The word “Victrola” as well as the picture “His Master’s Voice” is an exclusive trademark of the Victor Talking Machine Company. Being registered trademarks they cannot lawfully be applied to other than Victor products.

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

Victor Talking Machine Company, Camden, N.J.
The following advertisement which recently appeared in the New York newspapers speaks for itself.

HEADQUARTERS FOR VICTROLAS
NOW ALSO HEADQUARTERS FOR

THE INSTRUMENT OF QUALITY

CLEAR AS A BELL

IT has always been the philosophy of this institution that one cannot play every instrument in the band. That is why for twenty years we have preached exclusively the gospel of Victor Quality. We are not now changing our philosophy, but proving it. Our devotion is to a principle, not a name. That principle is Quality. For twenty years its only synonym was Victrola. Today it is also Sonora. The Victrola still stands for Quality there has been no change. But its historic isolation is challenged. A pupil has drawn level with the master and supremacy has company. As children look equally good to their mother, so ours look equally good to us. It is a case of doubled, not divided devotion. We neither like the Victrola less nor the Sonora more. We simply must recognize and respond to the ever-increasing demand for the superb Sonora.

You are cordially invited to visit a Landay Store and view the representative and newly-delivered collection of

"The Highest Class Talking Machine in the World"

SONORAS $50 TO $1800
CONVENIENT TERMS IF DESIRED

427 Fifth Avenue
Near 39th Street

23 West 42nd Street
OPEN EVENINGS

945 So. Boulevard
Near 163rd Street

YONKERS
11 North Broadway

NEWARK
No Broad Street
MAGNAVOX REPLACES ORCHESTRA

Talking Machine Dealer in California Solves Perplexing Problem Most Successfully and Provides Needed Music for Dancing

A talking machine dealer in California was considerably perplexed recently in trying to sell his machines. He had been approached by several young men from the mountain regions and asked if he would help them carry a piano to their house for a dance which they wished to give. He was puzzled because he was told that while they had cleared out an old barn for a dance hall the small community in which they lived did not even have a piano. Furthermore, owing to the condition of the roads, it would be practically impossible to have one carried there, and every available orchestra in town only refused to play for a dance without a piano.

While trying to solve the problem a representative of the Magnavox Co. happened to visit the dealer and, upon inquiry, he learned that there were several talking machines in the village with plenty of records. He hooked up a phonograph, and the boys were convinced that their problem was solved. The talk problem was another serious question, for it was found that while the boys were absolutely determined to have an orchestra they were not in a position to secure sufficient funds to pay for the Magnavox. This problem was easily solved, however, for they informed the Magnavox representative that they were planning to give a series of dances during the Summer. Arrangements were then made whereby, they agreed to pay the talking machine dealer the money that they had on hand for hiring an orchestra and they would then be furnished the Magnavox with a supply of records. They agreed to bring Magnavox back to the dealer when the dance was over, and when the next one was scheduled they would hire it again, paying the money which would have been used for an orchestra, these payments applying on the purchase price of the Magnavox.

When the full amount was received by the dealer he was able to furnish the boys with a talking machine and equipment was turned over to the boys as a permanent possession, and in this way they were provided with equipment for future dancing and other entertainments.

You advertised last year for good will; advertise this year for business.

IMPORTANT PRINCIPLES WHICH GOVERN WINDOW DISPLAY

Broadly Considered, They Are Similar to Those Form the Same Function—that of Searing

Declaring before the Associated Advertising Clubs that window displays and advertising must perform the same function, and therefore must be governed by the same principles, Gordon Schonfarber, of Providence, R. I., in discussing the subject, said in part:

"The same type of mind, the same vision, are necessary in the fundamental planning of a display as in planning an advertisement or store window display. The expert in planning in advertising and display are different, but the successive psychological steps which every salesman, whether in print or in person, learns in the very grade primary school, are the same as your advertising planner uses daily as his tools. A display, like a salesman and like a printed advertisement, to get results must prove itself worthy of the consumer's desire or attention, then arouses interest, developing interest in desire and intensifying desire to the point where action results."

\[ ... \]

"When we add to these points the unique fact that the display often is merely an extension of the consumer's mind begun by an advertisement, it seems absolutely essential to me, just as the display itself often forgets, the connecting link in the chain of conclusive evidence which produces action."

MUSIC "BUILT IN" THE HOME

Architects Planning New Apartment Houses With Talking Machines "BUILT IN"

The statement made recently by an architect that he had installed phonographs for a number of apartment houses in which he had provided for talk- ing machines by "building in" the same as doors has aroused much comment. For instance, the Toledo Blade in a recent issue remarked:

"The suggestion made the other day that it would not be necessary to have houses with the talking machine built in can be taken as a prophecy by the thoughtful, if they wish. It is a prove as undeniable as it appears on first glance. Perhaps it will not be the talking machine but something else equally remote as a permanent fixture. The trend of building is that way."

There are many houses still standing in the city which were erected without provision made for furnaces; hundreds that were built without thought of electric lights; and it is a smart architect who ignores these today in his plans for condists for telephones.

A ball-twit in a room especially constructed for buildings in buildings, as connections to a constant supply of water and means of providing but water at any time, would have seemed something like a Jules Verne tale not too many generations. The talking machine and building an automatic doorbell or intercom service box into a house would have appeared idiotic in the hayseed days of most men of middle age at present."

"Architects, taking the many of its ideas from the civilization of the Greeks and Romans, has been slow to join forces with science, but it is doing it now. The theory that the useful can be built in has been before but we tend to get lost in the habit of building houses for people to live in we shall see more strange things in the way of 'built-in' innovations than talking machines."

REQUIREMENTS FOR SALES SUCCESS

Call your salesmen's attention to these paragraphs, especially the last, which are set forth by the Silent Partner:

"The first requirement for getting results as a salesman is to know your goods."

"The second absolute essential is to know your customer."

"The fourth big push is to have decision to stop selling and close the deal!"

SELL MACHINES TO VACATIONISTS

A Good Market Is Assured at This Season—Quick Profits Can Be Secured by Dealers

The vacation season is here, and the wide-awake talking machine dealer will take advantage of that fact by extending to the de-icers of that part of the public which is going away for the Summer. A sure profit and quick return for small portable talking machines can be realized at this time by the prosecution of a vigorous campaign directed to people who are contemplating going on a vacation. The business that can be worked up should appeal to the dealer more particularly because of the exciting depression on the vacation by the addition of music.

GETTING NEWSPAPER PUBLICITY

Amateur Investors Get Much Space Regarding "Doings" in Domain of Sound Reproduction

Judging from the stories we frequently come across in the daily papers a number of amateurs are apparently deriving considerable newspaper publicity from their experiments in reproducing sound from the talking machine records without the usual needle and sound box. Now we would consider from the way this matter is seriously described in the papers that sound theory of acoustics was being solved. The subject is hardly worthy of serious consideration, but we believe it should be the duty of dealers to avoid these experiments, which are of little purpose other than curiosity.

ADELER BUYS LEVINGER STOCK

Adler Music Co. of Baker, Ore., Secures Victrola and Victor Record Lines, Which Will Be Handled In Addition to Edison and Columbia

Baker, Ore., July 3—Through a recent purchase of the Victrola stock from Louis Levinger, of the Reedall Store, Sanford Adler, of the Adler Music Co., becomes proprietor of one of the largest talking machine agencies in Oregon. In addition to the Victor line Mr. Adler retains the Edison and Columbia lines, thus giving him a very comprehensive line of machines. Adler also reports that he is making a push in the purchasing public. Mr. Levinger states that owing to the increase of his drug business he found it necessary to give up his talking machine agency, which business was turned over to the purchaser, public. Mr. Levinger states that owing to the increase of his drug business he found it necessary to give up his talking machine agency, which business was turned over to the purchaser, public.

NEW YORK FIRM INCORPORATES

The Cosmopolitan Record Corp., talking machine concern of New York, has been granted a charter of incorporation under the laws of that State, with a capital of $25,000. The incorporators are T. Markland, C. F. Fechner and J. L. Cooke.
Some Questions to Test the Progressiveness of the Talking Machine Dealer

By Frank H. Williams

Are you, Mr. Talking Machine Dealer, making all the money that you could make out of your store?

Isn't there something you could do which would help to increase your returns?

Have you ever thoroughly analyzed your proposition for the purpose of finding ways and means by which you could get in more money from day to day?

Undoubtedly it would be worth while for you to conduct such an analysis of your store. And, for the purpose of helping you to do so, the following list of questions has been prepared.

Ask yourself these questions, Mr. Dealer. Answer the questions truthfully. If you will do this you will undoubtedly find ways and means of healthfully increasing your business.

Here are the questions:

Do I give as much personal attention to my store as I should or am I inclined to let the store run itself while I am busy about other things?

If I am unable to give the store any great amount of personal attention, do I see to it that the man who is in charge of the establishment gives the store the kind of thoughtful, business-building attention that it should have?

Are my salespeople the sort of folks who take an interest in their work, who are always thoughtful and courteous and who are eager to serve customers in such a way that the customers will want to come back to the store again and again?

Have I ever looked at my store and at the services rendered by my salespeople from the viewpoint of a customer?

