey Gull record store recently opened up on Summer street, in the heart of the shopping district, is capitalizing the fact that Grey Gull records are the "only ones made complete in New England." The idea is set forth as follows: "Grey Gull records, being the only records recorded and manufactured complete in New England, naturally have every advantage in presenting the..."
latest hits to New England people before they are available on records manufactured elsewhere. The selections marked with a star (in the advt.) in the printed list have either not yet been even issued by any other manufacturer, or at least are extremely difficult to obtain except at Grey Gull dealers." Reports are to the effect that the Summer street store has been operating since its establishment with very satisfactory success.

Jobbers Help Success of McCormack Concert

A highly successful concert in aid of the suffering women and children of Ireland was given by John McCormack, the celebrated Victor artist, in Symphony Hall on the afternoon of Sunday, May 22. An audience that taxed the capacity of the hall was on hand, and among the distinguished guests was Lord Mayor O'Neill of Dublin. Credit for the success of the concert was due in part to the advertising given the event by the Boston Victor distributors—M. Steinert & Sons Co., the Eastern Talking Machine Co. and Oliver Ditson Co.

Fred E. Mann Visits Portland Trade

The middle of the month Manager Fred E. Mann, of the Columbia Co., in his Studebaker car took a trip among the Maine agencies of the company, and on his return after nine days reported that he was greatly encouraged over the situation he found in that territory. Mr. Mann, who was accompanied from Portland by W. R. Ingalls, the salesman in that territory, visited thirty-four towns and called on more than fifty dealers and covered 1,150 miles. Some of the manufacturing centers he found rather hard hit, but many of the dealers through the use of auto vans were doing a good suburban business.

Attractive Osgood Window Display

Chester J. Sylvester, head of the talking machine department of the C. E. Osgood Co., has just been exhibiting an attractive window of the new convertible talking machine and library table of Colonial design which has been attracting a great deal of attention. The machine installed is a Victrola VI and the combination has found a ready sale.

Columbia Dealers Meet

Manager Fred E. Mann, of the Columbia Co., who is planning a western Massachusetts trip within the next few weeks, presided over the usual monthly dealers' meeting the latter part of last month, and he was much encouraged to find the better feeling that obtained, for May, up to that time, was found to be a far more productive month than was April, which was even better than March. Plans for a vigorous campaign during the succeeding months were made.

For Every Month of the Year

Dealer helps of practical value have long been an important factor of Cressey & Allen service to the progressive Victor Dealer.

In every month of the year there is a timely, vital dealer help that we have prepared for just that particular month. It is not guess-work, but knowledge based on experience that has made our dealer service a practical success.

CRESSEY & ALLEN
PORTLAND, MAINE
Fred E. Mann, by the way, was chairman of an unusual entertainment entitled "Who's Who in the Blighted Lamp," a burlesque, which was pulled off at the Boston City Club a few nights ago with great success. Mr. Mann also was in the cast, and as a prominent member of this big civic organization he does a lot to keep things a-booming.

Humphreys at Dedication of Masonic Temple
George W. Hopkins, of the Columbia Co., came over to Boston during the latter part of May to assist at the dedication of the new Masonic Temple in Concord, Mass., the local lodge of which he is a past master.

Columbia Dealers Getting Together
Practically all of the preliminary work looking to the formation of the Columbia Dealers' Association of New England has been accomplished, according to Arthur C. Erisman, manager of the Grafonola Co. of New England, and prime mover in the proposed organization. Persuaded to the formation of the Columbia Dealers' Association, he does a lot to keep things a-booming.

It is Mr. Erisman's idea to make it 100 per cent strong, and to this end he insists that it is the duty of each and every Columbia dealer to support the Association with his membership, thus contributing not only to something that will be of real service to all, but to the upbuilding of the music trades generally. It is up to the New England Columbia dealers, Mr. Erisman states, to get busy on this proposition and show the spirit that does not wait for the other fellow to do something first. With a 100 per cent organization, Mr. Erisman sees benefits to all members which can scarcely be conceived in advance.

Prime Evidence of Business Activity
That New England dealers expect, and are preparing for, good Fall business is evidenced by Frank B. Curry, of this city, manufacturer of modern equipment for phonograph stores. Mr. Curry's activities, while centered in New England, have not been confined to that section of the country entirely. He is now preparing an equipment for Werts & Doran, of Brooklyn, N. Y., consisting of three booths, record case and counter which will be attractively finished in silver gray.

The Model Grafonola Shop
"An excellent idea for my shop" and "A sale display that is certainly different" were the remarks of two Columbia dealers who were recently inspecting a record display in the large window of the Model Grafonola Shop in the Boston branch of the Columbia Graphophone Co. The Model Grafonola Shop in this branch, which is under the management of Fred E. Mann, is one of the series of model shops just installed by the Columbia Graphophone Co. in its various branches.

This Model Grafonola Shop is similar in size and design to the other shops built by Columbia for its branches, covering a width of twenty-two feet and a depth of forty feet. It is a full-size model in every respect, featuring Col-Van construction, which has been developed and perfected after years of study and experience. Included in this equipment are two display windows, backed by special-designed window screens, the foyers of a Grafonola show-room, two display corners suitable for the display of period model Grafonolas, two different sized hearing rooms, exposed record racks and a wrapping counter for the display of small accessories. The ivory-colored arch in the center of the shop and the blue panel designs serve as the main background for this Model Grafonola Shop.

J. J. Moore, Jr., Dealer Service supervisor of the Boston branch, makes his headquarters in the model shop and dealers are constantly making use of the practical ideas embodied in the construction of the shop to increase the attractiveness and efficiency of their own establishments. One of the many dealers in this territory who is planning to erect a model shop is W. L. O'Brien, of Hudson, Mass., whose new store is practically a duplicate of the model shop in the Boston branch.

The broader the service the better the results. The better the results the more opportunities for service.

"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.
ANNOUNCES NEW RECORD

R. M. C. Record Will Be Made and Marketed by Record Mfg. Co.—Will Continue to Press for Trade—To Have Monthly Issues

FRAMINGHAM, Mass., June 6.—The Record Mfg. Co., with offices and factory in this city, will shortly place on the market a new record, which will be known as the R. M. C. record. The company plans to manufacture and market every month from ten to twenty of the newest popular dance numbers and popular songs, together with standard and classical selections. In a chat with The World L. F. Burns, factory superintendent, stated that the company is well equipped to take care of this new phase of its business and that it will continue to press records for the many record companies for whom it has been pressing for some time past. The factory is now equipped with hydraulic presses throughout and twenty new presses have been recently added to the equipment.

AN ENTERPRISING BATH DEALER

BATH, Me., June 8.—There is one concern here that seems to be forging ahead in commendable shape and that is the Mikelsky Music Co., which is located on Main street. Miss Sophie M. Mikelsky is the head of the business and she has with her a brother and five sisters, all of whom are veritable hustlers. What Miss Sophie doesn’t know about the business isn’t worth knowing and, she keeps three auto trucks canvassing the surrounding country, with the result that she has been able to place any number of Columbia machines in homes that otherwise might be without music. The Mikelsky sisters bid fair to soon become known throughout all of Maine.

The J. M. Kurtz Music Co., of Augusta, Ga., has secured the exclusive agency for the Kimball pianos and players for South Carolina and greater part of Georgia.

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A SERVE-SELF PLAN OF SELLING RECORDS

By CHAS. H. SMITH

One of the largest department stores in a city of about two hundred thousand recently installed a novel scheme in its record department. This firm sells a great many talking machine records and the usual way of selling them—of having a girl in attendance on each customer playing the records while the customer listens—would involve the employment of a great many record girls. Instead, only three or four girls are needed. These girls are able to wait upon as many as fifty customers at one time in very short order, thus effecting a big saving for the merchant with a “thirty-second service” which the store advertises.

This is how the plan operates. At one end of the balcony is a long counter with stools and comfortable chairs before it. Behind it in cases are thousands of records. Around the entire balcony is a string of small rooms tastefully decorated and carpeted and each containing two or three chairs and a large-size talking machine. The customers go to the record counter, get the records they wish to hear and take them to the individual parlors containing the machines and then play their selections over, using the kind of needles they prefer—steel, fiber or tungsten—thus obtaining just the volume of music they like. If they care to they can play each record over twice or three times before making a final selection—something they would not care to ask a record girl to do.

This service on the serve-self plan is very popular with a great many people, as it enables them to get very prompt service—the girls merely handing out the records—and they are able to listen to their selections in the privacy of individual parlors and play them as they like to hear them without feeling under any obligation to anyone. Furthermore, there is no one to urge them to like a record. They return the records to the record counter when they have heard them and either purchase or not, just as they please. The balcony contains thirty individual “listening” parlors.

SPAIN’S NEW TARIFF HITS U. S.

WASHINGTON, D. C., May 30.—The new Spanish customs tariff made effective May 21 favors nations with depreciated currency and is more unfavorable to American products than the last tariff. The changes in the new Spanish tariff will not apply to merchandise accompanied by documents, which show that shipment was made by rail or vessel before May 21. Most-favored-nation treatment is eliminated by the tariff, but there is an invitation to all nations to negotiate favorable treatment in return for reciprocal concession to Spanish exports.

LANSING KHAKI COVERS

The Pioneer Moving Cover

High Grade

Government Khaki

Dealer’s Prices NOW:

$6.00

medium size

43” x 20” x 23 1/4”

$6.50

large size

49” x 23” x 24 1/4”

$7.35

extra large

52” x 22 1/2” x 23 1/2”

Fitcall Leather or No. 3x Strap

$2.50

Piano Moving Covers $18.00

SLIP AND RUBBER COVERS FOR PHONOGRAPH AND PIANOS

Eliot and Warrenston Sts.

BOSTON, 11, MASS.
Competition Is Easily Met With

Lundstrom
CONVERTO
PATENTED DEC. 11, 1917

Talking Machine Cabinets

It is now a market where price appeals. The economy idea is rampant. Here is where the Lundstrom Converto Cabinet combined with a genuine Victrola IV or VI gives a customer the advantages of a full cabinet machine at a marked saving.

Through our reduced prices you can now meet the competition of low-priced unnamed machines and provide the known quality Lundstrom Converto-Victrola combination.

All Standard Lundstrom models have been improved by the addition of casters and ferrules.

The C. J. LUNDSTROM Mfg. Co.
LITTLE FALLS, N. Y.

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

Conerto
Wholesale Distributors

Albany, N. Y. ..... Grady-Holt Co., Inc.
Atlanta, Ga. ..... Sun Talking Machine Co.
Baltimore, Md. ..... T. J. Smoak & Sons Co.
Boston, Mass. ..... American Phonograph Co.
Buffalo, N. Y. ..... Louis & Baer Co.
Cleveland, Ohio ..... CINCINNATI TALKING MACHINE CO.
Columbus, Ohio ..... The Perry B. Whitted Co.
Dallas, Texas ..... Sager Bros.
Dayton, Ohio ..... H. W. Campbell Music Co.
El Paso, Tex. ..... J. F. Droop & Sons Co.
Houston, Texas ..... F. H. Haire Co., Inc.
Indianapolis, Ind. ..... THE TALKING MACHINE CO. OF TEXAS
Jacksonville, Fla. ..... Florida Talking Machine Co.
Kansas City, Mo. ..... J. W. Jenkins' Sons Co.
Memphis, Tenn. ..... R. W. Reynolds Co.
Minneapolis, Minn. ..... Philip Wyrick, Ltd.
Mobile, Ala. ..... H. W. Reynolds Co.
New York City ..... A. T. Cooper, Sons & Co., Inc.
Omaha, Neb. ..... Brown Bros. Co.
Ottawa, Ill. ..... Potter & Phillips, Inc.
Philadelphia, Pa. ..... C. J. Eberle & Son
Pittsburgh, Pa. ..... R. A. Weymouth & Son, Inc.
Plymouth, Cal. ..... Omgren & Allies, Inc.
St. Paul, Minn. ..... W. J. Dry & Bros.
San Francisco, Calif. ..... Walter & Green Co.
Syracuse, N. Y. ..... W. D. Andrews Co.
Toledo, Ohio ..... FIELDS TALKING MACHINE CO.
Washington, D. C. ..... Cohen & Marcus, Inc.
Troy, N. Y. ..... S. P. Dowd & Sons Co.
Here's good news for all Columbia dealers. Barbara Maurel is back! She sings those two famous love songs, "Oh, Promise Me" and "I Love You Truly." Here's a combination that will put cash in your till. A-3396.

Columbia Graphophone Co.
NEW YORK

MODEL SHOP AROUSES INTEREST
Columbia Dealers Quite Enthusiastic About Model Grafonola Shop Recently Introduced in Columbia Co.'s Kansas City Branch

KANSAS CITY, Mo., June 6.—The sales staffs associated with the Columbia Graphophone Co. dealers in this territory were introduced to the new Model Grafonola Shop in a most unique way, for E. A. McMurtry, manager of the local branch, provided them with a signal surprise on the occasion of the recent Columbia party in the main offices.

The guests had just completed an inspection tour of the first floor and were waiting to see the new home of the branch.

It had been announced that a surprise, provided them with a signal surprise on the occasion of the recent Columbia party in the main offices. The guests had just completed an inspection tour of the first floor and were waiting to see the new home of the branch. The guests were astounded, for they had not imagined that an actual shop of regular dimensions, fully equipped and complete in every detail, would be presented for their approval. J. C. Clinkenbeard, Dealer Service supervisor of the Omaha branch, stepped out of the shop into the doorway and invited the sales folk to examine the Model Shop thoroughly.

The shop is the pride of the whole Columbia organization and the dealers are using it to excellent advantage. Equipped with its up-to-date display windows, modern record racks, efficiency display fixtures and period model display platforms it affords an ideal for any dealer, whether he is located in a large city or a small town. It is all standard Col-Van construction, and can be adapted to suit the requirements of every type of store or location.

HAS BRUNSWICK LINE IN DES MOINES

Des Moines, Ia., June 8.—Davidson Bros., of this city, one of the largest furniture houses in this part of the country, has arranged to handle a complete line of Brunswick phonographs and records. This house has had considerable experience with the Brunswick line in the past, as the line has been featured in its Waterloo branch.

Frank Kietlthy, district manager of the Brunswick Co. at Des Moines, closed this important deal, which gives the Brunswick product splendid representation in this city.

George E. Buss, Edison distributor of New Philadelphia, O., is one of the 4,000 Edison dealers from the four corners of the globe whose picture appeared in the April number of the Ladies' Home Journal. The group was snapped at the annual convention held last July in Chicago.

THE BRUNSWICK IN MEXICO

Headquarters Established at Monterey and Mazatlan on West Coast and Nogales on Border

The Brunswick-Balke-Collender Co. announced recently that headquarters had been established in Mexico at Monterey and Mazatlan on the West Coast and Nogales on the border. The addition of these three cities to the Brunswick chain in Mexico gives it effective representation in this country. The company was recently advised by Wm. H. Stanley, its Mexico City representative, that the Brunswick line is steadily increasing in popularity throughout Mexico, and that the dance records in particular are meeting with a ready sale.

DEATH OF A. H. JACOT

President of Ideal Music Co., New York, Dies After Brief Illness—Well Known in Trade

A. H. Jacot, president of the Ideal Music Co., 29 John street, New York, exclusive Victor retailer, died recently at his home in Stapleton, S. I., after a brief illness. The funeral was attended by a number of Mr. Jacot's friends in the trade, including J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York.

Mr. Jacot was one of the pioneers of the talking machine industry, having been the founder of the Jacot Music Box Co., which many years ago was an Edison and Victor jobber. He was also secretary of the Eastern Talking Machine Jobbers' Association, an organization which was active in the early stages of the wholesale trade, and for many years was identified with numerous talking machine activities.

The concerts which are conducted the first of each month by the Anderson Music House, of Charlestown, Ia., are attracting large audiences and considerable praise.
A MOTOR WORTHY OF IT'S GUARANTEE

The Serenado Motor with each of its parts is absolutely guaranteed for the purpose for which it is intended for a period of FIVE (5) YEARS.

Any motor which becomes inoperative or inefficient for ordinary usage during that period will be replaced free of charge if returned, with the seal unbroken, transportation charges prepaid. In case the seal has been broken the responsibility of the company under this guarantee shall be limited to replacing such parts as show undue wear or the development of a latent defect.

SERENADO MFG. CO.
CEDAR RAPIDS, IOWA
INTEREST IN MUSIC GROWS IN SOUTHERN CALIFORNIA

Music Week Scores Big Success—Business Is of Fair Volume—Boothe Talks of the Convention—Welcome for Salyer—Columbia Surprise Party—Important Association Meeting—Other News

Los Angeles, Cal., June 6—Music Week commenced in Los Angeles and surrounding towns on Sunday, May 29, with an enthusiasm exceeding the expectations of the most sanguine, and additional interest will doubtless grow as the week progresses. The effect of this great musical festival will be not only to accomplish the purpose which was intended, namely establishment of the community spirit through music, but it will doubtless stimulate the desire to own more and better musical instruments.

Photograph and talk machine business, according to reports from the various houses, was very fair for the past month and compared very favorably with the corresponding period of last year.

J. W. Boothe Returns From Convention

J. W. Boothe, general manager of the music department of Barker Bros., returned from the Chicago national convention. He reports that the retail talking machine merchants from all over the country who attended the convention expressed great satisfaction over the outcome of the special session with regard to the formation of a national association or committee for retail talking machine men. There was never any intention of separating or being distinct from the National Association. There are a number of associations listed as associations on the letterheads of the National Association which are in reality and in fact committees within the National, so there can be no objection to the committee of retail talking machine men calling themselves the N. T. M. A. The main object, after all, is to see that the committee or association (within the National Association of Music Merchants) functions. It was pretty well demonstrated at Chicago that there was a need for such an organization.

Walter S. Gray in Los Angeles

Walter S. Gray, president of the Walter S. Gray Co., phonograph accessory supply house of San Francisco, spent a week in Los Angeles visiting the trade. He motored from San Francisco; he declared that it was his intention to visit Los Angeles at least every sixty days and combine business with pleasure. Arthur H. Soule has been appointed traveling representative for southern California for the Walter S. Gray Co. and has already made many friends in the trade.

Frank J. Salyer Returns to Old Love

After temporarily taking up an altogether different line of business, which proved successful but non-satisfying, Frank J. Salyer has returned to the talking machine field. Irving Westfall, manager of the talking machine department of the Los Angeles branch, has been transferred to the talk machine department of the Southern California Music Co., has secured Mr. Salyer's services for his department.

Sonora District Manager Here

Morley Somers, district manager of the Sonora phonograph division of the Magnavox Co., Sonora distributor for the Pacific Coast, visited Los Angeles last week. Mr. Somers has established offices at 310 East Third street, Los Angeles, and will devote considerable time to developing Sonora business in southern California.

New Grafonola Department Opened

Renick's Song and Talk Shop, on Broadway, has for some time been making extensive alterations and additions and on Saturday the new Grafonola department on the lower floor was formally opened to the public. The new department is handsomely decorated and every attention was given by L'Anglaise, Los Angeles manager, to devices and arrangements of the last general variety in instruments and records, as well as for the convenience of the public.

Good Business in Whittier

J. D. Scouller and E. M. Nelson, proprietors of the Whittier Music Co., report excellent sales in their Victrola department. Mr. Scouller was for some time manager of the Edison department of the Fitzgerald Music Co.

Columbia Surprise Party

A surprise party was planned and very successfully carried out by the Los Angeles sales force of the Columbia Graphophone Co. The surprise party was for L. C. Ackley, newly appointed manager of the San Francisco branch, and, from all accounts, there was no simulation in his surprise. W. F. Stidham, manager of the Los Angeles branch, started two automobiles—his own Buick and Harry Allen's; the surprises numbered eight and included Manager Stidham; C. Mack, Los Angeles city salesman; Harry Allen and Frank E. Newmann, southern California field salesmen; W. O. Ryle, Los Angeles Dictaphone manager; H. N. Elliot, of the Long Beach Music Co.; C. W. Pflasterer, assistant manager of the Los Angeles branch; L. V. Felger, proprietor of the Broadway Music Shop of Santa Maria. At San Luis Obispo the Harry Allen machine broke down, so the whole party, with their baggage, piled into the Stidham auto and reached San Francisco in record (Columbia) time. Surprised and surprised had a good time, pow-wowed, swapped ideas and yarns, and returned home safely.

Open House for Elks

J. W. Boothe, general manager of the music department of Barker Bros., announces that Barker Bros. will keep open house to all Elks during the national convention, which will be held in Los Angeles in July. All visiting Elks are cordially invited.

Subject of Payments Discussed

At the general meeting of the Music Trades Association of Southern California the subject of payments on talking machine outlets was discussed. It was the unanimous opinion of members that where an outfit included records the first payment should at least equal the price of the records. For instance, if the outfit consisted of a hundred-dollar machine and $25 worth of records the first payment should be no less than $25 (the cost of the records). The discussion arose through the action of a member in advertising an outfit like the above for only $12.50 down, in conformity with the Association's resolution of a minimum first payment of 10 per cent.

Phonograph Manufacturers and Dealers are offered an opportunity to have recorded and manufactured exclusive records of their own selection and under their own label or trade mark.

Complete facilities for engaging talent, recording, plating and pressing 10 in. disc records.

Commercial department specializes in records for advertising and sales demonstration.

Inquiries solicited.

The New York Recording Laboratories, Inc.

1140 Broadway
NEW YORK, N. Y.
PROGRESSIVE POLICIES
IN SAN FRANCISCO TRADE

Association Resolutions Help Stabilize Trade—
Stern Activities at End—New Store Opened
—Music Week Idea Grows in Favor—Aeolian
Line With Hanson—News of Month

SAN FRANCISCO, CAL., June 4—The general busi-
ness situation on the Pacific Coast has not im-
proved in the last two weeks and the outlook is
rather unfavorable for the near future, owing
to various labor troubles and the consequent
shipping difficulties and building curtailment.
Unemployment is a serious problem and will be-
come worse unless there is a speedy settlement
of wage disputes. Retail business is quite gen-
erally reported quiet throughout California and
wholesale business is only fair. Industrial ac-
tivity is at the lowest ebb. Merchants handling
talking machines and other music lines do not
expect a normal demand until the people be-
come convinced that prices are permanently re-
adjusted. The working people, of course, are
retrenching now in all directions by absolute
necessity.

Progressive Policies Inaugurated

Progressive policies have been outlined by the
newly organized Music Trades Association of
Northern California, which will undoubtedly do
much to stabilize conditions in the trade and
promote harmony of the true co-operative type.
At a recent meeting of the Association the fol-
lowing resolutions were adopted:
1. To standardize trade practice so that deal-
ers will refrain from interfering with sales when
completed by another firm it is provided that
a sale should be considered made (a) when a con-
tract has been signed by the customer and the
instrument delivered, (b) when a delivery has
been made on open account, (c) when a contract
has been signed by the customer and a deposit
on the first premium made of a minimum of $10
for a piano and $5 for a talking machine.
2. Providing for the offering of a reward by
the dealer interested in all repairs and tuners
for information leading to the recovery of lost
or stolen talking machines or pianos. The reward
is to be a percentage of 10 per cent on talking
machines and 5 per cent on pianos, calculated
on the basis of "balance due" on such instru-
ments respectively, with a minimum reward of
$5. The secretary is also instructed to collect
numbers and descriptions of all lost machines or
pianos.
3. The secretary to collect from members
each week slips showing unsatisfactory accounts
and "pulls" and from these complete a list to be
sent to all members.
4. The maximum length of contract for sale
of talking machines to be fifteen months. The
minimum amount of first payment to be 10 per
cent of the full price. The contract is to con-
tain the name of the model and retail price.
5. No commission on talking machines sales
be paid to other than regular employees.
6. Talking machines not regularly carried by
a dealer must not be displayed in the window.
7. The practice of giving away player rolls
with player-pianos is to be abolished.

Permanent offices of the Association have been
opened in the Phelan Building, San Francisco.
Room 806, and a permanent secretary, M. B.
Bowman, appointed. A drive for membership
is under way and already the majority of the
dealers in the interior have signified their inten-
tion to join.

Frederick Stern in Trouble

The Mercantile Finance Corp. and the Stern
Talking Machine Co., both of which organiza-
tions were promoted by Frederick Stern, who
was president of the enterprises, have come
into serious difficulties with the authorities this
month. An attachment for $3,000 was placed
by the Western Phonograph Co., to which con-
cern it is alleged that $25,000 is owed. It is
further claimed by attorneys representing the
path Co. and others that the corporations have
liabilities totaling over $200,000. The most seri-
ous charges of all are those of fraud in stock
selling made by stock purchasers. Mr. Stern
has been arrested, and the books of his company
are being investigated by expert accountants.
He is at liberty on $1,000 bail. The Mercantile
Finance Corp. is the holding company for the
Stern Talking Machine Co., which is the backer
of several phonograph stores in San Francisco
and vicinity. The Pathe and Rex talking ma-
chines were featured extensively and apparently
a big business was built up in a few years. Many
of the stockholders are employees. The affairs
of the company will be threshed out in the
United States Court.

Open Stanford Music Shop

John M. Camp, formerly of Sherman, Clay &
Co., and O. G. Stratton, of San Jose, have
opened the Stanford Music Shop at Palo Alto.
The new concern carries talking machines, fea-
turing the Sonora phonograph and pianos and
other musical merchandise.

Open Branch Store in Oakland

The California Phonograph Co., of San Fran-
cisco, has opened a branch store at 1432 San
Pablo avenue, Oakland, which carries Victor
goods exclusively. This store is under the man-
agement of Edgar J. Jensen, a wide-awake and
progressive young man who has had much ex-
perience in the talking machine business, both
with the California Phonograph Co. and other
concerns.

Hale Bros., of this city, announce that they
will be exclusive Victor dealers hereafter.

Great Columbia Campaign

L. C. Ackley, the new manager of the local
office of the Columbia Co., has infused a spirit
of co-operation among the Columbia dealers
in northern California and the co-operative ad-
vertising campaign recently launched by the ex-
clusive Columbia dealers is bearing good fruit.
The "Little Columbia Shops" are making a
strong appeal to the public.

Music Week Idea Popular

The Music Week idea has hit the Coast hard
and those cities which have adopted the plan
are rejoicing at the results. The various busi-
ness and professional organizations of San Fran-
cisco are planning to have a big "Music Week"
here soon.

Formal Opening of Hanson Music House

The Hanson Music House, 137 Powell street,
was formally opened this month and the public
has been lavish in praise of the artistic estab-
lishment. A full line of musical merchandise
it carried. Bert Davis, formerly of the Aeolian
Co. of California, is manager of the talking ma-
chine department. Aeolian-Vocalion goods are
featured with splendid effect. Arline Ryan, for-
merly of Bush & Lane, Seattle, is in charge of
the Vocalion record department.

Walter King, 78 Ellis street, this city, has
announced that in the future he will be an ex-
clusive Columbia dealer.

Independent Jobbing Co.

SPECIALIZE IN

Improving Record Business
for Dealers with OKEH SERVICE and

Records

INDEPENDENT JOBBOING CO.
122 E. CENTRE ST., N.
GOLDSBORO, N. C.
JOEY JOINER JOINT, who was signally successful in the piano model shop was demonstrated.

The machine and record situation has assumed a decidedly favorable aspect and the former complaint of want of stock is rarely heard. Labor troubles are not exerting any detrimental influence on the trade at present.

Joseph Joiner’s Sphere Broadened

During the month the talking machine department of John Wanamaker fell heir to a new manager in the person of Joseph Joiner, head of the Wanamaker piano department. Mr. Joiner, who was signally successful in the piano department, is a capable man for the job and it is likely that he will introduce some innovations into the talking machine department. A year ago ten makes of machines were handled in this department, but they have been gradually reduced until at the present time only five makes are listed. Mr. Joiner replaced Mr. Quinn, who was in temporary charge following the resignation of Gran Rohbotham, who recently assumed the management of the talking machine department of the Baldwin Co., Cincinnati.

Business Progress of Louis Buehn Co.

The Louis Buehn Co. reports that its business is showing a material improvement. Sales have been more active and during the month the successful working of the company’s period model shop was demonstrated. It was used almost daily during the month by the Buehn dealers, bringing in their customers to have a look at the period models and to make a sale of these styles. A number of the $1,065 and $1,265 period models were sold during the month.


Misleading Advertisement Statute

The misleading advertisement statute of Pennsylvania, thus far, has failed to affect the music business with one exception, that of the Cunningham Piano Co. Exception was taken to an advertisement of the company which contained the following: “The only piano factory in Pennsylvania which sells directly from the factory to the home.” After several hearings the case was dismissed by Judge Barrett as being too ridiculous for judicial consideration.

Donovan Co.’s Successful Sales Drive

The Donovan Co., of Lancaster, Pa., has been making a special sales drive and as a result it obtained the names of 600 talking machine owners who were not receiving Victor supplements and 500 names of persons who did not own talking machines of any kind. The J. H. Troup Music House, of Harrisburg, Pa., is about to institute a campaign of a similar character.

New Pathe Dealers Appointed

The Interstate Phonograph Co., Pathe distributor, reports a recent decided improvement in business and a steady increase is looked for during the remainder of the Summer. A number of new accounts have been opened recently, including a new Pathé representative in Hagerstown, Md.

President Walter E. Eckhardt recently suggested to a number of Pathé dealers in Wilkes-Barre, Reading, Easton, Baltimore, Pottsville, Hagerstown, etc., that a house-to-house campaign be instituted. This idea was followed with very favorable results.

Mr. Eckhardt attended the piano convention, held in Chicago, and the local assistant of Mr. Eckhardt, C. W. Flood, who is the sales manager, recently spent the week in Baltimore, where he closed several new deals.

E. A. Widmann, president of the Pathe Co., visited the local offices during the past week. LeRoy Goldberg, of the Richmond Phonograph Co., was also a visitor.

Increased Vocalion Demand

Manager Burkart, of the Philadelphia Show Case Co., Vocalion distributor, reports a steady and encouraging business increase during May. Mr. Burkart, during the latter part of the month, visited the large interior cities of the State and also Baltimore and Washington. Everywhere, he states, he found the general business conditions quite fair, with the dealers all sanguine. They all feel, he says, that the business is going to be fine in the early Fall and all through the season.

“In a conversation with one of the Washington dealers,” said Mr. Burkart, “that gentleman said: ‘There are 75,000 Government employees in Washington, all of whom are getting about the same money they were getting in the past five years, and yet they are not buying. Why are they not buying?’

(Continued on page 94)
they not buying? For the reason that they have joined what is being termed a buyers' strike. There are certain conditions to be adjusted to bring about a breaking of this strike, and the railroad situation is one of the most important. There is nothing to indicate a real reason why business should not be good.'"

Buys Porch Bros. Stock
F. A. North & Co. have purchased all of the Victor stock of Porch Bros., Johnstown, Pa.

Add Demonstrating Booths
T. Hayes Harmon, of Chambersburg, is adding a number of new demonstrating booths to his store.

Kiefer Band Records for Vocalion
This has been Kiefer week in Philadelphia. Lieut. J. P. Kiefer, head of the municipal band here, has written two military marches which he has called "The Iron Division" and "The Buckeye State," which are being played at concerts on the Celent Plateau.

Picnic of Columbia Forces June 15
The "Note-the-Notes" Girls' Club of the Columbia is giving a benefit at the Stanton all day of the month. Mr. Weymann, of H. A. Weymann & Son, Inc., of this city, Victor distributors, reports that Victor records are coming through in fair-sized shipments and they are now able to keep their stock in such a condition as to be accumulating and that they are now able to keep their stock in such a condition as to be able to fill orders on demand. He states that there has been a notable improvement during the past week on orders being received for styles 4, 6, 11 and 14 and which orders it was possible to fill the same day. Mr. Weymann stated, in closing: "Prospects in our territory are most promising and I look for a substantial business in the Fall."

Wurlitzer Co. Will Be Exclusive
The Wurlitzer Co. is now cleaned out of all the machines and records owned by its predecessor, and will shortly be an exclusive Victor shop. It is having a number of fine booths built for the machines and the extent of the counter space has been doubled.

Greater Sales
The buying public more and more is demanding greater value for each dollar it spends. The dealer selling VICTOR products has a decided selling advantage.

Our wholesaling facilities are unsurpassed. WEYMANN Service insures the dealer best results.

H. A. WEYMANN & SON, Inc.
1108 CHESTNUT STREET
PHILADELPHIA
"The Best in Everything Musical Since 1864"
Write for catalogue and special stock list

SUMMER PLEASURES AND SUMMER PROFITS
are waiting for dealers who are selling OKeh Records. Our dealers are selling them. The reasons why will help you sell them.

SONORA CO. of PHILADELPHIA
1214 ARCH STREET

THE TRADE IN PHILADELPHIA AND LOCALITY

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Our wholesaling facilities are unsurpassed. WEYMANN Service insures the dealer best results.

VICTOR PRODUCTS

Musical Merchandise
Q. R. S. Player Rolls
also had with him and played some new Jewish records, which were greeted with great enthusiasm as being the best Jewish records that have thus far been heard in this city. These records have just been put on sale.

Callers at Sonora Headquarters

Among recent visitors to the Sonora Co.'s offices here were Mr. Bennett, a traveling man from the General Phonograph Corp. and F. J. Coupe, vice-president of the Sonora Co. The Sonora Philadelphia Co. established five new dealers in May.

To Install Large Vocalion Sign

Blake & Burkart, at Eleventh and Walnut streets, report that they have been doing very well with the Vocalion and they are about to hang a large electric Vocalion sign in front of their store.

Penn Phonograph Co. Doing Well

The Penn Phonograph Co. reports that its business has been most satisfactory through the entire month of May. It is looking for a steady improvement throughout the Summer and an active trade in the early Fall. Many of their dealers report that they are finding business better than it was last year, and the Penn Co. also states that its business is, as a matter of fact, a little ahead of last year.

Great Demand for Victor Dogs

The Penn Co. has been receiving very large orders for its miniature Penn Victor dogs during the month. In two weeks this company sold 18,500 dogs. One of the largest orders was for 3,000 dogs, which were received from the Wilson-Voigl Co., Charleston, W. Va. The Scranton Talking Machine Co. sent in an order for 1,000 and the distribution met with so much success that it phoned for 500 additional dogs, plain, and 500 with the name of the firm on them. Large orders also came in from the Nanticoke Temple of Music and the Scranton Temple of Music.

The Penn Co. is at present distributing to all of its dealers a little button to be used on the lapel of the coat, containing the Victor trade-mark—"His Master's Voice." It has added to its sales force a new man, D. Wilson Mayberry, who has just finished several weeks of training and a Red Seal course at the Victor factory. He is about to take the road.

Helped in Donovan Sale

In the recent sales drive conducted by the Donovan Co., of Lancaster, Pa., 2,000 Penn Victor dogs were given away, resulting in increased business for the Donovan store and the line of instruments handled.

Planning for an Active Fall

There is a decided feeling of optimism in the retail talking machine trade in this city and while the next two months may show a little slowing up, dealers are planning for an active campaign for trade in the early Fall.

You wouldn't think of shutting off a Caruso record till it's done: when you've got a good thing to say see that you finish it.

PLAY BALL!

Is the cry in every city, town and village all over the land today

The baseball season affords every Victor dealer an opportunity to make an exceptional window display and with the use of the Penn-Victor dogs representing the contending teams attract great crowds to his window.

We Will Specially Decorate 25 Penn-Victor Dogs

of your order and cast your name in the pedestal at no extra cost, on an order of 500 Penn-Victor dogs. We also supply at cost electrotypes for circular or newspaper advertising if requested, crediting same when returned.

Twelve dogs will be decorated in blue uniforms and twelve in red (painted on) and one will be decorated to represent the Umpire.

The dealer can then arrange a baseball diamond in his window and use a goodly number of the regularly painted dogs as spectators.

In your home town games, the National league games and specially at the time of the world series the scores may be recorded on the score boards as the returns come in by inning, thereby holding the crowd in front of your window during the entire game. This has been done heretofore with great success.

Mr. Victor dealer, don't miss this chance to advertise yourself and the Victor Talking Machines and Victor Records.

DISTRIBUTORS:

Albany, N. Y. — Clark Music Co., Inc.
Baltimore, Md. — E. B. Hardy & Co., Inc.
Boston, Mass. — O'Gara & Co.
Chicago, Ill. — Chicago Talking Machine Co.
Cincinnati, Ohio — C. H. Ashley, Inc.
Dallas, Texas — The Rider Machine Co.
Denver, Colo. — The Knight-Conklin MFG Co.
Erie, Pa. — A. M. Jenkins Co.
Fall River, Mass. — E. R. Murphy & Co.
Fort Wayne, Ind. — L. E. Phillips, Inc.
Hartford, Conn. — E. W. Bliman, Inc.
Huntington, W. Va. — American Graphophone Co.
Kalamazoo, Mich. — King Music Co.
Kasama, Kan. — Kaosha & Co.
Laredo, Tex. — The Bridge Machine Co.
Los Angeles, Calif. — M. S. & Co.
Lowell, Mass. — The Knight-Conklin MFG Co.
Muncie, Ind. — M. S. & Co.
New York City — Drayton Mill.
New York City — Electrophone Co., Inc.
New York City — The Baker-Voigl MFG Co.
New York City — The Berliner Talking Machine Co.
New York City — Victor Talking Machine Co.