Wouldn't it be a mighty good thing for me to look at my store from this viewpoint of an outsider?

Wouldn't it be a good plan when doing these things to secure an expression of opinion from my customers and from my salespeople regarding the new plans for the purpose of seeing just what other folks think about the proposition?

When I do secure these outside expressions of opinion will I pay any attention to them or will I discard them without any great amount of thought?

Would I, if I were a customer, want to sleep regularly in my store?

If I were a customer just what would I think of the store arrangement?

Would I think of my store service? Of my window displays? Of my newspaper advertising? Of everything connected with my store?

When speaking of window displays let me ask myself these questions concerning my displays:

Do I change my displays frequently or do I allow the same old displays to remain in the windows from week to week gathering dust and becoming more bedraggled and unattractive as the time goes by?

Do I make the most effective possible use of the window trims furnished me by the manufacturers and distributors?

Do I see to it that all the material sent by the manufacturers and distributors for use in making my windows attractive is used in the trimming of the windows? Or do I allow some of this valuable material to be discarded because its use involves the expenditure of some time and thought?

We Back the Dealer

Who Backs the Victor

Knight-Campbell Victor Service is an invaluable link between Victor product and the Victor dealer who appreciates the world-wide fame and supremacy of Victrolas and Victor records.

(Continued on page 6)
Victor Supremacy

The universal recognition of Victor supremacy is one of the greatest assets of every Victor retailer.

With Victrolas in such splendid variety, Victor retailers can satisfy every demand, and the volume of business is limited only by the individual effort of each retailer.

---

Victor Supremacy

The universal recognition of Victor supremacy is one of the greatest assets of every Victor retailer.

With Victrolas in such splendid variety, Victor retailers can satisfy every demand, and the volume of business is limited only by the individual effort of each retailer.

---

Victor Wholesalers

Atlanta, Ga. ...............Carley Utica Co., Inc.
Chicago, Ill. .............Philco & Crown Piano Co.
Brooklyn, N. Y., ....American Talking Machine Co.
New Haven, Conn. ............The Victor-Gallo Grammer Co.
New Orleans, La. ..............Philip Weslen, Ltd.
Indianapolis, Ind. .........Ohio Talking Machine Co.
Cleveland, Ohio ..........The Cleveland Taller Company.
Columbus, O. ...............The Perry & Winton Co.
Crane, Tenn. .............Sargent Bros.
Charleston, S. C. .........The Knight-Campbell Music...
Hartford, Conn. ............Grinnell Bros.
Helena, Mont. ..............Amos Adams Co.
El Paso, Tex. .............W. G. Walt Co.
Honolulu, H. 1. ............Bergmann Music Co., Ltd.
Houston, Tex. ..........The Talking Machine Co. of Texas.
Indianapolis, Ind. ............Stearns Talking Machine Co.
Jacksonville, Fla. ......Florida Talking Machine Co.
The Subscription Co.
Los Angeles, Calif. ......Sherman, Clay & Co.
Memphis, Tenn. ............K. Huench Piano Co.

Victor Talking Machine Co.

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

---

Victor Wholesalers

Atlantic, N. Y., ..........Carley Utica Co., Inc.
Atlanta, Ga. ...............Carley Utica Co., Inc.
Brooklyn, N. Y., ....American Talking Machine Co.
New Haven, Conn. ............The Victor-Gallo Grammer Co.
New Orleans, La. ..............Philip Weslen, Ltd.
Indianapolis, Ind. .........Ohio Talking Machine Co.
Cleveland, Ohio ..........The Cleveland Taller Company.
Columbus, O. ...............The Perry & Winton Co.
Crane, Tenn. .............Sargent Bros.
Charleston, S. C. .........The Knight-Campbell Music...
Hartford, Conn. ............Grinnell Bros.
Helena, Mont. ..............Amos Adams Co.
El Paso, Tex. .............W. G. Walt Co.
Honolulu, H. 1. ............Bergmann Music Co., Ltd.
Houston, Tex. ..........The Talking Machine Co. of Texas.
Indianapolis, Ind. ............Stearns Talking Machine Co.
Jacksonville, Fla. ......Florida Talking Machine Co.
The Subscription Co.
Los Angeles, Calif. ......Sherman, Clay & Co.
Memphis, Tenn. ............K. Huench Piano Co.

---

Victor Talking Machine Co.

Camden, N. J., U. S. A.
A QUIX FOR TALKING MACHINE MEN

(Continued from page 4)

Do folks ever comment lavishly on your own displays?

If they do not, isn't that pretty good indication that your displays are not making the impression they should make?

Do I hook up more arrangement and the goods shown on my counters with the display in my show windows?

Put instantly, when there is a display in the show windows of some certain talking machine records, do I feature these records on my counters so that the attention of all the customers entering the store will be called to the records?

Or when I am featuring some particular kind of machinery in my show window do I see to it that there is a good, prominent display of the same machinery inside the store near the main entrance?

Do I occasionally have a special counter near the main entrance on which I feature the goods which are being displayed in the main show windows?

In other words, is my sales promotion work well balanced, or do I simply put some goods in the show window and let it go at that, without doing the least little thing to hook up my displays inside the store with the goods shown in the windows?

Do I also hook up my window displays and counters with all the newspaper advertising I run?

But instance, when I am running a newspaper advertisement calling attention to some special records, do I see to it that the records are also featured in my show window and on my counters?

And is my newspaper advertising just as effective as I possibly could make it, or do I shly off something and pay not having it put forward without considering it from every angle as to whether or not it will really help me sell some goods?

Do I use the clerks furnished me by national

The Life of the Phonograph Depends on the Oil

Any ordinary kind may seem good for a short time, but the efficiency of the best machine is soon ruined by poor oil.

Any ordinary kind may seem good for a short time, but the efficiency of the best machine is soon ruined by poor oil. Any ordinary kind may seem good for a short time, but the efficiency of the best machine is soon ruined by poor oil. Any ordinary kind may seem good for a short time, but the efficiency of the best machine is soon ruined by poor oil. Any ordinary kind may seem good for a short time, but the efficiency of the best machine is soon ruined by poor oil.

Do I run my advertising in the local newspapers on a regular schedule or is it scattered on a basis which has no definite plan and which, for that reason, can hardly be expected to bring in any very definite results?

Are the records I am selling those which have the largest appeal to the trade I am catering to?

Ask yourself these questions, Mr. Talking Machine Dealer, and give earnest, honest answers to all of them.

You'll find it will help you immensely to do so. Do it NOW!

GILMORE BROS. TAKE ON BRUNSWICK

Well-known Department Store of Detroit to Give This Line Strong Representation

Detroit, May 18, 1921—Announcement is made by P. J. Gordon, district manager of the talking machine department of the Brunswick-Balke Coliseum Co's local office, that Gilmore Bros., Kalamazoo, Mich., have taken on the Brunswick and will soon handle this line exclusively.

Gilmore Bros. operate a large department store and are well and favorably known in their city. They have devoured the front of their entire third floor to their new phonograph department and will add additional demonstration rooms in the fall. They are very enthusiastic over the outlook for talking machine trade and announced their assuming the Brunswick agency in a full page in the local papers.

L. I. PARKER RE-ENTERS BUSINESS

Lloyd L. Parker, following a three months' vacation, has re-entered the music business in Harrisburg, Ill. Mr. Parker has purchased the Barnay Ashle Music Store and will carry a full line of Victorola and Victor records as well as Gulbransen players and Jesse French pianos.

Conservation is one-half of every business success, and conservation begins with a simple bookkeeping system.

The Life of the Phonograph Depends on the Oil

Any ordinary kind may seem good for a short time, but the efficiency of the best machine is soon ruined by poor oil. If you care about the reputation of your phonographs—if you want them to give the service planned for them by the genius of the makers, don't take chances—use Nyoil and no other.

Nyoiil is the most highly-refined phonograph oil in use. Every impurity is taken from it, leaving only what is required to keep a machine in perfect condition. It will not gum, it will not become rancid. It is colorless and has absolutely no odor. It lubricates the machine and is unequalled as a polish for fine woodwork.

We Make Over 80% of the Watch Oil Used in America

and have done so for more than 50 years. This means that we know the kind required for fine mechanisms. Nyoil is everywhere recognized as the standard lubricant for Phonographs, Sewing Machines, Typewriters and other machines requiring a pure, quality oil.

WM. F. NYE, NEW BEDFORD, MASS., U. S. A.
Victor Supremacy

is firmly established on a basis of great things actually accomplished.

A supremacy that is growing greater every day—that insures ever-increasing prosperity to 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 Victorola upon or in the production 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 process of manufacture, and should be used together to assure a perfect reproduction.

Victor Talking Machine Co.
Camden, N. J., U. S. A.
The report of the Bureau of Census regarding the talking machine trade in 1919 and comparing the conditions of trade in that year with the situation in 1913, which appeared in last month's World, is of unusual interest, for it represents official information relative to the tremendous growth of the industry within that period. It is to be assumed, of course, that there can be found some errors in the census figures which are based on information collected from sources which may not take in every detail, but even though they be discounted to a certain degree they cannot but impress the casual observer with the real importance of the talking machine industry as a whole.