RAYBURN CLARK SMITH TELLS OF EUROPEAN CONDITIONS

President of Unit Construction Co. Sees Great Future for Talking Machine Trade in Great Britain—Installment Sales and Artistic Wareroom Equipment Favored—Conditions in France

PHILADELPHIA, PA., June 6—Rayburn Clark Smith, president of the Unit Construction Co., of this city, returned from Europe during the latter part of May, after several months spent in England and the Continent. His return to the newspapers.

The organization of the Interstate Phonograph Company, Inc.

is not only prepared to stock a retail Pathé Merchant acceptably, but also to teach his sales people the most approved selling practice applied to successful phonograph and record placement. Let us explain to you how we can increase your business and build up a lasting good will with Pathé Merchandise.

(Pathé Franchise available wherever not actively represented)

WE BUY RECORDS WE BUY AND SELL

Mr. Dealer—We can supply you with records by the World's Most Famous Artists Also Latest Monthly Issues at attractive prices.

Keen Talking Machine Supply Co.
49 N. 10th St., PHILADELPHIA, PA.
VICTOR TALKING MACHINE CO., at Camden, N. J.,
Mr. Smith stated that it was remarkably well
equipped and operated on a high plane of effi-
ciency. The entire product of the company,
both gramophones and records, is manufactured
in its entirety in this plant, no outside produc-

BELOVERS IN WINDOW DISPLAY

Penn Phonograph Co. Arranges Historical and
Holiday Windows That Win Favorable Notice
—President Barnhill's Prize Possessions

PHILADELPHIA, PA., June 2—The exceptional
growth of the talking machine industry in the
last twenty-five years was cleverly depicted in a
recent window display by the Penn Phonograph
Co., Victor wholesaler, at its headquarters in this
city.

On the left side of the window was placed a
wooden table covered with an old-fashioned, red-
covered, and white table cloth, and upon which was a
Victor talking machine which was popular in the
days of 1898, which the scene portrayed. It
was a machine type A717 and consisted of an
iron-encased motor, screwed down to a motor
board, a brass horn, small turntable and wind-
ing crank that revolved when the motor un-
wound.

A homey effect was obtained through

ENERGY AND ENTHUSIASM FACTORS IN SELLING RECORDS

A Dealer Described Interestingly How He Moved Old Records and Back Numbers, at the Same
Time Building Up New Trade—Proves That

"Some time ago we found ourselves over-
stocked with some old records and back numbers.
We thought they were very good music
and songs and could not understand why peo-
ple were not buying them. But the buying was
not very lively at that time nor were the people
buying any new records," writes a subscriber of
The World, located in a Kansas town. "At
last we decided something must be done, so we
started the ball rolling and the records selling
steadily. We arranged an
advertisement of the kind: 'Would You Like to Know,' etc., and we
used the wording of the
form of a teaser campaign.

"We had quite a lot of back or old records.
Some time ago we found ourselves over-
stocked with some old records and back numbers.

HELPs FOR THE REPAIR Man

New Devices Designed to Simplify the Handling of Talking Machine Main Springs

Everybody's Talking Machine Co., of Phila-
delphia, Pa., well-known manufacturer and dis-
tributor of talking machine accessories, main-

BARNES-SHUCK MUSIC STORE OPENS

An artistic music house has lately been
opened in Glendale, Cal., at 211 North Boulevard
avenue, by Barnes & Shuck, the former widely
known for his compositions of popular music
and the latter with considerable reputation in
California as a salesman of musical instruments.
The concern handles pianos, talking machines,
sheet music and player rolls. Commodious,
sound-proof demonstration booths are a part of
the talking machine division of this very at-
tractive store.
Warning:

The reputation which has been built by the HALL FIBRE NEEDLE and the universal use into which it has come have been due to the special process of manufacture developed by this concern.

The HALL MFG. CO. intends to protect that reputation and assures its dealers that it will prosecute, under Letters Patent 870723, any firm which illegally attempts to duplicate the HALL FIBRE NEEDLE.

HALL MANUFACTURING CO.
(Successors to B & H Mfg. Co.)

33-35 W. Kinzie St., Chicago, Ill.
A TIMELY STORY AND A MORAL

A few weeks ago the following letter was received by the editor of this publication. Pressure on our space has prevented its earlier reproduction, but the matter to which it refers is just as much a matter of importance to-day as anything can be.

For a good long time past we have been pointing out in these columns that salesmanship means knowledge. If salesmen do not know anything about the goods they have to sell it will be the customer who buys, not the salesman who sells. And the customer will buy, therefore, ignorantly instead of the salesman selling intelligently. Neither party gains, but both lose by such a transaction, which is, however, typical of the talking machine business, of the player-piano business and of certain other branches of the music industries.

Here is the story which furnishes my text: "I wonder if you are interested in the experiences of one who sought education via the musical route? My search led me to three Loop dealers in Chicago, three dealers in outlying sections of the city and two dealers in a small city. "The information I gained was enlightening, to say the least. One salesman assured me that records have gone into this important branch of the business very deeply and have spent a great deal of time and money on its development. It is not fair that such expenditures should be wasted. But there is another and a more important side to the matter than even this.

A Specialty Business

The talking machine business is distinctly a specialty business. That is to say, it is concerned with making and selling goods which do not immediately appeal to the consumer by reason of any practical purpose which they obviously subserves. This has nothing to do with their value, it merely has to do with the speed or readiness of the customer's recognition. The customer buys groceries because the need for groceries is an elementary need and one which is so common to the human being that no special effort is required to think it. But the customer does not buy a talking machine, at least in most cases, or a bundle of records because of any fierce primal elementary need for the same.

On the contrary, that need, genuine and right as it is, has been stimulated by advertising and must now be brought to a head by careful salesmanship. Nothing else will give the customer the right mental slant.

So when a man goes into the talking machine business his first need is to find out how to sell. And when his business begins to grow the next need is to get hold of some salesmen and saleswomen who also know how to sell.

Now, knowing how to sell talking machines and how to sell records is, in reality, to sell music. And that brings us around again to the general subject of our series: the exploitation of the musical possibilities of the talking machine.

Why the Ignorance?

When our correspondent went in search of records of music, of oratory, of historical subjects, when she went looking for Revolutionary songs, folk-tales of the Colonial time, and what not, she could not find a sales man or saleswoman who knew that such material is to be found in large quantities in the Victor educational catalog, and in other catalogs issued by Victor, Columbia, Edison and other companies. Why did not these salesmen know this? Some of them certainly represented Victor records and machines (to take the first example that comes to mind). Why did they not know the contents of their catalogs?

Mainly because it never seems to have occurred to talking machine men in general that selling records is selling a highly specialized product, which cannot be intelligently sold until it has been intelligently studied. Does anybody suppose that an automobile salesman does not know the points of his machines? Of course, he does. He knows them all. In just the same way the record salesman or saleswoman ought to know the selling points of his or her goods.

The trouble extends far beyond the specific subject of complaint. Wherever one goes it is as plain as can be to every observer that the customer has to do his or her own buying in most cases. The salesman is content to find out what the customer wants, if the customer knows, and to get the corresponding records out of the shelves. But that is not salesmanship. Salesmanship comes in when a salesman or saleswoman can find out, from the customer's obscure and confused talk, what is really wanted, and can then guide that taste along natural lines into a desire for more and better of the same stuff. That is salesmanship.

The other is mere order-taking and not very good order-taking, either.

Merchandising and Music

It would be putting the matter quite correctly and not at all too strongly to say that the biggest need in the merchandising of the talking machine, and especially of the talking machine record, is better understanding of music, better acquaintance with the catalogs and greater sympathy with the general idea for which the talking machine business stands and of which it is the embodiment. This idea is the idea of giving to every owner of a talking machine, by the sale of that machine to said owner, a key whereby he or she can open the door into the land of music. Music is contained in the records and the gift of that key is an invitation to the possessor thereof to enter into the delightful land and pick from the inviting branches which spread out their arms everywhere the desired buds and blossoms of music. But how can the unaccustomed thought know how to choose? In truth it cannot and does not.

The people do not know what they ought to buy and in consequence they buy in small quantities and with poorer discrimination than they ought to employ. This is not their fault. Nor is it the fault of the salesman in the first instance that a man or woman is ignorant how to choose music artfully. But it is decidedly the fault of the salesman if the customer remains ignorant.

Knowledge to Hand

Miss Kile's letter points to ignorance and indifference on the part of those who sell. But no such ignorance or indifference need continue to exist. It is only necessary to study the catalogs. The salesman who cares for the job will also be a salesman who cares for music, who will put in otherwise idle time playing over and becoming familiar with all sorts of selections, who will read the biographies of musicians and the stories of operas, who will learn to distinguish between a symphony and a sonata, between an

The Perils of Pauline Had Nothing on the Fellow in "OH, THEY'RE SUCH CREEPS"

The Biggest Comedy Song of the Season. You Can't Go to Vaudeville Without Hearing it. Orchestrals Play it in One-Step and Fox-Trot Form

BROADWAY MUSIC CORP., 145 West 45th Street, New York
Sell Records Under Your Own Label

Advertise your own concern, not some other concern. Having your own record strengthens prestige and makes money for you in many ways.

You deal with a manufacturer instead of a middle-man and can buy records carrying your own name and trade-mark for less than you have been paying for some other concern’s records.

We offer you the facilities of a large established concern which records and manufactures records complete in its own plant—being one of the few concerns in the country that does so. This concern has, for over two years, been manufacturing records under its own label as well as under the labels of other concerns and individuals, including phonograph manufacturers, retail stores, musical institutions, fraternities and others.

Allow us to submit samples and quote you a price in quantities, large or small. A large catalog to select from, including all the latest popular hits as well as standard selections. All records in the standard 10-inch size, double disc, lateral cut.

Record Sales Agency

25 West 42nd Street

New York City
A TIMELY STORY AND A MORAL

(Continued from page 99)

aria and a cantata. That is the sort of knowledge which the customer has not and the salesman ought to have. How otherwise can musical possibilities of the talking machine be featured?

In fact, of course, they cannot be featured by ignorant and indifferent salesmanship. Knowledge is the need. But knowledge cannot be justly rejected on the ground that it is hard to acquire. On the contrary, it is easy to acquire. The record shelves of a retail store provide an education in music. The salesman has that education at his hand.

MAGNAVOX POPULAR IN SUMMER

J. O. Morris Co. Reports Increased Activities Among Dealers—Used for Many Outdoor Purposes—Co-operating With the Dealers

The J. O. Morris Co., New York, distributor of the Magnavox, sound amplifying device, which has attained phenomenal success throughout the country, reports increasing activities among talking machine dealers in New York and New England territory. The Magnavox is being used to advantage in the ballrooms of many hotels and also as a medium of entertainment at bathing pavilions and other Summer resorts. It is admirably adapted for dancing purposes, as it increases the tone volume tremendously.

The J. O. Morris Co. is co-operating with Magnavox dealers in every possible way, and the results of this co-operation are reflected in the increased sales throughout the metropolitan district.

EMERSON CITY SALES DEPARTMENT

Distribution of Emerson Products in This Territory Will Be Handled Direct by Company—Irving Wendling Joins Sales Staff

H. T. Leeming, general manager of the Emerson Phonograph Co., announced this week that the distribution of Emerson product in metropolitan territory would hereafter be handled by the company's city sales department, under the direction of Harry G. Neu. The Emerson Record Sales Co., formerly distributor of Emerson phonographs and records in this territory, is now being liquidated, and all of this company's previous activities will be in the hands of the city sales department of the Emerson Phonograph Co.

Irving A. E. Wendling, formerly connected with the Griffith Piano Co., Newark, N. J., has been appointed a member of the sales force of the city sales department of the Emerson Phonograph Co.

NEW OKEH RECORD ARTIST

The General Phonograph Corp., New York, announced recently that Miss Daisy Martin, well known in musical circles in Richmond, Va., and other parts of the South, has signed an Okeh record contract and would record for this library. Miss Martin visited the recording laboratories a few days ago and made several records which will be released in the near future. There is no doubt but that her records will meet with a ready sale through the South and other points, as they are typical of modern jazz music and the standard melodies of the sunny South which are so greatly in favor throughout the world these days.

RECEIVER FOR CREMONA PHONO. CO.

Action Taken to Protect Investors—Assets Given as $170,856 and Liabilities as $165,000

PORTLAND, ORE., June 6—The Cremona Phonograph Co. has gone into receivership and Fletcher Linn, who is both a stockholder and creditor, has been appointed temporary receiver by Presiding Judge Kavanaugh, of the Circuit Court. The company was sued by E. N. Wheeler for $500 for work done by him and his attorneys told the court that the company was on the verge of insolvency and that some step had to be taken to protect the investors. The assets of the company were given as $170,856 and it was said that only $25 of this amount was in cash, while the liabilities were placed at about $165,000. The attorneys of both the plaintiff and defendant concurred in the appointment of Mr. Linn as receiver.

There can be no economy where there is no efficiency.

THE TALKING MACHINE WORLD

KIMBALL PHONOGRAPH

Faithful reproduction is precisely the result achieved in the Kimball Phonograph and a demonstration will quickly establish our claim.

The visible beauty; the thorough workmanship throughout; exclusive features; and a comprehensive line of distinctive designs in upright cabinets and console types are factors that produce ready sales.

The Kimball prestige and their co-operative financing plan for the dealer make this line a safe and profitable merchandising proposition.

Write for Agency Terms

W. W. KIMBALL CO.

Established 1892

Kimball Bldg., 306 S. Walash Ave.

CHICAGO

Receiving Judge Kavanaugh, of the Circuit Court.

101
There is a Reason for Unico Quality

It begins with the selection of proper raw material and is carried thru every phase of Unico endeavor

Construction Counts
Each unit is built with exacting care to assure its enduring quality.
An idea of Unico construction of quality and permanence may be obtained from the cross section illustrated.

Cabinet Work—Not Mill Work

NOTE!
—Core built up of chestnut
Ten separate pieces to prevent warping and assure durability.

—Birch Surface
To secure excellence of finish obtainable only with hardwood.

—Moulding built on
A permanent part of the unit—not just applied.

Each unit built on this system of enduring quality—explains the merit of the Unico system of flexibility.

Unico Service is at your command! Investigate the true economy of the Unico System!

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
30 N. Michigan
Boulevard
NEW YORK BAND & INSTRUMENT CO. OPENS HANDSOME VICTOR WAREROOMS—H. WILSON IS MANAGER OF ARTISTICALLY ARRANGED DEPARTMENT.

The New York Band & Instrument Co., 111 East Fourteenth Street, New York, has opened its new Victor department on Saturday, May 21, and to properly celebrate the event two orchestras were secured to give concerts throughout the day. The opening was attended by music lovers from all parts of the city and floral tributes were received from many Victor wholesalers in Greater New York.

This company heretofore handled a complete line of band instruments exclusively, and, realizing the tremendous sales possibilities in the Victor field and are well equipped to give the store patrons efficient service and cooperation.

A MAN OF ORIGINAL IDEAS

Mr. Marsh, of the Davis County Drug Co., Kaysville, Utah, who has recently taken on the Brunswick line, is a man of original ideas. He has just completed an attractive booth for the display of Victrolas. "One-minute-service" record racks and counters near the entrance provide for maximum efficiency.

THE STUFF THAT COUNTS

"The test of a man is the fight he makes,
The grit that he daily shows;
The way he stands on his feet and takes
Pate's numerous bumps and blows.

A crowd can smile when there's nothing to fear,
When nothing his progress bars.
But it takes a man to stand up and cheer
While some other fellow flails.

It isn't the victory, after all,
But the fight that a brother makes;
The man whom driven against the wall
Still stands up erect and tall.

The blows of fate with his head held high,
Bleeding, and bruised, and pale,
The man whom driven against the wall,
Still stands up erect and takes
The prize that escapes your hands,
That test your virtue and prove your worth;
It isn't the blows you deal,
But the blows you take on the good old earth
That shows if your stuff is real."

H. Wilson has been appointed manager of the department and his sales staff will include George Brennan, Mary Bryant and Dorothy Smith. They have all had extensive experience in the Victor field and are well equipped to give the store patrons efficient service and cooperation.

R. G. BRICE CHOSEN PRESIDENT

Of the Southern Victor Dealers' Association at Convention Held in New Orleans.


MUSIC FIRM MOVES TO DORCHESTER

Waltham Music Store to Open New Headquarters in Massachusetts.

The Waltham Music Store, Waltham, Mass., whose recent closing-out sale has been under the direction of Hugh H. MacDonald, will open a similar shop in Dorchester, Mass., because of the inability to find a suitable location in the former city. A Columbia line of machines and records will be a feature of the new store. R. F. Carlmark, manager of the Waltham store, will be put in charge of the new enterprise in Dorchester, when the site of the latter has been chosen.

JOINS PEARSALL SALES STAFF

Herman Steinbruck has been appointed a member of the sales staff of the Silas E. Pearsall Co., New York, Victor wholesaler. Mr. Steinbruck has had general experience in the Victor retail field, and is, therefore, equipped to co-operate to advantage with Pearsall clientele.

Salesmanship used to be regarded as the art of talking. The ablest salesmen to-day listen quite as much as they talk.

85c NEW CARDINAL RECORDS 85c
NOW READY FOR DELIVERY

NEW CARDINAL JEWISH RECORDS

ALL HITS

A Cale Basetzen—Orch. Accomp.,
Gus Goldstein & Co.

Kinder Shreibt a Brivele—Orch.
Accomp.... Morris Goldstein, Tenor

The Phonograph
With The
Tongue

The Record
That Talks

1112

1114

1113

1115

106 EAST 19th ST., NEW YORK CITY

FACTORIES — NEWARK, OHIO — ZANESVILLE, OHIO — PT. PLEASANT, N. J.
"That Magazine Has Real Value!"

Numerous methods are in vogue whereby the Victor dealer is steadily increasing his sales of Victrolas, Victor Records and Needles. Many of them possess real merit but there is nothing that quite equals the live, accurate and up-to-the-minute mailing list.

Keeping your name; your store; your efficient service ever-lastingly fresh in the minds of the people in your community is the one big idea of the resourceful and seasoned dealer. He has learned that by steady, forceful and dignified repetition the results sought will sooner or later be brought home.

And equally important to the reliable mailing list is the style and kind of literature distributed—for good, clean, interesting copy will cause the same mailing list to multiply by leaps and bounds. Ideally suited for this purpose is the "New Records Magazine".

"New Records Magazine"—It is a small pocket size, snappy little publication gotten up for the exclusive use of Victor Dealers for general distribution to the public. It is just such a magazine that will bring the dealer substantially more trade, cause the mailing list to become a most valuable asset and bring that which every honest merchant seeks—prestige.

The "NEW RECORDS MAGAZINE"—a monthly publication printed in two colors on fine coated stock—lists the new Victor Records of the current month and is crammed full of real human interest relating to music, musical subjects Victrolas and Victor Records, that every music lover will be delighted to know.

Your wholesaler can give you detailed information regarding the "NEW RECORDS MAGAZINE". Don't fail to write him today.

C. BRUNO & SON, Inc.
351-353 Fourth Avenue
New York

Victor Distributors to the Dealer Only
German Scientist Perfects Device to Produce Talking Moving Pictures in Colors

An article in a recent issue of the "Photographische Zeitschrift," of Berlin, describes an invention by Dr. Ing. Max H. Handsdorff, a German scientist, of motion pictures that not only talk but which are presented on the screen in their natural colors as well.

A description of the invention follows: "The proof or record is taken with an ordinary cinema photo machine on mechanism, the film being about 1 cm. broader than the ordinary film. The front of the recording machine is fitted with delicate microphones which are able to register the lightest and finest sounds at a distance of over 300 yards. In these microphones (better known as the Detectophone) the sound waves are transformed into electric energy, which in turn give rise to magnetic electrical employment of a convariance for a constant source of light (low voltage electric lamps). The whole of the apparatus is installed in a cinema studio, and the sound vibrations are registered simultaneously with the taking of the film. The recording machine is fitted with a clockwork movement in order to gain a correct registration of sound. The reproduction follows analogous to the recording on a projection mechanism, the only difference being about 300 yards. All these arrangements have already been in use some time, the machine for recording and reproduction being in no way complicated. Further, apparatus, films, working expenses, etc., are not very much more expensive than the old system."

Summary of Statistics for the Manufacture of Phonographs, Graphophones and Talking Machines, 1919 and 1914

<table>
<thead>
<tr>
<th>Product</th>
<th>Number of Products</th>
<th>Value 1919</th>
<th>Value 1914</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phonographs, graphophones and talking machines</td>
<td>2,226,000</td>
<td>$138,548,000</td>
<td>$73,316,000</td>
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<tr>
<td>Disc records:</td>
<td>23,314,000</td>
<td>$1,111,000</td>
<td>$757,000</td>
</tr>
<tr>
<td>Cylinder records:</td>
<td>116,997,000</td>
<td>$2,226,000</td>
<td>$757,000</td>
</tr>
<tr>
<td>Parts and supplies, not included in the finished instruments, value...</td>
<td>$158,548,000</td>
<td>$27,116,000</td>
<td></td>
</tr>
</tbody>
</table>

G. I. STANTON PASSES AWAY

G. I. Stanton, formerly Dealer Service manager of the Okeh record division of the General Phonograph Corp, and for many years connected with the Columbia Graphophone Co, died at his home in Chicago recently, after several months' illness. Mr. Stanton was well known and esteemed in the Western trade.

A. D. IMFELD MANAGES NEW STORE

A. D. Imfeld, of the Imfeld Music Store Co., Hamilton, O., will personally take charge of the new Imfeld store at Oxford, O., George Schuster will act as assistant manager. The store, which features the sale of Victrolas and Victor records, was opened only recently and is building up a nice business.

Large Southern Distributors of Okeh Records

You May Depend Upon the Name

Ours Is the Service That Never Stops

1705 East Broad St.
Richmond, Va.
CONCENTRATE
for PROFIT

The progressive dealer realizes the value of CONCENTRATION
He has this opportunity with the Emerson Complete Line

Write the distributor on list below who is nearest you for details.

EMERSON PHONOGRAPH COMPANY, Inc.
New York
Chicago
206 Fifth Avenue
315 S. Wabash Avenue

EMERSON PHONOGRAPH COMPANY, Inc.
New York
Chicago
206 Fifth Avenue
315 S. Wabash Avenue

Emerson Wholesale Distributors
Alexander Drug Co.
Oklahoma City, Okla.

Carpenter Paper Co.
Omaha, Nebr.

Clark Musical Sales Co.
Baltimore, Md.
322 N. Howard St.
Pittsburgh, Pa.
123 Water St.

Emerson Products, Inc.
Syracuse, N. Y.

Emerson Philadelphia Co.

Emerson Phonograph Co.
Chicago, Ill.

Emerson Ohio Co.
Columbus, O.

Hessig-Ellis Drug Co.
Memphis, Tenn.

Collins Talking Machine Co.
418 N. Capitol Ave.
Indianapolis, Ind.

Lansing Sales Co.
Elliott and Warren Sts.,
Boston, Mass.

Marshall Wells Co.
Duluth, Minn.

Murmam Phonograph Co.
St. Louis, Mo.

Northwest Phonograph Jobbers Inc.
Spokane, Wash.

Rountree Corporation
Richmond, Va.

Southern Drug Co.
Houston, Tex.

Southern Sonora Co.
Atlanta, Ga.

George W. Stotle Co.
Dallas, Tex.

Strevell-Paterson Hardware Co.
Salt Lake City, Utah

Tri-State Sales Co.
Kansas City, Mo.
INCREASED OPTIMISM KEYNOTE OF TRADE IN ST. LOUIS

Dealers and Public Buying Cautiously, but Volume of Business Is Growing—Association Co-operation—Roberts' New Post—Greater Attention to Window Display—New Dealers—Other News

St. Louis, Mo., June 9—Business in St. Louis and the St. Louis trade territory is somewhat hesitant and irregular, but is characterized by increasing optimism. Dealers are still buying cautiously and in proportion to their visible needs, but the feeling is gradually becoming firmer. Although it cannot be said that the volume of business is appreciably greater than a month ago, it can be said that there is a better feeling throughout the trade. There is a clearly discernible tendency toward sound business growth which last month was only beginning to take form. The demand for the smaller machines, suitable for outing parties and the like, is about as good as usual, and there is a lively call for records of the sort that appeal to parties of that sort.

A month ago, it can be said that there is a better feeling throughout the trade. At that meeting the talking machine members occupied practically all of the time settling their little feuds which sometimes arise among talking machine dealers. Meetings in the past have been considerably enlivened in that manner, especially the one before the last. That at meeting the talking machine members occupied practically all of the time settling their little feuds which sometimes arise among talking machine dealers. Meetings in the past have been considerably enlivened in that manner, especially the one before the last. That meeting the talking machine members occupied practically all of the time settling their little feuds which sometimes arise among talking machine dealers. Meetings in the past have been considerably enlivened in that manner, especially the one before the last. 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Edison Message No. 94

An increase in the Excise Tax on phonographs would make it necessary to advance Edison Phonograph prices.

THOMAS A. EDISON, Inc.
ORANGE, N. J.
INCREASED OPTIMISM IN ST. LOUIS  
(Continued from page 107)

J. M. Dick, formerly Southern representative of the Columbia Graphophone Co., is now traveling in southern Illinois and western Kentucky for the Brunswick Co.

Budget of Columbia Happenings

A. W. Roos has resigned as assistant manager of the Laughlin Co., in this city and, with his family, has moved to New York City, where he is now connected with the General Phonograph Co. He had been with the St. Louis branch nearly three years, and his connection with the Columbia Co. dates back some twenty-odd years.

J. Bryant has been appointed assistant manager of the M. C. F. branch in St. Louis. He comes from the New York executive office and brings some real New York enthusiasm and energy to give him a running start on his new responsibilities.

H. L. Pratt, of the branch service division of the Columbia Co. in New York, has been appointed assistant manager of the M. C. F. branch in St. Louis.

One by one all the Columbia branches in the big centers have been modernized and placed in new buildings of adequate facilities, and St. Louis is one of the last to be thus taken care of. St. Louis expects to have the best branch when it finds the right location.

E. M. Morgan, branch manager, returned a few days ago from a trip to Memphis, Little Rock and other points in the Southern territory. He reports business conditions varying there rather more slowly than in some other sections.

M. C. F. is the exclusive Columbia dealer in Doniphan, Mo., which was in St. Louis, accompanied by his wife. He reported some very good Grapafonola sales and bright prospects that would do credit to a much more populous community.

The monthly sales conference, which is a regular Columbia institution in each of the company's distributing branches, was held on May 21. New plans were laid before the assembled sales force that will keep Columbia business lively through the Summer season.

New Victor Dealer

Among the enthusiastic new Victor dealers announced by Koerber-Brenner Co. is that of Ellis Bros., of Ellsberry, Mo. Mr. Ellis and Miss Myrtle Mays will handle the work of the department, which opened May 6.

13,000 Pupils in Music Memory Contest

Thirteen thousand pupils in the upper grades of the St. Louis public schools recently participated in the preliminary music memory contest. Forty per cent of them received a grade of 90 or better. These pupils, 5,475 in number, will take part in the sectional test, and the winners will meet in the final test late in May. In accordance with the rule of the Board of Education no prizes can be given, all being done "for the honor of the school."

Miss Elizabeth Weemer, of the O. D. McLaughlin Co., Victor dealers in Paducah, Ky., reports the schools of Paducah 100 per cent Victor. Every school is now equipped with Victrolas and a music appreciation course has been in operation this year and will be incorporated in the course of study for 1921-1922.

Silverstone's "Daring Offer"

Mark Silverstone, president of the Silverstone Music Co., is out with one of his periodical challenges to competitors. Mr. Silverstone now proposes to send Edison to the stores of competitors in the purpose of having comparisons made by the competitors in their own salesrooms. He calls it "A Daring Offer."

Hear Eight Famous Victor Artists

Haussler Bros., exclusive Victor dealers of Centralla, Ill., succeeded in obtaining the Eight Famous Victor Artists for a concert. The sale was conducted in the Victor department and advertised for a certain hour. Within two hours the entire house was sold out. The stage was crowded with seats and many were turned away. A big sale of records of these artists resulted. A record customer was heard to remark: "Many times I have been disappointed in the concert of artists whose records I have admired. In this concert I expected to enjoy it and surely enjoyed it more than I expected."

Refurbish Department

Haussler Bros.' Victor department has been recently redecorated and carpeted throughout and is very handsome in its cool gray and blue. Miss Orpha Hopkins, in charge of the department, is justly proud of the splendid business that has developed in Centralia.

Trade-mark Beautifully Displayed

Some very handsome settings have been arranged for the new oil painting of the Victor trade-mark. At the Kieselhorst Piano Co., this city, it has been placed at the extreme end of the passageway between the booths, the lines of the booths, that of the center runner converging at this point. The concealed spotlight is trained on the picture in a way to make it the most conspicuous thing in the store on entering.

JUNE 15, 1921

The Rodeheaver Record Co., 219 East Thirty-ninth street, New York, announced recently that T. P. Ratcliff, formerly with the Vocalion record division of the Aeolian Co., New York, and also with the Victor Talking Machine Co.'s educational department, had joined the company's staff in an executive capacity. Mr. Ratcliff is well known in the talking machine field and his thorough knowledge of the educational possibilities of the record field will undoubtedly aid him materially in attaining success in his new and important field of operations.

L. A. Schwarz, H. F. Thornell and I. W. Becker have incorporated under the laws of the State of New York, with a capital of $10,000. The firm, which will handle talking machines and player-pianos, will operate under the name of Louis A. Schwarz.

Now is the time to sell the Magnavox

THE MAGNAVOX is used more than ever during the Summer and Vacation season. Wherever people are gathered together out-of-doors the Magnavox can be used to advantage. It amplifies both the human voice and mechanical reproductions. Ex-President Wilson spoke to 30,000 with a Magnavox.

With a Magnavox attached to a phonograph you can hold a dance or give a concert. Sell the Magnavox to clubs, chatauquas, churches, amusement parks and wherever crowds assemble.

It is also a means of direct advertising. Advertise a product in this novel way—especially your own machines and records.

Write for Bulletin 21, which tells of its many uses and ways to make money.

The Equipment Consists of :

- Telemgavox—A device to reproduce and amplify sound.
- Horn—Spun copper, 22 inches in diameter, black banded enamelled finish.
- Telemgavox Cord—A four conductor cord airplane type, 11 feet long.
- Control Box— Mahogany with polished Baked black enamel finish.
- Universal Super-sensitive Transmitting Tower—A can be attached to any photograph—adapted to any number of records.
- Head Transmitter—High power, weight 154 pounds, and is used for unifying the voice or musical instruments, such as piano, violin, etc.

J. O. Morris Co., Inc.  
1270 Broadway New York  
Eastern Distributors
Lubricate sales as well as Grafonolas with Grafonola Oil, available to Columbia Dealers only. This is profitable "Service" and "Advertising" merchandise. Have you a sufficient supply?

Columbia Graphophone Co.
NEW YORK

NOTED TECHNICAL MEN PRODUCING CRITONA RECORDS

Officials of Criterion Records, Inc., Well Pleased

Inquiries Have Been Received From Widely Separated Sections of the Country

Criterion Records, Inc., New York, which introduced Critona records to the trade last month, is delighted with the enthusiastic reception accorded its product. Geo. W. Beadle, president of the company, states that inquiries for the direction of some of the best-known members of the technical division of the recording field. Alexander N. Pierman is responsible for the recording of the Critona records, and under his able direction production is progressing satisfactorily and rapidly. Mr. Pierman has been associated with the record field for over twenty years, spending the greater part of his time in research and experimental activities.

Geo. W. Slight, one of the best-known recording operators in the country, is working in conjunction with Mr. Pierman and rendering him invaluable assistance. Wm. F. Nehr, who spent a number of years in the recording field, is in charge of the mechanical end of the recording and his thorough knowledge of this important phase of the business is reflected in the many letters that have been received by Criterion Records, Inc., regarding the smooth surface of the product.

INSTALLING NEW MACHINERY

Lewis C. Frank Corp. Making Plans for Active Fall Trade—Increasing Scope of Service to Dealers—Increasing Factory Capacity

Detroit, June 7.—The Lewis C. Frank Corp., of this city, manufacturer of record envelopes, is increasing the capacity of its factory in anticipation of an active Fall trade. At the present time there is being installed in a new building in Greensburg, Ind., an automatic machine that is capable of increasing the output materially. In the past the company has concentrated its activities on furnishing record envelopes to Victor dealers exclusively, but, beginning in September, it is planning to offer a similar service to talking machine dealers in general.

During the tremendous shortage of paper the Lewis C. Frank Corp. had many opportunities to take advantage of this shortage and change its price list accordingly, but in order to cooperate with Victor dealers the company maintained a standard list of prices and fulfilled all its contracts without revision. Mr. Frank has made a special study of the requirements of the dealers, in so far as envelopes are concerned, and through his progressiveness many dealers have been able to use these envelopes to advantage in stimulating business.

NEW STORE IN HUNTINGTON, W. VA.

R. W. Tyler Music House Opens Handsome Quarters in That City

Huntington, W. Va., June 6.—The formal opening of the new R. W. Tyler Music House, at Fourth avenue and Eighth street, this city, was held recently. The new company has made elaborate quarters and the many visitors took occasion to inspect them on the opening day and were entertained with an excellent musical program. R. W. Tyler is president of the company, Ada Kettlwell, treasurer, and B. F. Becker, vice-president. The company, which maintains a branch at Clarksburg, handles the Kurtzmann, Emerson, Milton, Lindeman and Schomacker pianos, player-pianos and a full line of talking machines and records.

The Webster Music Co. is the latest establishment devoted to the sale of music to open in Red Wing, Minn. Talking machines, pianos and musical merchandise will be handled. The business is controlled by Randall Webber, a prominent musician.
Cultivation

THE Victor Talking Machine Co. has planted in your territory fertile seed, some of it in virgin soil—all of it in crop-bearing land that will produce sales.

The Victor dealer must cultivate this rich sales producing field at all times, but during the Summer season he should place extra energy in his work by canvassing and using all available efforts to get the full season's harvest.

This sales producing territory will give a larger yield where the Red Seal record and the Tungstone Stylus, and exclusive Victor adjuncts, are used with the Victrola to encourage growth.

G. T. WILLIAMS CO., Inc.
217 DUFFIELD ST. ~ BROOKLYN, NY.

Go Get It

If you wait for sales to come to you without effort, you are not getting all you should out of your investment.

Get the Prospects and Follow Them Up

Good advertising will create the prospects.

Good salesmanship will make buyers out of prospects.

You Can Do It.

AMERICAN TALKING MACHINE CO.
VICTOR WHOLESALERS
BROOKLYN, NY

Follow Them Up

Good salesmanship will make buyers out of prospects.

You Can Do It.
HAPPENINGS IN THE TALKING MACHINE WORLD

JUNE 15, 1921

IMPORTANT NEWS DEVELOPMENTS IN TORONTO TRADE

Dealers Secure Sun Record Agencies—New Quarters for Seythes Vocalion Co.—How Curran Makes 112

TORONTO, ONT., June 6—Several Toronto talking machine dealers have taken on the selling rights of the new "Sun" records put out by H. S. Berliner, who, together with the members of his firm, which is the enterprise of H. S. Berliner, plant of the Compo Co., of Lachine, Quebec, has the exclusive distributing rights of the new "Sun" records being marketed by the newly organized The Sun Record Co., of which T. N. Nash is manager.

L. Montagnes, of the Toronto firm, distributing Sonora products in Canada, was in New York recently, and while there had several conferences with George E. Brightson, head of the Sonora Co., and Lomee Lee has joined the selling staff of the Seythes Vocalion Co., Ltd., in this city, which has the exclusive distributing rights of the Vocalion phonographs and Vocalion records. Lee's territory will be in the Province of Ontario.

Edwin A. Stevenson, president of the Regal Phonograph Co., Ltd., has just returned from a honeymoon trip to New York and other American points.

E. C. J. Pott, Canadian manager of the General Phonograph Corp., think the world must be coming to an end. Their reason for so thinking is that this gentleman has actually gone off on a vacation at Atlantic City. Mr. Pott reports an excellent time.

The Seythes Vocalion Co., Ltd., which has been occupying temporary quarters, has removed to a permanent address at 29-31 Alice street. "Records are coming through very satisfactory," remarked Mr. Seythes, "and we are in a position to give real Vocalion service."

An attractive talking machine store has been opened in Hamilton by Pett, Cornell & Co. It is situated in one of the best residential districts and equipped in a manner compatible with its surroundings. Several up-to-date sound-proof demonstration rooms have been installed, and room Mr. Cornell and members of his family are still waiting for the promised opportunity to figure labor turnover in industry evoked much discussion when R. G. Maddock, employment manager of the Columbia Graphophone Co., Toronto, spoke on this interesting subject before the members of the Industrial Relations Association.

R. H. Murray, who was recently transferred from the Hallifax, N. S., branch of His Master's Voice, Ltd., to take the management of the Toronto office, was more than surprised and, needless to say, greatly delighted, to receive by express a handsome cabinet of silver from the members of his Halifax staff.

The Columbia Graphophone Co. will shortly place on the market standard blue-label Columbia popular records, which will retail at 69 cents. This will be the first time the public has ever had the opportunity to buy Columbia standard Blue records at this price.

The Cecilian Co., Ltd., is supplemented its range of Concertophone models with several new designs. The Louis XVI console model is the first of the new series to make its appearance. This will be followed by Jacobean, Louis XV, William and Mary and Colonial models.

R. S. Williams & Sons Co., Ltd., Ottawa branch, will now handle the Victrola, as well as the Edison talking machines. As a result, there are now quite a number of music houses in a row on Sparks street, Ottawa, all selling the Victrola along with various other lines.

The appearance of the New York Philharmonic Orchestra (exclusive Columbia recordings) in Montreal has revived considerable interest in this musical organization's repertoire.

MONTREAL AWAITING PROMISED "PEPPING UP" OF TRADE


MONTREAL, QUE., June 4—Talking machine retailers here are still waiting for the promised "peppering up" of business. The general report is that among them to-day that although some of the manufacturers have seen fit to reduce prices there has been no commensurate increase in the volume of sales. From the standpoint of sales by the retail trade business shows a slight decline. The demand for records and machines is moderately quiet, even Saturday afternoon being dull.

E. M. Berline, recently elected to the vice-presidency of the Berliner Gramophone Co., Ltd., Montreal, recently visited the distributing house at Toronto of His Master's Voice, Ltd. C. Robitaille, of Quebec City, has lately taken on the Vocalion lines for the lower town of the city of Quebec. The department is in charge of Alfred Richard.

The appearance of the New York Philharmonic Orchestra (exclusive Columbia recordings) in Montreal has revived considerable interest in this musical organization's repertoire.

Victor dealers shared heavily in the sale of Galli-Curci's records following her appearance here recently. J. A. Gauvin, of Gauvin & Courchesne, Quebec, believes that the popularity of Galli-Curci as a Victor artist made it possible for him to sell 3,000 people at the Drill Shed in that city, where this artiste recently gave a recital.

The Fairbairn Sales Co., Toronto, has opened a Montreal retail sales branch and is now occupying four quarters of the Brunswick Shop, 2, St. Catherine street west, which has transferred its stock to its East End store. G. L. Lewis is the Eastern manager here for the Province of Quebec and the Maritime Provinces. This firm is handling the Pathé Actual and other American models ranging in price from $50 to $250. It has on hand a heavy stock of machines and likewise Pathé Actual lateral-cut records as well as sapphire records in French.

Layton Bros., Edison, Columbia and Brunswick dealers announce a number of changes in (Continued on page 114)

Talking Machine Supplies and Repair Parts
SPRINGS, SOUND BOX PARTS, NEEDLES
THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY
"A FEW GOOD ADS WILL—"

—bring you the business that you desire, even during existing buying conditions. With the public's mind set on saving, it takes an unusually clever advertisement to attract the eye of the casual reader of the newspaper. But an attractive advertisement needs real, sound selling arguments to make this casual reader interested in the merchandise you handle. But even further than this, your advertisement should make him want to buy this merchandise at your establishment. Don't forget that the advertisement which appears in the paper is all that the public sees of the money, time, and thought used in the preparation of your advertising campaign. It is essential, therefore, that your copy be really worthy of the money and time consumed before it reaches the public's eye. Perhaps you can spend the time and thought necessary to prepare good advertising. Perhaps you are a satisfactory judge of good advertising. Perhaps you do not throw your money away when buying large space. Yet, why not save yourself your time, energy and money by making certain that the advertising is of the proper quality and that it contains the real element of successful advertising? The type of retail advertising copy which we prepare is caught by the public's eye and is read, the same as you are reading this advertisement. Has not this been a good test of the type of material which we prepare? Drop us a postal card with your name and address and the words "We want it" and we will forward to you advertisements similar to the above, for your careful scrutiny. There is no obligation.

Talking Machine World Service

373 Fourth Avenue

NEW YORK CITY
BUSINESS PROGRESS IN MONTREAL
(Continued from page 113)
their phonograph department as follows: Frank H. Layton is now manager of the Columbia and Brunswick departments, while George S. Layton assumes the responsibilities of the Edison department.
Geo. P. Harang, Park avenue, has lately taken on the sale of Brunswick records.
W. J. Olmstead, office manager of the Berliner Gramophone Co., Ltd., spent a couple of days at the offices of His Master’s Voice, Ltd., Toronto, on his return to Montreal from a visit to the Winnipeg and Calgary branches.
Marceau & Flis, Quebec, have in view the enlargement very shortly of their Brunswick and Columbia departments, which are growing at a rapid rate.

TWO NEW CANADIAN CORPORATIONS
The Victoria Talking Machine Co., Ltd., 41-43 Flack Block, Vancouver, B. C., wholesale dealer in talking machines, has been incorporated; capital, $50,000.
Musimaster Phonograph, Ltd, Roger’s Building, Vancouver, B. C., has been registered, acquiring the business carried on by H. Hamilton and J. B. Maysmith, under the name Music Master Phonograph Co.; capital, $50,000.

APPEAR ON COPYRIGHT BILL
Talking Machine Record Men Discuss Various Phases of Bill With Legislators
TORONTO CANADA, June 2.—In connection with the Copyright bill, now before the House of Commons at Ottawa, the committee in charge of this particular bill received a deputation recently from the talking machine record industry and discussed various phases of the proposed legislation. The deputation included R. L. McMillan, the Canadian representative of the Columbia Graphophone Co., Ltd., Montreal; W. D. Stevenson, the Starr Co. of Canada, Ltd., London; A. E. Landon, Columbia Graphophone Co., Toronto; E. C. Scythes, Scythes Vocalion Co., Ltd., Toronto, and C. H. Weicker, Brunswick-Balke-Collender Co., Toronto. The record manufacturers left Ottawa feeling that the copyright legislation of Canada will be enacted at this session of Parliament and that the varied interests of authors, publishers, record and player roll manufacturers have been carefully looked after.

On the second reading of the Canadian Copyright bill in the Senate this week an amendment by Senators Belcourt and Proudfoot was rejected affecting royalties on phonograph records, the former seeking to increase royalties to the rate paid in Great Britain and the latter seeking to reduce the rate from 2 cents on a record to 1 cent, and also to provide that no royalty be paid on records for export.

EDISON TEST IN WINNIPEG
Mood Chart Change Experiment Interests Many
WINNIPEG, MAN., June 8.—Recently the Edison Music Store of this city conducted an interesting psychological study on the Thomas A. Edison Mood Chart Changer. The experiment was conducted by F. Sidney Tutte, manager of the Edison store, and those present were G. S. Habson, of Babson Bros., Chicago; G. Paul, of the R. S. Williams & Sons Co., Ltd., Winnipeg; M. Frankland, manager of the phonograph department of the Winnipeg Piano Co.; James Arthur, Western representative of the Edison distributors; C. T. Dolman, noted “cellist; C. A. Burns, and press representatives. Mr. Edison’s experiment in this line is to obtain analysis of mental reaction to music. The most interesting change in moods at this particular experiment was that of C. T. Dolman and C. A. Burns. The former changed in a mood from serious to gay by the playing of a band selection called “The Spirit of Independence.” He reacted to dreamy and remained so through the session after the playing of Spalding’s “Drink to Me Only With Thine Eyes,” while the latter experienced no reaction while five re-creations were being played, until a selection, “Calvary,” caused a mental reaction to optimism. The experiment proved a great success, it being the opinion of many that only bright and lively music could cause optimistic and merry moods.

E. N. Moyer & Co. are the wholesale agents who represent the Columbia interests in Edmonton, Alta. and district. G. Everton Smith, manager of the Edmonton branch of the firm, reports that his company is still keeping up an energetic agitation in regard to the adoption of talking machines in the schools. In this connection Mr. Smith is hoping that the Columbia Co. may see fit to send Miss Mae Skilling to the Province of Alberta before very long. Personal experience of her work witnessed in Winnipeg some time ago showed that she was one in a thousand in regard to educational demonstration. The Province of Alberta still lies a fallow business field to clever people like Miss Skilling.

NEW MANAGERS FOR PHILPITT STORE
Earl W. Smith Named General Manager and T. H. Bower Sales Manager in Jacksonville
JACKSONVILLE, FLA., June 1—S. Ernest Philpitt, well-known music dealer who conducts establishments in Tampa and Miami, as well as in this city, has recently appointed two new managers for the local store at 314 Main street. Earl W. Smith, formerly connected with the M. Steiinert & Sons Co., Boston, will be general manager of the store, while Theodore H. Bower, formerly connected with the A. J. Crafts Piano Co., Richmond, Va., will be sales manager. The Philpitt house handles a notable line of instruments, including the Steinway, the Aeolian Co.’s products, Kranich & Bach, Shoninger and other makes of pianos, as well as the Victor line of talking machines and records. The latter department of the business has shown a steady advancement.

ASSOCIATED No. 70
UNIVERSAL TONE ARM

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

ELABORATE PLANS PREPARED FOR CONVENTION OF NATIONAL ASS'N OF TALKING MACHINE JOBBERS

Selling Problems to Have First Consideration at Annual Meeting of Victor Wholesalers in Colorado Springs July 11-13—Interesting Program of Entertainment Arranged

Although at the time of going to press all the details of the convention plans of the National Association of Talking Machine Jobbers have not been completed, the general program has been far enough advanced to indicate that the forthcoming annual meeting of that body at the Hotel Broadmoor, Colorado Springs, Colo., on Monday, Tuesday and Wednesday, July 11, 12 and 13—barely three weeks off—will be in every respect one of the most interesting and constructive that it has been the privilege of the jobbers to enjoy.

The selection of Colorado Springs as the meeting place has met with approval, not only for the fact that it is more or less centrally located, but because it combines with the convention business an opportunity for the majority of the jobbers to enjoy a real vacation. The Broadmoor is ideally located, with the snow-capped peaks of the Rockies practically surrounding it, and it will be a rather unique experience for many talking machine men to be able to gaze upon the snow, and, perhaps, actually walk in it, in the generally torrid month of July.

Stops in Chicago and Kansas City

The Eastern jobbers, those in the New York, Boston and Philadelphia districts, will travel westward on special cars, over the Pennsylvania Railroad, leaving New York on July 7, and stopping first at Chicago, where the local wholesalers have arranged an elaborate one-day program of entertainment. There will be an automobile trip about the city, luncheon at the Country Club, perhaps a visit to the ball game in the evening, after which the Chicago contingent will board a special train on the Santa Fe with the Easterners and embark on the second leg of the journey to Kansas City, where the local Victor wholesalers have also arranged for the entertainment of the travelers over a period of several hours. Then the whole party will embark on Saturday night, July 9, on the special train for the final leg of the journey, arriving at Colorado Springs on Sunday. It is believed that the several breaks in the journey will prove most welcome, and, as the conventioners will arrive at the Broadmoor on Sunday morning, there will be a real opportunity for rest before the formal opening of the convention on Monday.

To Be a Real Selling Convention

Every effort is being made to have the coming convention a real selling convention. In the past it has been largely a matter of considering the production question, but the business situation having developed to the point where the question of selling is again of paramount importance, both the jobbers and the Victor Co. representatives will devote themselves to practical talks on the best means of selling Victor products, plans for developing the business at a normal rate or better, and ideas for stimulating retailers to renewed efforts along lines that will produce the greatest results for all concerned.

Features of Business Sessions

According to the schedule, Monday, Tuesday and Wednesday mornings will be devoted entirely to business sessions, with one of the sessions, as is the usual custom, being given over to the Victor Co., so that its officers and representatives may present facts calculated to interest and instruct the jobbers. There will be only two principal outside speakers, and plans call for the presence of practical business men in both cases. One of the speakers, it is intimated, will be a high official of the United Cigar Stores Co., who, it is believed, will be able to offer much information on merchandising in general. The other speaker has not yet been decided upon, but several men of prominence in the business world are under consideration. Gilbert H. Montague, counsel for the Association, will also be present at one of the sessions and offer his usual fund of legal and legislative information for consideration of the body.

The Hotel Broadmoor, Convention Headquarters at Colorado Springs

is one in which business is mixed with pleasure, agreements have been made whereby the afternoons will be devoted entirely to entertainment features, these including visits to Pikes Peak, the Garden of the Gods, the Cave of the Winds and other points of interest in and about Colorado Springs. Plans also call for a real Western barbecue and an exhibition of Wild West sports, participated in by cowboys, cowgirls and sharpshooters.

On Monday evening the wholesalers will be guests of the Victor Co. at a dinner dance, the music being supplied by Paul Whiteman and his famous Ambassador Orchestra, which organization, through the courtesy of the Victor Co., will remain at Colorado Springs throughout the period of the convention in order to provide dance music whenever desired by the jobbers.

(Continued on page 117)

DO YOU CONSIDER APPEARANCE WHEN CHOOSING A CABINET?

Appearance is the guiding star to the port of first impression, and the cabinet is the most conspicuous part of a Talking Machine.

The reason that our line is now the best selling line of Phonograph Cabinets lies in the tasteful appearance of our product, the good quality of material used in it, and the workmanship spent upon these materials.

The Public is looking more and more for Phonographs of quality, and you will have no difficulty in serving the public, if you adopt our line of cabinets.

The Celina Specialty Co.

Celina, Ohio
Normalcy in Trade
Predicted Early in Fall

Business men in general predict normal trade by this Fall, according to replies received to a questionnaire sent out by the research department of the National Association of Credit Men. The replies were summarized as follows:

"Buying is and must be largely hand-to-mouth all along the line, until the price relationship between commodities reaches a normal state of relative values. "Willingness to accept lower profits and wages would hasten stabilization. "Normal business activity cannot be expected until the farmer's purchasing power has been revived.

"The farmer cannot regain his normal purchasing power until this year's crop is harvested."

UNIVERSITY RECORDS CORP. FORMED

The University Records Corp. has been incorporated under the Delaware laws, with a capital of $20,000. The incorporators are E. W. Jones and L. A. Watson of Sound Beach, Conn., and Roscoe Stewart, of New York.

INSTALLING NEW BOOTHS

FAIRFIELD, Me., June 8—Lawry Bros., Victor dealers in this city, are planning to install attractive modern soundproof demonstrating booths in their establishment in anticipation of an active Summer and Fall trade. This enterprising dealer is making plans for an aggressive publicity campaign which will undoubtedly produce desirable results.

Insist on having the best Talking Machine needle made. We are constantly receiving many repeat orders on this needle from Jobbers and Retailers.

PLAYS 100 to 200 SELECTIONS, without change, and plays them as they should be played.

NO SCRATCH   NO HISS

Retail, 25c for card of four.
Model Grafonola Shop in Cleveland Branch
$250,000 More Spent for Columbia Dealers

A quarter of a million dollars has already been invested by Columbia in building and installing thirteen complete and full-sized Model Grafonola Shops in Columbia's branches in thirteen different cities. Eventually every Columbia Branch will have such a full-sized Model Grafonola Shop. All Columbia Dealers are invited to visit and use to their advantage the thirteen existing Model Shops installed entirely for their benefit.

These shops will not bring a single dollar's return to Columbia, except as they assist Dealers to sell more Grafonolas and Columbia Records. They are simply idea shops, based upon the actual experiences of many successful Columbia Dealers in retail selling from day to day. Each one is managed by a Dealer Service Specialist, trained and waiting to help Columbia Dealers in their retail problems.

Take your problems to Columbia for help—and if you are interested in finding out in just what surroundings and with what equipment Columbia Grafonolas and Records are best and easiest sold, ask your Columbia Branch for the booklet describing the new "Col-Van Grafonola Shop Equipment Service," prepared especially for Columbia Dealers by a leading equipment manufacturer, and reserved exclusively for Columbia Dealers' use.

COLUMBIA GRAPHOPHONE COMPANY, New York
No Dull Months

A Letter from one of the Largest Music Houses in the Country.

Inspiring to your recent (query as to the sources we are having with the Baby Grand Design Phonograph, etc., that we have ordered something like thirty-five or forty machines in the last month and we have been short of these machines most of the time, so we have sold everything put ahead as fast as we could get them on our floor.

I have sold talking machines of every make for the last fourteen years and I can truthfully say that I have never seen anything that would compare with the Baby Grand Design Phonograph in beauty of tone, in rich design and fine workmanship.

The thing that appeals to me most about the Baby Grand is the class of people that are buying it, so we have sold more of the finest houses in Denver since we have put these machines in stock and many sales have been for spot cash.

We wish to reacquaint you upon your wonderful instrument and wish you every success.

Sincerely yours,

Baltimore, Md., June 14.—Last month was a dull one in the trade here, generally speaking, both in the sale of machines and records, but there has been an improvement noted in the sales of machines so far this month. Owing to the general closing of business houses for a half day, and in many instances all day, Sat-urday, coupled with the opening of the paries, seaside resorts and dance halls, not much im- improvement in the record business is looked for until cool weather.

While the above holds good generally for store and business, outside sales are good, ac- cording to the best posted men in the trade. In other words, "the business is there all right, but you have to go after it now." And speaking of going after it, Leonard Trout, of Trout Brothers' Highlandtown Music Shop, adopted a rather novel method one night last week. Putting a Magnavox and a number of jazz records in a flivver he went through the colored section of the town stopping at street corners and putting on a jazz dance record. Be-fore long he had a crowd of several hundred following his flivver and using the street as a dance hall. After playing a record he would- put it on sale and in this way not only dis- posed of several hundred for cash, but took orders for future delivery of several dozen more. Altogether the plan worked so well that he business and his assistant, "Young" Hankeamp, are going to repeat the performance weekly.

The country trade is also better than the city trade just at present, according to reports re- ceived here. This is due to the fact that the farmers in this section are getting big prices for their strawberries this year and naturally are buying what they want. The success of Bene-field, Motley Co., Inc., of Danville, Va., is cited as one of the proofs of good business in small towns. This firm, which has just erected a hand-some exclusive talking machine shop that would do credit to some of the larger towns, now operates three selling trucks through the sur-rounding country and is planning to put on- several more.

Mr. Wilkins, of the Queen Furniture Co., of Elizabeth City, N. C., was a visitor last week and reported business as good down his way and prospects for better in the future. He said his firm was going to try out the scheme of employing high school boys and girls in a house-to-house sales canvass and he expected good results. He figured that each one would be able to reach a number of customers with whom his salesman would never come in con-tact and in that way make sales that ordinarily would not be made.

This plan may also be the means of developing some live-wire salesmen, judging from the experience of Paul H. Merker, of this city, who is now with the McCoy Co., of Charlotte, N. C., who was a shipyard worker during the war at one of the plants here and since he lost his job took a position as private detective for a local concern. Tiring of this he applied for a job at the Columbia Grafonola branch here. Manager Parks was impressed with the man and with one week's training sent him to the McCoy people, who wanted an outside sales- man. The first day he went out with one of the firm's salesmen and sold three machines. The second day he went by himself and sold five, and in a letter the firm reports that he sold sixty machines during the month of May. This is a record of which to feel proud.

While Washington was having its "Music Week," from May 29 to June 4, Baltimore had its "Novelty Week," featuring Columbia novelty records played by orchestras all over the world, and it proved a big success. Constorf & Joseph, one of the big furniture houses in the city, gave up its largest show window to the display, which not only attracted a great deal of attention, but resulted in many sales.

Aaron Burdwise, proprietor of the Burdwise Music Store, 11 North Howard street, sailed from New York on the steamer "Celtic" on May 30, Decoration Day, for a four months' for-eign tour, during which he plans to visit all the countries in Europe. During his absence Abra-ham Quall is looking out for the business here.

H. J. Crafts, of the Crafts Phonograph Co., of Richmond, Va., was a visitor here the first week of the month.

Ernest Thompson, of Warsaw, Va., paid a flying visit to Baltimore last week and stopped long enough to report excellent business, espe-cially in the Magnavox line.

C. J. Levin, president of the Hamann-Levin Co., 412 North Howard street, reports business as very good and says there is an increase in the number of sales for cash among the working class of people.

George P. West, manager of Hecht Bros. & Co., Baltimore and Pine streets, says business so far this month is practically double what it was the same month last year.

NEW MUSIC STORE IN SOUTH TACOMA

South Tacoma, June 4.—The South Tacoma Music Store & Sewing Machine Agency is the name of a new concern which has opened up for business here in the Odd Fellows Building, on Union avenue.

The music department will be in charge of Mrs. W. H. Warner, who previously conducted a similar department in Centralia. Talking ma-chines, pianos, player-pianos and sheet music will be handled.

The opening of the store, it is said, will give to South Tacoma one of the most modern music stores in the city.
SALES OF SLOW-MOVING RECORDS QUICKENED IN BUFFALO

Successful Method Put Into Effect by Buffalo Talking Machine Co.—New Columbia Manager—Goldstein Opens at Niagara—Outing of Talking Machine Men—New Iroquois Quarters

BUFFALO, N. Y., June 9.—A unique but highly successful method put into effect in May by the Buffalo Talking Machine Co. has resulted in the disposal of many unsold Victor records that were in the racks of retailers. A sort of record exchange has been arranged at the company's headquarters here—the first of its kind in the country.

This Spring it was noted that many dealers had few copies of some numbers. It was believed that in many of the records of which there was a surplus here, there was a shortage in other portions of the country. This was found to be true and letters were sent to the various dealers of this section outlining the plan to them. Under it each dealer was allowed to return one-half of his stock of any record in the Victor catalog with the exception of some certain numbers, a list of which was furnished to the company's headquarters here.

The dealers responded and a list of the records they sent in was published publicly among a number of Victor dealers. As a result, many records have been disposed of.

On July 1 a check will be made on the records to see how many of each number have been sold and a pro rata credit will be given to all dealers sending in that number. Then they will be given the choice of keeping the remaining records in the "exchange" or taking them again. All unsold records in the exchange remain the property of the dealers.

The plan is working out most successfully. Many dealers' wants have been filled, and many have disposed of records of which they had an overstock.

Hi B. Haring is the new manager of the Columbia branch here. He was formerly manager of the New Haven Columbia branch and has been promoted to the same position at the Buffalo office, filling a vacancy caused by the promotion of W. H. Lawton to the management of the branch at Seattle, Wash. Mr. Haring has left a host of good friends among the dealers in the New Haven territory and is rapidly developing more in Buffalo.

A new talking machine and record store is to be opened at Niagara Falls by David Goldstein. It will be known as the Music Shoppe. It will be located at Main street and Lincoln place.

The music group of the Buffalo Chamber of Commerce has adjourned until Fall. Nothing of importance took place at its final meeting before adjournment.

The monthly sales meeting of the local Columbia branch was held May 21 at the office here. Robert Porter and Manager Haring of the Buffalo branch conducted the meeting. Guests of honor were Lester L. Leverich, advertising manager, and Arthur Van Veen, president of Van Veen & Co., of Philadelphia and New York, designers, manufacturers and installers of the exclusively Columbia Col-Van music shop equipment.

At noon recess luncheon was held at the Buffalo consistory. In the evening, a dance was held at the Columbia offices, the music for which was furnished by such Columbia artists as Art Hickman and Ted Lewis, a la Grafonola L-2.

The Talking Machine Dealers' Association may hold an outing. Plans will be announced at the next meeting. The Association is to hold its last meeting before Fall this month.

The Iroquois Sales Corp. has moved from its former quarters at 20 North Division street to fine new offices in the King and Eisele Building, on the northwest corner of West Huron and Franklin streets. The change was made to secure larger quarters. The corporation deals in Granby phonographs and Okeh records, and its business is growing rapidly. Lionel M. Cole, sales manager of the concern, who has been in the hospital for a gallstone operation, is expected back on the job soon.

Out-of-town Columbia dealers who visited the local branch last month were: Ralph Linke of Niagara Falls, Mr. Provenzo of Rochester, Robert Mann of Warsaw, Mr. Arison of Niagara Falls, G. S. Webber of Lyndonville, J. W. Besch of Towanda, J. A. Goldstein of Niagara Falls, Mr. Brett of Brett & Masson, Dunville, Ont., and Mr. Martin of Fredonia.

C. N. Andrews, Victor distributor, states that the Victor business is holding its own in the Buffalo district. Mr. Andrews said that the May business of his firm will compare favorably with sales of other months of 1921 and with the corresponding month of previous years.

A. F. Koenig, Columbia dealer, has utilized empty Grafonola boxes for a unique advertising scheme. He stands a box on the sidewalk and puts on it placards advertising the Columbia machines and the latest record releases. "I find that it is attracting a lot of attention," said Mr. Koenig.

Among the recent visitors at the store of Burley & Blesinger was Fred Danielson, proprietor of two music stores at Jamestown, N. Y., who reports that business is increasing in Jamestown.

An intensive Victrola sales campaign is being conducted by the Robert L. Loud Music Co. It is meeting with considerable success.

TWO NEW PATHE WHOLESALERS

Two new wholesalers of Pathe products have been added to the Pathe distributors list. They are the Superior Manufacturing & Supply Co., 506 North Third street, St. Louis, Mo., and the Richmond Phonograph Co., 5 Grosvenor street, Richmond, Va. Both these houses have efficient distributing organizations which will be devoted to the development of the prestige of the products of the Pathe Freres Phonograph Co., Brooklyn, N. Y., in their respective territories.

What Are You Offering a 1921 PUBLIC?

Is it a line of out-of-date cabinets incapable of standing up in competition, or is it the SINGER LINE of up-to-the-minute CONSOLES designed and priced to meet the needs of a discriminating 1921 public?

We will furnish Cabinets equipped or unequipped and at a price that will enable you to do business even under present highly competitive conditions.

SINGER TALKING MACHINE CO.

575-9 Market Street
Milwaukee, Wis.
There is no buyers' "strike" against the Edison Diamond Amberola. It has the confidence of the Public because it is THE phonograph of high quality and low price. Live Amberola dealers, everywhere, are "cashing in" on the Public's appreciation of this fact.

THOMAS A. EDISON, Inc.
AMBEROLA DEPARTMENT
ORANGE, N. J.
BUSINESS HOLDS UP WELL IN CINCINNATI TERRITORY

New Edison Co. Arranges for Tone-test Tour—A. H. Bates Tells of Sales Promotion Work—Brunswick Dealer Expansion—Shilito Co. Getting Business—Columbia Activities—Other News

CINCINNATI, O., June 7.—The talking machine business held up fairly well in this territory last month and dealers are plugging away for more, notwithstanding the general depression. Sales are not so easy to make, but those who are going out and digging up every prospective customer are getting some very satisfactory business both in volume and quality.

Edison Expansion Plans
Manager Oelman, of the New Edison Co., announces that he has just arranged for an eight-weeks’ tone-test tour with Edith McDonald, who will be assisted by two other artists. The tour will start in the Fall and he is counting on some very good results from it. The Edison Co. is making great preparations for the Chicago dealers’ convention and expects to take at least fifty dealers in the party from here. A special car will be provided for this delegation. Manager Oelman reports a decided increase in the May business over that of April. He says he sees no reason for a Summer drop in the business and declares it is all up to the dealers.

Business holds up fairly well in this territory last month, according to Manager Donovan, who recently made a big hit in the Ohio territory and found conditions throughout the State very promising. Among out-of-town visitors during the month were: A. E. Jay, of Blanchester; E. A. Searles, of Huntington, and R. A. Ghee, of Charleston, W. Va.

Sales Promotion Idea Works Well
A. H. Bates, of the Ohio Talking Machine Co., reports a very good month and declares the sales promotion idea is working out most satisfactorily. E. H. Wilson has just finished a campaign at Marietta, where he met with the greatest success and now is conducting a campaign in Charleston, W. Va. Many of the dealers had gotten down in the dumps during this period of depression and figured that business was dead, but a visit from the sales promotion idea has shown them that by getting out and hustling for it they can get plenty of business, Mr. Bates states. He recently made a trip through parts of West Virginia and found the outlook there very promising. Many of the mines and mills have been reopened and the oil wells are beginning to pump again, which will have a very good effect on the talking machine business in that section. Among the new agencies established during the month was one at Ripley, W. Va., which is in the heart of the cattle and oil district and which is expected to do quite a large business in Victoria.

New Brunswick Agencies
The Brunswick has had a very fair month, according to Manager Reis, who states, however, that he does not look for a return to a really normal condition in the business world until next year. Business has been doing well under the present conditions and continues to show a trend toward better things, but it will take at least another year before things are back on a firm basis, he says of the situation. Among the new agencies established by the Brunswick during the month were: Chester Reid, KIgnagn, W. Va.; J. E. Spurgeon, Salem, W. Va.; Melody Shop, Gallipolis, O.; J. H. Huhn, Hamden, O.; John F. Pierce, Rollersburg, W. Va.; M. R. McMillin, McComas, W. Va.; Inter Mount Drug Co., Appalachia, W. Va.; Hope Bros., Maysport, Tenn.; J. V. Ledgerwood, Knoxville, Tenn., and the Chubb-Steinberg Music Co., of Cincinnati, which will open up one of the finest music shops in this city during the month at 17 East Sixth street.

Inaugurates Many Changes
U. G. Rowbotham, who recently came on from the John Wanamaker store in Philadelphia to take charge of the talking machine department of the Baldwin Co., is very much pleased with his new work in this city. He states that he has found his surroundings most congenial and that he has found excellent co-operation from the staff. The talking machine business in this section is very much more promising than in the East, he declares, and the Baldwin Co. had the best month of the year in May. Mr. Rowbotham has introduced several new features that are expected to liven up the business. One of these, that has already made a big hit, is the perpetual care of machines which the Baldwin Co. will give to every machine which it sells. Another feature will be better delivery service. Mr. Rowbotham is making plans for a big Fall trade and is getting his staff organized to put over some record sales. Just now the company is making a big drive on the Red Seal records.

Making Great Drive for Business
The Shilito talking machine department did 50 per cent more business in May than it did in April, according to Manager Donovan. He also calls attention to a very pleasing feature of this business—that 90 per cent of the sales made are cash sales. Few customers ask for the installment plan, most of them prefer to pay cash when the sale is made. Mr. Donovan is making a big drive for business right now and is going after it in a way that is expected to bring quick results. Fifteen thousand letters have been sent out to customers of the Shilito Co. A coupon attached gives them the privilege of having a Victor machine sent to their homes for two days for trial. In that time they can become acquainted with its merits and attractions. If they do not care to keep it there are no obligations to the Shilito Co., but in many cases they will get the “bug,” and even if they do not buy at once it makes them a good prospective customer. Besides this feature of the drive Mr. Donovan has a big truck touring the farm sections and visiting the Summer camps and the Summer homes, leaving machines for forty-eight hours for a trial, and he expects to do quite a big business along this line during the Summer. The Rodheaver records are still in demand at the Shilito shop and “My Man” is having one of the biggest runs of any record this house has ever handled.

Reports That Show Columbia Activity
The Columbia Co. states that while the machine business compared very favorably to that of April there was a slight falling off in the demand for records. Manager R. F. Woodford made two extensive trips during the month. On the first trip he visited Columbus, Zanesville, Newark, Lancaster and Dayton. At Dayton he opened a new exclusive account, the Victor Furniture Co. On the second trip he took in Huntington, Portsmouth, Ashland and Ironton. He was very successful on both these trips in securing big orders for Columbia Grafonolas. The Herndon Drug Co., of Barbourville, Ky., reported to the Cincinnati branch that it got a very good return last month and satisfactory results from its advertising campaign calling attention to the pre-war prices on Grafonolas. The Casino Co., Columbia dealer of this city, furnished a machine for the Memorial Day service of the Washington School in Lincoln Park and made a big hit with the line of records sent with the Grafonola. The Columbia dealer in Oxford, O., reports excellent results from the concert given there by the Columbia artists, Barbara Maule, Florence Macbeth and George Meader. Advertising Manager Wilson, of the local branch, is quite proud of the record of E. Riker, Columbia dealer in Riley, O. In a town of 190 and five miles from a railroad Riker sold 156 talking machines, and 150 of them, he says, were Columbia Grafonolas. New accounts established during the month were: The Rice Piano Co., Aurora, Ind.; Quality Hardware Co., Arca- tinum, O.; Johnson Beverage Co., Glouster, O.; Shank Furniture Co., Lewis, Ky.; Enterprise Co-operative, New Concord, O.; Walter Davidson Furniture Co., Huntington, W. Va.; Ellison Furniture Co., Jeffice, Tenn.; and the Rockhouse Coal Co., Bluefield, W. Va.

Manager Dawson, of the Sterling Roll & Record Co., reports that May business about equals that of April. Several new agencies were established during May, and the results of the new work expected to remain rather quiet during the Summer, but predicts better things by Fall.

E. F. Osborne, of Knoxville, Ia., is enlarging his Victor department. He plans a very complete equipment.

GREAT ROBBERY!

Held Up by the “James Boys”

James Kendis and James Brockman took $15,000.00 away from us on their first advance and are coming back for more to make us pay for

“SUNNYSIDE SAL”

A Novelty Ballad With Class Written All Over It

Published by Broadway Music Corp., 145 W. 45th St., New York
NOTED INDIAN SINGER AND VICTOR ARTIST APPEARS
IN SERIES OF CONCERTS IN ILLINOIS AND IOWA
UNDER AUSPICES OF PUTNAM-PAGE CO.

PEORIA, ILL., June 4.—Princess Watahwaso, the noted Victor artist, last week completed a most successful tour through Illinois and Iowa conducted under the auspices of the Putnam-Page Co., Victor wholesalers in this city, and under the direct management of Miss M. A. Cloud, head of the dealers' service department of that organization. The series of concerts, which were booked largely by Victor dealers, were given for the purpose of promoting interest in music appreciation in the schools. So popular was the artist that the audiences were not confined to students and teachers, but were generally varied in character. Particularly notable was the support given by the supervisors of music in the cities and towns where the princess appeared, for they all held her educational work in high esteem.

The first concert was given at Moline, III., under the supervision of the Norberg Music House. The princess next appeared in Clinton, Ia., under the auspices of Hoffman's Music House, and then in Davenport, where the Murray company handled the details in a most elaborate and successful fashion. The next appearance of the artist was in Burlington, Ia., under the auspices of the Music Shop, managed by J. W. Pauley, where she was greeted by an audience totaling over 4,000 people.

One of the most interesting of the concerts was that given in Peoria before the Rotary Club, and the large number of business men who attended were duly impressed. In fact, the audience was brought to its feet at the end with a rendition by the princess of Cadman's "The Doeskin Blanket," which she recorded recently for the Victor company. Her official appearance in Peoria was in connection with the opening of the new Peoria Music Shop, where she gave four groups of songs before audiences totalling over 6,000 people.

NEW STEWART SALESmanship CLASS
Most Successful Class of Series Held at Indianapolis Headquarters Last Week

INDIANAPOLIS, IND., June 6.—The Stewart Talk-Machine Co., Victor distributors of this city, had one of its most successful educational classes for dealers and salesmen on Tuesday and Wednesday of last week, May 31-June 1, when an abundance of practical selling information was offered to those privileged to attend.

The class was held under the auspices of Miss Hobson, head of the educational department of the company, and the first day was given entirely to young ladies inexperienced in Victor work, who were instructed in the proper way to approach a customer, how to read and understand Victor literature, and how to sell educational and Red Seal records to the best advantage.

The Wednesday session was devoted to a discussion of machine sales. James R. Jones, the new field representative of the Stewart Co., was the first speaker and he covered in detail the many selling points of the Victrola. Boyd Kasey, of the Stewart repair department, gave a short talk on repair work. Charles T. Leary, of the Sander & Recker Furniture Co., gave an illuminating talk on the sale of period furniture and its relation to the sale of period Victrolas, which, he declared, "are the most perfect pieces of period furniture I have ever seen." Tom Sawyer, director of penmanship in the Indianapolis schools, gave a demonstration on the value of the Victrola in connection with the use of penmanship, and Edward W. Kibore, traveling representative of the Victor Talking Machine Co., gave an interesting talk on Victor factory policy.

One of the bright spots in the program was the actual demonstration of a series of folk dances by eight small girls from one of the local public schools. The class ended with a music-memory contest, conducted by Miss Hobson.

IMPORTANT ANNOUNCEMENT COMING
It is anticipated that before the twentieth of the month an announcement will issue from Pathe headquarters in Brooklyn that the company has already completed the plans for next year's business. One of the important statements that it is expected will be issued at that time is on the subject of "more distribution," which President Eugene A. Widmann has had in mind for some time.

C. H. MURRAY BACK FROM EUROPE
Advertising Manager of Pathé Frères Comments Interestingly on His Visit to London and Paris—Meets King of Spain

C. H. Murray, advertising manager of the Pathé Frères Phonograph Co., Brooklyn, N. Y., returned during the latter part of May from a trip to England and the Continent of several months' duration. The occasion of his home-coming was made a gala event by his many co-workers in the advertising department. Mr. Murray's desk and entire department were festooned and decorated in an attractive manner. A box of cigars and other tokens of their esteem covered the top of his desk.