An industry the products of which grew in value from $27,711,000 in 1913 to $158,586,114 in 1919, nearly 500 per cent, is an industry that is distinctly worthy of consideration and one that the average business man should be glad to be tied up with. In the same period all other branches of the music industry, including pianos, band instruments, musical merchandise, etc., showed a growth in value of products from $191,141,000, or about 83 per cent. It is no wonder that the manufacturers and retailers in other lines of musical instruments regard the talking machine trade with so much interest and to a certain degree with envy.

From only 18 establishments in 1913 the industry grew to 166 in 1919, and there is reason to assume that quite a number of so-called manufacturers were overlooked by the Census Bureau in the latter year. Should the census be taken again this year it would be found that the number of establishments had dropped materially, for during the past twelve months a substantial number of concerns listed as manufacturers have closed up shop and ceased to manufacture.

In the face of this, however, the value of the products will be found to be pretty close to the 1910 level.

As it stands now, or as it stood in 1919, the value of talking machine products are pretty close to representing 30 per cent of the total value of all musical instruments and parts manufactured in the country, for the value of $158,586,114 in 1919, nearly 500 per cent, is an industry that is distinctly worthy of consideration and one that the average business man should be glad to be tied up with. In the same period all other branches of the music industry, including pianos, band instruments, musical merchandise, etc., showed a growth in value of products from $191,141,000, or about 83 per cent. It is no wonder that the manufacturers and retailers in other lines of musical instruments regard the talking machine trade with so much interest and to a certain degree with envy.

From only 18 establishments in 1913 the industry grew to 166 in 1919, and there is reason to assume that quite a number of so-called manufacturers were overlooked by the Census Bureau in the latter year. Should the census be taken again this year it would be found that the number of establishments had dropped materially, for during the past twelve months a substantial number of concerns listed as manufacturers have closed up shop and ceased to manufacture.

In the face of this, however, the value of the products will be found to be pretty close to the 1910 level.

As it stands now, or as it stood in 1919, the value of talking machine products are pretty close to representing 30 per cent of the total value of all musical instruments and parts manufactured in the country, for the value of $158,586,114 in 1919, nearly 500 per cent, is an industry that is distinctly worthy of consideration and one that the average business man should be glad to be tied up with. In the same period all other branches of the music industry, including pianos, band instruments, musical merchandise, etc., showed a growth in value of products from $191,141,000, or about 83 per cent. It is no wonder that the manufacturers and retailers in other lines of musical instruments regard the talking machine trade with so much interest and to a certain degree with envy.

From only 18 establishments in 1913 the industry grew to 166 in 1919, and there is reason to assume that quite a number of so-called manufacturers were overlooked by the Census Bureau in the latter year. Should the census be taken again this year it would be found that the number of establishments had dropped materially, for during the past twelve months a substantial number of concerns listed as manufacturers have closed up shop and ceased to manufacture.

In the face of this, however, the value of the products will be found to be pretty close to the 1910 level.

As it stands now, or as it stood in 1919, the value of talking machine products are pretty close to representing 30 per cent of the total value of all musical instruments and parts manufactured in the country, for the value of $158,586,114 in 1919, nearly 500 per cent, is an industry that is distinctly worthy of consideration and one that the average business man should be glad to be tied up with. In the same period all other branches of the music industry, including pianos, band instruments, musical merchandise, etc., showed a growth in value of products from $191,141,000, or about 83 per cent. It is no wonder that the manufacturers and retailers in other lines of musical instruments regard the talking machine trade with so much interest and to a certain degree with envy.

From only 18 establishments in 1913 the industry grew to 166 in 1919, and there is reason to assume that quite a number of so-called manufacturers were overlooked by the Census Bureau in the latter year. Should the census be taken again this year it would be found that the number of establishments had dropped materially, for during the past twelve months a substantial number of concerns listed as manufacturers have closed up shop and ceased to manufacture.

In the face of this, however, the value of the products will be found to be pretty close to the 1910 level.

As it stands now, or as it stood in 1919, the value of talking machine products are pretty close to representing 30 per cent of the total value of all musical instruments and parts manufactured in the country, for the value of $158,586,114 in 1919, nearly 500 per cent, is an industry that is distinctly worthy of consideration and one that the average business man should be glad to be tied up with. In the same period all other branches of the music industry, including pianos, band instruments, musical merchandise, etc., showed a growth in value of products from $191,141,000, or about 83 per cent. It is no wonder that the manufacturers and retailers in other lines of musical instruments regard the talking machine trade with so much interest and to a certain degree with envy.

From only 18 establishments in 1913 the industry grew to 166 in 1919, and there is reason to assume that quite a number of so-called manufacturers were overlooked by the Census Bureau in the latter year. Should the census be taken again this year it would be found that the number of establishments had dropped materially, for during the past twelve months a substantial number of concerns listed as manufacturers have closed up shop and ceased to manufacture.

In the face of this, however, the value of the products will be found to be pretty close to the 1910 level.
THE NEW CANADIAN COPYRIGHT LAW

The passage last month of the new Canadian Copyright Act is of direct interest to the talking machine industry and particularly to those concerns who, with headquarters in the United States, maintain complete manufacturing and sales organizations in the Dominion. The important point, of course, is the inclusion of the paragraph in the Act providing for the payment of a flat royalty of two cents for the use of copyrighted music on records and music rolls. This feature of the Act follows along the line of the United States Copyright Law of 1909, and although not considered particularly burdensome to the record interests, nevertheless means that in Canada many thousands of dollars in royalties may be paid to record makers and composers by record makers that heretofore have been avoided through the absence of any definite law.

The talking machine interests can find some solace in the fact that the efforts of music publishing interests to have the Canadian Act provide higher royalties for the use of music were not successful, for should the higher royalties have been obtained it is believed that that fact would have been cited as a precedent in demanding higher mechanical royalties under the provisions of the United States Copyright Act.

The bill was designed for the direct benefit of music publishing interests, and explicitly exempted talking machines, sold on instalments or in installments, from levy or sale on execution or distress for rent.

The important point, of course, is the inclusion of the lumigraph for the direct benefit of music publishing interests, and explicitly exempted talking machines, sold on instalments or in installments, from levy or sale on execution or distress for rent.

NEED FOR ACTIVE ASSOCIATION WORK

Evidence of the necessity for strong and active association work on the part of talking machine men in various States is offered in the case of the MacDade Bill that was passed by the Pennsylvania Legislature recently and then vetoed by the Governor. The bill was designed for the direct benefit of talking machine dealers, and explicitly exempted talking machines, sold on instalments or in instalments, from levy or sale on execution or distress for rent.

When the measure was first introduced the attention of the trade was called to the necessity of getting behind it and making every effort to see that it was passed. Although several attorneys representing large Philadelphia department stores selling talking machines, as well as members of the Pittsburgh association and a few individuals, sensed the importance of the bill and lent their support to it, the interest was in no sense State-wide, and it was not until the measure went out that the Legislature would probably sign the bill, which it is expected, will be before Congress very shortly. Incidentally, it might be well for all record interests to watch the progress of copyright legislation in this country with a view to protecting their interests.

SELLING PROBLEMS DISCUSSED BY JOBBERS

The announced plan of the National Association of Talking Machine Jobbers to make up the annual convention held at Colorado Springs, July 11 to 13, a real business or selling convention was carried out to the general satisfaction of many members of the organization who journeyed to the West to attend the sessions. Not that the jobbers had not discussed selling plans and problems before, in fact for several years past the question of production has injected itself into the discussions and been of sufficient importance to take the matter of distribution to the side line.

The realization of the fact that the selling problem is the important one before American business to-day and the inclination to study that problem at close range in all its phases does credit to the jobbers who have, as individuals, shown remarkable progress during the last couple of years in the mapping out of their selling campaigns and the formulation of selling helps for dealers.

There were, of course, a number of jobbers who felt that the discussion could have been held to greater advantage at some Eastern point closer to the Victor factory, but the sincerity of those engaged in the various discussions indicated that the time and place had little to do with the consideration of matters of vital interest to the Victor trade at large, and for that matter to the entire industry.

The question that faced the jobbers incidentally was not one of disposing of surplus stock, but rather one of evolving a sales plan in preparation for the future—of looking ahead and anticipating the business demands that may be expected to develop the coming year.

BIG VALUE IN BOTH TONE AND PRICE

Send for sample

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

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

Suitable for Portables

| 7 1/2 inches and 8 1/2 inches centre to centre |
| Large size sound box | Mica diaphragm |
More Album Capacity—
More Records Sold

This new set of NYACCO loose leaf albums has been made particularly for the Vietrola 80

The extra record filing capacity available makes possible more record sales for the dealer

The Set Consists of

Six Loose Leaf Albums vertically filed for 10" Records.

Two Loose Leaf Albums horizontally filed for 12" Records.

Complete shelving included.

All of the well-known NYACCO Quality

Our sets are made up in our latest improved Album No. 600, which is a loose-leaf, patented, solid wood and metal back album—as well as in our old-style album with one-piece cover, No. 4.

Sets for every style machine to hold five, six, seven and eight to a set.

When purchasing albums be sure they are NYACCO albums.

Look for the Trade-mark

NYACCO

Accept No Substitute.