Mr. Murray spent quite some time at the London factory of the Pathé Frères Phonograph Co., and also at the headquarters of Pathé Frères in Paris. In traveling between the two capitals, he made generous use of the air route with considerable saving of time. He stated that he found conditions abroad noticeably depressed.

While in Paris Mr. Murray had the pleasure of meeting King Alphonso of Spain, whose visit to the headquarters of Pathé Frères is described elsewhere in this issue. Mr. Murray was much impressed with the novelty of a shop adjoining the headquarters of Pathé Frères in Paris where the public, by dropping 25 centimes in the slot and turning a device similar to a safe combination, was able to have played any record desired from the large line of records. On Sundays and holidays the shop was always crowded and a long line of those waiting to enter extended for a considerable distance. Mr. Murray reported that the plant of Pathé Frères in Brussels, which was completely destroyed during the German occupation of Belgium, has now been restored and commenced production the Saturday before Whitsuntide.
Every Victor Wholesaler should be represented at the Jobbers’ Convention July 11, 12 and 13, 1921 at the BROADMOOR COLORADO SPRINGS, COLO. “Famous scenic beauty spot of Colorado’s Rockies”
TRADE OUTLOOK IN PORTLAND, ORE., PLEASES DEALERS

Leading Dealers Tell of General Conditions—Sherman, Clay Recitals Attract Many Visitors—Marshall Joins Bush & Lane Forces—Van Dyke Opens in Oregon City—Other Items

PORTLAND, ORE., June 6.—The talking machine departments of all the music houses had a good volume of business during the month.

The new firm of Foley & Magher and the Wiley B. Allen Co. report splendid sales in this department during the month, while D. C. Peyton, manager of the Meier & Frank phonograph department, exclusive agents of the Aeolian-Vocalion, showed his sales list of forty-seven sales during the first two weeks of the month, among them being a big $450 electric and four large art cases, ranging in price from $450 to $650. The Hyatt Talking Machine Co. also had a good volume of business during the month.

The Jennings Furniture Store is closing out its entire stock of phonographs. It carried the Widdicomb, Columbia, Windsor, Emerson and Stradivara talking machines.

The Hyatt Talking Machine Co. had a slight fire that caused no damage, but which, had it not been discovered, might have occasioned some inconvenience at least. The fire was discovered by the janitress and the fire department was called out, but their services were not required.

E. R. Van Dyke, formerly of the firm of Foley & Van Dyke, of this city, has opened up a music store in Oregon City, known as the Van Dyke Piano Co. He has not announced the line of talking machines he will handle as yet.

The Wiley B. Allen Co. has added J. S. Hayden to its sales force in the talking machine department. He was formerly with the Edwards Furniture Co.

Francis Shaw has joined the sales force of Sherman, Clay & Co. in the Victrola department.

The Bush & Lane Co. has added J. J. Marshall to the sales force in its phonograph department. H. A. Raynor, who for the past year has been sales manager of the Bush & Lane talking machine department, has resigned his position and gone into the automobile business for himself in Oregon City. His position has been filled by the promotion of A. N. Wrayton, of the sales force.

The monthly Victrola concert in the concert hall of Sherman, Clay & Co. was very largely attended. Selections were played on the Victor and solos were sung by Otto T. Wedemeyer, one of Portland's leading baritones. The evening's entertainment was greatly enjoyed by those present. The concert was in charge of F. D. Addis, manager of the Victrola department, and he was assisted by Evelyn McFarland Mcclusky, of the Sherman, Clay & Co. educational department, who gave the story of each record before it was played. These concerts are monthly affairs and are looked forward to and largely attended by the friends and patrons of Sherman, Clay & Co.

The entire office and sales force of the Hyatt Talking Machine Co. was entertained recently at the home of Mr. Hyatt, in Laurelhurst. The evening was spent in dancing, musical numbers and various stunts, for which prizes were awarded.

Cabinet phonographs of black walnut have been, and are being, manufactured in the wood-working department of the Oregon Agricultural College by the students in that department, under the supervision of H. C. Brandon, director of shops, who superintends the work. The machines are of a design that ordinarily retail at $500 and the work turned out was excellent and receives much favorable comment. The methods employed are the same as those in a manufactory. Each student has a certain piece to make, and makes his part for all machines. Every operation, including the drawing of plans, veneer work, machine work, sanding and finishing is carried out on a production basis.

The Wiley B. Allen Co. has installed a handsome Brunswick Lumber Co., at the Waverly Country Club, the most exclusive of Portland's country clubs.

H. T. Campbell, manager of the Bush & Lane Piano Co., was elected president of the Greater Portland Association at the meeting held the latter part of May.

James L. Loder, formerly sales manager of the Sonora department of the Bush & Lane Piano Co., and since the manager of the Sonora Phonograph Co., of San Francisco, has returned to Portland and will sell the Paige automobiles.

W. A. McDougall, of the McDougall Music Co., is in Southern Oregon with three of his salesmen and his Magnavox, demonstrating the Columbia Grafonola, which his company handles exclusively.

GALLI-CURCI VISITS MAINE

PORTLAND, ME., June 6.—Music lovers of Portland and surrounding vicinities had an opportunity of hearing Madame Amelita Galli-Curci, the world-famous opera star, who made her appearance at the Exposition Building a few weeks ago. A large and enthusiastic audience listened to her remarkable voice, and the impression that this great coloratura soprano bestowed on the public was reflected in the unprecedented demand for her Victor records.

VISITS EXECUTIVE OFFICES

Frank Connor, manager of the Portland, Me., establishment of M. Steinert & Sons Co., recently made a short business trip to Boston, Mass., where he visited the company's executive offices and discussed plans and campaigns for the Summer months.

imported

The Best German Records Made

Comprising the Catalogs of the Leading German Factories

DEALERS EVERYWHERE

will welcome this opportunity to obtain PROFITABLE and EXCLUSIVE territories.

A New List of Records Appears Every Month

POLYPHON

ARION RECORD IMPORT

1501 GERMAN TOWN AVENUE

PHILADELPHIA, PA.

Solo United States Agents for Polyphone Werke Aht. Ges., Berlin
The sort of fox-trots dance lovers dream of dancing are "Mon Homme" by the Yerkes Jazarimba Orchestra and "Some Little Bird" by the Coon-Sanders Novelty Orchestra. Have you any dance loving customers? This record will make their dreams come true. A-3403.

Columbia Graphophone Co. NEW YORK

AN ATTRACTIVE WINDOW DISPLAY FOR JULY FOURTH

The advertising department of the Victor Talking Machine Co. has prepared a very attractive window display for the use of Victor dealers on July 4. In the center of the window is a model of "America." The dress is of royal blue satin, profusely embroidered with white stars, while the trimming of both dress and hair is of pearls. The flag held aloft is of silk, and this can be made to flutter by means of a concealed electric fan. The background consists of an array of flags set in a papier mache shield and eagle. The nature of the rest of the display is obvious from the picture shown herewith. The two show cards read: (1) "Celebrate the Fourth with Victor Records" and (2) "Going Away? Take a Small Victrola with you." The records shown at the front of the display are all of a patriotic character.

ANCIENT HISTORY MODERNIZED

T. Edens Osborne, the enterprising talking machine man of Belfast, Ireland, is a great believer in keeping himself and his products before the trade by means of "reader" ads which appear at the bottom of the news column in the local papers. Here is one of his latest, which is worth reading and proper consideration:

B. C. 1490

"Ancient History—On the west bank of the Nile stand two colossal statues erected 3,411 years ago. One of these is known as the 'Mussat,' the bottom of the news column in the local Cramophone and Edison phonograph-supplied peoples are when 'his clear song rings out while the spread of the sun rises supposed to be Memnon's morning salute to his mother Eos, the Goddess of Dawn. This膜n's morning salute to his mother Eos, the Goddess of Dawn. When 'his clear song rings out while the spread of the sun rises supposed to be Memnon's morning salute to his mother Eos, the Goddess of Dawn. When 'his clear song rings out while the spread of the sun rises supposed to be Memnon's morning salute to his mother Eos, the Goddess of Dawn. When 'his clear song rings out while the spread of the sun rises supposed to be Memnon's morning salute to his mother Eos, the Goddess of Dawn. When 'his clear song rings out while the spread of the sun rises supposed to be Memnon's morning salute to his mother Eos, the Goddess of Dawn. When 'his clear song rings out while the spread of the sun rises supposed to be Memnon's morning salute to his mother Eos, the Goddess of Dawn. When 'his clear song rings out while the spread of the sun rises supposed to be Memnon's morning salute to his mother Eos, the Goddess of Dawn. When 'his clear song rings out while the spread of the sun rises supposed to be Memnon's morning salute to his mother Eos, the Goddess of Dawn. When 'his clear song rings out while the spread of the sun rises supposed to be Memnon's morning salute to his mother Eos, the Goddess of Dawn. When 'his clear song rings out while the spread of the sun rises supposed to be Memnon's morning salute to his mother Eos, the Goddess of Dawn. When 'his clear song rings out while the spread of the sun rises supposed to be Memnon's morning salute to his mother Eos, the Goddess of Dawn. When 'his clear song rings out while the spread of the sun rises supposed to be Memnon's morning salute to his mother Eos, the Goddess of Dawn. When 'his clear song rings out while the spread of the sun rises supposed to be Memnon's morning salute to his mother Eos, the Goddess of Dawn. When 'his clear song rings out while the spread of the sun rises supposed to be Memnon's morning salute to his mother Eos, the Goddess of Dawn. When 'his clear song rings out while the spread of the sun rises supposed to be Memnon's morning salute to his mother Eos, the Goddess of Dawn. When 'his clear song rings out while the spread of the sun rises supposed to be Memnon's morning salute to his mother Eos, the Goddess of Dawn. When 'his clear song rings out while the spread of the sun rises supposed to be Memnon's morning salute to his mother Eos, the Goddess of Dawn. When 'his clear song rings out while the spread of the sun rises supposed to be Memnon's morning salute to his mother Eos, the Goddess of Dawn. When 'his clear song rings out while the spread of the sun rises supposed to be Memnon's morning salute to his mother Eos, the Goddess of Dawn. When 'his clear song rings out while the spread of the sun rises supposed to be Memn

CONGRATULATIONS, FAIR LADIES!

As June, the month of brides, approached, wedding announcements were frequent at the headquarters of the Pathé Frères Phonograph Co. in Brooklyn, N. Y. Miss F. Ramsey, who has been secretary to Eugene A. Widmann for the past four years, will be married on June 22; and Frances Dorothy Capp, daughter of Frank Capp, superintendent of the Pathé factory, will also be married the same month.

OPEN MUSIC AND RECORD EXCHANGE

BATHIA, N. Y., June 4.—George F. Scharf, of this city, who is conducting a music store on Main street, announces the opening of another store on West Main street, which will be known as a music and record exchange.

THE Monthly Envelope Service we have provided for Victor dealers the past two years will shortly be extended to care for dealers selling other makes of records. Write for details.—Lewis C. Frank Corp., 1201 Dime Bank Bldg., Detroit.

APPOINTS MANY NEW DEALERS

Jewett Phonograph Co. Places Line with Many Well-Known Dealers—Company Making Rapid Progress—Queen Anne Model Popular

WASHINGTON, D. C., June 6.—Two additional Pathé agencies, Kickerbocker Music Shop, 1788 Columbia road, Frank J. Sobota in charge, and Adolf Neilson, 3067 M street, West Washington, have opened here. Both stores carry complete lines of Pathé talking machines and records as well as O R S music rolls.

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co. and president of the New York Advertising Club, was one of the speakers at the twenty-first annual convention of the American Book Sellers' Association, which was held recently in Atlantic City.
HEMPEL TELLS OF HER RECORDINGS

Famous Operatic Soprano Subject of Most Interesting Interview With A. N. Clark During Visit to San Francisco—Tribute to Edison

During the recent appearance of Frieda Hempel in grand opera in San Francisco, this distinguished Edison artist was much Interviewed by the representatives of the local papers. One of her most interesting "talks," however, was that given to Addison N. Clark, manager of the sales promotion department of Edison Phonographs, Ltd., which appeared in the Pacific Coast Musical Review. Mr. Clark opened his article with an admirably written tribute to the great soprano, leading up to her interest in the phonograph record, and added:

Miss Hempel says that it was her hearing the voices of other great artists "re-created" by Edison—including that of Alessandro Bonci, who, singing roles so intimately associated with her own during the San Francisco season, has given us such a splendid Alfredo in "Traviata," such an Edgar in "Lucia di Lammermoor," such a Duke in "Rigoletto," such a "Nemorino" with that beautiful romanza "Una Furtiva Lagrima" in "L'Elisir d'Amore"—that imbued her with the desire to have her own voice thus "re-created" and immortalized.

"I never realized so deeply what this means," she said, "as I did when I was chosen to impersonate Jenny Lind in the New York Jenny Lind memorial jubilee last October—with Arthur Middleton, another of Mr. Edison's artists, as my own baritone. Think of it! Jenny Lind gone from us forever, yet hardly a handful of people are alive to-day who heard her great voice! And Mr. Edison did not invent the phonograph, even in its first crude form, until she had left us.

"How splendid it would be if we could listen to-day to a 're-creation' of Jenny Lind's voice! And Mr. Edison did not invent the phonograph, even in its first crude form, until she had left us.

A BUSINESS TONIC

Wow!! It's Sizzling Hot

By Johnny Black, writer of "DARDANELLA"

Everybody's been looking for a second "Dardanella," we believe we have it in "Ito"
SETTLED
In Our New Business Home

GREATLY INCREASED WAREHOUSING SPACE
IMPROVED RECEIVING & SHIPPING FACILITIES

What It Means For You ~
LARGER STOCKS ON WHICH TO DRAW
and THE ASSURANCE OF MOST
PROMPT AND EFFICIENT SERVICE

NEW YORK
Talking Machine Co.
521 West 57th Street

CHICAGO
Talking Machine Co.
12 N. Michigan Avenue

VICTOR WHOLESALE EXCLUSIVELY
WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., JUNE 8, 1921.

Well, the convention was a great affair: how great only those talking machine men know who went to it as to their first convention of the music industries and went with some little doubt in their minds as to what it was to be all about. Readers of this magazine have, no doubt, read the news concerning the various exhibits of talking machines and records. For on this page there is something really more important to do than make catalogs of displays, however interesting these may be. What is most worth remembering about the whole affair is that, for the first time in the history of the music industries, the talking machine trade was represented in a manner something like adequate. We say "something like," for in truth there is still a great deal to be accomplished before we can rightly say that the talking machine trade is properly represented in the national organization of music industries. But, speaking from the mid-West point of view, let it be said at once that whoever had, before May 9, any notion that the talking machine business does not belong in with the other music industries has become inclined to change his viewpoint on that matter.

There is not done with the thought of giving support to a weaker sister, as the revision of the War Revenue Act, of national moment, such as the gathering in of taxation rests over the music industries, so long should every branch of the music industry on a solid basis that will warrant any expenditure of effort to-day it is a solid necessity. It is a necessity to-day, and will continue so to be until the Congress of the United States no longer needs to look around in all directions for the purpose of finding new and hitherto unthought-of sources for taxable wealth. So long as the menace of unjust and confiscatory taxation rests over the music industries, so long should every branch of those industries partake in the effort at resistance. Such an effort can only be made by-the industries unitedly: and very likely it will take all their valuable strength at that.

In Union There Is Strength

It does not require the least bit of imagination to understand that the talking machine trade is far from being the stepchild of the music industry. As a matter of fact, there is every indication in certain quarters that it is, or is destined to be, the dominating factor. Any move, therefore, that is made to bring the talking machine trade into a closer relationship with the other divisions of the music industry is not done with the thought of giving support to a weaker sister, but, rather, with the idea of utilizing the strength of the talking machine interests to the advantage of the entire industry. There is an interlocking of interests that cannot be ignored, and this is specially evident to us of the great central market, where the talking machine and piano trade, for instance, are so closely united in many ways. Although there is a number of matters of national moment, such as the revision of the War Revenue Act, of vital importance to the talking machine men, as well as to other divisions of the industry, the bringing together of all the varied interests is not to be regarded as distinctly a defensive measure. There are enough constructive matters that demand attention now, or will demand attention in the near future, looking towards the maintenance of the industry on a solid basis that will warrant any expenditure of effort made to unify these varied interests just now.

We were glad to have the chance to note in our news columns this month that the Mid-West Victor Dealers' Association has been listening to Ernest John. Mr. John is the advertising manager of the Victor Talking Machine Co., and that, of course, means that he is a distinguished member of his profession, standing, in fact, on the topmost rung of the ladder. He has had a remarkably interesting and instructive career, and his achievements in the preparation of what may (for once rightly) be called "constructive" copy are part of this history of the development of advertising into a science. To be chosen advertising manager of the Victor Talking Machine Co., is in the world of business, a good deal like being in the political world appointed Ambassador of the United States to the Court of St. James. It is, in its way, very much like what to a soldier is an appointment to the grade of field-marshal. It shows that one has not only arrived, but is solidly established at the front of the procession. We are glad Mr. John was out to see our friends, the Mid-West Victor Dealers. They are a fine body of merchants.

WHEN the late S. O. Wade, now a good many years ago, started to make a cutter for fibre needles he probably had little expectation that the talking machine business would grow as it has grown. But grown it has, and perhaps one of the most remarkable exemplifications of that wonderful growth would be found by comparing a copy of The Talking Machine World of the day when Mr. Wade handed his first piece of advertising copy to the man who is still Western manager of this paper with the issue in which these words appear. These few years, as time goes, have seen an industry come through infancy into maturity. The Wade fibre needle cutter furnished the text for one of the very first Western pieces of advertising this paper ever ran. The account has been running ever since, and no issue of this paper would be quite perfect, we think, without some Wade & Wade copy. Now comes the news that the Ready File Co., of Indianapolis, has taken over the Wade & Wade interests from S. O. Wade's widow, who successfully conducted the business after her husband passed away. The Indiana concern intends to go in for manufacturing on a larger scale than ever. Thus a fine and valued name will remain in our columns, and we shall continue to number it in the list of those early friends who worked with us to make the talking machine business what it is to-day.

Victron interests out here and to the west of this here new burg are getting ready for all sorts of big doings. We are advised that the Rocky Mountains, or such part of said majestic ranges as is situated at or about Colorado Springs, are to be honored with the presence of the National Association of Talking Machine Jobbers during the early part of next month. Now, this is all very exciting. It means for said Chicago quite an event. For obviously all the Eastern gentlemen, with their sticks, their spats and their inability to pronounce an "e," save as "oi," will have to change trains in one of our large stations when they arrive and may have time to walk the pavements of the Boul' Mich' before they start out westward. Of course, we do not speak of those members who live West anyway, but to the Eastern men we would observe "don't be scared, gents, the U. S. A. is ever so much bigger than you think." There are lots more of them even west of Chicago. It takes you eighteen hours nearly to get to Colorado Springs from Chicago and then there are lots more before you hit Movie Land." We would likewise warn them that just because it is July when they come out here they need not suppose that the weather is like it is on the sidewalks of New York. If they wish to dress for Atlantic City, that is all right, but they had better pack an overcoat along with the white flannels. Colorado Springs is away up in the air, and the nights are cool, decidedly so! Anyhow, gentlemen, jollying apart, please stop an hour or two in our village and look us over. If you cannot do it on the way out, then take an hour off before you catch the Century and give us the O. O.

Although business is admittedly far from active at this particular time, various mid-West talking machine interests are emphasizing their faith in the future by taking advantage of the slight lull to organize their forces and to lay campaigns in anticipation of a strong trade revival in the fall. The general feeling is that the concerns who will win out will have prepared to go ahead after the business with a running start, and the present is simply regarded as the training period. It all indicates the proper spirit—the real Chicago spirit that always wins out.
JUNE 15, 1921

THE TALKING MACHINE WORLD

From our HEADQUARTERS

CHICAGO, I11. June 8—Shortly after the first of the year business began to drop off. This continued until about the middle of May, when it began to pick up again. The increase is nothing to get excited over, but it has been steady, and from all indications it is likely to grow in volume.

The numerous inquiries coming in to the supply men show that manufacturers are preparing for an increased volume of business throughout the Fall and Winter months; and one of the pleasing features is that these inquiries are for the highest quality of goods obtainable. During the past two or three years numbers of talking machines of inferior make were placed upon the market, and when business began to fall off it was assumed that there would be really nothing extraordinary then in trade until all this stock had been disposed of. Many of these machines have already been sold, but as a matter of fact it looks now as though great numbers of them would never be sold because of their concealed inferior grade. What little buying is being carried on by the dealer is for the highest grade of goods obtainable. He has come to the conclusion that he has long been on the wrong track and it does not pay to sell junk. He learned this lesson when he sold inferior machines on time payments, because he soon found that he had to get busy and spend all his profits in keeping them in repair. He now realizes that the only way to do business is to handle machines of a quality that will stay sold and will bring pleasure instead of an inconvenience to his customers. That is why manufacturers of talking machines should make instruments of a quality that will meet with the present growing requirements. In other words, we have come to a time when the talking machine business is purely a question of the survival of the fittest. When we say manufacturers of talking machines we do not, of course, mean all manufacturers, as it is a well-established fact that many of our well-known firms have continually fought to bring the retailers to handle goods of high quality only. It is very noticeable, too, that even these manufacturers are not standing still, but are going to greater lengths than ever to outdo the qualities of the machines upon which they have built their high reputations.

Last year the sentiment was, “Anything is good enough to get by,” but this year it reads, “To get by one must be exceptionally good in everything.” This in turn reflects on the supply men who are putting out tone arms, motors, etc., and they are also busily engaged trying might and main to better their goods as well as their sales.

Collections are in somewhat better condition than they were a month or so ago, but the dealers are still taking their time to pay their bills, and this in turn is holding the manufacturer up. The reason the dealer is taking his time is because so many men are out of work. However, this is only a temporary condition, according to reports from financial circles, and is largely up to the men themselves. They are forcing their own idleness, and as a little illustration of this we point out one instance which might be enlightening along these lines. One of our supply men recently put in an ad in the daily paper asking for a machinist. A year or so ago it would have been necessary for him to repeat the ad for several days in succession before he even got an inquiry. However, last week when he put his little ad in for a machinist he received 230 replies, and the lowest wage asked for per week was $123 and these quotations ranged all the way to $150. Now, it is certainly reasonable to assume that if a man a few years ago could only command $40 per week and now asks for $125 to $150 that he is not doing himself nor the industry justice, but is merely holding up the whole works because of his unreasonableness. He is the fellow who gets out and hollers the loudest for a reduction in prices, but when he is asked to do a little reducing himself, hollers the other way. Until manufacturers go back to themselves and allow manufacturing and building operations to recommence, all we can do is sit back and wait.

Cheney Co. Carries On

News comes from the headquarters of the Cheney Talking Machine Co. in the Marshall Field Annex this month that the advertising department is planning a new line of organs which it claims will be not only a delight but the big surprise of the year for its dealers. From time to time in the past the Cheney Co. has gotten out advertising stunts that have made the trade sit up and take notice. Wherefore we eagerly await the coming of the surprise.

There was recently installed in the Cheney factory an enormous punch press with a striking power of 1,500 tons. This monster machine was installed for the purpose of stamping out turntables. The steel turntables are a new feature of the Cheney instrument and are stamped out of one piece in such a manner that the Cheney Co. feels confident of its guarantee that these turntables will not warp or buckle. The punch press itself is mounted on a solid concrete foundation, reinforced with steel girders.

In the cabinet department of the Cheney Co. the workers are exceedingly busy. Much work is being done on the various period models, such as Queen Anne, Hepplewhite, late Georgian, modern Georgian and Sheraton.

Answers the Call

Many a tear was seen in the eyes of the boys in the Chicago trade when it was learned that our friend, G. I. Stanton, special representative in Chicago for the Okeh record division of the General Phonograph Corp., had passed away. Mr. Stanton had been connected with the Okeh division since last November, but prior to that he had been with the sales forces of the Columbia Graphophone Co. in Chicago for many a year. His death was brought about by an intestinal trouble, with which he had been affected for several years. In the last three weeks his illness became so acute that it was necessary to take him to a local hospital. Locally he was considered one of the best -served men in the record game and this knowledge of records was one of the things that brought about his popularity with the Chicago dealers. At the time of his death Mr. Stanton was thirty years of age. He is survived by a mother, two sisters and two brothers.

Enter Show Business

Gordon Laughead, who managed the Chicago territory for the Vocalion department of the Aeolian Co., recently severed his connection with this concern to enter the show business in a managerial capacity which he plans to follow during the Summer months. The production is a military musical one, which played in France during the war, and Mr. Laughead was largely responsible for its introduction.

Fenton Music Co., which was recently incorporated for $15,000, and of which the main headquarters are at 4726 North Racine avenue, (Continued on page 133)

SOMETHING ENTIRELY NEW IN TONE ARMS

THE FLETCHER "STRAIGHT"

STRAIGHT INSIDE—Taper Outside

BALL BEARINGS THROUGHOUT

NEW DESIGN NEW CONSTRUCTION

Yes, it is universal and equipped with the Regular Fletcher Reproducer, giving the same natural tone quality as heretofore.

Made in two lengths, 5% and 9%.

SEND FOR PRICES AND TERMS

FLETCHER-WICKES COMPANY

6 EAST LAKE ST. CHICAGO
How We Help
Our Victor Dealers

Lyon & Healy Store,
Warehouses and Factory

A great many Victor dealers advertise to the public that “it does make a difference where you buy your Victrola.” They mean, of course, that their service is better; for the price does not vary.

In like manner, Distributors can differ, one from another, only in the support and help they give their dealers. At Lyon & Healy’s we strive to give our dealers better co-operation and assistance than can possibly be obtained elsewhere.

Sales Promotion Department

Our Sales Promotion Department is conducted for the express purpose of working with the retail dealer to better his business. For example, copies of our own retail advertisements are mailed to each dealer with permission to use any ideas found in them. Very frequently we compose form letters and lay out ads for our retailers. We often furnish urgently needed matrices for illustrations from our own advertising department. We assist in closing sales and we supply our dealers located outside of Chicago with the names of many local prospects obtained through our extensive advertising.

Lyon & Healy Dealers’ Helps

For the benefit of our retailers, we publish a number of “Dealers’ Helps”—original and exclusive advertising in various forms. They include Window Display Cards, Billboard Posters, Ready-made Newspaper Ads, Supplement Covers and Envelope Inserts. All of them are the highest quality, worthy of the wares they cry. In addition, we keep on hand samples of all manner of Victor Sales Helps made by other manufacturers so that we always have an article or service for every need of the dealer.

With immense stock rooms for records and instruments, and unexcelled facilities for handling them, we can give immediate and scrupulous attention to the retailers’ wants.

Our dealers will tell you how well we do it

Let Us Serve You

LYON & HEALY
Victrola Distributors
CHICAGO

DO NOT FAIL TO ATTEND NATIONAL ASSOCIATION OF VICTOR JOBBERS’ CONVENTION, COLORADO SPRINGS, JULY 11th, 12th AND 13th
Chicago, has added another shop to its chain. This new shop is located in the Riviera Theatre Building, at Broadway and Lawrence avenue in Chicago. The formal opening took place May 28, with an elaborate musical program. The opening was attended by A. D. Geissler, presi
dent of the Geissler Machine Co., and other members of that concern. This store will handle Victor talking machines exclusively, as well as a complete line of small goods. The incorporators are: A. C. Fenton, M. J. Moriarty and R. J. Nuenubel.

H. R. Fitzpatrick Leaves Hospital

News from Rapid City, South Dakota tells that H. R. Fitzpatrick, Michigan wholesale Victor representative for Lyon & Healy, has been discharged from the hospital there, where he had been confined for the past three weeks, after having undergone an operation for hernia. It is expected that he will be eight weeks before Mr. Fitzpatrick will be able to resume his duties on the road. In the meantime A. F. Scannell, who looks after the wholesale Victor business of Lyon & Healy in Chicago, is taking Mr. Fitzpatrick’s place.

New Fletcher Attachment

The firm of Fletcher-Wickers has just perfected a new universal ball joint attachment which it is announcing to the trade this month. The attachment is especially adapted for the Edison, and is finished in either nickel or gold. The ball joint is patented and has a cleverly designed set screw that permits perfect freedom of movement, while at the same time there is absolutely no chance for rattling. When leaving the factory the attachment comes packed all ready for placing upon the dealer’s shelf; the package has a label placed on the outside which can easily be read while on the shelf, and this eliminates any necessity of taking the package out to find out what it contains.

In the demonstration room at the headquarters of Fletcher-Wickers there is on exhibit a cleverly designed instrument, the patentable feature of which is controlled by E. Simon, of the Simon Plating Co., Spokesman. This feature is the motorboard by means of two set screws, and it is regulated by the movement of the tone arm. The motorboard has a cleverly designed set screw that permits it to be raised above the motorboard again. In design this amplifier simulates a saxophone. In all it is over six feet in length and amplifies the tone to great proportions.

New Automatic Stop

The Jewel Phonoparts Co. comes out this month with a new automatic stop for which it claims the greatest simplicity and accuracy. As a matter of fact, the little instrument in itself is extremely simple in construction and from all appearances it would seem that it is quite impossible for it to get out of order. It is placed in front of the turntable and fastened to the motorboard by means of two set screws, and is regulated by the movement of the tone arm. The company is receiving of late numerous orders for its products in gold finish, and this would seem to indicate that manufacturers are preparing for a high-class trade for the coming Fall.

Again They Score

It seems as if there is no end to the number of dealer helps that the Nupoint Mfg. Co. is getting out for its dealers. Last month it came out with a little needle display stand for counter use, which went big with the dealers. This month it is offering a clever little dummy package which closely resembles the counter display stand, but is to be used for window decorating purposes.

It is composed entirely of heavy Bristol board paper, and handsomely lithographed in three colors. When placed in the window it looks just like a full display package. It is a one-piece affair and when properly folded and the ends locked together a small piece of this Bristol board folds underneath and takes the place of an easel. This new idea is merely a part of their extensive dealer help campaign, which con
templates the issue of a new sales help each mont. The president of the company, M. M. Cole, is at present calling on the dealers throughout Michigan, Indiana and southern Illinois, and has taken a plentiful supply of these facsimile display cartons with him. While Mr. Cole is calling on the trade, local business is being looked after by Lester Arkin, secretary.

Wilkling Takes Over Wade & Wade Business

Frank O. Wilking, president of the Ready File Co., Indianapolis, Ind., has taken over the patentable feature of the names of the Ready File Co., but retaining the Wade & Wade trade-mark. Mr. Wilking an

Table of Contents

For the Edison

No. LE ORO-TONE

For Playing All Records on the Edison Reproducers fitted with special Oro-Tone Diaphragm

Attached in a second. Needle retains perfect center in playing either hill and dale or lateral cut records. TONE QUALITY—Full, rich and glowing, with great car

For the Victor

No. LS-V ORO-TONE

For Playing All Records on the Victor Reproducers fitted with special Oro-Tone Diaphragm

Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. TONE QUALITY—Deep, rich and mellow, with great vol

For the Columbia

No. LC ORO-TONE

For Playing All Records on the Columbia Reproducers fitted with special Oro-Tone Diaphragm

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 vol

[Handwritten note]: Send for copy of the "Oro-Tone" illustrating the Complete Oro-Tone Line.
FROM OUR CHICAGO HEADQUARTERS
(Continued from page 133)

C. W. Howe & Co. increased their office space in the Isabella Building in Chicago recently by taking over additional space, which they have already fitted up quite sumptuously. The acquiring of this new space enables them to have more room for demonstration purposes as well as having desk room for visiting manufacturers.

New Brunswick Model

The latest addition to the Brunswick line is its new Model 105. This is a snappy-looking little instrument and comes equipped with the single Ulotta reproducer plus the oval amplifier, and is finished in either oak or mahogany. It is the aim of the Brunswick Co. to get out instruments that will fit anyone's purse, and for this reason the new Model 105 was brought out, and the retail price of it is $65.

Casey-Hudson Progress

The talking machine division of the firm of Casey-Hudson, through its sales manager, Frank Wondra, announces this month that there is a noticeable increase in buying. This company is all set for the return of normal business, and is preparing the motor department to take care of any increase. The company's four-cylinder motor is reported to be growing in favor with the trade, and everything is being done to make it as efficient as a talking machine motor can be.

Pageant of Progress

The Sterling Devices Co. is making sumptuous preparations for the big Pageant of Progress, which will be held on the Municipal Pier of Chicago, July 30 to August 14. The headquarters of this company are in the Lake Shore Building, overlooking the lake front and the pier. From the publicity this big show is getting it is safe to assume that it will be one of the biggest things that hit Chicago since the World's Fair. The Sterling Devices Co. is taking advantage of the publicity of this show and, knowing that there will be thousands of visitors coming from all parts of the country, it is taking it for granted that many talking machine manufacturers and dealers will be among those present. For this reason it is planning to have quite a bit of space turned over as a meeting place for the talking machine men and it has already circularized the trade announcing this fact.

Cut Motor Cost

The United Manufacturing & Distributing Co. recently announced to the trade that it has made a sharp decrease in the cost of its motors. This was possible to do, according to Sales Manager Watrous, because of the fact that the cost of material and labor has decreased in their particular instance.

Price Should Have Been One Dollar

On page 137 of the May issue of The World there appeared an article concerning a Brunswick window display for June, with illustrations showing miniature facsimiles of window display services. One of these displays featured "Spring Zephyrs" record No. 5051, giving the price as 85 cents. This price is a mistake on the part of the Brunswick service department and the Brunswick Co. would like to call the attention of the trade to the fact that it should have been $1.00 instead of 85 cents.

This "Record of Quality" that is played on any standard disc machine means new business, more business. We offer real service on shipments.

Write for Dealer Proposition

W. W. KIMBALL CO.
Established 1857
Kimball Bldg., 306 So. Wabash Ave.  CHICAGO

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

TRANSFER NAME-PLATES

THE MEYERCORD COMPANY, CHICAGO
Largest Manufacturers of
DECALCOMANIA Transfer Name-Plates

MILWAUKEE, WIS.  Howe & Co. have already started out to cover Chicago and the rest of the territory allotted to them; the reports coming from their headquarters indicate that Paco has met with quite a reception throughout the trade here.

Oro-Tone Men on the Go

Over at the headquarters of the Oro-Tone Co. our old friend, W. C. Tures, is having his hands full in looking after the output of the Oro-Tone line, as well as taking care of the general office business. This lot fell to him when Sales Manager Lee Hunt left for a trip to Iowa City and other points in the West. President L. K. Scotford is also out of town and is at present traveling through Ohio. Mr. Scotford but recently returned from a protracted vacation which he spent on the Coast. He left last October, intending to spend the better part of his vacation in the Hawaiian Islands, but certain business dealings came up which kept him in California most of the time.

Making Quite a Hit

The Victor dealers around Chicago are keeping the mail men busy delivering the New Records Magazine, a clever little pamphlet magazine that was recently gotten up by the Reincke-Ellis Co. The little book, which is for the exclusive use of Victor dealers, is being purchased through the Victor jobbers by their dealers in greater quantities than had been anticipated.

Brooks Window Display Attracts

One of the biggest drawing window displays...
in the local talking machine trade is that in the Illinois Central Drug Shop at the corner of Fifty-third street and Lake Park avenue. The exhibit is nothing more nor less than a Brooks phonograph in skeleton form, which shows how the Brooks can continue to repeat the playing of a record indefinitely. Crowds stand around this window all day long, apparently fascinated by the uncanny manner in which the Brooks phonograph plays the records, and when one is finished moves the reproducer as by some unseen hand and starts the record all over again.

Victor Dealers Meet

The mid-West Victor Dealers’ Association held one of the most successful meetings of its career at the Hotel La Salle on the evening of May 26. Vice-president Edward Dublin took the chair in the absence of President R. B. Corcoran. The guest of honor was Ernest John, advertising manager of the Victor Talking Machine Co. and Princess Watahwaso starred in the entertainment. There were more dealers in attendance at this meeting than ever before and souvenirs in the form of paper hats were given out.

The last meeting of this Association will be held at the Hotel La Salle on the evening of June 21 and there will be no further meetings until after the hot weather is over. The first of the Fall meetings will be held on the third Wednesday of September. The executive committee, however, will continue its regular meetings during the Season.

Vacationizing

Charles F. Bent, president of the Music Shop, has just returned from a three weeks’ vacation. G. Harry Bent, head of Bent's Logan Square Music Shop, is contemplating a visit to California within the next few weeks.

Open Attractive Store

Sales Manager G. P. Ellis and V. K. Tremblett, of the Chicago Talking Machine Co., have just returned from a short visit to Appleton, Wis., where they attended the formal opening of Carroll’s Music Shop. This is an exclusive Victor store, conducted by Mr. and Mrs. E. F. Carroll, who have been exclusive Victor dealers for a number of years in that town. This was the formal opening of their new store, located in a new and modern building which they have recently purchased. Souvenirs, such as small Victor Dogs and cut flowers, were given out.

This new store is said by many Victor men to be the most attractive they have ever seen in a town the size of Appleton.