Jobbers and Distributors Throughout the United States and Canada

Write for Quotations. Samples Submitted Upon Request.

NEW YORK ALBUM & CARD CO., Inc.

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

Chicago Factory
415-417 S. Jefferson St., Chicago, Ill.
How to Secure the Most Profitable Results From Newspaper Advertising

By L. C. Lincoln

In discussing advertising in a general way with those who know little about it, you will find that many people think of it as some sensational method of attracting attention. If a crowd can be attracted, or if a merchant succeeds in getting people to talk about him, he is said to be a good advertiser.

Time and time again merchants have tried advertising stunts which jammed the sidewalk in front of the window with people and created a lot of curiosity and interest in the attraction, but when they came to sum up the results they were found to be far from satisfactory.

Talking machine dealers probably use the newspapers more than any other advertising medium, and rightly so, since there is no means of reaching the buying public that is more effective unless a dealer is so located that he cannot use newspapers to good advantage.

Competition is too keen these days to insert "any old kind" of advertisement in the newspapers and expect results. Every advertisement signed by a dealer should be the result of careful thought and preparation, either by himself or someone fitted to prepare good copy.

There are business men who still think that a successful writer of advertisements is one who can write copy which will "hypnotize" people into buying. This is a false conclusion. A good advertisement writer is one who can put his message into clear, concise, simple sentences.

The idea is the big thing, and the writer may or may not have conceived the idea of the message he attempts to put across. On the idea depends the success of any undertaking. No matter how well the advertisement reads, or how beautiful in appearance, it will not sell goods unless the right idea is behind it. One who can both conceive practical merchandising ideas and write and plan good advertisements is the ideal advertising man.

A merchant who is full of sound, practical selling ideas, but lacks a fair education, should not attempt to write his own advertisements—better let the local newspaper man whip them into shape.

If a merchant advertises a talking machine or phonograph, names the price and quotes low terms he cannot expect to secure better terms from his customers.

An advertisement that makes no mention of terms or states "Terms Within Reason," "Reasonable Terms Accepted," "Monthly Payments Accepted" or any statements, is instantly sure to secure better terms than one that specifies definite payments. There is no use in stating terms unless you wish to interest people who make terms the first consideration.

There are people considering the purchase of a phonograph who have read various advertisements, quoting low terms. They do not know one instrument from another, but they are under the impression that terms are practically the same everywhere.

It follows that there is no use in quoting terms unless the terms are really better than may be expected elsewhere. If you advertise regularly and frequently a $300 instrument for $25 down and $10 per month without interest, you may make more sales than had you advertised no terms at all, but it is safe to say that you will have made less money or are in no substantial condition at the end of the year. It seems to be the belief of some dealers that it is not necessary for them to advertise. They believe, apparently, in the fact that grocers and druggists do not advertise brands that are not known, but should the subject be discussed in his presence he probably would think or say that he had heard of the advertised brands for years, whereas he had simply known of them through advertising.

There are merchants who, realizing this, will stock a nationally advertised line and yet refuse to advertise it locally to let their own customers know that the well-known article may be purchased from them. They lose hundreds or thousands of dollars’ worth of business annually through this short sighted policy, when frequently they or other dealers obtain the line and immediately gives the nationally advertised article wide local publicity in order to cash in on the manufacturer’s own campaign.

The most successful merchants are those who sell nationally advertised articles and advertise locally to let the home people know where these goods are obtainable.

FEATURE GODOWSKY PIANO RECORDS

Double Page Spread in Saturday Evening Post

Devoted Entirely to Featuring Godowsky Records

Made by Brunswick Attracts Attention

A double page advertisement of unusual interest and attractiveness was carried by the Brunswick-Balke-Collier Co., of Chicago, in the Saturday Evening Post of June 15th, in which these pages were devoted almost entirely to the exploitation of the remarkable pianoforte records made by this company, particularly those recorded by Leopold Godowsky, one of the most recent being the Schubert-Tausig March, Military, concert paraphrase, and MacVicar's "Witches' Dance." The text of this advertisement was devoted entirely to the subject of reproduction and the hearing specially upon satisfactory pianoforte records. It doesn’t often happen that two pages are devoted to this one subject, but it is an impressive way of bringing the attention of the public to pianoforte records, especially those made by Godowsky.

Don’t be afraid of a small beginning; one grain of corn, if allowed to reproduce unhindered, would in four years produce about three million bushels. Little efforts in the talking machine field often bring big results.

How to Secure the Most Profitable Results From Newspaper Advertising

By L. C. Lincoln

In discussing advertising in a general way with those who know little about it, you will find that many people think of it as some sensational method of attracting attention. If a crowd can be attracted, or if a merchant succeeds in getting people to talk about him, he is said to be a good advertiser.

Time and time again merchants have tried advertising stunts which jammed the sidewalk in front of the window with people and created a lot of curiosity and interest in the attraction, but when they came to sum up the results they were found to be far from satisfactory.

Talking machine dealers probably use the newspapers more than any other advertising medium, and rightly so, since there is no means of reaching the buying public that is more effective unless a dealer is so located that he cannot use newspapers to good advantage.

Competition is too keen these days to insert "any old kind" of advertisement in the newspapers and expect results. Every advertisement signed by a dealer should be the result of careful thought and preparation, either by himself or someone fitted to prepare good copy.

There are business men who still think that a successful writer of advertisements is one who can write copy which will "hypnotize" people into buying. This is a false conclusion. A good advertisement writer is one who can put his message into clear, concise, simple sentences.

The idea is the big thing, and the writer may or may not have conceived the idea of the message he attempts to put across. On the idea depends the success of any undertaking. No matter how well the advertisement reads, or how beautiful in appearance, it will not sell goods unless the right idea is behind it. One who can both conceive practical merchandising ideas and write and plan good advertisements is the ideal advertising man.

A merchant who is full of sound, practical selling ideas, but lacks a fair education, should not attempt to write his own advertisements—better let the local newspaper man whip them into shape.

If a merchant advertises a talking machine or phonograph, names the price and quotes low terms he cannot expect to secure better terms from his customers.

An advertisement that makes no mention of terms or states "Terms Within Reason," "Reasonable Terms Accepted," "Monthly Payments Accepted" or any statements, is instantly sure to secure better terms than one that specifies definite payments. There is no use in stating terms unless you wish to interest people who make terms the first consideration.

There are people considering the purchase of a phonograph who have read various advertisements, quoting low terms. They do not know one instrument from another, but they are under the impression that terms are practically the same everywhere.

It follows that there is no use in quoting terms unless the terms are really better than may be expected elsewhere. If you advertise regularly and frequently a $300 instrument for $25 down and $10 per month without interest, you may make more sales than had you advertised no terms at all, but it is safe to say that you will have made less money or are in no substantial condition at the end of the year. It seems to be the belief of some dealers that it is not necessary for them to advertise. They believe, apparently, in the fact that grocers and druggists do not advertise brands that are not known, but should the subject be discussed in his presence he probably would think or say that he had heard of the advertised brands for years, whereas he had simply known of them through advertising.

There are merchants who, realizing this, will stock a nationally advertised line and yet refuse to advertise it locally to let their own customers know that the well-known article may be purchased from them. They lose hundreds or thousands of dollars’ worth of business annually through this short sighted policy, when frequently they or other dealers obtain the line and immediately gives the nationally advertised article wide local publicity in order to cash in on the manufacturer’s own campaign.

The most successful merchants are those who sell nationally advertised articles and advertise locally to let the home people know where these goods are obtainable.

FEATURE GODOWSKY PIANO RECORDS

Double Page Spread in Saturday Evening Post

Devoted Entirely to Featuring Godowsky Records

Made by Brunswick Attracts Attention

A double page advertisement of unusual interest and attractiveness was carried by the Brunswick-Balke-Collier Co., of Chicago, in the Saturday Evening Post of June 15th, in which these pages were devoted almost entirely to the exploitation of the remarkable pianoforte records made by this company, particularly those recorded by Leopold Godowsky, one of the most recent being the Schubert-Tausig March, Military, concert paraphrase, and MacVicar’s "Witches’ Dance." The text of this advertisement was devoted entirely to the subject of reproduction and the hearing specially upon satisfactory pianoforte records. It doesn’t often happen that two pages are devoted to this one subject, but it is an impressive way of bringing the attention of the public to pianoforte records, especially those made by Godowsky.

Don’t be afraid of a small beginning; one grain of corn, if allowed to reproduce unhindered, would in four years produce about three million bushels. Little efforts in the talking machine field often bring big results.
What About the Fall Season?

If Noah had waited for the rain before building the Ark—he would have been out of luck—or, as Theodore Roosevelt once said, "Ninety per cent. of wisdom consists in being wise in time."

Economists tell us that the peak of depression has passed and that the reaction is going to be an era of prosperity as great as we have ever known.

Peerless has taken full advantage of the "breathing spell" to prepare large stocks of standard albums in anticipation of a lively Fall and Winter trade and can now render an unusual service to those who would "be wise in time."

When placing your order for machines and record cabinets it is an easy matter to estimate your requirements for albums and an order in our hands now for shipment to you in September, October, or even as late as November, will prevent the possibility of last minute shortages and find you equipped to handle a big volume of sales.