Some Clever Posters

The Chicago Talking Machine Co. has gotten out for its dealers some of the cleverest three-colored window posters that have been seen around here for a good many days. These posters are printed up in a way to simulate a tempera opaque drawing. They are gotten up for record-announcing purposes, and in conjunction with the regular text matter there is a classy little drawing, elaborated by means of the aforesaid coloring.

New Nursery Record

The first samples of the new Emerson Picture Records arrived in Chicago the other day, and their arrival caused much activity in and about the Emerson headquarters here. They were merely the first samples, and were turned over to the salesmen by Manager F. W. Clement. (Continued on page 136)
FROM OUR CHICAGO HEADQUARTERS

(Continued from page 135)

Owing to the fact that he was on his own hunting ground at the time of their arrival, F. A. Dempsey, who looks after the Loop trade for Emerson, made the first home run by bringing in an order from one of his dealers.

The record itself is the regulation nine-inch size, and by means of a swiveled eyelet is held between two heavy cardboard covers whereon are printed illustrations for the rhymes on one side and the lyrics are printed on the other side. When this picture record is played it sits over the turntable like any other record, and by means of an orifice in the cardboard the needle is enabled to touch the record surface. The whole device is so arranged that the records in the bottom cover revolve with the turntable whereas the top cover is held stationary by the needle as it travels through the grooves of the record underneath; and in this way the child is enabled to see the illustrations or read the lyrics as the case may be. The record contains the words and music arrangement on one side, while the other side contains only the music, arranged in a sort of dance measure that will enable the little folks to gambol about the machine. They are all Mother Goose rhymes, and include "Little Red Riding Hood," "Old King Cole," "Bo Peep," "Ride a Cock Horse," etc.

Great Tour of Isham Jones Orchestra

The famous Isham Jones Orchestra, which records exclusively for the Brunswick, left the Marigold Gardens, this city, on May 15 for a tour of the following cities: Lafayette, Ind., where under the auspices of the Sheahan-Murphy Co., and the Frelinger Music House, Brunswick dealers, it played at the Knights of Columbus hall. From Lafayette it visited Terre Haute, Ind., where it played at a concert dance at the Knights of Columbus Auditorium under the auspices of J. H. Jensen, Brunswick dealer. At South Bend, Ind., on May 18, the orchestra played under the auspices of J. H. Lenhard, exclusive Brunswick dealer. Goshen, Ind., was visited on May 19, when the orchestra was heard in connection with St. Rita's Guild of the Episcopal Church. May 20 the orchestra played at the Elks Country Club, South Bend, Ind., where it played at a concert dance at the Knights of Columbus Auditorium under the auspices of J. H. Jensen, Brunswick dealer. At South Bend, Ind., on May 21, the orchestra played under the auspices of J. H. Lenhard, exclusive Brunswick dealer. Goshen, Ind., was visited on May 19, when the orchestra was heard in connection with St. Rita's Guild of the Episcopal Church. May 20 the orchestra played at the Elks Country Club, South Bend, Ind., where it played at a concert dance at the Knights of Columbus Auditorium under the auspices of J. H. Jensen, Brunswick dealer. At South Bend, Ind., on May 18, the orchestra played under the auspices of J. H. Lenhard, exclusive Brunswick dealer. Goshen, Ind., was visited on May 19, when the orchestra was heard in connection with St. Rita's Guild of the Episcopal Church. May 20 the orchestra played at the Elks Country Club, South Bend, Ind., where it played at a concert dance at the Knights of Columbus Auditorium under the auspices of J. H. Jensen, Brunswick dealer. At South Bend, Ind., on May 21, the orchestra played under the auspices of J. H. Lenhard, exclusive Brunswick dealer. Goshen, Ind., was visited on May 19, when the orchestra was heard in connection with St. Rita's Guild of the Episcopal Church. May 20 the orchestra played at the Elks Country Club, South Bend, Ind., where it played at a concert dance at the Knights of Columbus Auditorium under the auspices of J. H. Jensen, Brunswick dealer.

Melody Portable Phonograph

Equipped With

Double Spring Motor

Blood Tone Arm and Reproducer

Removable Tone Arm and Winding Key


PROMPT DELIVERY

Here's a Winner for You!

Write for Sample and Terms Today.

MELODY NATIONAL SALES CO.

- - - - - - - - - - - - - -

190 N. State Street, Chicago, Ill.

VARNISH DRYROOMS

with the EJECTOR SYSTEM

Something New

Write for EJECTOR Bulletin

Just off the Press

Drying Systems, Inc. 111-17 So. Desplaines St. Chicago


Take It With You Anywhere!

Have Music Where You Want It!

In Your Home-In the Navy-

-At the House Party-Camping Out-

-At the Summer House-Boating or Camping-Out

DRYING SYSTEMS, INC.

111-17 So. Desplaines St., Chicago

Edison Diamond

Amberolas—Plus Service

You know the quality of Edison instruments. Unless 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. L. Lyon

17 W. Lake St., Chicago

DRYING SYSTEMS, INC.

111-17 So. Desplaines St., Chicago

Edison Diamond

Amberolas—Plus Service

You know the quality of Edison instruments. Unless you have placed a trial order with us you are unfamiliar with SERVICE.

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190 N. State Street, Chicago, Ill.

VARNISH DRYROOMS

with the EJECTOR SYSTEM

Something New

Write for EJECTOR Bulletin

Just off the Press

Drying Systems, Inc. 111-17 So. Desplaines St. Chicago

who is managing Wurlitzer's Victor department at 329 South Wabash avenue. The new wholesale department is handsomely fitted up with all modern conveniences, and one section is given over to represent a miniature talking machine shop wherein visiting Victor dealers may congregate. Not only is a full line of Victor goods shown here, but a complete file of all publicity work sent out by the Victor company as well as the Wurlitzer company is kept within easy reach for ready reference. In fact, every idea that can be utilized to the advantage of Victor dealers, educational or otherwise, is within easy reach of all who call.

Consolidated New Detroit Branch

E. A. Fearn, president of the Consolidated Talking Machine Co., returned from Detroit a few days ago, where he attended the opening of a new branch. It is located at 2957 Gratiot avenue in a ground floor location, and is the headquarters for the company's Michigan activities. Since the company took over the Okeh jobbing distribution two years ago it has done excellent work and extended its business materially and greater facilities for its Michigan business became necessary. At Detroit it carries not only a full stock of Okeh records, but also an extensive line of repairs and accessory parts, for which the Chicago house has been long noted. A. P. Miller, who has traveled for the Consolidated Talking Machine Co. in Michigan for some time, is the sales manager of the new branch, and E. Fieck, formerly in charge of the repair department of the Chicago house, is office manager.

Open New Local Brunswick Stores

During the past fortnight two new Brunswick shops have been opened in local territory, one being located at 106 North Oak Park avenue, Oak Park, and the other at 3238 West Madison street. They will both handle the Brunswick line exclusively, and in addition two more exclusive Brunswick shops will be opened in the course of the next few days. One of these shops will be established at Fifty-first street and Prairie avenue and the other at Cottage Grove avenue and Seventy-fifth street. The owners of the Oak Park shop are Harry G. Geise and S. W. Henderson, who are well known in Oak Park musical circles, as they are the heads of the popular Kuku orchestra. Shalek Bros., who are well known in the talking machine field, are the owners of the Madison street shop. The store is located at the corner of Madison street and Kedzie avenue, one of the busiest corners on the West Side.

Cheney Leases Valuable Display Space

The Cheney Talking Machine Co. announced recently that it had secured a lease on the corner store of the Plaza Hotel on Sheridan road, and will use this store to exhibit a complete line of Cheney talking machines, including the standard models and the magnificent period types. The company does not plan to use this store as a sales headquarters, but as a valuable display for advertising purposes. W. E. Burr, sales manager of the company, returned recently from a trip to several of the leading trade centers, bringing back with him optimistic reports of the business situation as a whole.

Energy Phonograph & Supply Co. Plans

The trade was advised this week of the consolidation of the Energy Phonograph & Supply Co., formerly located at 1608 West Madison street, and the Co-operative Mfg. Co., formerly located at 1867 Milwaukee avenue. These two companies will do business hereafter under the name of the Energy Phonograph & Supply Co., with offices at 28 West Lake street.

(Continued on page 138)
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 137)

138

THE TALKING MACHINE WORLD

A Revelation in Smoothness

For smoothness and quietness the Casey Hudson "4-cylinder" motor sets a new standard. Marks a decided advance in fulfilling the demand for a phonograph motor of greater efficiency, greater, smoother operation and longer life, without material increase in size or price.

Casey Hudson “4 Cylinder” Motor

Plays 6 to 8 10-inch Records With One Winding

Simple in design; compact; sturdy; no unnecessary weight; mechanically right.

We also manufacture the Old Reliable "KRASCO" motors

The two sizes of the 4-spring motors are interchangeable with each other and with the two sizes of "KRASCO" motors. Cabinets may be milled and bored alike for all. Gold finish on exposed parts if desired.

Manufacturers who value quality would do well to standardize on Casey Hudson motors. Quantity production of the complete motors in our factories makes for economy. No extras to buy.

Let us figure on your requirements for 2- or 4-spring motors of highest quality, in any quantity.

CASEY HUDSON CO.

361 E. Ohio St.

CHICAGO

Factories, 361 and 451 E. Ohio St.

"KRASCO" 2 and 3 spring

The Energy Phonograph & Supply Co. has more than doubled its business since September 1st last year, and at the present time is expanding rapidly. The Co-operative Mfg. Co. has operated a most modern and complete repair shop with a clientele that is well pleased with the service it receives.

The Energy Phonograph & Supply Co. will occupy the entire second floor at 28 West Lake street, and will carry a complete line of phonographs, records and accessories, together with parts for all types of motors, including obsolete types. An extensive campaign will be instituted for every department of the business, and particular attention will be paid to the repair department. The officers of the company are as follows: Wm. Weisel, president; Joe Cassubolin, vice-president; Leon J. Zanda, treasurer, and Max Targ, secretary.

Activities of Columbia Staff

R. J. Mueller, who previously handled the lower Wisconsin territory for the Chicago branch of the Columbia Graphophone Co., will hereafter be in charge of Iowa territory, with Cedar Rapids as his headquarters. William Wichorst, formerly a member of the retail force in Chicago, will take care of the Wisconsin field. R. R. Granquist, Grafonola sales supervisor, recently visited the trade in Wisconsin.

Kamp-O-Phone Placed on Market by Chicago House Has Features of Interest

CHICAGO, ILL., June 4.—A new portable phonograph known as the Kamp-O-Phone is now being introduced by the Merchandise Distributors Co., of this city. This new phonograph has been well received by the dealers generally, who are planning to feature it during the Summer months when it has a particular appeal for boating, camping and other outdoor sports.

The Kamp-O-Phone, which weighs less than twenty pounds complete, will hold six ten-inch records in its top, plays any type of disc record and is attractively finished in waxed mahogany and dull brass fittings. For traveling the tone arm is simply slipped out of the grooves which hold it and packed in the tone chamber, and the crank is stored away in the same manner. The Merchandise Distributors Co. is planning to give Kamp-O-Phone dealers practical assistance in merchandising this machine through intensive advertising and sales plans.

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.
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
Manufaces 1000-1016 N. Halsted St., Chicago, Ill.

MAKES FINE DISPLAY AT FOOD SHOW

SPRINGFIELD, Mo., June 1.—The Heer Stores Co., of this city, well-known Columbia dealer, featured an attractive exhibit of Columbia Grafonolas at the recent Pure Food Show, held in the Springfield Convention Hall. The company secured forty excellent prospects, many of which have materialized into Grafonola sales.

VICTOR SUMMER FANS POPULAR

CHICAGO, I1L., June 3.—The Reincke-Ellis Co., of this city, has been advised by dealers that Victrola fans for 1921 are big hits. This year’s fan is the most artistic and attractive that the company has yet produced, and can be used to advantage by Victor dealers for distribution at out-door gatherings, county and State fairs, moving picture theatres, etc. The new fan is thirteen inches wide and eight and one-half inches high, lithographed in full colors. On the front there are portrayed some of the world-famous artists who make Victor records exclusively, with the reproduction of a Red Seal record and the epigram, “An All-Star Concert in Your Own Home on Your Own Victrola.” On the reverse side there are reproduced scenes of out-door life and on this side there is plenty of room available for the dealer’s name and address. It is not at all surprising that this specialty is meeting with a large measure of favor.

A GREAT ADVERTISING CAMPAIGN INAUGURATED

New Co-operative Newspaper Advertising Plan, Plus National Magazine Publicity, Announced by the Brunswick-Balke-Collender Co.—Many Important Contracts Signed

CHICAGO, I1L., June 6.—The Brunswick Co. is determined to leave no stone unturned in order to popularize its machines and records in every city, town and hamlet all over the world. The first big steps to be taken along these lines were announced the other day when Brunswick-Balke-Collender, through its publicity department, signed contracts for advertising space in a big group of the foremost national monthly magazines and newspapers in the country. The number of accounts closed to date by the Brunswick Co. involves the following list of magazines: Saturday Evening Post, Literary Digest, Ladies’ Home Journal, Pictorial Review, Woman’s Home Companion, The Delineator, The Red Book, the American Magazine, the Cosmopolitan, Vanity Fair, Harper’s Bazar, Vogue, People’s Home Journal, Woman’s World, Etude, Musician, and the Theatre Magazine.

The first of the new national copy was featured in the Literary Digest June 4 with a page, and incidentally it may be said here that the campaign as applied to the Saturday Evening Post will cause double pages to appear in this paper in June, July, August, September, October, November and December.

As regards the Brunswick special newspaper advertisements on its Summer-time record campaign their advertising department has gotten out some very clever ads. These are being sent to dealers in mat form only, and space is left at the bottom for dealer’s name and address.

To enable the Brunswick dealers to circularize local trade with the least expense and loss of time a clever little postcard folder, which is a facsimile of its regular monthly hanger, has been brought out. This is arranged in such a way that it does away with the old-time supplement envelopes, and there is nothing left for the dealer to do but to stick on a stamp and write on the address. This little folder will be sent out each month showing the latest releases.

The Brunswick Co. also announced this week that it has made a special release of “Cherie,” the fox-trot number that is making such a hit all over the country, and on the other side is an exceptionally popular fox-trot, “Just Keep a Thought for Me.” The record is played with one fibre needle. The fox-trot number is that making such a hit all over the country, and on the other side is an exceptionally popular fox-trot, “Just Keep a Thought for Me.” The record is played with one fibre needle.
E. J. WADE’S PLANS FOR FUTURE

CHICAGO, ILL., June 10.—It is stated in the local trade that Edward J. Wade, who until recently was sales manager of the R. C. Wade Co., of this city, will soon assume an executive position with the LaSalle Extension University. Mr. Wade was formerly associated with this organization before his connection with the Tonofone sales staff.

COLUMBIA OUTING JULY 20

CHICAGO, ILL., June 10.—Plans are practically completed for the Columbia dealers’ outing, to be held July 20, at Glenwood Park. The Columbia Co.’s Chicago office is leaving nothing undone to make this outing a memorable event and it is expected that the attendance will reach 750. Athletic contests, dancing and novelty contests will form interesting features of a program which will be arranged to test one’s varied abilities.

A Recent Change in the Music World

The Energy Phonograph and Supply Co. and the Co-operative Mfg. Co. have consolidated into one concern known as the Energy Phonograph and Supply Co.

Both of these offices have been moved to 28 W. Lake St., Chicago, Ill.

The increased capacity, latest equipment and additional able force will make it possible not only to continue to serve our old patrons to their complete satisfaction, but also to serve new patrons with equal promptness and diligence.

Whiteman Record of “Underneath Hawaiian Skies” Featured by Lyon & Healy

A most attractive window display featuring a single record was recently shown in the window drop showing Hawaiian mountains and inevitable Hawaiian moonlight with natural palms situated on either side and the advertised record placed in conspicuous positions more forward.

The display card featuring the Whiteman record, in addition to making the title, “Underneath Hawaiian Skies,” released some time ago by the Victor and Burr.

Talking Machine Co., and attracted unusual attention as well as being the means of creating sales for the record in question.

We are herewith reproducing a photograph of the display which will give some idea of its attractiveness. It has a specially painted back drop showing Hawaiian mountains and inevitable Hawaiian moonlight with natural palms situated on either side and the advertised record placed in conspicuous positions more forward.

The display card featuring the Whiteman record, in addition to making the title, “Underneath Hawaiian Skies,” released some time ago by the Victor and Burr.

The Kimball Piano Co.’s branch in Memphis, Tenn., reports a strong, steady demand during May for the Kimball talking machine at its store in this city and also at the wholesale distributors.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 140)

LIDSEEN
FIBRE NEEDLE CUTTER
Sharpens the needle without removing it from the tone arm
CONVENIENT

FAST SELLER
GOOD PROFITS

MECHANICALLY RIGHT
Cuts with a rotary motion which is correct and cuts from bottom to top, which makes impossible any fuzzy playing point.

A Few More Jobbers Wanted
The greatest seller of them all. You only have to show this to sell it.

Good Profits
You are protected in sales

LIDSEEN
832-840 So. Central Ave. CHICAGO

MANDEL MFG. CO. LIQUIDATING
Chicago Manufacturing Company to Dispose of Its Entire Property and Good Will and Terminate Its Activity in Talker Industry

The Mandel Mfg. Co., through its vice-president and general manager, M. B. Silverman, announced this month that this company is liquidating its assets in order to terminate its activities in the talking machine manufacturing business. This move was decided upon during the meeting of the stockholders recently, when a resolution to liquidate was passed. Every asset of this company, including good will, land holdings, property rights, machinery, patents, stocks, tools and dies, will be closed out. The company is at present solvent and meeting all its obligations and when the final recounting comes along the stockholders will come in for their share and those owning first preferred stock will be paid off first.

This company has been in existence for about six years and since the time of its organization showed phenomenal growth, until about a year ago it went through complete financial reorganization brought about by the sudden slump that affected the entire trade.

In the process of liquidation the Mandel Co. is not forgetting its loyal dealers, with whom it did business for many years, neither is it forgetting the owners of Mandel talking machines. In order to permanently maintain the good will which the Mandel Co. established throughout its years of activity in the talking machine industry it is at present negotiating with another concern for the purpose of keeping up its service department, so that the dealers and users of Mandel talking machines will be taken care of. It is expected by the officials of the Mandel Co. that all negotiations and liquidation will have reached completion within sixty days.

The Pathé phonograph store at Liberty, N. Y., has been purchased by H. Lustgarten, a local merchant.

ANNOUNCING THE NEW
MASTERPIECE
CONSOLE

Just what you need if the success of your business depends on price plus quality: The latest triumph of Masterpiece Superiority—Right in Quality—Right in Price. Is made of five-ply Mahogany with Hand-Rubbed Piano Finish. Equipped with Guaranteed Two Spring Motor, Universal Tone Arm, All Wood Amplifier and Modifier. Also Heavily Nickel Plated Hardware and the All Sized Record Racks are built in—and all for a Price that is astonishing when the Quality and Superiority are taken into consideration.

WRITE TODAY for Prices and Discounts

MASTERPIECE PHONOGRAPH CO.
2320 So. Western Ave., Chicago, Ill.
PROMISING TRADE OUTLOOK IN KANSAS CITY TERRITORY

Wholesalers Who Go on Trade Extension Trip Come Back Full of Optimism—Increased Volume of Advertising Helps Business—Victrolas for Joplin Schools—Other News

KANSAS CITY, Mo., June 7—General reports from the wholesalers and retailers of both talking machines and records indicate that although business totals do not measure up to those of last year, some satisfactory totals are being registered by means of increased selling effort, broader advertising campaigns and other methods.

Several of the talking machine jobbers made the Chamber of Commerce trade extension trip to neighboring States and came back quite satisfied with the general outlook and the attitude of the small-town and country merchants.

Burton J. Pierce, of J. W. Jenkins’ Sons Music Co., reports that his firm has just passed through one of the best Mays in the history of the store. It did an extra amount of advertising, and pushed business a little more vigorously than usual, and the results were most gratifying. Mr. Pierce, who has just returned from the trade extension trip with other members of the Chamber of Commerce, reports that there has been a very decided improvement in the equipment of the dealers who handle talking machines, and that the feeling all along the line was decidedly optimistic. He also found that the merchants were pushing the business by going out into the country with automobiles, and that they are fully awake to the necessity of going out after the business, instead of waiting for it to come to them.

The Schmelzer Co., Victor wholesaler, is to have a school for its dealers handling the Victrola, so as to train them for a preparatory campaign during the Summer, and an aggressive selling campaign in the Fall. Every phase of the selling of Victrolas will be discussed and special displays will be made setting forth the educational work being done. The putting on of a memory contest in the public schools in Joplin, Mo., was the immediate occasion for the purchase of two new Victrolas, for in order that every school might have a fair chance in the contest, it was necessary that each school should have a machine. In placing these two machines, the equipment of the Joplin schools becomes 100 per cent Victor. The memory contest was put on under the direction of D. R. Walsh.

W. C. Junkins and R. M. Gilman are two new field representatives of the Victor department of the Schmelzer Co. They have both been identified with the company for some time, and are thoroughly fitted to present the strong points of the Victor machine.

“Hope on Your Camel and Hump Along to the Edison Caravan Convention.”

Charles R. Lee, of The Edison Shop, 1012 Grand avenue, reports that business during May has been quite a bit better than in the previous months of the year, and that the prospects are bright for the future. He says that the “Mood Change Parties” put on by his company have created a great deal of good will, and given them a large list of prospects, some of which have already been turned into purchasers.

M. M. Blackman, manager of the Kansas City zone for the Edison, has been at home for a day or two, following a trip out into the territory, and is enthusiastic concerning business. The volume of business is constantly on the increase, and the educational work being done is resulting in an ever-increasing number of inquiries. Mr. Blackman, according to his sales promoter, Mr. Bailey, is not so much a salesman as he is a business counselor, and his work is rather to give the information and training to the dealer that will result in the dealer making sales. When this is done, and done in the right manner, there will be no difficulty in securing the order to replace the machine sold. Mr. Blackman reports that the use of the Mood Change Parties opens the doors of many homes and clubs for the Edison salesman, and presents the value of music to educators and parents in a new and favorable light.

F. M. Briggs, sales manager for the Brunwick district, reports that sales have increased month by month during 1921, but have not yet reached up to those of 1920. The indications are that the year’s business will equal, if not surpass that of last year. In the Kansas City district there

(Continued on page 144)
Now a Real Portable!

The "PLYMOUTH"

6 Inches High
14" Wide and 15½" Long

(Patents Applied For)

Here is an instrument designed for general use as a portable phonograph, but especially adaptable for use in automobiles, canoes, etc. Made of oak or covered with any color waterproof fabrikoid. Power is supplied by a durable two spring motor, which plays three 10-inch records.

The features of the Plymouth Portable, which recommend it to the customer seeking a light, compact phonograph, are: Its remarkable small size; its remarkable full tone; its sturdy construction, and snugly-fitting parts when closed.

Portable record cases, holding 20 records, will be furnished for the "Plymouth." The cases are strongly built and absolutely protect records from damage.

PLYMOUTH PHONOGRAPH CO.
PLYMOUTH, WIS.

The Plymouth Portable

The Ideal Outdoor Phonograph
DON'T PRICK YOUR FINGERS

THE BEN HUTCHES

"PICK-UP" NEEDLE CUP

Is Adapted to All Makes of Cabinets

DEALERS: Send for prices.
MANUFACTURERS should equip their machines with this attractive feature.
JOBBERS' applications now being received.

HUTCHES ENGINEERING ASSN.

451 East Ohio Street, CHICAGO

KANSAS CITY TRADE OUTLOOK GOOD

(Continued on page 142)

are a number of new agencies for the Brunswic- kwick; two of them, from which the largest re- turns are expected, are the Music Shop, at Bartlesville, Okla., and The Brunswick Shop, at Tulsa, Okla.

Among the influences which have tended to increase sales for the Brunswick is the largely increased advertising the company is doing in a national way. This is highly appreciated by the local and district distributors. The reports from the Mother's Day campaign, put on by the Brunswick company, are that, where it was pushed, the results were most gratifying.

E. A. McMurtry, manager of the Kansas City branch of the Columbia Graphophone Co., has just returned from the trade trip of the Chamber of Commerce, and reports that Graphophone dealers are quite optimistic as to the outlook for an early increase in rural trade in the phonograph line. He says that with the harvesting of the crops, the sowing done by the constant advertising of the phonographs, and now the going out after the business by local dealers, will without doubt bring a large harvest in orders.

VICTOR MEN VISIT BOSTON JOBBERS

Boston, Mass., June 6.—G. L. Richardson, Vic- tor traveling representative in Maine and New Hampshire, was a visitor at the headquarters of the Boston Victor jobbers—M. Steinert & Sons Co., the Eastern Talking Machine Co. and the Oliver Ditson Co.—early in June, dropping in while on his way back to Portland from the Victor factory. Mr. Richardson reported that he found business to be better in the smaller towns than in the large cities in his territory.

Art may make a suit of clothes; but nature must produce a man.

DOING WELL WITH NEW DEVICE

Manufacturers of the Controla Report That It Has Been Well Received by the Trade

The Phonograph Control Corp., 120 Market street, Newark, N. J., patentees, manufacturers and distributors of the Controla, a new automatic starting and stopping device, are waging an energetic campaign in introducing this product to the trade and public.

The factory of the company is at 576-82 Eighteenth avenue, Newark, N. J., a plant that is well equipped and which is already producing the device in large quantities. The Controla will fit any make of talking machine, and in the offices of the company demonstrations of the product, attached to several well-known makes, are given daily.

The officers of the company state "that the object of the Controla is the standardisation of the termination of a playing record, the device functioning without fail at a given point."

The special features of the Controla are the automatic starting and stopping function of the machine by placing the needle and sound box upon the record; at the conclusion the needle is lifted off the record and the motor stops immediately. It is simple in construction and is easily attached to the machine.

The company is carrying on an advertising campaign in local newspapers and a full-page advertisement recently appeared in the Newark Star-R Eagle. This is to be followed by publicity in other magazines and newspapers, the copy carrying descriptive matter and illustrations.

The initial announcement of the Controla was made in the May issue of The World and the offices of the company state that already they are receiving many inquiries from the trade. The demands received have made it necessary for the company to acquire more office space, and there are two larger offices on the same floor, at 120 Market street, have already been acquired.

Herbert W. Royal, a former attorney of Jer- sey City, N. J., is president of the company; B. F. Reeve, a well-known contractor and builder, is vice-president; Arthur Hein, secretary and treasurer. Mr. Hein is connected with the National City Bank. The board of directors also includes Robert A. Bachman, who is also general manager of the company; Victor Fegley, a constructing and designing engineer and in- ventor of the Controla, and George J. Zisch, who is president of the Newark Engineering and Tool Co.

Howson & Howson, the well-known Phila- delphia patent attorneys, recently forwarded a letter to the Phonograph Control Corp. stating that fourteen of the sixteen claims for the Con- trola had been granted by the patent office.

BRUNSWICK ENTHUSIAST WINS PRIZE

Boston, Mass., June 6.—A Brunswick enthusi- ast came in for one of the first prizes in the popular ad writing contest that has been con- ducted here by the Boston Post in recent weeks, with the following advertisement: "Brunswick records for every mood. Records for the brain, the throat, the heart, the feet. And, of course, their rich, resonant reproduction by a Bruns-wick Phonograph." The winner, who received a prize of $100, was W. H. S. Pearce, of New- ton, Mass.

OPENS STORE IN HUNTINGTON PARK

San Francisco, Cal., June 6.—A complete line of talking machine goods and pianos is to be carried by the Huntington Park Brunswick Shop, recently opened at Huntington Park, by E. M. Nelson and J. D. Scouller. Although Brunswick goods are to be featured, other lines will be carried, and the new proprietors expect to build up a large trade in the district.

Virtue by itself is not enough. Strength must be added to it.

SOUTHERN DISTRIBUTORS

Pathé PHONOGRAPHs and RECORDS

GRAY & DUDLEY CO.

Write Today for Agency Proposition

NASHVILLE - - - TENNESSEE
SUMMER ACTIVITIES IN FULL SWING IN DETROIT TRADE

Demand for Small Machines—Business Conditions Reviewed—Leading Jobbers Broadening Out Their Dealer Representations—Pendleton Takes Charge at Barnard's—News of the Month

DETROIT, MICH., June 9.—The arrival of Summer weather has stimulated somewhat the sale of small talking machines and records for Summer cottages. This kind of business always comes the early part of June when the weather is warm, as people are getting ready to move to their Summer places. Then again, many people buy them for use on canoes—and canoeing is quite a fad with Detroiters, who have such splendid facilities at Belle Isle Park.

Speaking of general conditions in the talking machine business, dealers report to The World their dealer representations—Pendleton Takes Charge at Barnard's—News of the Month

Mr. Grinnell, manager of the wholesale Victor department of Grinnell Bros., reports that both machines and records are coming along very promptly from the Victor factory at Camden, and that as a result they were never before able to fill orders. Some new dealers have been appointed recently and applications are coming in from all over the State asking for Victor franchises. Mr. Grinnell believes that just as soon as motor car conditions are better, the demand for cars will be real soon, Talking machine dealers will have splendid business. Mr. Grinnell is extremely optimistic about Fall business being very brisk.

New Jewett Franchises

A. A. Fair, general sales manager for the Jewett Phonograph Co., who recently moved to larger quarters in the Penobscot Building, Detroit, reports that quite a number of new Jewett franchises have been sold within the past month. Among those who have added the Jewett line are Miller & Harris of Belding, Mich., and A. E. Branch at St. Louis, Mich. Miller & Harris will also add the complete line to their store at Greenville, Mich.

Thomas Walker is opening an exclusive Jewett shop at 7727 West Grand River avenue, in this city, and is looking forward to very big business this Fall. Mr. Walker is extremely enthusiastic about the Jewett line and he is fitting up one of the nicest shops in the city.

Mr. Fair reports also that in Ohio he recently added as dealers Grant Holcomb of Warren, Ohio, and J. H. Hummer & Co., at Ashtabula Harbor, Ohio.

Wallace Brown a Visitor

Wallace Brown, formerly with the Aeolian-Vocalion Co., New York City, and one of the pioneers in the talking machine business in Detroit, recently paid a visit here renewing acquaintances in the trade. Mr. Brown made no announcement of his future connection.

T. C. Pendleton Appointed Manager

The Barnard Music Co., of Jackson, Mich., has appointed T. C. Pendleton as manager of its Brunswick phonograph department. Mr. Pendleton was formerly a member of the firm of Desnoyer & Pendleton, which operated a music store in that city, and for twelve years was manager of the Jackson branch of Grinnell Bros. chain of retail stores. The Barnard Music Co. has put in a very complete department to handle the Brunswick line and it is going after business in a way that is certain to bring big results. A real organization is being built up by the firm of experienced executives and salesmen.

Isham Jones Orchestra Heard

The Isham Jones Orchestra of Chicago journeyed to Detroit on Friday evening, May 27th, and under the auspices of the Brunswick Shop gave a combination dance and concert at the Hotel Statler ballroom. About 500 couples attended the affair. The Jones orchestra also played for dances that same week in Lansing and Saginaw, the latter city being the home of Mr. Jones. Those who heard the orchestra went away more convinced than ever that it is one of the best in the country, and Manager Quinn of the Brunswick Shops in Detroit feels sure that a big sale of his records will result every month by those who heard him.

Some Popular Records

The most popular dance records of the Victor company are those by Paul Whiteman; Isham Jones leads with the Brunswick records; Selvin's orchestra leads with the Vocalion and Paul Biese leads on the Columbia. Four of the big hits at present are "In a Boat," "Cherie," "Oh Dear" and "Moonlight."

Expanding Vocalion Representation

Sam Lind, of the Lind and Marks Music Co., who are the Michigan distributors of the Vocalion, is building up his list of dealers slowly, being careful whom he selects. He has increased the list since being appointed distributor but says he does not want to build up too fast, preferring to "wait and be sure" that he has the sort of dealers who will do things. Mr. Lind has had 30 years' experience in selling goods to dealers and in selecting dealers, so that he is a pretty good judge in that direction. Mr. Lind does not look for much business in talking machine lines before September 1st, as he believes it will take another ten weeks for

GRINNELL SERVICE

—Is in Keeping with the Superiority of Victor Products

Especially do we pride ourselves on the promptness with which orders are shipped, and the care with which they are filled.

With the many railway, boat, interurban and auto truck lines radiating from Detroit, we are so situated as to render unequalled service to all dealers a very wide radius.

In these features, as in stock of Victrolas and Records, we are especially well equipped to offer you most valuable co-operation in increasing your business.

Grinnell Bros

Wholesale Distributors of Victrolas and Records

Cor. Ist and State Sts., Detroit

Building pictured above, located at First and State Streets, Detroit, is the headquarters of our wholesale Victrola and Record business.
DETOIT REPORTS A BUSY SUMMER

(Continued from page 145)

Michigan to adjust itself, particularly in the motor cities. But by Fall he is sincere in looking forward to very good business. "Of course, dealers will not be able to sit idly by, and with little or no effort get business—those days are over," he said. "But any dealer who is live, progressive and on the job will find a hearty response from the public."

Mr. Lind is looking forward to tremendous business on a series of records made for the Vocalion by Henry Theis and his famous Detroit orchestra last month in New York City. He is preparing a big advertising and exploitation campaign to sell these records in Detroit and throughout the entire State. It is the first time that any Detroit orchestra has recorded for any of the leading companies, and Mr. Lind believes the public will buy "like hotcakes." He expects to have the records ready for sale the latter part of June and is busy making the necessary arrangements for distribution and mapping out his advertising campaign.

The H. N. Ness Co., Inc., Pathé dealer of this city, announces that the lease on its former place of business, 1423 Broadway, has expired and that temporary quarters have been established at 228 Grand River West, second floor. The new permanent quarters which the company has in view will be ready in October.

A SALES STIMULATING PLAN

How Henry Taubman, of St. Johnsville, Reached Factory Employees Successfully

Henry Taubman, Victor dealer in St. Johnsville, N. Y., has introduced a very successful merchandising idea in his city. He called on the heads of several of the largest factories and other business enterprises in his city and offered to supply payroll envelopes of suitable quality without charge. These envelopes were neatly printed with the concern's name, and all that Mr. Taubman sought, in consideration for this service, was the privilege of printing on one side of the envelope his company's name.

This plan proved a particularly good means of stimulating the sale of Victor records and music rolls, due to the fact that it caught each prospect at a time when he had a goodly amount of cash right in hand. That is a particularly strategic time to catch prospects, because it is far easier to spend than to save.

VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES

A.W.B.

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

ESTABLISHED 1845

JUNE 15, 1921

THE TALKING MACHINE WORLD
**Talking Machine Dealers Now Stocking Sheet Music**

Increasing Tendency on the Part of the Retail Members of the Industry to Install a Sheet Music Department—Works Well With the Handling of Records

According to reports of sheet music jobbers, there is an increasing tendency on the part of talking machine dealers to stock sheet music. This, of course, is particularly true of stores which make a feature of records in contradistinction to those who run complete talking machine stores.

The sheet music jobbers are, of course, lending every encouragement to dealers interested in selling such goods and while no effort is being made to interest the whole industry immensely much as most of the jobbers feel that many dealers could not handle sheet music advantageously, they are under the impression that many shops will find such a department a ready source of revenue, particularly such dealers as find it necessary to carry stocks other than talking machine goods to supplement their incomes.

There is no doubt that such dealers could handle popular sellers advantageously and in a manner that would not involve the carrying of large quantities of goods and without a large investment. In fact, such a department can be installed with as little as $100 or $200. Where the dealer displays only fifty of the current hits he will find these move fast even in depressing periods and inasmuch as the jobbers who would supply him with the goods are conveniently located in various sections of the country he can replenish his stocks overnight. Thus time is saved and money is made.

It is not thought that the sale of sheet music will in any wise affect record sales and even where a record is purchased there is likely to be an additional sale of the number in sheet music form. At least that is the substance of reports gathered from a number of dealers actively engaged in the carrying on of such departments.

The amount of space need not be large, as music racks can be procured that display titles effectively in very small space. Such goods can be displayed in the windows in connection with the records of the same title and inasmuch as most of the title pages of songs are issued in an attractive manner it would often add to the value of such displays. For the dealer who feels the need of additional revenue there is no doubt that sheet music should be given consideration, particularly in preference to lines that are not allied with the music industry.

**Some New Musical Comedies**

Several Attractive Numbers Found in the Scores of New Musical Plays Recently Opened on Broadway—Some of the Successes

Among the musical shows which have recently had their premieres is Oscar Strauss' operetta, "The Last Waltz," which is now playing at the Century Theatre, New York, and which promises to play an entire season. Oscar Strauss will be remembered as the writer of "The Chocolate Soldier," and there is evidence of this show attaining the same success as his previous work. Among the song numbers of the show are "Charming Ladies," "Dream Girl," "Ornamental Oriental Lane," "I Want a Wagon to a Star," "Cuddle," "My Merry Dream Girl," "Ovaltine Original Lane," "I Want a Syncopated Wedding," "The Days of Peeka-Boo," "Every Trouble Is Like a Bubble." There are also interpolated the songs "Cherie" and "Peggy O'Neil." Leo Feist, Inc., is the publisher of the above numbers.