Normalcy is here—prices are at their best—buy now!

Costs You Nothing
If you are not on our mailing list write at once for our monthly bulletin and new revised prices.

We are the originators of the "Peerless Big Ten," a twelve-inch album for ten-inch records.

Peerless Album Company
636-638 Broadway
New York

New Record Filing System for Dealers Suggested to Aid Salesmen and Increase Sales

In the belief that if all the records made by one particular artist or organization were grouped separately on the record shelves of the retail store it would be easy for salesmen to locate the lesser known records by the different artists and thus increase materially the volume of general sales, Bernard Alpers, of New York, has evolved a system to provide for such a grouping of records.

According to Mr. Alpers the system can be easily installed, and has been proven by experience to be of practical value. It does not call for any renumbering of records, but simply of some restocking to bring them together, according to a definite plan.

According to Mr. Alpers, when all the records of one artist are together on a single shelf the work of supplying a customer with records by that particular artist is greatly facilitated.

Chairman of sales for one artist will be interested in finding a title, whereas in the old system, he is likely to be interested in pushing those records.

"From the salesman's point of view, too, the new system helps to facilitate his work, for under it in most cases he is required only to memorize a limited number of series or of the names of the various artists, instead of several thousand different record numbers and titles. Not that it is not the proper thing for the salesman to know every record in the catalog by number and title, but not all of them succeed in retaining such information on tap in their minds, and thus the proposed system should prove a real boon to them."

"The accompanying chart gives some idea of the arrangement of the records under the proposed plan. It will be seen that there is a definite relationship between the series and the artists they represent. The 'EP' series, for instance, would immediately recall the artist Elman, and under that title would be found all the Elman records in regular numerical order."

Mr. Alpers has presented his plan to one of the record manufacturers, as well as to wholesalers and dealers, who have found considerable merit in it. It would seem worthy of consideration particularly because it is calculated to present the lesser known records by prominent artists in a manner and at a time that should mean more to the public. The problems of the record manufacturer has been to bring before the public the many records of genuine intrinsic value which have not been strongly exploited in the company's publicity. Most of these records are made by artists of standing, and plans such as that suggested by Mr. Alpers should at least...

(Continued on page 18)

WIDE-AWAKE DEALERS

are increasing their profits through the sale of De Luxe Needles

Before you place your next order write to us for samples and full particulars about DE LUXE NEEDLES

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS

Full Tone

Three for 30 cents (40 cents in Canada)

Medium Tone
PEARSALL SERVICE!
Ask Any Pearsall Dealer

Serve
Desire to  Plus Ability
10 EAST 39th ST.  NEW YORK CITY

SILAS E. PEARSELL COMPANY
DISTRIBUTORS
NEW RECORD FILING SYSTEM HELPS

(Continued from page 13)

give these little known but meritorious records a showing at regular intervals.

The plan can also be adapted for the handling of dance records by the popular organizations such as Whiteman's, Rensert's, Isham Jones' or the other numerous Victrola orchestras. It frequently happens that the record buyers are strongly in favor of dance music as played by one or another particular orchestra, and with all the various dance numbers by the orchestra grouped together they could have the full range presented to them without delay.

Perhaps such a plan as that presented by Mr. Alpera or some similar idea designed to keep all the records in the catalog moving steadily rather than lying dormant on the shelves until called for might serve to overcome any slight hilly that may develop in record demand other than that for the current popular hits.

NEW BRUNSWICK WORK IN DALLAS

Rosser-Mason Co. Opens Second "Bungalow House" at 1211 Elm Street, Thai City

DALLAS, July 1.- The Rosser-Mason Co. last month held the formal opening of its second Brunswick phonograph shop at 1211 Elm Street. The establishment of the new store reflects the success met with by the company in the original Brunswick Shop opened last December at 1838 Main Street.

The new store, as was the original, has an interior arranged to represent a very attractive bungalow with green gabled roof and five cozy rooms for the demonstration of Brunswick phonographs and records. A handsome room for the display of machines is a pleasing feature of the second floor.

ADVERTISING THROUGH CHILDREN

A. A. McMillan, Victor dealer, Brookings, S. D., has adopted a plan of reaching housekeepers through school children. Book covers are distributed free of charge to the public schools. These covers are made of strong brown paper on which is printed his name and a few interesting facts concerning the Victrola. By this method his advertising goes into practically every home in the community.

JURY-ROWE CO.'S NEW DEPARTMENT


JACKSON, Mich., July 5.-Never before was an exclusive Victor department ushered into being under such auspicious circumstances as those which attended the recent formal opening in this city of the Jury-Rowe Co.'s Victrola department. Beautifully decorated with wild huckleberry bushes placed in festoons, gracefully drooping vines and potted geraniums added to

the charming arrangement of the establishment.

A musical program unusual in the brilliancy of its achievement was rendered by Jackson's best talent, which has attracted so much attention.

8. M. Biurck accompanied the singers. Mrs. Frederica Brown Rogers, with her usual ability to charm and please, gave several numbers in a most enjoyable and artistic manner, while R. H. Sturz also contributed to the program.

Eight thousand people passed through the department and more than a thousand were turned away. C. F. Sieberberg, manager, is deserving of great credit for the success of the opening, as the event was arranged under his personal supervision and carried out under his direction.

Flowers were received from the Victor Talking Machine Co., Grinnell Bros., Detroit; Chicago Talking Machine Co., Toledo Talking Machines Co., and department employees.


WATCH YOUR CORRESPONDENCE

Tactful, Courteous Letters a Necessary Adjunct for Successful Business

Correspondence in the carrying on of the average business is almost as important as having efficient salesmen. Well-written, courteous, intelligent letters exert a big influence in the business world, whether they are written for the purpose of selling goods, making collections or any other of the hundred and one things that come up in the daily course of commerce.

The talking machine merchant should give the question of correspondence serious consideration. He should be absolutely sure that his letters are tactful and courteous.

Another thing after the stenographer has transcribed the letter from his notes read it carefully, make sure that it expresses just what it is meant to express, and sign it. Do not allow your stenographer to sign correspondences. Do not use the phrase "Dressed but not Read." If a letter is worth writing it should be read and signed. Any other course is incorrect—in fact, it is insulting. Many a prospect has been lost through an apparently little thing like this.

THESE RECORDS PROVED EXPENSIVE

New York City Youth Gets Sixty Days in the Workhouse for Securing $53 Worth of Records Under False Pretenses—A Good Lesson

Record thieves in New York, who have been quite plentiful of late, are now being met out the most severe punishment to discourage them from continuing their practices. The courts have begun to substitute jail sentences for fines, and if a Harlem youth sixty days in the workhouse to secure $53 worth of records from the Brunswick-Balke-Collender Co. under false pretenses, the thief represented himself as a music dealer in Union Hall, N. J., and disappeared with the records as soon as they had been delivered.

It's a splendid thing to have a promising future just so long as the promises are kept.

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.
AN excellent illustration of the value of concentration on one subject is found in the great Babe Ruth. He has concentrated on batting home runs—and is showing big results.

The Victor retailer who is "exclusively" Victor also concentrates. "He" is the one that is making the home runs in the talking machine merchandising field and he is expending no more effort than the fellow that only makes first base or strikes out.

It is simply a case of specialization.
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.

THE PERFECT PLAN

ACTUELLE RECORD SALES CAMPAIGN

Dealers in New York Tie Up Successfully With Advertising—Success of Winterroth Store

All Pathé dealers in Greater New York and vicinity are showing a keen interest in the development of Actuelle record sales in this territory. Advertisements appearing weekly in the New York newspapers have been backed up by aggressive displays and advertising at the dealers' stores. Efficient streamers featuring the same records as those featured in the ads are displayed in every window and link up the sales campaign.

The good work started by Miss Neich, formerly in charge of Winterroth Piano Co.'s Pathé department, is being carried on most effectively by Miss Zec, her successor. Miss Zec, having had some years of experience selling phonographs and records, is in a position to contribute many valuable ideas in her already well-established department. The atmosphere of Winterroth's store has always been one most desirable to the musically inclined, and the pleasant, affable attitude of the salespeople and the equipment of the store for rendering the best of service have contributed little to this respect.

NOW BURNHAM PHONOGRAPH CORP.

Los Angeles, Calif., July 6—The Burnham Phonograph Mfg. Co. has changed its name to the "Burnham Phonograph Corp." J. C. Delling, secretary, reports an increase in the capital stock of the company and a change in the personnel of some of the stockholders; otherwise there has been no change and the factory, with the same management, is running at capacity. It was necessary, in order to effect the change of name, that the Burnham Phonograph Mfg. Co. apply to the court for dissolution at the same time as the new Burnham Phonograph Corp. was incorporated.

1,500 CHILDREN ENJOY THE VICTOR

Franklin Parlors Supply Music for Englewood Celebration—Orders for School Machines Result From This Pleasing Demonstration

The Franklin Parlors, Victor representatives at Englewood, N. J., furnished a Victoria for use as a fete held in that city recently by the school children. There were over 1,500 children on the Englewood Children Dance to Victor Music field, and Mr. Rusch, manager of the Franklin Parlors, may be seen on the stand with a physical instructor, furnishing the music for the folk dances. As a result of this demonstration the Franklin Parlors have received an order for eight Victor school machines for the Englewood schools, and Mr. Rusch is co-operating with the school authorities in planning the most advantageous uses for these machines.