"Shuffle Along" is the publisher of the above numbers.

"Shuffle Along," produced and played by a New York company of "Cherie" and "Peggy O'Neil." It is entitled "Mimi" and is said to rival anything he has previously written. Shapiro, Bernstein & Co., Inc., the publishers, will give the number unusual publicity.

**The Waltz Hit of the Season**

**CAROLINA LULLABY**

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OUTSHINES THEM ALL

PHENOMENAL SONG FOX-TROT HIT!!!

BY HENRY LODGE
WRITER OF "TEMPTATION RAG" "GERALDINE" WALTZ

Your Jobber Can
Supply You
Sheet Music
Talking Machine
Records
Player Rolls

DIXIE

Greatest Song One-Step Ever Published
A CHARMING WALTZ BALLAD

NOBODY'S ROSIE

"You can't go wrong with any fast song"

SHEET MUSIC IN RECORD SHOPS

By SIGISMUND BLUMANN

The sale of any commodity is in proportion to the demand. Now that is so apparent a truism as to be almost funny when stated. But demand may be greater or less than need. The demand for prayer-books, the good people tell us, is far under the need and the same authorities assure us that the demand for alcoholic drinks is enormously beyond the need. So we find our truism rather a paradox.

Demand is not so much a natural condition, we may deduce, as a frame of mind. It may be depressed or stimulated. Neglect in keeping pace with the times in one instance and judicious exploitation vigorously pursued in the other are examples. Neglect takes many forms, it is passive but potent. Exploitation means fewer things but equally important on the positive side: Advertising, distribution, quality and price.

We wish to deal with only the first two. These are correlated and interdependent. Advertising is futile and money-wasteful unless hooked to distribution. Publicity of the right sort is bound to create or stimulate demand, but unless that demand can be locally and immediately satisfied it is lost. The beads burst quickly in the glass, popular desire is evanescent. So we find the connection, the tie that binds exploitation and supply.

But having the goods placed is not merely a NEW SPECIES OF COMPETITION

Musical comedies, revues and special vaudeville shows, presented as musical plays, will, after a lapse of about six years, have the competition of foreign operettas and musical plays of the better class to compete with during the coming season. Already there are two of these opened on Broadway and the Fall will see dozens of productions of such caliber.

Among these, the rights of which are already secured for American presentation, are: "The Love Devil," which ran over two hundred times in Vienna; "The Fairy Tale of a Great City," which is still running there; "Hazard," "The Village Musicians," another operetta by Oscar Strauss, and "The Sweetest of All," by Jean Gilbert, now running in London.

Henry W. Savage will revive "The Merry Widow" and he is also at present in Vienna and will, undoubtedly, bring back some of the newer Franz Lehar works.

MUSIC FOR "PECK'S BAD BOY"

The distributors of Jackie Coogan's latest motion picture, "Peck's Bad Boy," are co-operating with Irving Berlin, Inc. in exploiting the song of the same name in conjunction with the exhibition of the picture.

sequence in the publicity campaign—it is an essential, initiative part. The display of the thing is a wonderfully effective form of advertising. In fact, so important that experts are reluctant to risk an opinion as to which is approach and which is follow-up. This is in favor of putting the display in its place—the sale can be closed only when the tangible thing has changed hands. An order for a thing unseen is a tentative preliminary to a sale, as many a shopkeeper will tell.

Therefore, in coming to our subject more specifically we may deduce that a certain piece of sheet music—other things being in its favor—will sell in proportion to the merits and quantity of advertising and in a like ratio to the efficiency and spread of its distribution. What must we decide, then, in considering whether or not record dealers, numbering thousands, strategically and advantageously located, should or should not handle sheet music? We are asked to weigh the possibility of the regular music shop being forced out of business. Apart from the logic of the case, the record dealer might make the same contention as to music stores selling records. Truth compels the conclusion that sales increase with competition. The more sheet music is displayed the greater the selling stimulus. Demand in the case of popular music teeds and grows on itself, so that we may say that the music dealers will not be detrimentally affected by the sale of sheet music in the record stores, but that, sharing in an improved and augmented demand, they will actually be benefited.

ISSUE "SWEET YESTERDAYS"

Boosey & Co. have just issued a new song from the pens of Arthur J. Lamb and Alfred Solman, entitled "Sweet Yesterdays." The above writers are also the authors of the Boosey number, "The World Can't Go Round Without You."

Forster Music Publisher, Inc., Chicago, Ill., has purchased from Ted Garten, of Boston, the song entitled "Listening."

MUSICAL COMEDIES ON SCREEN

"The Last Waltz" and "Phoebe of Quality Street," With Music, in Film Form

What evidently marks a new era in song exploitation is the recent announcement that the Famous Players-Lasky Co., through its subsidiary, the United Plays, has secured the screen rights for the musical show, "The Last Waltz," and "Phoebe of Quality Street," as well as numerous other foreign productions with the intention of screening these productions following their usual tour in musical comedy form.

This is in line with the higher-class musical programs found to-day in motion picture houses, brings into motion pictures the current works of such composers as Strauss, Lehr and Jean Gilbert and other figures, and will, without doubt, advance the plane of motion picture exhibits as well as, from a dealer's standpoint, create a much larger sale for a number so exploited. This, of course, will include the sale of the music in record, roll and sheet music form, and all this over a much longer period than was heretofore possible.

TWO NEW ROMBERG PRODUCTIONS

"Blossom Time" and "Bal Tabarin" to Be Presented by Shuberts in the Fall

Sigmund Romberg, composer of "Maytime," "Love Bird," and other musical shows, will have his "Blossom Time," founded on the melodies of Franz Schubert, and a new piece, "Bal Tabarin," produced by the Shuberts early this Fall. The music of the former will be published by Leo Feist, Inc., by special arrangement with M. Witmark & Sons, and the latter firm will publish the music for "Bal Tabarin."

The Robert Norton Co. announces the release of a new one-step, entitled "Dixie," which will be exploited during the Summer and Fall.

Jack Mills, Inc., has purchased the Pacific Coast hit, "Sleepy Head," for a sum which is said to involve close to $20,000.
Arthur West's Big Hit in "Sunkist"

"ANNA IN INDIANA"
A CLEAN Comedy Song—And a Melodious Fox Trot

Indiana and Forty-Seven other States will hear this Number all Summer

Published by Broadway Music Corp., 145 W. 45th St., New York

WALTZ AND ONE-STEP IN FAVOR

Return to Popularity of Old Dances Expected to Lead to Increased Interest in and Sales of Songs in Sheet Music Form

Various music publishers, who have branch offices in various parts of the country, say that there is a decided demand everywhere for one-steps and waltzes, which indicates that the sway of the fox-trot is waning somewhat. There are those who believe that the waltz will predominate in dance circles this coming Fall, and that the one-step will bid for second honor. Even in New York, where the fox-trot has had greater popularity than in any other part of the country, orchestras which have played fox-trots almost exclusively are now including a goodly number of waltzes and one-steps in their programs.

From the musical standpoint there is one thing that is in favor of the waltz and one-step, as compared with the fox-trot. Although the modern fox-trot is known as a "melody song," the actual melody of the piece is frequently lost in the special dance arrangements issued by publishers and the individual interpretations given the numbers by some of the orchestras. Although these arrangements are advantageous from the viewpoint of the dancer, they do not in any sense serve to promote the popularity of the number in song form, and it is believed actually interfere with the sale of the song arrangement.

In the case of one-steps and waltzes, the melody is likely to be strongly featured even in the most elaborate dance arrangement, for in such cases the rhythm is found in the melody itself. With waltzes and one-steps coming back into favor, therefore, the publishers look forward to an increase in the demand for the vocal arrangements of the numbers brought about by their exploitation by orchestras. Songs in vocal form to-day are a second consideration, owing to the great popularity of dance orchestrations, and, of course, every channel of activity naturally cashes in on what is seemingly most popular with the public. Many believe that exploiting musical numbers through the medium of dance orchestrations tends to decrease the sale of the number in vocal form, and, where the records are concerned, there is, if the contention is true, a loss of, say, 50 per cent, in the possible sales of every given number. A number rendered by the dance orchestra, where the melody is featured, would still be popular in vocal form with an increase in sales for vocal arrangements.

Of course, there can be no immediate change.

STARTING FALL EDUCATIONAL WORK

Summer Season Offers Great Opportunity for Getting Productive Campaigns Under Way

In urging their dealers to start their Fall educational plans now, the Stewart Talking Machine Co., Victor wholesalers of Indianapolis, Ind., are offering advice that might well be followed by Victor dealers in all sections. With more or less leisure during the Summer season, music supervisors and teachers in the schools are in an excellent position to give proper consideration to the new educational records and to map out effective campaigns for the coming Fall and Winter, with Victrolas and records occupying prominent places in the plan.

Miss Hobson, head of the educational department of the Stewart Co., has been making a special tour of the music schools throughout the State, giving lectures to the graduates who will be included among the music supervisors next year. She has also taken occasion to lecture before normal schools and colleges and this work should be productive of excellent results.

THE UKULELE POPULAR IN SUMMER

Buegeleisen & Jacobson, wholesalers and importers of musical merchandise, New York, has found that the seasons in their turn exert a favorable influence on different instruments. In the Summer months the ukulele is in the ascendency. The popularity of this Hawaiian instrument in the cancan, the camp or on the hotel veranda is strong. Accordingly, Buegeleisen & Jacobson have featured the ukulele to the dealers they serve and urged a special campaign for the Summer months on this instrument.

Chase & West, Des Moines, Ia., are carrying an advertisement on the large columns in the Empress Theatre, that city. In this way thousands of people will be able to read their advertisement every week and thereby get in touch with this well-known talking machine house, because such things do not happen overnight, but indications point to such a change, and, if it is successfully brought about, it may increase the demand for song and instrumental music in all their various forms to the advantage of the publisher and the sheet music dealer.

PROMINENT VISITORS FROM ABROAD

Managing Directors of Carl Lindstrom, Ltd., Arrive Here for Brief Visit—Max Strauss Discusses General Conditions Here and Abroad

Max Strauss and Richard Seligsohn, managing directors of the famous European house of Carl Lindstrom, Ltd., Berlin, Germany, arrived in this country a few weeks ago. While here they conferred with Otto Heineman, president of the General Phonograph Corp., regarding various important matters, the details of which will be announced later. The General Phonograph Corp., as the representation of the United States, Canada, Cuba and Mexico for the products of Carl Lindstrom, Ltd.

In a chat with The World Mr. Strauss, who is one of the best-posted talking machine-men abroad, commented interestingly upon conditions in this country, stating: "The American talking machine industry has made tremendous strides since I visited here a few years ago, and judging from all indications manufacturers and dealers have unlimited possibilities. I was greatly impressed with the efficient methods that have been adopted by the manufacturers as a whole, and from a trade angle it seems to me that the possibilities for the talking machine business in America are vastly greater than abroad. The American public absorbs tremendous quantities of merchandise far more readily than the buying public in Europe and the purchasing power of the people in this country is way beyond that of any country in the world." "There is apparently a decided preference in America for quality merchandise and the American public, judging from all indications, has been educated to appreciate high-class merchandise. It is this appreciation of quality product that is going to be a prime factor in the future development of the talking machine industry in America."

CLOSES AN IMPORTANT CONTRACT

PHILADELPHIA, PA., June 7—Joseph Jacobs, head of the Arion Record Import, 5001 Germantown avenue, this city, who recently returned from Germany, where he had spent two months, announces that while there he closed a contract with the Polyphone Werke Aktien Gesellschaft. Mr. Jacobs is said to be an authority on foreign language records and he states he has selected a list of 500 numbers from the immense catalog of the Polyphone Co. as being best adapted to the German-speaking element in this country. Mr. Jacobs states that he is very much enthused over the quality of these records.

RECORDS PRESSED

Our factory is fully equipped to manufacture phonograph records complete.

RECORDING

Our laboratory invites recording from other companies.

ELECTRIC RECORDING LABORATORIES, Inc.
210 Fifth Avenue
New York City

INQUIRIES INVITED
SONORA JOBBER IN NEW YORK

Greater City Phonograph Co. Appointed Sonora Jobber for Greater New York—Maurice Landay Is President of New Company

The Sonora Phonograph Co., New York, has announced the appointment of the Greater City Phonograph Co., Inc., as Sonora jobber in the metropolitan district, which the company will have its headquarters at 311 Sixth Avenue, New York, and will take care of the Sonora trade in Greater New York and as far north in the State as Portland.

Maurice Landay, formerly retail sales manager of Landay Bros., and well known in talking machine circles in the East, is president of the company, which will devote its activities exclusively to the wholesale distribution of Sonora phonographs and Sonora accessories. As retail sales manager of Landay Bros., Mr. Landay attained exceptional success, and his thorough knowledge of merchandising will enable him to give valuable co-operation to Sonora dealers in the development of their business. He resigned from the Landay Bros. organization about a year ago, and has spent a considerable part of his time traveling through the United States, England and Scotland on combined business and pleasure trips.

Sidney Coleman, who was associated with the Sonora Phonograph Sales Co. for the past four years, has joined the sales staff of the Greater City Phonograph Co., Inc. Mr. Coleman is popular among Sonora dealers in the metropolitan district, and thoroughly understands their sales problems.

Wm. Tomford, who is also well known in the local talking machine trade, having been associated with the Musical Instrument Sales Co., has been appointed office manager of the new Sonora jobber, and will be in charge of the dealer service and order departments. He will be assisted by Arthur Morris, who has spent several years in the talking machine business.

According to present plans Mr. Landay will keep in close touch with Sonora dealers in metropolitan territory, visiting them at frequent intervals and co-operating with them along practical lines. His many years' association with Landay Bros. has furnished him with an intimate knowledge of talking machine activities, which can undoubtedly be used to advantage in his new connection.

COLUMBIA NEWS FROM NEW HAVEN

New Haven, Conn., June 8.—A truckload of Grafofoils left the New Haven branch of the Columbia Graphophone Co. a few days ago for S. Rinaldo, exclusive Columbia dealer at Middletown, Conn. Mr. Rinaldo is conducting the truck sales plan with considerable success. Among the recent visitors at the New Haven Columbia branch were the following: S. Rinaldo, exclusive Columbia dealer at Middletown, Conn.; A. Furor, Furor Bros. Bridgeport, Conn.; Nathan Bily, South Norwalk, Conn.; Jos. Feinblum, Hartford, Conn.; Mr. Blair, of the Grafofoils store, Watchbury, Conn., and Mr. Richards, representative of the Van Veen Co., of Philadelphia, Pa.

ROSENBLATT ON OKEH RECORDS

The General Phonograph Corporation announced recently that Josef Rosenblatt, one of the most popular Jewish Cantors, had arranged to record for the Okeh library. This celebrated Cantor has already made several Okeh records which are now in the hands of the dealers, and which, judging from all indications, will meet with a ready sale. Mr. Rosenblatt is widely known throughout the country, and his various concerts in the leading cities have been attended by capacity audiences.

H. L. Obert has joined the traveling sales forces of Mickle Bros. Co., Des Moines, Ia. This completes a quartet of travelers—Messrs. Obert, Bernstein, Landquist and Peters.

CAPITAL NOW FOUR MILLIONS

Sherman, Clay & Co. Enlarge Capital to Care for Great Expansion of Business

San Francisco, Cal., June 7.—Probably the most important event of the week in northern California music house circles is the decision by the directors of Sherman, Clay & Co. to increase the capitalization of that concern from two million to four million dollars. This was found necessary to care for needed expansion and a larger volume of both new and old business. There were no wildly heralded announcements of this action, which took place on May 27, but those intimately connected with the large firm had known of the intended move for some time.

The Iowa Victor Dealers' Association at a recent meeting held in Des Moines, Iowa, considered arrangements for the annual convention to be held around the middle of September. There will be, as usual, a very interesting educational program for this event.

The Reproducer

A Perfected Sound-Box

Constructed on NEW scientific principles, THE "TYMPANUM" construction of the diaphragm is a distinct feature of this high class reproducer, while the special composition diaphragm is a departure in the reproducing field.

The Tone is the Test
You Will Be Convinced on Hearing

Write Today for Samples

The Puritone Phonograph Co., Inc., 347 Fifth Avenue, New York City

Puri-Tone Phonograph Products

A Quality Product as Perfect as the Name Implies

PURI-TONE ATTACHMENT

For playing Lateral cut records on the Edison Phonograph
No Bend
No Curves
A straight tone passage at all times. This attachment is by far the most superior instrument made today.
Best by Experience

OPENS NEW YORK SALES OFFICE

Magnavox Co. Will Have Permanent Sales Office in New York—Sales Manager Davis Will Make His Headquarters Here

The Magnavox Co., manufacturer of the Magnavox, has announced the opening of a permanent New York sales office in the Pennsylvania Terminal Building, 370 Seventh Avenue. W. R. Davis, sales manager of the company, who has heretofore made his headquarters at Oakland, Cal., where the general offices and factory are located, will be in charge of the New York sales office, assisted by E. M. Grant and G. J. Corrigan as sales engineers.

The success of the Magnavox in the East has been little short of phenomenal, and the J. O. Morris Co., Magnavox distributor for New York and New England, has co-operated with the dealers to excellent advantage. The opening of a permanent sales office in New York will undoubtedly prove an excellent move for the future development of Magnavox business.

The Reproducer A Perfected Sound-Box

Constructed on NEW scientific principles, THE "TYMPANUM" construction of the diaphragm is a distinct feature of this high class reproducer, while the special composition diaphragm is a departure in the reproducing field.

The Tone is the Test
You Will Be Convinced on Hearing
Write Today for Samples

The Puritone Phonograph Co., Inc., 347 Fifth Avenue, New York City

Puri-Tone Phonograph Products

A Quality Product as Perfect as the Name Implies

PURI-TONE ATTACHMENT

For playing Lateral cut records on the Edison Phonograph
No Bend
No Curves
A straight tone passage at all times. This attachment is by far the most superior instrument made today.
Best by Experience
POOLEY LINE IN NEW YORK

Bloomendingale Bros. Will Handle Complete
Pooley Line for Greater New York—Important Announcement by Manager Berkley

H. D. Berkley, manager of the talking machine department of Bloomendingale Bros., New York, announced this week that arrangements had been closed whereby his department would handle the complete line of Pooley phonographs manufactured by the Pooley Furniture Co., of Philadelphia, Pa. It is understood that Bloomendingale Bros. will have the exclusive representation for this line in Greater New York.

In a chat with The World, Mr. Berkley stated that this deal was closed by Bloomendingale Bros. without any member of the firm having seen the product, as the prestige and standing of the Pooley Furniture Co. in the furniture line was sufficient to bring the negotiations to a close. The Pooley phonographs will be featured extensively by the Bloomendingale talking machine department, which will handle, in addition to the Pooley line, the Victor, Sonora, Columbia and Brunswick lines.

LOUIS J. GERSON RESIGNS

Louis J. Gerson, for over ten years buyer and general manager of the talking machine department of John Wanamaker, New York, resigned from this position the first of last week. Mr. Gerson's plans for the future have not yet been announced, but he expects to take a rest before resuming active duties. He is well known in the talking machine trade, being one of the veterans of the industry, and thoroughly familiar with every phase of the business.

The Island Musical Shop, Brooklyn, N. Y., has been granted a charter of incorporation, with a capital of $20,000. The incorporators are Isaac Robowick, Alexander Goldfarb and Max Rosenberg, all of New York. The new-store will carry a full line of talking machines and records.

POOLEY LINE TO RETAIL SONORA

Well-known Dealers to Handle Sonora as Well as Victor—Statement by Max Landay

Landay Bros., Inc., New York, one of the leading Victor dealers in the country, announced this week that arrangements had been completed whereby it would sell the Sonora line hereafter, as well as the Victor line. Max Landay, head of Landay Bros., referring to this important deal, stated:

"Our action is taken only after long and mature deliberation. We felt the public pulse through our many stores and were thoroughly convinced of the wisdom of adding this line. Every sign of the times indicates that in adding the Sonora line we are taking our greatest forward step of recent years. We now have the two great phonographs of the world, a combination that can meet any and all competition."

The Landay stores are located at 427 Fifth avenue, 23 West Forty-second street, 945 South- ern boulevard, 11 North Broadway, Youkers, N. Y., and 775 Broad street, Newark, N. J. Besides the above stores Landay Bros. control the Sonnenberg Music Co., with stores located in New Haven and Bridgeport.

OPEN NEW COLUMBIA STORE

Waterbury, Conn. June 8.—The Sonnenberg-Skinner Co., of this city, has just opened one of the finest and best-equipped music stores in the city. The new establishment is located approximately one block from Mr. Skinner's former establishment and is arranged to give maximum service to the company's clientele. The Columbia line will be featured to advantage in this new store.

The Hampton Furniture Co., Hampton, La. is using its windows to good purpose these days and making some very attractive displays of machines and records.

PUBLICITY FOR KIEFER MARCHES

Vocalion Records of Marches Composed by Conductor of Philadelphia Police Band Being Featured Strongly in That City

PHILADELPHIA, Pa., June 6—There is a great demand being reported by local Vocalion dealers for Vocalion Red records of the "Iron Division" and "Buckeye State" marches, composed by Lieut. Kiefer, conductor of the Philadelphia Police Band, and recorded by that organization for the Vocalion.

The records have been given considerable publicity by the Philadelphia Show Cast Co., local Vocalion distributor, and when the Police Band gave a concert in City Hall Plaza last week in honor of Memorial Day a Magnavox was installed on the platform by the Philadelphia Show Case Co., the marches referred to being played on the Vocalion and then magnified following their rendition by the band itself. The idea proved immensely successful.

At a recent meeting of the Koran Grotto at Lulu Temple, Vocalion records of the Kiefer marches were reproduced with the aid of the Magnavox in honor of Lieut. Kiefer, who is a member of the organization. Mayor Moore of Philadelphia was recently presented with Vocalion records and a Melodee roll of the marches by Lieut. Kiefer.

JOS. WOLFF VACATIONING

Joseph Wolff, treasurer of the Sonora-Phonograph Co., New York, left recently for a month's stay in Bermuda. Mr. Wolff, who was accompanied by his family, is well entitled to a few weeks' rest after his strenuous work of the past few months.

The Self Service Phonograph Co., New York, has leased the first floor of the property at 122 West Forty-third street from the Actors' Fidelity League.

The Manophone

—for Any Home

The Dealer who handles the Manophone is able to satisfy the musical desires of every class of homes.

A more beautiful instrument can not be found than the Manophone Style "L,"—a Colonial Table model suitable for the finest homes. Six other models graduating down to our Model "M", enable the Manophone Dealers to accommodate every taste—and every price.

Plays Any and All Disc Records

All models of Manophones will play any and all Disc Records with surprising smoothness and clearness, including Records for Jewel point needles. This feature opens every musical record library to the Manophone owner.

Write today for complete particulars concerning our Business Building Plan for Dealers.

The Manophone Corporation
Adrian, Mich.

The Wonderful Tone of the Manophone

The secret of this remarkable accomplishment lies in the unique and original design of the tone chamber, as featured in our Trade-Mark "The Human Throat"—carved from solid wood, greatly amplifies and softens the tones, giving richness, fullness and the clear bell-like quality so distinctive of THE MANOPHONE.
Edison Caravan Convention in New York

Over a Thousand Edison Dealers in Eastern District Gather at Knickerbocker Theatre, New York, on June 9th and 10th to Participate in and Enjoy Notable Business Program—"School for Salesmen", Play by Wm. Maxwell, a Dominating Feature—Some Important and Constructive Addresses Delivered—Details of the Meeting

If the Edison dealers do not keep "humping" after business for the next twelve months, and do not reap big profits as a result of said "humping," it will not be the fault of the 1921 Caravan Convention. It was instructive, interesting and inspirational to the fullest degree, and to make them uncommon requires genius of a high order. Perhaps not a working day of the year goes by without its business conventions here and there in many places throughout the country. But it is doubtful if there ever was staged a more entertaining and original convention than that given at a two-day session at the Knickerbocker Theatre, in New York City, on June 9 and 10. Last year was given the first of the "Caravan" series, and at that time, it will be remembered, the Edison people spared neither money, pains nor talent. If they ever wished to repeat the stunt, it appeared they would be hard put to equal the success attained by their program of last season.

But this year, from a strictly success standpoint, they have not only equaled the program of last year—they exceeded it, thanks to the guiding mind, or minds, that evolved and promulgated the details of this latest Edison national convention.

Promptly at 10 o'clock a.m., June 9, after a preliminary orchestral concert, T. J. Leonard, general sales manager of Thomas A. Edison, Inc., read a message from the great inventor to his followers, in the course of which Mr. Edison said:

THOS. A. EDISON'S MESSAGE

"At the Caravan convention last year, Maxwell said that it would never again be necessary for him to come before you with apologies for non-performance on the part of the manufacturing laboratories. I feel that this prophecy is being fulfilled. We have now completed a separate department and process for quick action. A Re-creation has, as a test, been produced in six days. The Re-creations produced in this department will be known as 'Flashes from the Theatrical World,' and has made many noteworthy productions of plays, both in England and America. During the past four years he produced all of the Frohman plays with two exceptions.

His talk fitted in most happily with the thought set forth in Mr. Maxwell's play.

The hero of Mr. Maxwell's play was Tom Tarleton, a young man from the Middle West, who came East to attend the Edison School for Salesmen, directed by Stephen Sevastopol, a famous theatrical impresario, whose theory is like Shakespeare's, that "all the world's a stage, and all the men and women merely players."

Mr. Payne is an international figure in the theatrical world, and has made many noteworthy productions of plays, both in England and America. During the past four years he produced all of the Frohman plays with two exceptions.

Mr. Payne's subject was "If Salesmen Were Actors." Mr. Payne is an international figure in the theatrical world, and has made many noteworthy productions of plays, both in England and America. During the past four years he produced all of the Frohman plays with two exceptions.

Mr. Boykin emphasized the need to "hump" in your town.

Mr. Payne is an international figure in the theatrical world, and has made many noteworthy productions of plays, both in England and America. During the past four years he produced all of the Frohman plays with two exceptions.

Mr. Payne emphasized strongly the close association between acting and selling, and of the..."
Edison Caravan Convention in New York—(Continued from page 153)

necessity for the salesman rehearsing his selling campaign just as the actor rehearses his part in the play. Mr. Payne thereupon went into detail in executing his theory and delivered one of the most interesting and helpful talks that it has been the privilege of business men to hear in many a day—a talk that aroused great enthusiasm—saying, in part:

Payne Speaks on "If Salesmen Were Actors"

"I do not say for one moment that the salesman while in the exercise of his profession should regard himself as acting a part—for that matter, no man has ever forgotten that fact at the time he comes to play his part—but there is an analogy. The actor is interpreting to the spectator through the medium of his personality another character than his own and endeavoring to convince him of the plausibility, and indeed reality, of the other character. The salesman is demonstrating to the customer the value of what he wants to sell and its necessity to him, and his medium of interpretation is the same, namely, his own personality. There is no inherent reason, therefore, why the salesman's part should not be as carefully studied as the actor's, and his climaxes as carefully chosen.

"My surprise is that any salesman should doubt this contention; it would be greater were I not familiar with the same mistaken attitude of mind among the members of the theatrical profession. Stage directors are only too accustomed to the same, namely, his own personality.

"The absence of imagination in one's work leads to a feeling of ennui. It is the reverse which is more likely to be true. Self-consciousness of deportment, which is the principal enemy of spontaneity, is generally the mark of incomplete cultivation. One wonders in what spring of human nature the old error, that preparation is unnecessary, takes its rise, and one is tempted to believe that its origin lies somewhere in the region whence come lassitude and indifference and self-consciousness. Leave it to the inspiration of the moment; 'Trust to instinct'; 'The things can't be taught.' Ah, surely we hear again the ineffectual excuse of our old friend, It-Will-Be-All-Right-on-the-Night, vainly endeavoring to disguise himself!

"It might be objected that the salesman's function differs essentially from the actor's in that the latter is confined to set speeches which are not subject to interruption, while the former, Iden Payne

even if he is making use of a prepared line of talk, is dealing with an interlocutor who can interpose questions and objections such as the actor does not meet. The actor, in effect, has a fixed approach: the salesman must make an individual approach. Now, apart from the question whether this argument has any validity whatever, whether it would not, on the other hand, be all the more reason for preparation, it seems to me that the salesman who makes too much of the idea of an individual approach is profoundly mistaken. His salesmanship the ticket should rather be directed toward what might be called the least common multiple of audiences, a divergence which is not all right on the night. "

"It would be ridiculous, of course, to suggest that every salesman should have a preliminary training as an actor, nor is it necessary, but every salesman who happens to have an aptitude for acting would do well to exercise it whenever an opportunity occurs, for, apart from all other considerations, it will give him the best possible training in this all-important matter of deportment and address. It is, perhaps, more than coincidence that the only two actors I have known to turn salesmen have been remarkably successful in their new vocation.

"It may be presumptuous to suggest that, to lay mind, it seems as though the training of the actor is superior to that of the salesman in the kindling of the imagination. Certainly the imaginative quality must be immensely valuable to the salesman, as it is unquestionably a perpetual fountain of interest to the possessor. The absence of imagination in one's work leads to the carrying out of mere routine and intolerable dulness. But here I am treading upon ground which is perhaps outside my allotted domain. I think I have already said enough to show that there is an intimate connection between the training of an actor and that of a salesman. When I was informed that the title of my remarks was to be 'If Salesmen Were Actors,' the thought which immediately sprang to my mind was 'But they are.' In a sense, all men are actors: all men are dramatists: all men are poets. Acting does not mean imitation, but interpretation, and there are times when we all feel to interpret an emotion to another and become actors for the nonce. We are all

The Needle of the Century

A CACTUS NEEDLE THAT SELLS ITSELF

Produces clear, soft, natural tones; eliminates surface noises; brings out all subtle details of the music, and preserves the records. Needles can be repointed on sharper enclosed in package, so that each record will play an infinite number of records.

The Permo Company
4215 Terrace St., Oakland, California

ATTRACTIVE INDUCEMENTS MADE TO JOBBERS

For Samples and Particulars
Write to
THE PERMO COMPANY
4215 TERRACE ST., OAKLAND, CALIFORNIA
Friday Morning Session

On June 10, at 9:15 a.m., Ernest Cutting’s Orchestra opened the doings of the second day with selections of popular music. The first speaker on the program was Professor Charles H. Farnsworth, of the Department of Music, Teachers’ College, Columbia University, who lately has taken charge of the Edison school research department. Professor Farnsworth is considered one of the foremost specialists on musical education in America, having devoted most of his life to that branch of knowledge. He has been president of the Music Teachers’ National Association for a number of years and is chairman of the Education Council of the National Conference of Music Supervisors. Besides teaching Professor Farnsworth has written books on the subject of music. His remarks were listened to intently by the Edison audience and some of his ideas in connection with music and imagination were listened to intently by the Edison assembly of Music Supervisors.

MARIO LAURENTI APPEARS

The chairman next introduced Mario Laurenti, of the Metropolitan Opera, who spoke on “What It Means to an Artist to Have His Art Truly Perpetuated For All Time by Edison’s Genius,” and then sang several well-rendered numbers.

DUNNING TALKS ON ADVERTISING

Mr. Laurenti was succeeded by Edward R. Dunning, of the Crowell Publishing Co., of New York City, who spoke on “How Magazines and Farm Papers Interlock With Edison Newspaper Advertising.” In the course of his talk Mr. Dunning said: “The modern manufacturer realizes the necessity for having good distribution, not only in the geographical sense, but good in the sense of prosperous, successful dealers. He will adopt any policy that will militate in any way against the success and prosperity of those dealers. He will, on the other hand, seek and use any plans that really redound to the welfare of the distributors. It is with a clear realization of this point that the Edison Co. endorses and uses magazines and farm papers so heavily, and has perfected such a well-thought-out tie-up between its magazine advertising and the dealers’ newspaper advertising. Edison realizes, as does the modern manufacturer, that the job of educating the people of the country on the merits of his product is entirely up to him. It is impossible to educate all of the people of the country, so Edison picks out those people mentally able to appreciate the New Edison and financially able to buy it. He then adopts those mediums which best reach that desired group. “The big thing in business is to get hold of a good idea and then to spread it. In this task no agency can equal the national magazine, because magazine readers are used to getting new ideas from every place under the sun. Through the advertising and editorial pages of magazines they have traveled far and wide—they expect new things and are ready for them.

“The real sales resistance that an Edison dealer faces does not come from his competitor’s action. It comes from the ignorance and the incredulity of the people that such an instrument as the New Edison exists. It is to break down this ignorance and skepticism that Edison uses the magazines so heavily and uses the type of copy that has been so successful this last couple of years. Edison copy is strikingly original. Edison copy gets people’s attention, and they will, on the other hand, seek and use any plans in the success and prosperity of those dealers. It is with a clear realization of this point that the Edison Co. endorses and uses magazines and farm papers so heavily, and has perfected such a well-thought-out tie-up between its magazine advertising and the dealers’ newspaper advertising. Edison realizes, as does the modern manufacturer, the job of educating the people of the country on the merits of his product is entirely up to him. It is impossible to educate all of the people of the country, so Edison picks out those people mentally able to appreciate the New Edison and financially able to buy it. He then adopts those mediums which best reach that desired group. “The big thing in business is to get hold of a good idea and then to spread it. In this task no agency can equal the national magazine, because magazine readers are used to getting new ideas from every place under the sun. Through the advertising and editorial pages of magazines they have traveled far and wide—they expect new things and are ready for them.

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Improve Your Service and Increase Your Sales!

Your Customer demands SERVICE which you cannot give without suitable equipment.

All Prices Reduced on Ogden’s Patented Cabinets, costing less than carpenter work and are the best and simplest cabinets ever made and guaranteed.

Do you use a “Blind” or Visible Method of Filing Records? Visible Tab Indexing is rapidly replacing Blind Indexing and is selling more records in less time.

Free Samples of Visible Indexes and a chart showing the most up-to-date Method of Filing, Finding, Selling and Re-ordering will be mailed to all dealers, also suggestions for modernizing your Record Department will be furnished if you advise what kind and how many records you carry.

Ogden Sectional Cabinet Co., Inc.

Lynchburg, Va.
EDISON CARAVAN CONVENTION IN NEW YORK—(Continued from page 155)

Some of the Principals of Edison Dealers' 1921 Caravan Convention

When the air was cleared of debate and opinion an act was introduced as "A Tone-Test That Is Slightly Different," Miss Cecil Arden, of the Metropolitan Opera Co., enacting the principal role. Miss Arden looked and sang most beautifully. Another open forum was next on the program. Its subject was "The Turn-Table and Waiting or Going and Getting," and the other on "Does Sales-Aid Service Really Pay?" The principal speakers on these subjects were: O. Simmons, Piedmont Furniture Co., Piedmont, N.C.; H. C. Trask, of Trask Bros., Brooklyn, N.Y.; and I. C. Trask, of Trask Bros., Milford, Mass.; J. J. Menton, The Quack-Cover, June 27, 28, the wind-up of the Caravan Convention embraced in five cities besides New York. June 14, 15, there is to be a two-day session at the Tulane Theatre, with a banquet at the Grune-wald Hotel; in Chicago, June 20, 21, the program is to be repeated in the Blackstone Theatre and at the Drake Hotel, and in Vancouver, June 27, 28, the wind-up of the Caravan takes place at the Avenue Theatre and at the Hotel Vancouver. Special cars carry the Caravan party from point to point. Those from the Edison Laboratories who make the trip are: Charles Edison (who takes Mrs. Charles Edison with him), William Maxwell (who is accompanied by Mrs. Maxwell and Miss Marian Maxwell), T. J. Leonard, B. G. Gregg, D. E. Wheeler, E. H. Philips, D. Babcock, Victor Young, E. Traut-wein, J. W. Scott, C. S. Gardner, J. J. Callahan. It is estimated the total attendance for the four cities in which the conventions are to be held will run in the neighborhood of five thousand, with New York and Chicago leading in point of attendance. The dominant chord in the Edison Caravan was one of giving the retailer a wide range of practical merchandising ideas. These were set forth and developed not alone by the eminent authors who spoke, demonstrated or acted as a feature part of the program, but by the merchants themselves in their open forum discussions.

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.
DEALERS BANQUETED BY EDISON JOBBERS

Closing of Edison Caravan Convention at Hotel Commodore an Elaborate Affair—Great Musical Program Enjoyed—Mr. Maxwell's Appreciative Remarks—Dancing Followed Banquet

As a fitting wind-up of the convention a most enjoyable banquet was tendered the Edison dealers attending the second Caravan Convention by the Edison jobbers of Albany, Boston, Montreal, New Haven, New York City, Pittsburgh, Philadelphia, Richmond, St. John, Syracuse, Toronto and Williamsport.

The banquet was held in the grand ballroom of the Hotel Commodore, on Friday evening, June 10, and proved a most unusual affair, elaborate as regards the menu and exceptional as regards the entertainment. The guests were seated at small tables, which completely filled the hall, with the exception of the stage at one end. During the meal continuous music was provided by Ernest Cuttings Orchestra and Johnstone's Negro Entertainers.

Thos. A. Edison Receives Ovation

The meal finished, William Maxwell took the platform and led the great ovation which was tendered Thos. A. Edison, who was present throughout the evening. Mr. Maxwell also led a cheer for S. A. Phillips, chairman of the second Edison Caravan Convention.

Then followed a complete show presented by the private entertainment bureau of the B. F. Keith theatres, under the personal direction of Frances Rockefeller King. Among the acts, all of which received voluminous applause, were the Clown Seals, Donald Suten, Patricia, the Three Bobs, Harry Carroll & Co., Savoy and Brennan, P. D. H., Dooley & Sales and Gus Edwards' Revue.

Maxwell's Words of Appreciation

At the conclusion of these acts Mr. Maxwell extended, on behalf of the Edison Laboratories, some appropriate words of appreciation of the spirit which prevailed throughout the convention. He also touched on how the Edison price policy meant that the inventory of every Edison dealer is today worth one hundred cents on the dollar. He closed with a stirring appeal for everyone to exercise the same kind of fighting spirit which is so manifest in a "game chicken" fight and proposed the organization of a club to be composed of "game chicken" fighters, whose purpose would be to make 1921 a more profitable year than 1920.

He read a telegram from Frieda Hempel, now in Paris, and also one from Frisco, in which they regretted their inability to be present at the convention. He then introduced a number of the artists who record for the Edison laboratory, each one of whom rendered one or two musical numbers that were most enthusiastically received by the Edison dealers, to whom they were "old friends." Among these were: Ernest Hare, Miss Rae Ball, Harry Breen, Gene Lockhart (the now famous actor in the famous Maxwell plays), George Wilson Ballard and Elizabeth Spencer.

Following the concert everyone adjourned to the North Ballroom and danced until the wee hours had grown into hours that are not so wee.

Jobbers' Travelers Meet

On Saturday morning, June 11, the travelers of the Edison jobbers of Albany, Boston, Montreal, New Haven, New York City, Pittsburgh, Philadelphia, Richmond, St. John, Syracuse, Toronto, and Williamsport, met with the officials of the Edison Laboratories in a special Travelers' Convention at the Hotel Commodore, New York. It was a closed business session and immediately following it the Edison party who are to make the Caravan trip boarded their train headed for New Orleans.

**WON'TALK XXV**

TO DEALERS $8.40

F.O.B. SOUTH NORWALK, CONN.

Colossal mahogany finish cabinet, hand rubbed. Base and top wood, sides metal with vertical grill.

**WON'TALK Motor**

Dealer's Price $12.00

F. O. B. South Norwalk, Conn.

Mr. Dealer: This is the biggest little proposition you ever heard of. PLAYS 10' and 12' RECORDS

New models, new designs. Designed for quality as well as economy by an expert of over 20 years' experience in designing phonographs.

The WON'TALK Motor can be furnished to the trade in any quantity. Dealer's Price $3.50.

**WONDER TALKING MACHINE CO., Inc.**

H. B. McNULTY Pres.

**GENERAL OFFICE AND FACTORY:**

South Norwalk, Conn.

SALESROOMS: 105-107 E. 12th St., New York City

**SALESROOMS:** 105-107 E. 12th St., New York City
PRE-WAR PRICES

CABINETS

6

Models in All Sizes at a Big Cut in Prices

GENUINE MAHOGANY, AMERICAN WALNUT and GOLDEN QUARTERED OAK

TRADE ACTIVITIES IN CANTON, O.

Dealers Report Business Uneven—Wille Store to Change Location—Lerch’s Attractive Window—Expect Trade Improvement in September

CANTON, O., June 6—There is still difference of opinion among Canton music dealers regarding business conditions and the outlook for the future, the majority of the houses, when visited this week by a representative of The World, saying that business in May fell below that of the previous month. However, some of the retailers maintain they are getting their share of the trade. Record sales continue to hold their own, and in some instances, there are numbers which dealers are unable to obtain in sufficient quantity to supply the demand.

George C. Wille, proprietor of the George C. Wille Co., one of Canton’s oldest music arms, declared business was very much off with his store during the month of May, and that in talks with other downtown dealers he learned that they were similarly affected. While looking optimistically at the future, Mr. Wille believes there will be little improvement locally for several months. This is attributed to the uncertainty of the steel plants here, which have been working only part time. Many of the larger factories, which resumed operations several weeks ago, are again operating only part time, and, as a result, there is much unemployment, and, consequently, the music dealers as well as other retailers must suffer.

The Wille store probably will change locations within the next two months, if Mr. Wille is unsuccessful in negotiating for a renewal of the lease on the present site.

E. H. Wooster, for many years identified with the music store business in the Canton district, has relinquished his position as manager of the Canton Phonograph Co., Market avenue, South, and, with his family, has returned to Pennsylvania to spend the Summer with his parents.

Canton music dealers co-operated in the three-day Chamber of Commerce membership drive last week, when 1,200 new members were added to the roster of the organization through the efforts of several teams of workers. Music dealers not only assisted in the canvass, but, with few exceptions, affiliated with the Chamber.

Local talking machine dealers believe that by September there will be a decided change in business, and are stocking up their warehouses in anticipation of a revival of business.

The D. W. Lerch Co. this week offered a most unique window display.

The music department of the new Klein & Heffelman Co. is practically completed, and with the installation of the new booths, will be ready for public inspection shortly.

MAKING DRIVE ON CIROLA NEEDLE

The Cabinet & Accessories Co., distributor of talking machine accessories, is making a special drive this month on the new Cirola needle. The Cabinet & Accessories Co. has the exclusive distributing rights for the Cirola Phonograph Co. in the metropolitan district. It has built up an excellent business in these portable machines and expects equal success with the new needle of the same name. The Cirola dance needle is a steel needle of extra loud tone.
MAKE PLANS FOR ANNUAL OUTING
Entertainment Committee of Talking Machine Men, Inc., Selects New Dorp, S. I., for 1921
Outing—August 17 Chosen as Date

Messrs. Brown, Lazarus, Galuchie, Berlow, Kurtz and Davin, of the entertainment committee of the
Talking Machine Men, Inc., spent Monday, June 6, under the guidance of Fred
Hermann, popular Staten Island dealer, and as a result of their tour arrangements were
completed for the annual outing of the Association.

According to present plans the outing will be held this year on August 17 at the Terra Marine
Hotel, New Dorp, S. I., and, judging from the report of the committee, the 1921 outing will have
exceptional facilities for a great day's fun. The individual members inspected the hotel's
accommodations in every detail, and after Sol Lazarus had O. K.'d the baseball diamond and
Al Galuchie had placed his approval on the poolroom, Jim Davin carefully inspected the
bathing beach, diving pier, fishing facilities, etc., and his O. K. was all that was necessary to com-
plete the deal. Messrs. Riddle, Abelowitz and Gibbons could not attend the meeting, but they
telephoned their approval, passing on the cellar equipment from a distance.

Full details as to the committee's plans for handling the 1921 outing will be announced in the
near future, but in the meantime all of the local dealers and their families are making ar-
rangements for a gala day on August 17.

WONTALK PORTABLE IS POPULAR
Wonder Talking Machine Co. Making Rapid Progress—Machines and Motor Well Received

The Wonder Talking Machine Co., H. B. McNulty, president, has just instituted a sales cam-
paign featuring its new portable sport model and the Wontalk Portable Model No. 23. Both of these
instruments have been well received by the trade, and dealers have been established in prac-
tically all of the important trade centers.

In all of its product the company uses the Wontalk motor, which was designed by Mr.
McNulty, who is one of the pioneers of the talking machine trade. This motor is built by
the company at South Norwalk, Conn., where it is expected that under the new arrange-
ment even more success will be met with.

NEW $1,000,000 CORPORATION
INDIANAPOLIS, Ind., June 4.—Articles of incor-
poration have been filed by the Burns-Pollock
Electrical Manufacturing Co. of East Chicago
and Indiana Harbor, with a capital stock of
$1,000,000. The company will manufacture a
combination lamp and talking machine. J. G. R.
O'Hara, Anthony J. Burns and Thomas Pollock,
all of Lake County, are the incorporators of this
company.

RECORD SALES CO. ORGANIZES
The Record Sales Co. has recently been for-
med for the purpose of merchandising rec-
ords. This company is under the management of
A. J. Cryan and has opened New York
offices at 25 West Forty-second street.

H. J. Smith Laboratories
Manufacturer Phonograph Jewels
Telephone 2896 Market
833 Broad St.
Newark, N. J.
Sapphire Ball Jewels, Pathe, Okeh, Bruns-
wick, Edison Diamond Points, Edison New
Playing Wonder, Recording Sapphires,
Lateral Styluses, Hill Dale Styluses,
Recording Machines, Shaving Machines,
Recording Diaphragms, Experimental Work,
Recording Wax.

SINGS UP SELVIN'S ORCHESTRA
Popular Organization to Make Vocalion Records
Exclusively in the Future

The Aelolian Co. has just announced that Selvi-

n's Novelty Orchestra, one of the most popu-
lar organizations of its kind in the East, has
been signed up exclusively for the making of
Vocalion records. Selvin's Orchestra, which
plays at the Moulin Rouge, New York, has made
a number of very successful Vocalion records,
and it is expected that under the new arrange-
ment even more success will be met with.

The Musical Products Distributing Co., New
York, has been granted a charter of incorpora-
tion under the laws of the State of New York,
with a capital of $30,000. The incorporators are

PROGRESSIVE PHONOGRAPHIC SUPPLY CO., Inc.
have decided to dissolve this corporation and in the future
WALL-KANE NEEDLES
will be sold direct by the manu-
facturer—to wit:

The Greater New York Novelty Co.
3922 14th Avenue
Brooklyn, N. Y.
AN INTERESTING CUSTOMS DECISION

The U. S. Board of General Appraisers in a general decision upheld that imported talking machines or phonograph cabinets are to be assessed at the rate of 25 per cent ad valorem, under paragraph 176, as a manufacture in chief value of wood.

The decision was handed down in a test case brought by the Columbia Graphophone Co., who claimed that the mechanism of the Grafonola is complete before shipment to cabinet or furniture factories for installation in the cabinet and that, therefore, the cabinet should not be considered a necessary part of the Grafonola when offered for sale, and therefore upheld the Collector's classification of imported cabinets as "parts of phonographs."

TALKS ON LIFE OF EDISON

W. D. Wilmot, Edison Dealer in Fall River, Mass., Addresses the Local Boys' Club

W. D. Wilmot, well-known Edison phonograph dealer of Fall River, Mass., was the chief speaker at a recent meeting of the Fall River Boys' Club when he delivered an address upon the early career of Thos. A. Edison. Mr. Wilmot presented the facts most interestingly and urged that the boys study Mr. Edison's life in order to gain inspiration—it was a splendid address.

NEW VICTOR STORE IN DAYTON

Columbus, O., June 6—J. E. Saum is in charge of the new Victor Department of the Rike-Kumler store in Dayton, which has just been installed by the Perry B. Whisit Co.

The department is one of the largest and most attractive talking machine departments in the State, and has a sales force of trained music people.

NEW C. H. DITSON & CO. QUARTERS

Wholesale Victor Department Now Occupies Entire Eighth Floor of the Ditson Building—Equipped in Most Modern Manner

Chas. H. Ditson & Co., local Victor wholesalers, are now well settled in their new wholesale department, occupying the entire floor of the Ditson Building at 9 East Thirty-fourth street, New York. The new arrangement gives much more space for the handling of the talking machine line and permits of the arrangement of dealers' service that should prove of great value. The front section of the floor is arranged with offices, demonstration booths and record sales system and display room for various types of Victrolas.

As the visitor steps off the elevator he sees before him a model show window display featuring this or that type of Victrola and various selected records. This display is rearranged under expert supervision each day and has proven of much interest to visiting dealers.

The equipment of this space has also proved the rearrangement of their own stores. Van Veen booth equipment is used and all woodwork is of mahogany finish, topped with ivory. The rear of the floor is devoted to storage and shipping departments. Manager P. E. W. Carlsson is naturally enthusiastic over the new quarters, but at the same time anticipates securing more space outside to provide storage facilities when the Fall trade develops.

The third floor of the Ditson Building has been rearranged to provide for a commodious recital hall, which will be used for various purposes, and it is expected that the Victrola will be heard in this hall at frequent intervals in recitals the coming Fall.
RECENTLY, on visiting a dealer in Pennsylvania, I was shown what he called his "cigar trick," which I should say was a "trump." His idea was merely to have one booth set aside which was equipped with many little witticisms and articles on this subject, he allowed the gentlemen to smoke as much as they chose. Being located in a business center, he invited business men to stop in during the noon hour. The plan worked ideally, for instead of the usual stiff formal greeting he found the people made themselves at home, asked more questions, and bought more goods. Don't forget Kipling's old saying that "A woman is only a woman, but a good cigar is a snook."

NOW, schooling can end when business begins. Yet, there is many a man who likes to read the text books of his particular trade throughout the years of his business. The trade journals and house organs affiliated with the talking machine industry are the text books of the trade. They are well worth your consideration, as the many new ideas presented in them every month will give you the "jump" over your competitive merchant.

You should read whatever literature you can secure in regard to your particular industry, not only with a sense of pleasure but also with a sense of duty toward making your store bigger and better. If it is true that "there is nothing new under the sun," it's a good thing to get all of the new "slants" at the sun which are coming forth daily, that's why it pays you to read your trade journal and house organs.

SALESMANSHIP teaches you to interest your customer in several items which you sell, before allowing him to leave the store. However, this is greatly overdone in many cases. While you may make greater sales with the customer at that particular moment, you can often incur his ill-will to such an extent that he will not buy again at your establishment.

An incident bearing out this theory was recently told me by a friend of mine. He was visiting in a rural town and stopped in at the postoffice, which was incorporated into the country store, to buy a few stamps. There was a gentleman ahead of him at the mail window, and he overheard a conversation ensuing between this gentleman and the postmaster, something as follows:

"A two-cent stamp, please."

"A two-cent stamp? How about a three-cent stamp? We have some very beautiful three-cent stamps!"

"No. I said a two-cent stamp. One two-cent stamp, please."

"By the way, may I call your attention to our ten-cent stamps. They are a beautiful yellow color, are well illustrated, and are equipped with the very highest class glue."

The man purchasing the two-cent stamp seemed a little irritated and repeated his request for a two-cent stamp, but the voice at the other side of the window did not seem to be ruffled in the least, and continued:

"Well, sir, if I can't sell you any ten-cent stamps, how about a few return postal cards? You buy them at two cents apiece, you write your letter on one postal card and your name and address on the other—see the idea? The person to whom you write is bound to write to you. How many of them do you want?"

As he finished his remarks, the purchaser rapped his fist on the counter and said, "Give me a two-cent stamp."

His request was met and he departed, greatly infuriated.

As my friend approached the window, he was much surprised to see a smiling, courteous old gentleman at the other side. Without asking, the postmaster said, "Well, I suppose you wonder why we had our little conversation. Well, you see, that man is the town barber, and every time I visit him he requests for a shave he tries to sell me everything in the place. There's a little satisfaction in getting back at him once in a while."

Look out that your customers don't take the same attitude toward your establishment that the postmaster did toward the barber.

Now remember that a person's mental make-up is just as sensitive as his physical make-up. When going after an account that is overdue don't start off with a letter which is going to jerk your debtor off his feet and make him mentally sore.

Don't let your collections drag. As soon as a client seems to be slowing up on his payments, start immediately. Write him a pleasantly worded letter calling his attention to the fact that his payments are getting behind. If no response is received, write him another letter. If he writes and states that he cannot make payment at this time but will do so on a certain date, follow him up a day or two before the date which he stated, reminding him that he is to make a payment to you on that date.

By a careful follow-up system, you can start up payments from clients who have stalled. You will find them riding along pleasantly to your establishment and paying up with a smile on their face.

DID you ever stop to realize that in telephonic communication the ear is the sole judge of the service and courtesy which you extend? See to it that your telephone girl is most delightful, courteous, intelligent and systematic. When a call comes in, why not save the usual conversation which ensues before the caller finds out whether or not he has the correct establishment? This trouble can be saved if you merely state in your incoming call, "Hello, this is—", followed by the name of your establishment. In this way you save much time, and it will impress your customers as a real business institution. In a case where there is more than one firm name or trade name connected on the one line, have your operator reply to the incoming calls, "Hello, this is—" followed by the telephone number of the store.

Satisfactory telephone service means much to a dealer. It will bring him a greater amount of telephone record order business.

THIS month many millions of the youth of America will be graduated from institutions of one sort or another. What have you done, or what are you planning to do, to make these graduates think of your institution? There is many a clever wrinkle that can be produced which will make graduates from your local high schools or college remember your institution in a way which, in later years, may mean real business for you. A kind favor done without any attempt at commercialism is the type of publicity which often brings the greatest returns in dollars and cents.

Why not get up a paper weight bearings the name or initials of the high school, and the words "Class of 1921." In very small letters have your own name and address. Any novelty company can prepare paper weights, letter cutters, or smaller articles at very small cost. A remembrance book is another article which can be produced for this purpose, the interior bearing headings such as "Class Colors," "Class Yells," "Class Officers," etc. Several pages should be reserved for signatures of class members. In this case, your own firm name should appear in very small type on the back inside cover. This book will be kept for years and your name will also be before them. Care must be taken that your name doesn't appear on any of this material in too prominent a way, for if it does, the article loses its worth and is soon thrown away because of the fact that it is received merely as an advertisement.

THE national birthday of this great nation is fast approaching. On this day the hearts of the newly arrived immigrant, and the descendant of the pioneer, the youth and the aged, are united. There is something within the soul of mankind which is called forth when patriotism reigns triumphant and on the Fourth, thanks be to God, we Americans have something to be truly proud and patriotic about. The unmarred and untrampered, glorious history of our country breathes an inspiration of duty and of pride.

By all means display in your windows all of the patriotic numbers which you have in your record library. Arrange this display in the days of June, and place a small card in the window bearing the words "Let us have patriotic music in every home" will act as sufficient stimulus and cause sales enough to warrant the display.

When your store is closed on the Fourth, put your flag out.
IMPORTANT NOTICE
TO THE
AMERICAN TRADE

THE STERNO
Manufacturing Company

has acquired the
sole agency for the

Electromophone
Phonograph Motor

Further particulars will be
announced in the July World

THE STERNO MANUFACTURING CO.
19 CITY ROAD   LONDON, E. C., ENGLAND
returned to the Swiss manufacturer, who realized the balance of the sale prices, less a commission, was a duty on the Swiss valuation of 2 cents each. The foreign manufacturer should be careful to enter them at a proper valuation to avoid trouble.

One case concerned a Swiss manufacturer who sold to a prominent American talking machine company 50,000 17/8-inch diaphragms at 11¾ cents each. He shipped the diaphragms to an unknown individual in the West, who took them out of the Custom House, after paying duty on the Swiss valuation of 2 cents each. The balance of the sale prices, less a commission, was returned to the Swiss manufacturer, who realized a very substantial profit on the deal. The Government later investigated the case and ordered the goods returned to New York for revaluation.

Attention has been called recently to several cases in which the undervaluation of diaphragms for talking machine reproducers, either accidentally or by intention, has resulted rather disastrously for the importers and it is suggested that those who bring diaphragms into the country should be careful to enter them at a proper valuation to avoid trouble.

In another case 25,000 diaphragms of British manufacture were imported at a valuation of 18 cents. These were sized and revalued at 10 cents each and collected duties and penalties totaling about 8 cents per diaphragm.

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INDIANA EDISON DEALERS MEET

HOLD VERY SUCCESSFUL ONE-DAY CONVENTION IN MUNCIE LAST MONTH

MUNCIE, Ind., June 8.—A most successful convention of Edison phonograph dealers in this section was held here late last month under the auspices of the Kipp Phonograph Co., of Indianapolis, local Edison jobber. The business meeting was devoted to a thorough discussion of sales campaigns, and particularly of the work of the new research department established by Thos. A. Edison, Inc. One of the features of the meeting was a talk on "The Power of Music" by Judge Orbison, of Indianapolis. In the evening the visiting dealers were entertained at an elaborate banquet at the Roberts Hotel.

KING-O-TONE PORTABLE POPULAR

PHILADELPHIA, Pa., June 9.—The King-O-Tone Phonograph Co., of this city, is energetically featuring its line of portable talking machines for the Summer season. The model is built compactly and its attractive appearance has been kept in view in the planning of the models. Many exclusive patented features are claimed for it. Those behind the guns in the organization are J. R. Rose, who has been connected with both the wholesale and retail trade for many years, and L. Sorokin, well known in the retail trade. The offices of the King-O-Tone Phonograph Co. are located at 608 Chestnut street. D. R. Doctorow is sales representative of the line in New York City, with offices at 51 East Forty-second street.

H. B. LEVY TAKES COMPLETE CHARGE

Will Look After All Vocalion Interests in Chicago and Mid-West Territory

CHICAGO, Ill., June 9.—H. B. Levy, who has been connected with the Vocalion division of the Aeolian Co. in this territory for a number of years, has been placed in entire charge of the Vocalion interests in Chicago and Chicago territory, which includes all the northern section of the Middle West. Mr. Levy has done much traveling throughout the West, particularly recently, and is, therefore, well acquainted with conditions.

GIVES SERIES OF RECITALS

AUGUSTA, Ga., June 6.—The Victrola department of J. B. White & Co., this city, under the management of H. G. Ray, have been stimulating record sales materially recently by holding Victrola recitals on Saturday nights, thus drawing the attention of the shopping crowds. Local artists and the Ampico reproducing piano are also enlisted in an effort to make the recitals of musical value and interest, and the crowds attending the concerts fill the available space to capacity. The latest Victor records are featured in the recitals and many sales result directly therefrom.
Increasing Demand Reported for Records and Portable Machines—Trade Optimistic Over Fall Outlook—General Conditions Reviewed

Milwaukee, Wis., June 13.—Considering the season and despite all of the trade deterrents present in the general economic picture, it is fair to say that the condition of recording and phonograph machine business is satisfactory. The demand for records, however, stands out as far more conspicuous in activity than the call for instruments. There never has been a time when sales of records at all shops reached and maintained the volume of the last five months.

In June so far there has been a fair call for the smaller or portable styles which people who spend the Summer in the country or at the lakes which abound in Wisconsin are taking with them to while away the torrid days of the coming few months. Many of these were purchased in past years and some new ones are being purchased for replacement, although, in the main, buyers are those who have larger machines in their city dwellings and are buying the smaller sizes for the country home.

More and more attention is being paid by Milwaukee dealers to the development of the virtually unscratched market furnished by country and inland lake dwellers for the Summer. Some shops have laid plans to make periodical trips at frequent intervals through the lake district within a radius of forty to fifty miles of Milwaukee to comb the Summer residents for record business. Dealers, of course, are not unmindful of the big influence it will have toward selling instruments to those not yet so possessed.

The work of selling instruments seems to be more difficult than it was one or two months ago, and while Summer is regarded as the dull-est season for sales of the entire year the betterment of trade in the late Spring and early Summer is believed to augur well for an unusually good volume to tide dealers over until the active period next Fall.

The accumulation of stocks of instruments, as well as record numbers which manufacturers are replenishing in preparation for Fall business, is receiving much attention at this time. This involves the problem of adequate financing and it is most encouraging to know that bankers in Milwaukee are treating their music customers with liberality. It is recognition of the importance of the music business, its stability and classification as a necessity rather than a luxury.

Milwaukee talking machine manufacturers and jobbers are busier now than they were in February, March and April. It is well to note the dealers, the makers and wholesalers realize that business will not come voluntarily, but must be sought. The merchandising efforts at this time are notable because of the many new methods being used to secure distribution volume.

“Reports from our Victor organization throughout Wisconsin and Upper Michigan are more optimistic than since the first of the year,” said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. “What is even more encouraging is the business being placed with us for future delivery. Victor dealers are no longer buying only from hand to mouth, but realizing that they must fortify themselves against the Fall holiday demand, especially, is very active, the popular numbers having such a large call that it is found difficult to keep stocks of dealers in shape to fill all requirements from day to day. The Brunswick dance record has established a truly wonderful vogue in Milwaukee and vicinity. In machines the console styles are moving lar numbers having such a large call that it is found difficult to keep stocks of dealers in shape to fill all requirements from day to day. The Brunswick dance record has established a truly wonderful vogue in Milwaukee and vicinity. In machines the console styles are moving and jobbers are busier now than they were in February, March and April. It is well to note the dealers, the makers and wholesalers realize that business will not come voluntarily, but must be sought. The merchandising efforts at this time are notable because of the many new methods being used to secure distribution volume.

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Fred E. Yahr, president of the Yahr & Lange Drug Co., Sonora distributor in this territory, was a member of a party of 100 representatives of Milwaukee business men who participated in the nineteenth annual trade extension tour made June 6 to 11 by the jobbers’ division of the Milwaukee Association of Commerce. These trips are designed to bring retailers in the Milwaukee jobbing territory into close contact with the manufacturers and jobbers in the Milwaukee market. This year’s tour, like previous ones, was made by special train, covering 1,000 miles in a week. It traveled through western Wisconsin, southeastern Minnesota and eastern Iowa. Eighty-seven Milwaukee concerns were represented.

Charles J. Orth, Inc., Wisconsin and Upper Michigan distributor of the Purtian line, made in Sheboygan, Wis., reports a steady increase month by month in the volume as compared with a year ago. Carroll’s Victrola Shop, Appleton, Wis., is now comfortably settled in its new quarters at 615 Oneida street, in a new building occupying the site of the old post office. It is considered one of the most artistic talking machine establishments in Wisconsin. Mr. and Mrs. E. F. Carroll are actively in charge of the management.

The Badger Music Shop, Fond du Lac, Wis., has recently increased its capital stock from $25,000 to $50,000 to accommodate the development of the business. It is a Victor dealer and also handles pianos and general musical merchandise. The ownership is the same as that of the Badger Victrola Shop. Leslie C. Park is president of both concerns. Edward Sweeney is vice-president and general manager at Fond du Lac.

The Null Piano Co., 1055 Muskego avenue, this city, which is a large Sonora dealer in the Layton Park district, is breaking ground for a new music store building at Muskego avenue and Grant street, to cost about $40,000.

The J. B. Bradford Piano Co. with branches at 956 Mitchell street, is meeting with a gratifying degree of success in merchandising the Aeolian-Vocalion instruments and records. The entire Aeolian line was taken over by Bradford’s on April 15. It also handles the Victor and the Sonora.

The R. H. Zinke Music Co., one of the principal East Side Victor dealers in Milwaukee, has recently enlarged its Victor record department and also established a complete sheet music department, which is located opposite the record counter. The combination is working out most successfully and a decided mutual advantage has grown out of the combination.

Columbia dealers in Milwaukee and vicinity without exception express themselves as highly pleased with the condition of Grafonola record trade. Disposition of old numbers has been accomplished and standard records at standard prices are now being moved in large quantities.
RESERVATIONS THROUGH SPENCER
Lloyd Spencer, New York, Looking After Interests of Eastern Jobbers in Connection With Special Train to Colorado Springs

All Victor wholesalers situated in the territory east of Pittsburgh, taking in Boston, New York and Baltimore, are urged to make their reservations on the special cars leaving New York on July 7 for the convention at Colorado Springs through Lloyd Spencer, of the Slaz E. Pearson Co., 10 East Thirty-ninth street, New York. Mr. Spencer has entire charge of this matter in the East, and the reservations made through him carry the jobbers right through to Colorado Springs, there being no further details to worry over. Mr. Spencer reports that the reservations are coming in at a rapid rate and appear to indicate a record-breaking delegation from Eastern points.

Reservations on the special train for the jobbers west of Pittsburgh and including the Chicago district are in the hands of Chas. K. Bennett, of the Eclipse Musical Co., Cleveland.

EMERSON ADVERTISING MANAGER

The Emerson Phonograph Co. announced this week the appointment of E. H. Davis as advertising manager of the company, succeeding J. I Bernat. Mr. Davis has had several years' experience in the advertising field, and he is making plans to co-operate with Emerson jobbers and dealers along practical lines.

PURCHASES VICTOR STORE

NEWBURGH, N. Y., June 7.-The Winterroth Piano Co. has purchased the store of B. S. Brown, Victor dealer in this city, and is making extensive alterations. Six booths have been installed, and new equipment is being put in place for an active Fall trade. The store is in charge of Mr. and Mrs. Newman, both of whom are well known in the local trade.

R. R. WILSON TO REPRESENT GRANBY

R. R. Wilson, who for many years was connected with the wholesale branch of the Columbia Phonograph Co. in New York, has been appointed wholesale representative of the Granby Phonograph Corp. in the metropolitan district.

Mr. Wilson is a talking machine man of many years' experience and has a wide acquaintanceship and close friendship with the dealers in this territory to which he has devoted so much of his energy. His experience suits him for the new position which he occupies.

Mr. Wilson will make his headquarters at the New York offices of the Granby Phonograph Corp., 4 West Thirty-seventh street.

Breuer Bros., 775 Woodward avenue, Brooklyn, are featuring Starr phonographs and Bennett records.

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announce to the trade the formal opening of a branch sales office and stock room at

**2957 GRATIOT AVENUE**  
**Phone: Melrose 1576**  
**Detroit, Michigan**

**OKeh Record Distributors**  
Also a complete line of repair parts and accessories

"Get acquainted with Consolidated S-E-R-V-I-C-E!"

**URGES ELECTION OF HOPKINS**

Official Organ of Advertising Club of New York  
Wants General Sales Manager of Columbia Co. for President of the A. A. C. W.

The May 23 issue of Advertising Club News, the official organ of the Advertising Club of New York, was devoted practically in its entirety to propaganda urging the election of Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., as president of the Associated Advertising Clubs of the World. As this issue of The World goes to press the annual convention of the A. A. C. W is being held at Atlanta, and Mr. Hopkins' chances for election are considered exceptionally bright.

The first page of Advertising Club News for May 23 featured the heading, "George W. Hopkins—The Man," accompanied by telegrams and letters from prominent advertising men in all parts of the country, telling why in their opinion Mr. Hopkins should receive the greatest honor in the advertising field. The inside pages contained many more communications of similar tenor from publishers, executives, advertising managers and sales managers everywhere.

For many years Mr. Hopkins has been identified with advertising activities in a broad, general way, and he has occupied all of the executive offices in the Advertising Club of New York, including that of president.

Richard G. Burger, formerly connected with the Columbia Graphophone Co. in Bridgeport, Conn., as research chemist, is reported to have perfected an invention which makes it possible to press 1,500 records from a single nickel-plated matrix, as compared with the former limit of 500 records to a matrix.

**ORCHESTRA BOOSTS OWN RECORD**

Coon-Sanders Novelty Orchestra Helps Sale of Columbia Records by Concert Given in the Paul Talking Machine Shop, Kansas City

KANSAS CITY, Mo., June 6.—A prophet may not be appreciated in his own city, but the fact remains that the Coon-Sanders Novelty Orchestra goes the prophet one better by being distinctly popular with the home town folks, which is attested to by the sale of the first Columbia record made by that organization, namely, "Some Little Bird."

The orchestra, which plays regularly at the Hotel Muehlebach, and is rated as one of the best novelty orchestras in the Middle West, recently gave a concert in the store of the Paul Talking Machine Co., 20th and Main Sts., and there was a world of entertainment in simply watching the little wheel carry the sound-box back to the first groove—accurately, never-failing, unmistakably, WITH NO INTRICATE MECHANISM AND NOTHING TO GET OUT OF ORDER. The general announcement of SPIRA-GRAF will be made soon. We are ready NOW to send to Victor jobbers or dealers complete literature and prices including an enlarged illustration of this wonderful attachment. Victor dealers who know have pronounced it a device that will sell at ONE demonstration with great possibilities for profit. Write NOW for literature.

**CHENEY DISTRIBUTION PLANS**

The New York territory has been added to that covered by the Cheney Sales Corp., of Philadelphia, of which G. D. Shewell is president. This important deal was closed the early part of June and adds to the territory covered by the Cheney Sales Corp. everything west of the Connecticut River in Connecticut, Greater New York, Long Island, northern New Jersey and the lower counties of New York State. This new territory, combined with the Philadelphia field of the company, which reaches west to the Susquehanna and south to Washington, D.C., permits a splendid field of operation for Mr. Shewell and his associates. Burton Collier, who has been the manager of the New York office of the Cheney Talking Machine Co., will become associated with the Cheney Sales Corp. in an official capacity and will continue his operations in the same territory. The Cheney Sales Corp. will take over the offices of the Cheney Talking Machine Co., at 1107 Broadway, New York City, in addition to its offices at 1105 Chestnut street, Philadelphia.
The Stephenson Almanack
1921 JUNE, Sixth Month 1921

Manufacturer’s Calendar

Watch your product. Merit now counts as never before.

Now it is time to study the product to see how certain improvement can be made so that you may be ready for trade later on.

Consider the Stephenson Precision-Made Motor, for it will please your customers.

Work the ground now for a harvest in the fall.

The term, Precision-Made, was introduced into the phonograph industry by the Stephenson Motor—and Stephenson Motors by actual service rendered have now earned the title.

Employ thy time well and throw not away one single minute, says Poor Richard.

STEPHENSON
DIVISION
DE CARLE & SLOAN INC
One Hundred and Seventy Pennington Street
Newark, New Jersey

MANUFACTURERS OF THE STEPHENSON PRECISION-MADE MOTORS AND TONE ARM AND SOUND BOX
that the roadbed will be repaired and transportation put on a normal basis before June 15. Arrangements have now been made for the special train carrying the jobbers to stop at Pueblo for a brief period in order that the conventioners may witness the havoc wrought by the floods in that city.

CONVENTION PLANS COMPLETE
Chas. K. Bennett Makes Personal Visit to Colorado Springs to Arrange Details—Jobbers’ Special Train to Stop at Pueblo

Word has been received from Charles K. Bennett, chairman of the arrangements committee of the National Association of Talking Machine Jobbers, who has been in Colorado Springs looking after the final details of the convention program, to the effect that all the details have now been arranged and everything is ready for the big time.

Mr. Bennett reports that Colorado Springs was not affected by the recent floods and that the officials of the Santa Fe Railroad announce that the Invisible Hinges preserve beauty. The fine cabinet work which is required in many instances to preserve the disguise of talking machine cabinets requires that hinges be as inconspicuous as possible. Soss Hinges are invisible.

Write for Catalogue
SOSS MANUFACTURING COMPANY
778 Bergen Street,
Brooklyn, N.Y.

Soss Invisible Hinges

CHURCHILL CO. HOLDS SALES MEET
Pathé Distributors in Iowa Hold a Most Successful Sales Convention in Burlington

Burlington, la., June 6.—The Churchill Drug Co., Pathé distributors in this territory, with establishments in Cedar Rapids, Peoria and this city, held their first general sales convention here on Thursday and Friday of last week, June 2 and 3. The entire program was a most elaborate one, with close to seventy-five of the executives and salesmen of the company in attendance.

F. S. Churchill, head of the company, presided as chairman and W. N. Churchill delivered the formal address of welcome at the opening session on Thursday. At both sessions on Thursday there were a number of addresses on business subjects made by executives of various organizations and some excellent selling material was offered for the consideration of the conventioners.

On Friday the salesmen reported at the company’s headquarters and made a tour of inspection of the establishment. At the morning session H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., was the principal speaker. There were also other addresses. In the afternoon there was a general discussion of sales problems, even as far ahead as the holiday trade, and the salesmen’s question box was open.

There were several social affairs during the convention, including an elaborate luncheon each day and a banquet at the Hotel Burlington on Thursday evening, with Frank Stockton as the principal speaker.


NEW WALL-KANE MERCHANDISERS
The Progressive Phonographic Supply Co. has announced that those controlling the majority of stock in the company have voted to dissolve this selling organization and that hereafter the Wall-Kane needle will be merchandised by the Greater New York Novelty Co., 3922 Fourteenth avenue, Brooklyn, the manufacturer of the needle.

The Wall-Kane needle is being brought to the attention of the public in suburban communities in a novel manner. There is presented free with each package of needles a balloon for the children. This offer is only made by dealers who have not previously retailed the Wall-Kane line and is, therefore, creating much new distribution for the needle.

FILES PETITION IN BANKRUPTCY
Oklahoma City, Okla., June 6.—The Oklahoma Phonograph Co. has filed a voluntary petition in bankruptcy with the clerk of the Federal Court at Guthrie. The company’s assets are placed at $15,482.71 and liabilities at $16,083.40. The matter has been referred to a referee.

Victor Dealers
The USOSKIN VICTOR MONTHLY WINDOW DISPLAY SERVICE is an investment—not an expense. It pays dividends in increased sales. It attracts attention, brings people to your show window and into your store, and nets you a profit on your investment in a dozen different ways.

Send for sample set and further details regarding this sales-stimulator.