II. JAFFEE HEADS MUSIC CONCERN

H. Jaffe has been appointed president and general manager of the Ridgewood Talking Machine Co., Ridgewood, N. J., succeeding J. Busch, its former owner, who is now operating the Dyckman Music Shop, 551 West 30th street.

Mr. Jaffe is a well-known pianist, having studied under that prominent teacher, Hans Seifert, and is well fitted to take over and develop the business successfully.

ADVERTISING THAT IS PAYING

Upham's Music Store Adopts Plan of Concentrating on One Object in Advertising

MALONE, N. Y., June 29—Nothing of a departure from the usual method of music advertising is being tried here with considerable success by Upham's (The Community Music Store). This establishment carries a full line of Victor talking machines and records.

The advertising plan consists of concentrating on one particular artist or record and the whole advertisement is built on this principle. For example: if it is desired to feature a particular record, the whole ad is devoted to this purpose. The name of the artist heads the text and a brief outline of his ability follows. The advertisement concludes with an invitation to visit the store and hear the record.

To be successful an advertisement should arouse interest and curiosity enough to cause a visit to the store and view the object advertised. The desire created by the ad is intensified into the purchasing point by the salesman. The method related above forces the reader's attention upon one particular thing. This, while no doubt appealing to a smaller circle of readers, is more forceful than an advertisement made up of small, hard-to-read type covering almost the entire stock of the dealer, and will, if the concentration method is persisted in, produce greater results in the end.

INTERESTING THE SCHOOL CHILDREN

The J. L. Rusck Estatr, Victor dealers of Greenville, Ky., aroused much interest among school children under sixteen years of age recently by offering prizes for the children who made the best drawings of Victor trademark, and at the same time offered a list of the features of excellence in Victor machines and records.

MASTER WAX

Special Waxes for Recording and Black Diamond Business Blanks

The Black Diamond Blank for Dictating Machines is made of the finest materials and will give cheaper and more satisfactory service than any other blank.

We would be glad to discuss a sales proposition from different territories for our output.

The Wax and Novelty Company
67-69 Paris Street, Newark, N. J.

F. W. MATTHEWS, Prop.
TWO NEW STYLES OF VICTROLAS


CARYNO, N. J., July 6—The Victor Talking Machine Co. announced June 14 two new styles of Victrolas, to be known as Style No. 300 and Style No. 50. The latter is a portable instrument listed at $45, and is in many ways a revolutionary type of Victrola. It is of a very handy size and yet plays either the 10-inch or 12-inch size of records. When the instrument is closed the four-arm, sound box and winding key are rigidly secured inside. From a construction standpoint it is unique in that it contains no sound chamber, the sound waves being amplified through an overhead reflection process which involves a number of features patented by the Victor Co. It is light in weight, finished in mahogany, and especially designed for use on picnics, camping trips, canoeing, yachting, etc.

Victrola, Style No. 300

Overhead reflection process which involves a number of features patented by the Victor Co. It is light in weight, finished in mahogany, and especially designed for use on picnics, camping trips, canoeing, yachting, etc. The volume and quality of its reproducing compare very favorably with the larger Victrola models.

Style No. 300 Victrola, listed at $250, embodies all of the fundamental features which have for years identified the instruments made by the Victor Co. The top is designed in such a way as to make it impossible to place loose-axes, etc., on it. In other words, in this new model the Victor Co. is carrying out its long-standing policy of building Victrolas to represent a definite type of musical instrument which cannot be used for any multi-purpose purposes.

WICKLIFF BUYS PIANO BUSINESS

C. T. Wickliff, for the past seven years representative of the Columbia Graphophone Co., with headquarters at the J. H. Templeman Piano Co.'s store in Cynthiana, Ky., has purchased the Templeman business.

Albert Leon, a well-known Victor dealer of Adrian, Mich., has recently been elected Grand High Priest of the Grand Chapter, Royal Arch Masons of New Jersey.

CURTAILING YOUR SALES ENERGIES

If You're a Dealer in Pianos and Phonographs

Don't Discriminate Against Them

A merchant who spends several hours every day outside looking after his piano prospects objected strenuously to the suggestion made by a traveling salesman, that he ought to spend some time drumming up talking machine prospects.

"Surely," said the salesman, "you can sell talking machines easier than pianos, and get your money quicker. What is your reason for hunting up piano prospects and letting phonograph buyers find your store unsold?"

"I can't give you a reason. It looks too much like peddling. The piano is a big thing and costs money; the transaction somehow doesn't look so small.

"All of which is the most fallacious reasoning. If a music dealer feels that he can help his business by going out after it, or sending store salesmen after it, he is not lowering his dignity whether he sells a piano or a jew's harp. Too many men are strong on dignity and short on good old-fashioned American merchandising ability.

If you have anything to sell, sell it. It makes no difference whether you go outside and ask a man to come in and buy or wait till the man feels the need of the thing and drops into your store when he has nothing else to do.

What is the difference between a manufacturer's salesman calling on a dealer in his store and a retail salesman calling on a patron at his residence, very properly asks a writer in The Puritan.

If you take things too easy the reward will come to you in inverse ratio.

Do not think for yourself only, but for your adversary, too. Try constantly to put yourself in his place. Make only such suggestions as you would accept yourself if you were in his position.

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 Trademark, "The Human Throat"—carved from solid wood, greatly amplifies and softens the tones, giving richness, fullness and the clear bell-like qualities so distinctive of THE MANOPHONE.
EXCLUSIVE OKeh FEATURE

THE NORFOLK JAZZ QUARTETTE

THE NORFOLK JAZZ QUARTETTE is another lucky number for OKeh Dealers. Their music is best described as improvisations that are unlike any other. It reflects the original negro folk songs, but to the monotonous chanting is added more harmony and weird jazzed chants.

The initial release of "JELLY ROLL BLUES" totalled a sales four times greater than any popular hit in that bulletin. These figures forecast the great possibilities in profits for the trade.

You may be interested to know that it isn't the colored race which is responsible for this jump in record sales. The big demand comes from the white people.

We see in this group a means to boost sales, and because this is so evident we are getting ready to forcefully push their records. There will be a generous distribution of literature and advertising. Everything will be done to help make their records popular.

ORDER BIG

The act of really introducing them to your customers rests with you. Play them, talk about them. You can't help getting enthusiastic. And your enthusiasm is well protected by the fact that they are exclusively OKeh.

THEN FEATURE

<table>
<thead>
<tr>
<th>OKeh Records</th>
<th>Norfolk Jazz Quartette</th>
</tr>
</thead>
<tbody>
<tr>
<td>JELLY ROLL BLUES</td>
<td>4318 10 in. 85c. Norfolk Jazz Quartette</td>
</tr>
<tr>
<td>SOUTHERN JACK</td>
<td>4345 10 in. 85c. Norfolk Jazz Quartette</td>
</tr>
<tr>
<td>MONDAY MORNING BLUES</td>
<td>4366 10 in. 85c. Norfolk Jazz Quartette</td>
</tr>
<tr>
<td>STANDING ON THE CORNER</td>
<td>Norfolk Jazz Quartette</td>
</tr>
<tr>
<td>PREACHER MAN BLUES</td>
<td>Norfolk Jazz Quartette</td>
</tr>
<tr>
<td>WIDE, WIDE WORLD</td>
<td>Norfolk Jazz Quartette</td>
</tr>
</tbody>
</table>
Pertinent Suggestions on Stimulating the Sales of Monthly Record Releases

By Edward Katt

There is a little "stick-to-it" salesman noted for his perseverance, always amiable and congenial and with a continual store of pleasing little stories to tell who, if given a little encouragement, is willing to be an active promoter of sales for every dealer in talking machine records. He is a poor pot for increasing the sales force, says this average dealer. True enough, but the little sales man is not employed to contribute to the records, and the artist and a relative mesosphere which sneak and musical ble only for the most keenly developed critic of regarding the current releases in a manner possible little salesmen.

Some dealers have considerably developed this detail by having the name and address neatly imprinted together with the store trade mark or slogan. A more attractive variation is obtained by several dealers who use a seal or neatly printed label for this purpose. An instance is that of a prominent piano house which employs a small oval label. The background is in gold, the printing is in black, and a black border to the edge of the label sets it off to advantage. The colors

Proper Distribution of Monthly Record Releases Will Mean Much in the Upbuilding of the Business

harmonize regardless of the tint of the cover on which the label is placed.

The mailing list to which the booklets are mailed deserves the most careful consideration. Manufacturers and jobbers are prone in their warnings to distribute literature with discrimination, yet the mailing list, due to the detailed attention which its proper maintenance requires, is too often allowed to go stale. From the dealers' point of view the postage and mailing expense of directing the booklets to "deadwood" gives this practice a direct significance.

The dealer who first started enclosing a personal letter with each booklet mailed probably reasoned that he would put in a good word for himself instead of just advertising the product. However, he was forging a most important link in the chain, manufacturer to consumer, thereby serving all members. His enclosure for the July supplement multigraphed on his letterhead would probably bond something like the following:

"Dear Patron—When you glance through the booklet enclosed you cannot help but be reminded of the happiness and keen entertainment which several of the records can bring to your home during these first warm Summer days when a few moments of relaxation are so desirable. The latest song hits and dance numbers are just what you need to cultivate the evening gatherings on the porch or outdoors. The violin solo by...when I first played it here in the store, impressed me with its soothing tones and its ability to brush all cares aside. It is indeed a record which you should add to your collection. There are also some dandy spirited march selections by...Hand, and others which you will certainly enjoy hearing.

"At your first opportunity won't you stop in and let us play the latest records for you? Our accommodations are ample, always a large, cool, airy listening booth waiting for you. Yours very truly, Music Store.

The booklet with the above encomium, reaching "Dear Patron," was properly introduced, stepped in unabashed, and standing on its own feet said its little say. If there was the tiniest spark of having fire in friend Patron you can betcha...Music Store got the business.

COVERS TRADE IN CALIFORNIA

H. E. Macellis, publicity director of the Magnavox Co., tells of his extensive trip in California, during which he obtained complete information relating to the Magnavox situation in California. In the course of his trip Mr. Macellis gave a demonstration of Magnavox music and tone Telephones at every place where the Magnavox was not well known. An automobile was equipped in practically every town, and the middle and southern parts of California were visited and demonstrations given. A great deal of valuable information was obtained and more than twenty new dealers were signed up. California, being one of the greatest resort States, is a fertile field for Magnavox sales.

The Celina Cabinet Represents Unusual Value

Because it is an honest product of quality, truthfully represented.

Because it is built by a concern that has a recognized reputation for fair and honorable business dealings.

Because it is made in five upright and four period designs, such representing a complete line to choose from.

The Celina Specialty Co.
Celina, Ohio
Why Did Widener Do It?

After making an exhaustive survey of the phonograph situation, after taking into careful consideration the features of every product on the market, Widener's, Inc., operating a series of fourteen stores from Boston to St. Louis, have taken on the Granby Phonograph line. Nine of these stores are so placed geographically that they make ideal distributing points for the surrounding territory. These stores are as follows: Boston, Worcester, Hartford, New York, Newark, Philadelphia, Cincinnati, Indianapolis and St. Louis.

Each manager of Widener's stores will take full charge of each respective territory as Granby factory representatives, succeeding the former representatives of each territory.

The Granby-Widener Alliance
—logical, consistent and powerful—will prove a sales and prestige builder extraordinary.

It is highly significant that so authoritative a judge of phonograph values, and an organization as experienced in its specialized field as Widener's, Inc., should put the seal of approval on the Granby and make it first choice for future selling activities.

The Selection of the Granby
means much to you as a progressive merchant.

What influenced the Widener institution to choose the Granby in preference to all other phonograph makes, should greatly interest you.

Write or wire for full details of the Granby selling franchise.

GRANBY PHONOGRAPH CORPORATION
NORFOLK - VIRGINIA

Wholesale Distributing Points
Boston 	Worcester 	Hartford 	New York 	Newark 	Philadelphia 	Cincinnati 	Indianapolis 	St. Louis
Helping General Business by Capitalizing the Popularity of the Recording Artists

Talking machine dealers have for a long time past realized the fact that it was good business to have noted record artists appear in their respective cities and to feature at the time the records made by those artists in their stores. There is no question that the individual appeal of a great many artists has been materially increased through the fact that their records have been distributed widely, and it is a fact to say that a considerable proportion of many concert audiences is made up of people who are not so much interested in the program as they are in seeing in person the the fact that the Benson Orchestra, which makes the Victrola records plays regularly in the Stevens Building Restaurant during mealtime.

If the inclination of these outsize interests to profit by the popularity of artists worn through the medium of talking machine records develops to any degree, it will not be beyond the realm of possibility to expect to find in the theatrical announcements of the daily papers the statement that this or that star or comedian is the same one whose songs and recitations have proven so popular on the --- records.

Walter Kelly, Eddie Cantor, Bert Williams and a score or more other comedians and monologue artists have found their way into talking machine recording rooms because of their stage popularity, but there is no question of the fact that there are probably three owners of records who have never seen the artists in person to one who first saw the artist and then bought the record. It means that a direct appeal to the record owner will interest more people than an appeal to those with whom the artist has won popularity in person.

ESKIMOS DESIRE TO BE UP TO DATE

Talking Machines, Records, Music and Books Ordered by Progressive Element in Far North

Jazz to Be Featured in Igloo Concerts

Esmorwon, Alta., June 26—Igloo music makes literary circles may become fashionable among the Eskimos. Dennis Anoktok of Anderson River, leader of sub-polar cognoscenti, has written to EDMONTON for a talking machine, forty records of recent songs and a dozen popular novels. His order came by the last mail from Dawson. The articles will go north by the first Mackenzie River steamer.

The songs are those that have won the plaudits of the cabarets, the kind that jazz connoisseurs describe as “knockouts, believe me”—many songs, hula songs, ragtime love, the gamut of idles from cerulean to indigo, passionate tango melodies warranted to heat an igloo when the temperature outdoors is seventy below.

These ditties will give the Arctic, that knows caused hearts, its first real taste of cultured music. Anoktok and his forelads highbrows will burn the midnight blubber over the pages of “Main Street,” “This Side of Paradise,” “Moon Call” and other best-seller romances. What effect these cultural achievements of the white man will have upon the primordial souls of the Eskimos is for psychologists to conjecture. They may work an epoch or start a riot.

Anoktok was educated at the mission at Fort McPherson, a post of the Hudson Bay Co., now selling its land in the rich prairie provinces to farm settlers, but still dominant in the fur trade of the Far North. With the shipment of books and music went new parts for the gasoline power hosts. In his power hosts he scouts far and wide on hunting expeditions along the Arctic coast. The old-fashioned kyack made of rawhide is too crude for him. Anoktok is an up-to-the-minute Eskimo.

Don’t be afraid to talk turkey in the form of dollars and cents now and then

Increased Record Business Is Here

You Will Get It With

OKA

Records

The Record of Quality

KIEFER-STEWART CO.

Distributors of Okeh Records

Capitol Ave. and Georgia St. Indianapolis, Ind.
Here is Your Chance

Do you realize that Columbia Grafonolas now cost less than other phonographs—were the first to have their prices reduced—give Columbia dealers the same percentage of profit as before—offer right now an exceptional chance for quick sales?
Do you realize that all the latest model Columbia Grafonolas with their many modern exclusive improvements now sell for less money than your customers would have to pay for older designs of phonographs without any of these improvements?

Are you taking full advantage of the fact that the Columbia Graphophone Company was the first to readjust prices? Have you impressed upon your customers how much these reductions amount to in actual cash? Do you realize that on every $100 worth of Columbia product you sell today you are making exactly the same percentage of profit that you were making before these price readjustments went into effect.

With all these factors in their favor, do you realize what an exceptional opportunity Columbia Grafonolas now offer for a quick turnover and big sales? Now, when every condition's right, is the time to push your sales.

COLUMBIA GRAPHOPHONE COMPANY
NEW YORK

GRAFONOLA
The members of the phonograph industry, is one of co-operation to that territory. Scluille Co has lately established a Granby of. The Kffitnerlytichulte Co, representative of the part of Ohio whirls is under the supervision of the Granby Phonograph Corp., is at jirrit in that.

Harry Coplan, although one giving characteristic and intensive Granby merchandising Condition, Big Ald In Granby as one of the finest equipped plants in this country. He is not only a factory man in the broadest sense, but is seemingly a clever merchandiser as well. He has an extraordinary knowledge of the instalment business and may be considered a specialist in that line. Harry Coplan is a typical Granby executive and is contributing much to the growth of the Granby Corp. throughout the country.

INSTRUCTS MUSIC SUPERVISORS

Ten Supervisors and Teachers of Indiana Receive Some Interesting Knowledge From Educational Department of Stewart Co.

INDIANAPOLIS, Ind., July 3. Under the direct instruction of Miss Edith Rhetts, of the educational department of the Victor Talking Machine Co., ten grade teachers and music supervisors from over the State of Indiana were in session in the Stewart educational room recently.

Miss Rhetts explained in detail the work which these people are to do this Summer among the county institutes in Indiana. Record analysis occupied the greater part of one morning.

Miss Caroline Hanes, of the Stewart educational department, was thorough in her explanation of the many different test-books which these ten music supervisors will use constantly in their work this Summer.

Miss Hobson also explained the music memory contest which is to be held in Indiana next Fall, and showed the members of this class the many ways in which it is possible for them to co-operate with Victor dealers in institute work.

N. Dunnage recently opened a new talking machine store on Azusa avenue, Azusa, Cal., where he has been handling the Columbia line of Grandolas and records. The store has met with considerable success since its establishment in that section.