USOSKIN LITHO, Inc.
230 WEST 17th ST., NEW YORK CITY
Gathering at the Hotel McAlpin June 4th Preceded by Theatre Party at Palace Theatre Most Enjoyable Event—Mr. Blackman’s Important Address—Bonus Envelopes Distributed

The twelfth annual banquet of the employes of the Blackman Talking Machine Co., New York, Victor wholesaler, was held Saturday, June 4, at the Hotel McAlpin, New York, being preceded by a theatre party at the Palace Theatre. An interesting program was prepared for the entertainment of the employes, and the afternoon and evening were thoroughly enjoyed by everyone present. It so happened that the Palace Theatre program represented one of the best shows of the year, and incidentally the leader of the orchestra at the Palace Theatre is Ben Roberts, a nephew of Frank Roberts, secretary of the Blackman Talking Machine Co., and one of the veterans of the talking machine trade. Upon arriving at the Hotel McAlpin the Blackman party took possession of the Green Room, which had been reserved for their exclusive use, and after a most enjoyable banquet J. Newcomb Blackman, president of the company, made the address of welcome.

During the course of his address Mr. Blackman gave his organization an intimate idea of the problems which have confronted the company during the past few years, and which have been solved through the use of efficient and logical business methods. The Blackman Talking Machine Co. has been in existence for nineteen years, and during this period has been a foremost factor in the Victor industry in New York. Personally, Mr. Blackman has for many years been one of the leading members of the National Association of Talking Machine Jobbers, having served as its president and as a member of its executive committee for many years.

For several years the company occupied space at 97 Chambers street, and then moved to 81 Reade street, where its lease expired on May 1 of this year. Mr. Blackman briefly traced the history of the company, telling how he and his associates recognized the fact that the quarters at 81 Reade street were far inadequate for the company’s growing business. They decided to look for new quarters the early part of this year, and the paramount factor in the search for a new home was the question of a floor or building which would provide the employes with ideal working conditions. Several excellent locations were rejected because of minor disqualifications, but finally a floor was found in the building at 26 to 30 West Twenty-third street. Mr. Blackman looked over this floor carefully, and was soon convinced that it met the company’s requirements in every detail. It furnished the employes with excellent working conditions, and the shipping and freight facilities were exceptional. The lease was closed and the company took possession of its home on May 1.

Mr. Blackman paid a hearty tribute to the invaluable co-operation given the company by its employes during the removal period, as many of the men worked well into the night in order that the new home might be occupied on schedule date. In closing, Mr. Blackman predicted that his organization would attain unlimited success in the future, as the spirit evinced by every member of his staff assured this success.

Upon completing his address, Mr. Blackman announced that the employes would receive bonus envelopes in accordance with the plan instituted by the company twelve years ago. Under the terms of this liberal profit-sharing plan every employe who has been associated with the company during its complete fiscal year shares in the profits, and this system has been an important factor in the success attained by the Blackman organization. Fifteen employes shared in the 1921 bonus plan, among these being Fred P. Oliver, vice-president and general manager; Frank Roberts, secretary; George Thau, assistant secretary; James F. Ashley, assistant treasurer; C. L. Johnston, sales manager; Edgar S. Palmer, A. D. Robbins, Walter R. Grew, Charles R. Marquis, Jr., John Mills, Charles W. Cornwell, Miss Elizabeth Reighton, Miss M. V. Johnstone, Miss Mae Dranow and Miss L. W. Haggery.

In addition the stockholders of the corporation received a dividend based on the company’s activities the previous year and several of the employes participated in this stock dividend. Incidentally, Mr. Blackman stated that plans were being made whereby the employes of the organization would be given an opportunity to become stockholders on a liberal basis to be announced in the future. Among these stockholders who were present at the banquet and who received their dividends were the following: Fred P. Oliver, Frank Roberts, George Thau, Mrs. J. Newcomb Blackman, Mrs. F. P. Oliver, Mrs. Anna A. Houghton and Mrs. Irene C. Blackman.

As a fitting finale to the banquet Mr. Blackman announced that C. L. Johnston, who was appointed sales manager of the company about a year ago, would be the subject of another address. (Continued on page 170)
This Book Simplifies Musical Merchandising

HERE is a guide to Successful Musical Merchandising. Here is a most complete line of Musical Merchandise (one of the largest in the United States) condensed within the covers of one small, valuable book.

It is our Confidential Trade Price List. Hundreds of GRETCH dealers find it a valuable buying guide.

It puts at their command the choicest offerings of the world's markets. A modest inventory, backed by this book and GRETCH service, enables GRETCH dealers to meet every musical demand—and profitably, too!

If you haven't this book, just drop us a card and we'll send you a copy by return mail. Free, of course.

Musical Instrument Makers Since 1883

54 to 80 Broadway
Brooklyn, N.Y.

LOCAL BRUNSWICK ACTIVITIES

Manager Strauss Pleased With Dealers' Activities—Members of Local Staff Visit Chicago

E. A. Strauss, general manager of the Brunswick-Balke-Collender Co., New York, is enthusiastic regarding the plans and preparations being made by Brunswick dealers in the East for an active Summer and early Fall trade. Mr. Strauss states that Brunswick machine sales are more than holding their own and that his organization is endeavoring to impress upon the dealers the urgent need of instituting intensive campaigns so that they may receive their full quotas of Summer business.

Chester I. Abelowitz, metropolitan representative of the Brunswick offices in New York, recently spent two weeks at the factory in Chicago for the purpose of acquainting himself with the latest data pertaining to the manufacture of Brunswick machines and records.

Mr. Abelowitz, of the Brunswick recording laboratories in New York, spent a few days in Chicago recently visiting the Brunswick offices and factory.

T. F. Garland, who represents the company in New Jersey and Long Island, has opened up a number of new accounts in this territory, and in addition many of the older Brunswick accounts are remodeling their stores in anticipation of an active Fall trade. Dealers appreciate Mr. Garland's visits. He is helpful and stimulating.

DO YOU KNOW ABOUT . . . . THE NEW IMPROVED KING-O-TONE PORTABLE

Several patented features which are a positive sales asset.

1. Case and handle; guaranteed cowhide leather, in black or mahogany brown finish.
2. Nickel polish trimmings throughout.
3. Resonator.
4. Special velvet lined compartment for ten and twelve-inch records.
5. Sliding door, velvet lined compartment for tone arm and crank.

Retailing at $37.50.
This is the season.
Write today for samples and discount.
Prompt delivery.

NEW YORK OFFICES: 51 East 42nd Street

SALESMEN—A firm making material needed and used by every dealer and repairman in the trade, looking for a business in the East, is desirous of extending its business westward and southward. We invite applications from worth-while men to represent us. The men selected must be workers and want business enough to hustle for it on a strictly commission basis. These men will be backed by strong advertising. You may reply in strict confidence, giving return address. "Box 965," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Side line salesman to sell a complete line of phonographs and musical accessories. No samples to carry. You can earn all your expenses during spare time. "Box 958," care The Talking Machine World, 373 Fourth Ave., New York City.


SALESMEN—The largest phonograph job-lot house in America needs salesmen to represent it in many sections of the country. Guaranteed cabinets, motors, tone arms, hardware sets; machinery can be sold in large quantities at prices beyond competition. Every manufacturer, jobber and large user of phonographs and cabinets is open for startling bargains. We have them. One large deal every month will easily net $15,000 a year. Address "Box 965," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Laboratory and matrix expert, with 18 years' experience, would like to have interview with any talking machine company. Address "Box 942," care The Talking Machine World, 373 Fourth Ave., New York City.


A SIDE LINE WITH SUBSTANTIAL PROFIT. Men now selling phonographs or booths will find it extremely profitable to sell our popular line of pianos and players. Fine as side line. Address Opportunity, "Box 846," care The Talking Machine World, 373 Fourth Ave., New York City.


POSITION WANTED—A capable phonograph salesman is open for a road or manager's position. Any reference desired. Address "Box 964," care The Talking Machine World, 373 Fourth Ave., New York City.

FANTUS BROS. 
519-531 S. Dearborn St., Chicago, Ill.

FOR SALE

INVENTION FOR SALE

WANTED
100 heavy type motors, double spring, also 100 large tone arms. Give cash price in first letter. H. A. Sage, 329 E. Fort St., Detroit, Mich.

FANTUS BROS. 
519-531 S. Dearborn St., Chicago, Ill.

SPECIAL LABEL RECORDS
Large phonograph company offers to manufacture 10" standard phonograph records with your own label. Releases of not less than twenty (20) selections per month. Standard selections from our own catalog of over one hundred numbers. Popular numbers recorded and released monthly. H. X., care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED
Six phonograph booths, state make; also one Unico or Victor, glass top, and record racks. Address E. J. Brodbeck, 72-74 W. First St., Mt. Vernon, N. Y.

WANTED
Position as wholesale or retail salesman, wholesale preference. Have had over three years' experience in phonograph sales. Address "Box 921," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Salesman wants to sell talking machine needles in the following territory: Western Pennsylvania, West Virginia, Ohio, Detroit and Buffalo. "Box 957," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Victor and Columbia salesman, has knowledge of records in all languages and understands entire line. Address "Box 928," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Cashier and credit man, three years' experience. Desires position with a game, desires to make a change. "Box 960," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Successful sales manager, managed largest wholesale and retail departments, desires position in Chicago area. Address "Box 926," care The Talking Machine World, 373 Fourth Ave., New York City.


1.000 SWISS MOTORS
Nickel plated, double spring. Imported Swiss motors of excellent quality. Equipped with worm drive. 12" cast iron turn table, suitable for a phonograph selling from $50 to $150.00. Price, $5.75 each.

E. L. CUEENDT
150 West 49th St. New York

10,000 phonograph motor springs, 16 ft. by 1/4" by 1/16". First quality and in perfect condition. Will sell at a sacrifice. "Box 921," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE
FANCUS BROS., 519-531 S. Dearborn St., Chicago, Ill.

CONSULT PAGE 172 FOR FURTHER CLASSIFIED ADVERTISEMENTS
Jobbers—Large Users—Manufacturers

The following guaranteed merchandise of a nationally known manufacturer is open for bids:

I. 2000 heavy cabinets 46", 48", 51", 53" high, of handsome design. Name plate of manufacturer can be had if desired.

II. 1000 two and three spring motors built by same manufacturer.

III. 1000 high-grade tone arms with reproducers of same brand as above mentioned.

IV. 15,000 heavily nickel-plated cabinet hardware sets.

We have excellent facilities and are willing to assemble and equip these cabinets for those unable to do it. As these cabinets are yet unbored, buyers can select what motors they like.

For large users this is an extraordinary opportunity to buy high-grade phonographs at prices reduced beyond competition.

Write at once for appointments in Chicago or for our representative in your city or for samples.

The Chicago Phonograph Realization
1427 CARROLL AVE.
CHICAGO

VALUABLE NEW VICTOR BOOKLET

"The Victrola in Correlation With English and American Literature" a Volume of Much Practical Interest to the Educator

The Victor Talking Machine Co. has just issued another booklet which represents a most important addition to the extensive educational library of that company. The new volume is entitled "The Victrola in Correlation With English and American Literature," and covers very completely an extremely important subject in which Americans have been too prone to regard music as something apart from the commonplace events of daily life, and that the European declaration that Americans are unmusical is due largely to an ignorance of the subject. Much excellent advice is offered to the teacher regarding material most suited to the various classes of work. And there is a page devoted to English and American literature, classified according to titles, and then again according to composers and writers.

OPEN OFFICES AS ENGINEER

Maximilian Weil Acting as Consulting Engineer in Talking Machine Industry—Well Known in Engineering Field

Maximilian Weil, formerly vice-president and chief engineer of the Sphinx Gramophone Motors, has resigned from this company's service and has opened offices as consulting engineer at 100 Broad street, New York. Mr. Weil has already arranged to handle the affairs of a number of talking machine concerns, and one of the recent additions to his clientele is the Silent Motor Corporation, Brooklyn, N. Y.

Mr. Weil is well known in the talking machine industry, having specialized for many years in the development of the technical end of motors, tone arm and phonograph manufacture. He is a member of the American Institute of Engineers, the Aeronautical Society of America and a number of other engineering organizations. His engineering experience is wide and diversified, as he was associated with the Westinghouse Electric & Mfg. Co., S. Pearson & Son, London, Eng., the Bell Motor Co. and the engineering staff of the New York Central Railroad at the time of its electrification. For a number of years he was consulting engineer prior to becoming associated with the Sphinx Gramophone Motors.

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., addressed the Bridgeport Advertising Club at its meeting on Wednesday, June 1, held at the Seaside Club. Mr. Hopkins' address was enthusiastically received by the members of the Bridgeport advertising fraternity and he gave a number of valuable sales and publicity suggestions.
fanatical element of trade unionism which seeks every support to
against the political claims of labor while giving standing, among business men there is an air of
nothing on the official unemployment dole. able state of things, is
able just to exist, which, though a very deplor-
of, practice, especially in the factory, of maintain-
In some I notice that skeleton staffs only are
never before equaled within the trade history.
in general is held up.
These wretched facts of the situation notwith-
LONDON, E.
C., May 28.—The coal strike still
controls the trade situation. Its continuance to
any extent of time must be disastrous. Industry
in general is held up. So long as that continues
the gramophone and all other branches of the
music industry must needs suffer a setback as
never before equalled within the trade history.
At most of the gramophone warehouses and
offices the usual signs of business are absent.
In some I notice that skeleton staffs only are
retained, while other firms have adopted the
practice, especially in the factory, of maintain-
ing the majority of their employees on two, three
or four day shifts only—one week on, one week
off, alternately. By this method the men are
able just to exist, which, though a very deplor-
able state of things, is far better than giving
work to a chosen few and letting the rest do
nothing on the official unemployment dole.
These wretched facts of the situation notwith-
standing, among business men there is an air of
sober optimism engendered by the belief that
this time the Government means to stand firm
against the political claims of labor while giving
every support to its genuine grievances. The
fanatical element of trade unionism which seeks
to hold up the country over every kind of dis-
pense without reasonable justification must be
brought to understand that unless labor settles
down to honest workmanship, a good service and
the acceptance of arbitration or other rea-
sonable method of settling genuine disputes, the
industries of this country will be out-
developed and restricted to such an extent as to
saddle the country with a large army of un-
employed and eventual trade stagnation such as
we are witnessing to-day.
With much of this in mind the British gramo-
phone trade is adopting a waiting attitude. Finan-
cial and business resources are being con-
verted. Within such limits trade is maintained
as vigorously as immediate circumstances war-
rant and no opportunity is lost to turn an honest
penny, so to speak. In this regard there are
one or two firms whose outstanding efforts make
for encouragement among dealers. For instance,
the "His Master's Voice." Zonophone and Win-
ter companies are what might be termed active.
Press publicity and the maintenance of the usual
retail service represent points of merit through-
out their respective organizations, and the news
published elsewhere of the laying down of a new
pressing plant for "popular" records is decidedly
a bright star in an otherwise dull firmament.
These remarks refer particularly to the record
side of the business. Proportionately, record
sales are ahead of machine sales, or, in other
words, their field of sale is mainly applicable
to existing machine owners, the percentage of rec-
ord sales to new buyers being very small. Deal-
ers tell me that few new machine buyers have
been registered during the last month or so; in
fact, this branch of the trade has been abnor-
mally slow. The models most in demand are
portables and the higher-priced table grands and
medium cabinets. Owing to great numbers of
mechanics, miners—in fact, all classes of work-
men—being unemployed the sales of cheap in-
struments are few and far between.
A Typewriter of Music Invented
Many have been the attempts to produce a
machine that could be made to legibly write
music. How difficult such a proposition is a
moment's thought will reveal. Nevertheless it
has been done. The music typewriter was shown
for the first time at the Printers' Exhibition,
London, and though its environment may be re-
garded as reminiscent of a Daniel in the Lions'
Den, the printer-exhibitors spoke not so much
in wrath as in admiration. In fact, its inventor,
the Rev. T. Walton, expressed to me his satis-
faction at the honor heaped upon his apparatus by
his colleagues who had seen it.
Somewhat after the size and style of an ordi-
nary typewriter, the music typewriter prints by
pressure as distinct from the hammer blow of a
key. It rules the staves, spaces and prints the
notes just like ordinary printed music, and by
every manipulation notes and bars are put in
relation. Equal in width is the trans-
posing device by which the instrument auto-
matically transposes as the operator copies. The
music typewriter is quite easily worked; a little
practice but no expert knowledge is required.
Levy on German Exports Reduced to 26 Per Cent
Following upon the receipt of Germany's un-
derwriting to honor the treaty of Versailles, it
(Continued on page 174)

‘His Master’s Voice’

—the trade-mark that is recognized
throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammofon-Aktie-
elskab, Frihustn, Copenhagen.

FRANCE: Cl. Francaise du Gramophone, 115
Boulevard Richard Lenoir, Place de la Republique,
Paris.

SPAIN: Compania del Gramofono, 56-58 Batanes,
Barcelona.

SWEDEN: Skandinaviskt Grammofon Aktie-
bolaget, Drothetny Gatan No. 41, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45,
Newsky Prospekt, Petrograd—"Petrozavodsk," No.
Bolnyaka, Stolypinsky Dvor, Moscow; 10, Godlewskiy
Prospekt, ZIFIA; New Delhi 50, Warmen; 11
Michelowskiya Ustas, Baku.

ENGLAND: The Gramophone Co., Ltd., 139,
Bai,

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX

ENGLAND
was thought here that the levy of 50 per cent imposed under the Reparation Act passed recently by the British Parliament would muni-

cifically be abolished. But not so! In answer to a query about it Austin Chamberlain said: “The Government thinks it inexpedient to repeal or suspend the act until it has had further experience of the working of the terms to which Germany has just given her adherence. The rate of duty will be reduced to 20 per cent and its collection here will be in substitution for, and not in addition to, the general levy on all exports from Germany.

This duty, by the way, which was of course designed to be met by the German Government, is really being paid by the British consumer. Since the imposition of this duty or tax the majority of German manufacturers have declined to accept orders from U. K. buyers unless accompanied by the full payment of the value of the goods. When this was done, upon delivery of the goods-the British importer was called upon to pay the 50 per cent reparation duty in addition to the ordinary 33½% customs tariff. And thus the public pays in the end what it was meant the Germans should pay. There is con-
solation in the thought that perhaps as a result the public will find British goods cheapest in the long run.

Speech Made Visible by New Invention

A wonderful new invention called the Lioret-

graph is shortly to be brought to this country from France by the London University College authorities for research work into phonetics. The Lioretgraph (named after M. Lioret, the Paris inventor) is for making extremely accurate tracings upon permanent records of the actual vibrations of sound in articulated speech.

D. Jones, director of phonetics of the Univer-
sity, told a Daily Chronicle representative that the instrument is unique. It is worked by motor power. “When one utters a vowel sound,” said Mr. Jones, “the room is full of vibrations, and each different sound gives vibrations of differ-

dent shape. In the presence of the Lioretgraph a person saying ‘ah’ would record upon paper on the instrument a little, wabbly, symmetrical line. The principle involved is similar to the ordinary phonograph, but, by means of extremely delicate mechanism, the effects of speech are enlarged an enormous number of times.”

“His Master’s Voice”

Information from the above company makes very interesting reading. Notwithstanding the present disastrous industrial circumstances the Hayes motto evidently is “Business as Usual,” for “His Master’s Voice” speaks as eloquently as ever.

To its wonderfully complete catalog the com-
pany has issued a No. 1 supplement of interna-
tional celebrity recordings. It is produced on the same all-complete lines as the catalog, a brief history and photo of each artist accompany-
ing a list of recordings. This supplement will be issued at intervals.

FROM OUR LONDON HEADQUARTERS--(Continued from page 173)

Of the latest musical revues, or whatever they are called, this firm announces records of the “hits” from “Sybil,” “The League of Notions,” “Robey en Casserole,” and “Faust on Toast,” all successful plays now running at different London theaters.

As from July 1 a reduction amounting to one-
third of the present price is being made on all the “His Master’s Voice” steel needles and needle outils.

Miscellaneous News of Interest

Another American invention, the Repeato-

graph, has received favorable notice by the Brit-

ish trade. It is being factored by the well-


known house of Keith Prowse & Co., Ltd., which has branches in several chief shopping centers of London.

Messrs. Pathé have recently added to their list of language records a new series in French which cannot fail of appeal. The Sound Recording Co., Ltd., has secured the services of Arthur Gilbert to augment its recording staff. Mr. Gilbert is a well-known authority in this branch of the business and for many years he supervised the recording at the Hertford Record Co.’s factory. Zonophone dealers should be proud of the splendid free advertising service provided for them by this company. Its expert publicity expert has just issued a further batch of “copy” in the form of complete stereo. Some hundreds of Zono dealers now take advantage of this scheme. C. B. Townsend has joined the staff of A. Bal-

combe as wholesale representative. His ground will cover both London and the Provinces.

“Winner” Record Service Maintained

Whatever the position in regard to record sales generally, it is of special interest to learn that the all-British “Winner” is true to its name. Recent advice permits one to say that, all cir-


cumstances considered, the sales of this record are satisfactory. Big things cannot be expected these times of strikes and general industrial dis-
turbance, but I am glad to chronicle the fact that there has so far been no restriction of the Win-


er record monthly supplements, or in the quality of the record. This month’s program includes no less than twenty-four really up-to-date titles by artists who are favorably known in their par-


ticular musical sphere.

Build Audition Rooms

In the current Voice the editor usefully dis-
courses upon the value of audition rooms. Out-
side the large stores and a few selected retail music shops, dealers do not permit themselves—
or, rather, their customers—the comfort of try-


ing over records in a private parlor or salon. If dealers would only realize this and install a few sound-proof booths they would quickly reap the advantage of their expenditure. Quite efficient audition rooms can be erected at comparatively small cost. A very admirable method of parti-


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 Tem-
pered 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
Every attractive record is 2132, "Starlit Doll" and "Dance of the Little Dutch," bell solos by E. W. Rushworth, with orchestra accompaniment. No. 2130, "Shoemaker Ned" and "Love o' Mine," two good songs by Geo. Parker. Miss Bessie Jones, though not quite at her best, contributes a couple of welcome numbers, "For One Sweet Day" and "Lantern Time of Love," on record No. 2127, "Black Diamond Band," which also treats us to a rendering of "Ballistros," a pretty one.

Finally, on No. 2127 we have parts I and II of "Military Church Parade" by the great St. Hilda Colliery prize championship band, which plays both numbers excellently well. Altogether a very salable list of records.

Federation of British Music Industries

The present moment of the Federation is focused on the forthcoming convention at Ramsgate. As at the time of writing the coal strike still continues, any accurate forecast of results is as yet impossible. It is, however, certain that the convention will not be canceled.

The list of subjects for discussion at the various conferences has already been announced. It only remains to add that, after the annual general meeting of the M. T. A. on May 27, time permitting, there will be a discussion on "Hire Purchase Transactions" in relation to accounting; that on May 27 there will be a meeting of the Gramophone Dealers' Association, when the following subjects will be discussed: (a) "Should dealers be allowed to sell obsolete records at reduced prices?" (b) "Is there a special position for record hire purchase systems as applied to gramophones?" and that on the following day there will be a meeting of dealers and others interested in the sale of sheet music.

The motto of the convention will be "Business in the morning; pleasure in the afternoon." Suitable arrangements for daily motor runs and other entertainment have been made, and there will be a golf tournament.

The weekly propaganda articles issued by the Federation are now being published by several leading provincial newspapers. These articles, which are designed to stimulate a general interest in the subject of music, are, to judge by the correspondence they have drawn, achieving their purpose. Arrangements have been made for the dissemination of Federation news in British papers through the medium of the Press Association, Ltd., with resulting rapid and widespread publicity for such news in a large number of journals overseas.

A special committee of exhibitors in the music trade met at the Federation offices recently to discuss various important matters in connection with the British Industries Fair. They recommended that at the fair future musical instruments should be exhibited only in the music section, into which goods other than music goods should not be admitted; that pianos and gramophones should be separated as widely as possible; and that the Federation should continue to represent the music industries in connection with the fair.

PLAN AN ACTIVE FALL CAMPAIGN

Philadelphia, Pa., June 8.—The National Publishing Co., of this city, manufacturer of record albums, has planned a systematic and energetic campaign for Fall business. One of the first shots fired in this campaign was a general letter sent to the trade the early part of the month concerning record albums. In this letter the popularity of the album for the filing of records is treated upon in the opening paragraph. The letter is fully descriptive regarding styles, sizes and advantages of construction. In this letter attention is also directed to the special department for making albums in special binding designs for large users who stock their cabinets. These albums are made up with individual imprints when desired. The National Publishing Co. is optimistic regarding future developments in the trade and expects general good business will be found in the Fall.

The McCulbee Phono. Co. has succeeded the Vitonola Distributing Agency in Dallas, Tex.

"Does It Play All Records?"

Certainly MAGNOLA does; and without any extra attachments, too. This is only one feature, albeit a most important one, that completely sets GLASSES MAGNOLIA apart from the competition. You get the complete MAGNOLIA -- the superior appearance and its moderate price.

MAGNOLIA "Built by Tone Specialists"

May we send you our handsome illustrated catalog check full of information concerning this highly equipped construction system of MAGNOLA and the beauty of its appearance, the moderate price for all it offers? Send your name and let us tell you more!

This invention relates to a repeating mechanism for phonographs or talking machines and more especially to means for automatically playing or successively reproducing a phonographic record indefinitely, within the range of the particular motor employed, and practically without interruption.

Phonographs and instruments of like character are extensively employed for the purpose of producing dance music, and in this use it is desirable to repeat the selection indefinitely, and without the interruptions incident to replacing the reproducing needle by hand.

An object of the present invention therefore is to provide a simple, inexpensive, efficient and self-contained attachment for phonographs, capable of accurately producing the results above indicated.

A further object is the production of an attachment of the character indicated by agency of which the reproducer is automatically raised each time its needle reaches the end of the record, is instantly and automatically returned to its starting point and in like manner lowered into operative engagement with the record groove, practically without interruption.

Figure 1 is a top plan view of the repeating attachment in position upon a disk record, with its operating arm in retracted normal position, the tone arm and sound box being at starting point upon the record; Fig. 2 is a fragmentary view also in plan showing the operating arm projected at the instant of delivering the sound box to its outermost or repeating position; Fig. 3 is a side elevation of the invention showing same at the instant of picking up a sound box for replacement, and also in dotted lines the sound box as replaced by the end of the operating arm; Fig. 4 is a top plan of the invention detached; Fig. 5 is a vertical central section through parts shown by Fig. 4; Fig. 6 is a vertical transverse section taken on the zig-zag line 6--6 of Fig. 5; Fig. 7 is an end view showing in vertical plan the underside of the base plate of attachment.


This invention consists in certain new and useful improvements in phonographs of the type provided with rotary record tables and the objects of the adaptation of the phonograph to the playing of a plurality of records at a succession of one or more times.

For the accomplishment of the above-named purposes a phonograph has been produced characterized by a plurality of rotary record tables, each power-driven and arranged in relation to single sound arm, sound box and needle or other reproducer engaging member, means being provided whereby the sound groove engaging member is brought in turn into engagement with the sound groove of each record, the member being automatically shifted from one record to the other. Means are also provided for adjusting the mechanism whereby the said member is caused to engage the sound groove of a record at the beginning of the sound-recording portion of each groove and is removed from engagement with said groove at the end of the sound record.

Means are also provided for automatically stopping the machine when the desired operation has been completed.

In the accompanying drawings, which are, however, merely intended to illustrate a practical embodiment of the principles of the invention without limiting the scope of the latter to the construction shown, Figure 1 is a plan view of a phonograph adapted for playing two records in succession; Fig. 2 is an elevation of the same; Fig. 3 is an enlarged detail showing the track stop, Fig. 4 is a detail in section showing the driving mechanism carried by the tone arm; Fig. 5 is a fragmentary elevation showing a section of the track and the driven wheel running thereon; Fig. 6 is a sectional view of the track showing the method of setting the same to raise or lower the driven wheel at the proper moment at the beginning or end of a record; Fig. 7 is a similar view showing the wheel engaging the track, and Fig. 8 is a view similar to Fig. 7 showing the phonograph adapted to play four records in succession.


This invention relates to improvements in phonographs, especially of the Victor type, and particularly to means for returning the goose-neck tone arm and needle at the end of the record and resetting the same preparatory to replaying.

The principal objects of the invention are the provisions of an automatic means for playing phonographs using flat disc records and the provision of a brush to remove accumulation of dust in the record grooves in advance of the needle.

Figure 1 is a top plan view of a conventional form of phonograph indicating the application of the invention; Fig. 2 is a fragmentary sectional view taken on line 2--2 of Fig. 1; Fig. 3 is a plan view of the actuating mechanism shown in one of its positions; Fig. 4 is a fragmentary plan view showing the operating arm in another position; Fig. 5 is a plan view similar to Fig. 3 showing the arm in a different position; Fig. 6 is another plan view of the mechanism attached to an enlarged scale; Fig. 7 is a perspective view of the horn support; Fig. 8 is a plan view of the control sector; Fig. 9 is a front elevational view of the same and Figs. 10, 11 and 12 are plan views showing the operating parts in their different positions.


This invention relates to amplifiers or more particularly to horns used upon any of the many approved types of gramophones, and an object of the invention is to provide a horn which will carry and magnify the music or sound reproduced by a mechanism reproducer, and one which will be free from any metallic sounds, resulting in the reproducing of clear life-like notes and sounds.

Figure 1 is a side elevation, partly in section, of a horn constructed in accordance with this invention; Fig. 2 is a cross section taken on the line 2--2 of Fig. 1; Fig. 3 is a section on the line 3--3 of Fig. 1.


This invention relates to lid-supporting devices for holding a lid in open position and has for its object the provision of a novel device for holding open the lid or covering of a talking machine cabinet, the device automatically operating to hold the lid when the lid is merely raised and the device furthermore permitting return of the lid to closed position when the lid is merely raised somewhat above its normal open position.

Figure 1 is a fragmentary sectional view through a talking machine cabinet and its cover, showing the device applied thereto and showing the cover closed; Fig. 2 is a similar view showing the cover in open position; Fig. 3 is a similar view showing the cover raised excessively to release the holding means; Fig. 4 is a similar view showing the holding means fully released; Fig. 3 is an enlarged detail of the lid-carried arm; Fig. 6 is a detail of the element carried by the cabinet, and Fig. 7 is an edge view of the lid-carried arm.


In the usual construction of phonographs it has been the practice heretofore to use a single reproducer arm which is rotatably mounted at one end and has a needle-carrying sound box secured to the other end thereof.
This invention, however, pertains to an improved form of a phonograph reproducing mechanism in which a plurality of adjustable reproducing arms are provided attached to a single support rotatably mounted on the phonograph cabinet, whereby said arms may be simultaneously rotated to permit the playing needles thereof to simultaneously engage in the same groove of a record to permit the diaphragm associated with each needle to transmit a recorded tone wave to an independent megaphone to produce an apparently single tone of increased carrying power and volume.

It is an object of this invention to produce a phonograph provided with a plurality of simultaneously rotatable, adjustable reproducing means and a multiple-arm reproducer mechanism constructed with a support rotatably mounted on the phonograph cabinet.

This invention also contemplates the provision of means in conjunction with the stop mechanism for repeating the record two or more times up to six complete repetitions before the stop mechanism becomes effective. It also contemplates the provision of means for an indefinite number of repetitions, depending solely upon the life of the power which drives the motor.

It is further an object of the invention to construct a phonograph equipped with a rotatable support for carrying a plurality of adjustable reproducing means, disposed at an angle with respect to each other, and adapted to be rotated simultaneously with said support, and engage in practically the same point of a groove of any of the standard types of records to apparently produce a single tone of increased volume and carrying power.

It is an important object of this invention to construct a phonograph reproducing mechanism of simple and effective construction, and having a plurality of sound-reproducing means simultaneously rotatable and each provided with an independent stylus sound box and horn.

In the drawings:

Figure 1 is a top plan view of a double-arm reproducer mechanism embodying the principles of this invention; Fig. 2 is an enlarged side elevation thereof; Fig. 3 is an enlarged section on line 3-3 of Fig. 1; Fig. 4 is a section taken on line 4-4; Fig. 5; Fig. 6 is a sectional view taken on line 5-5 of Fig. 1; Fig. 6 is an enlarged sectional detail taken on line 6-6 of Fig. 1; Fig. 7 is a fragmentary section with parts in elevation, taken on line 7-7 of Fig. 6; Fig. 8 is a fragmentary front elevation of a phonograph cabinet; Fig. 9 is a side view thereof, partly broken away to show the horn construction; Fig. 10 is a view similar to that shown in Fig. 5 of a modified form of the device.

It is also an object of this invention to produce a stop mechanism for a talking machine motor, which operates, not upon a predetermined setting, but solely upon the completion of the record regardless of the location of the end of the groove upon the record tablet.

This invention also contemplates the provision of means for an indefinite number of repetitions, depending solely upon the life of the power which drives the motor.

A further object is to provide a resonant amplifying horn or chamber, which is adjustable into and out of the sound passage of the cabinet.
EDISON MEN AT ST. LOUIS CONVENTION

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in

EDISON DEPARTMENT MEET IN ST. LOUIS
Quartet of Prominent Edison Men Who Attended Missouri Gathering

EDISON MEN AT ST. LOUIS CONVENTION
Iran, Edison supervisor; A. H. Curry, president and general manager, Texas-Oklahoma Phonograph Co., Dallas, Tex., and J. W. Scott, Amorosa Records manager. The happenings at this convention were reported in last month's World.

NEW KINDERGARTEN RECORDS
Columbia Co.'s Educational Department Issues Twelve Records for Children

The educational department of the Columbia Graphophone Co. has issued twelve new kindergartan records in the series it established a few months ago. The set now comprises twenty records, offering eighty selections in all of the world's best music, specially interpreted for the child's needs. Approved by Patty Smith Hill, associate professor, Teachers' College, Columbia University, and personally supervised by her assistants in the Horace Mann School of Teachers' College, Ethel M. Robin-son, Helene Kneip and Louise Birch, these records represent remarkably fine interpretations of these classics for the purpose.

Through the large sales already secured prominent educators have come to recognize the distinctive character of the work the Columbia educational department is doing for the schools of the country. Not only have they testified that these records are ideal for children, but that the entire series is excellent school equipment of an educational type.
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New Haven, Conn., Columbia Graphophone Co., 204 Meadow St.
New Orleans, La., Columbia Graphophone Co., 517-519 Canal St.
New York City, Columbia Graphophone Co., 524 West 50th St.
Omaha, Neb., Columbia Graphophone Co., Eighth and Jackson Sts.
Philadelphia, Pa., Columbia Graphophone Co., 40 N. 8th St.
Salt Lake City, Utah, Columbia Stores Co., 231 South West Temple.
Seattle, Wash., Columbia Graphophone Co., 911 Western Ave.
Spokane, Wash., Columbia Stores Co., 161 South Post St.
St. Louis, Mo., Columbia Graphophone Co., 1127 Pine St.
Tampa, Fla., Tampa Hardware Co.

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VICTOR DISTRIBUTORS

Articles of Interest in This Issue of the World

Time to Move Forward to an Era of Prosperity
How Lack of Concentration in Selling Ideas Confuses the Customer
The Importance of Price Maintenance
Developing the Campaign for Better Business
The Development of Trade in Summer Months
Importance of the Talking Machine Industry - More Largely Recognized
The Opportunities That Lie in Cultivating the Trade of the Foreign Born in America
Symposium of Up-to-date Talking Machine and Record Sales Suggestions
Utilizing the Holidays and Baseball Season as Business Developers
Credit Manager's Problems - Analyzing 3,000 Representative Accounts
The Relations of Banker and Merchant
Knowledge of Constructive Features of the Talking Machine a Helpful Sales Point
The Dealers' Vital Part in Music-Memory Contests Held in the Schools
Going After the Summer Talking Machine Business Where Summer Business Is
Credit...Concentration of Southern Victor Dealers
An Original Publicity Stunt
“Window Night” Festival a Trade-Making Medium

A Talk on Low Installment Terms
Census Figures Bearing on the Industry
Unfairness of Excise Tax on Music Shown
Large Market for Records Among Summer Cottagers If Trade Is Intelligently Developed
Figures on Talking Machine Exports and Imports
How “Red Seal Derby” Stimulates Record Sales
A Serve-self Plan of Selling Records
Utilizing the Holidays and Baseball Season as Business Developers
Credit Manager’s Problems - Analyzing 3,000 Representative Accounts
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Credit...Concentration of Southern Victor Dealers
An Original Publicity Stunt
“Window Night” Festival a Trade-Making Medium
They Came  They Saw  They Bought

52 NEW AGENCIES were contracted for by dealers who visited the exhibit of the

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James S. Holmes
Vice-President

1664 Broadway
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THE DEMAND FOR

OLYMPIC RECORDS

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Olympic Records establish a new era in the reproduction of sound. The surface noises have been practically eliminated, and the recording is nothing short of marvelous.

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Edison Message No. 95

If the Excise Tax on phonographs is increased, the price of Edison Phonographs must be advanced.

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ORANGE, NEW JERSEY