Prominent Accessory Man Adds Four Large Rooms to Quarters in Vanderbilt Building

Owing to the growth of his business, D. R. Doctorow, the well-known distributor of phonograph accessories and parts, with offices at 51 East Forty-second street, New York, has been compelled to enlarge his quarters. Arrangements were recently consummated whereby he secured four additional large-sized rooms adjoining the offices now occupied, which have been equipped so as to display to advantage the complete line of talking machine accessories which he carries. One large room is to be used for the display of motors, tone arms and other accessories. Another room is to be fitted up to show cabinets, talking machines, etc. Mr. Doctorow's large quarters are pleasantly located on the third floor of the Vanderbilt Ave. Bldg., the location is central, easily accessible to city as well as out-of-town customers, being convenient to the Grand Central Station. Mr. Doctorow took possession of his new quarters early in July.

Be honest, frank and sincere with your customers. Give him a straightforward, manly, true selling talk, and leave the bluff, bank, etc., to the man who has neither the goods nor the personality.

BELL HOOD Semi-Permanent Needle

THE BELL HOOD
PAT. MAY 4, 1920

SEMl-PERMANENT NEEDLE

The Sounding Board Bell produces the best results. Eliminates as no other needle can, all mechanical noises. Tonal effects for any record.

LOUD

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

IMPROVES YOUR PHONOGRAPH 100 PER CENT

"The Bell Does It"

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

SEMI-PERMANENT POINT—Loud—Medium—Soft

A profitable needle for dealers to sell. More than 2000 dealers are now selling them with splendid success.

THE BELL HOOD NEEDLE CO.

183 CHURCH STREET

NEW HAVEN, CONN.
The Individuality of Music

as conceived and interpreted by the artist, is offered in the new Gennett Records. They endow your phonograph with a new and entrancing charm. Try these new July Gennett Records.

4723—Kharmine (Thompson, O'Neil, Olson)
Paper Doll (David)
Waldorf-Astoria Dance Orchestra—85c
4724—I'll Keep On Loving You (Colburn—
Bennie Krueger's Orchestra
Oh, What a Tune! (Vincent-Aronson—
Harry Rademan's Orchestra—85c

4725—In a Monastery Garden (Kettelney)
Cavalleria Rusticana (Mascagni) (Inter-
mezzo)
Gennett Symphony Orchestra
P. Floridio, Director—85c

4721—Peggy O'Neil
Arthur Fields, Baritone, with Orch. Acc.
Vamping Rose
Billy Jones, Tenor, with Orch. Acc.—85c

GENNETT RECORDS
Manufactured by
THE STARR PIANO COMPANY, RICHMOND, INDIANA
NEW YORK—CHICAGO—LOS ANGELES—BIRMINGHAM—DETROIT—CINCINNATI—CLEVELAND
INDIANAPOLIS—BOSTON—JACKSONVILLE—LONDON, CANADA
The Columbia Novelty Record this month is the "Men of Harlech" and "Son y Botel" (Yes; that's right) played by the Welsh Band Welsh native airs so old that they're new. E-7106.

NEW CANADIAN COPYRIGHT ACT PASSED BY PARLIAMENT

New Law Provides Royalty of Two Cents Per Copy for Mechanical Reproduction of Music In Record or Roll Form—Other Interesting and Important Features of Act

OTTAWA, CANADA, June 30.—After many months of delay and much argument the new Canadian copyright law has finally passed Parliament, and is to become effective upon a day to be fixed by proclamation of the Governor in Council.

The section of the law which is particularly interesting to the music industry is that providing for a royalty of two cents upon each playing surface of records or music rolls. This point was widely opposed by certain interests, but was strongly supported by publishers and composers and eventually won out. It will mean that American publishers and songwriters will profit greatly by being able to collect denarie royalties for the use of their songs on Canadian records and rolls. The fact that such royalties could not be collected previously has always been a sore point.

The most vital part of the new copyright law are as follows:

Subject to the proviso of this Act, copyright shall subsist in Canada for the term hereafter mentioned, in every original literary, dramatic, musical and artistic work.

Copyright shall subsist for the term hereafter mentioned in records, perforated rolls and other contrivances by means of which sounds may be mechanically reproduced, as like manner as such contrivances were musical, literary or dramatic works.

The term of the copyright shall subsist the life of the author and a period of fifty years after his death.

The term of which copyright shall subsist for records, perforated rolls and other contrivances from which sounds may be mechanically recorded shall be fifty years from the making of the original plate from which contrivances were directly or indirectly derived.

For the purpose of this Act, "copyright" means the sole right to reproduce or re-produce the work in any substantial part thereof in any manner or form whatsoever, to perform, or to use in the case of a lecture to deliver, the work or any substantial part thereof in public, if the work is unpublished, to publish the work or any substantial part thereof, and shall include the sole right—

(a) to reproduce, re-produce, perform or publish any translation of the work;

(b) in the case of a dramatic work, to convert it into a novel or other non-dramatic work;

(c) in the case of a novel or other non-dramatic work, or of an artistic work, to convert it into a dramatic work, by way of performing or otherwise;

(d) in the case of a literary, dramatic or musical work, to make any record, perforated roll, cinematograph film, or other contrivance by means of which the work may be mechanically performed or delivered; and to authorize any such acts on aforesaid.

The royalty shall be two cents on each playing surface of each such record and two cents for each such perforated roll or other contrivance. If any such contrivance is made reproducing on the same playing surface for two or more different works in which copyright subsists and the owners of the copyright therein are different persons the times payable by way of royalties under the section shall be apportioned amongst the several owners equally.

No royalties shall be payable in respect to contrivances fraudulently made and sold before the commencement of this Act.

Copyright in a work shall be deemed to be infringed by any person who, without the consent of the owner of the copyright, does any thing the sole right to do which by this act is conferred on the owner of the copyright.

NEW BUILDING MAKING PROGRESS


WASHINGTON, D. C., July 6—Work on the new building to be occupied by Rogers & Fischer, Victor wholesalers, is progressing at a rapid pace. This building, which is being constructed at 12th street N. W., is being built specifically to meet the requirements of Rogers & Fischer in their wholesale distributing of Victor merchandise. It will be modern in every respect and fireproof in construction. The equipment is designed for the greatest efficiency in distributing work. Rogers & Fischer expect to occupy their new quarters on October 1 and upon the completion of the new building will devote their entire energies to wholesaling only. In the meantime their business will be continued at the present location on 7th street N. W. The provisions for these greatly increased facilities clearly vindicates the justified faith of both John Fischer and Robert C. Rogers in future conditions.

SOME VALUABLE SALES LETTERS

Sixteen Live Selling Letters Offered to Dealers by the Victor Co.

The two center pages of the June issue of the "Voice of the Victor" were given over to a reproduction of fifteen unusually strong sales letters, carefully prepared by the Victor Co. for the use of dealers who are earnestly endeavoring to look for new business. The letters are carefully diversified and among the system are found examples that can be utilized in approaching practically every class of prospect. The letters should prove of particular value to dealers in preparing their fall campaigns.
Don't Wait on Folks—Sell Them

Suggestions on Making the Booth a Greater Aid in Selling—Being Alive to Opportunities

It pays to feature your stock under classified headings when you are advertising stock records and it pays to give some attention to stock records regardless of the demand for correct records.

When customers enter your store and ask to hear a number of records and you refer them into the booth and they hear only what they ask for and buy some, you have not sold them anything. They came to your store and bought but if you are employees you can rest assured your employer's advertising and the store surroundings sold these customers.

If there is nothing in that booth suggesting a purchase that the customer might not have thought of, you have missed another opportunity.

Short "punchy" signs, carefully lettered, calling attention to a record not of general demand, is an effective selling method, as are similar signs in the windows and about the store. There are plenty of people who can wait on the trade waiting for someone to give them an opportunity to wait.

Keep your mind busy and you will always have the pleasure of being paid for your time. We know plenty of lazy-minded people who are waiting for a job, says the Putnam-Page Co.'s sellers' literature.

You who have a place in this business have a golden opportunity now to prove your worth. Don't wait on folks—sell them.

This is a timely suggestion which no real salesman can afford to overlook.

Ceylon Great Graphite Center

In the island of Ceylon graphite is found in greater abundance than in any similar-sized area in the world. The soil and rocks of Ceylon are almost everywhere impregnated with graphite, so that it may be seen covering the surface in the drainage after a rain. The supply is practically inexhaustible. The peculiarity of Ceylon graphite is its remarkable purity.

Packed in rust and dust proof numbered cartons.

Special prices to manufacturers and jobbers.

A FEW OF THE SIZES WE CARRY.

Prices in Assorted Lots of

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1&quot; x 200 x 13 1/4 feet</td>
<td>For small Victors, pear shape hole</td>
<td>$5.54</td>
</tr>
<tr>
<td>1 1/2&quot; x 200 x 15 feet</td>
<td>Bent arbor for Victrolas No. 4A</td>
<td>$5.55</td>
</tr>
<tr>
<td>1 1/2&quot; x 200 x 9 feet</td>
<td>Bent arbor for Victrolas Nos. 6A and 8A</td>
<td>$5.55</td>
</tr>
<tr>
<td>1 3/4&quot; x 200 x 9 feet</td>
<td>Bent arbor and bent up end for Victrolas Nos. 6A and 8A</td>
<td>$5.55</td>
</tr>
<tr>
<td>1 3/4&quot; x 200 x 12 feet</td>
<td>Bent arbor for Victrolas Nos. 11A, 60 and 99</td>
<td>$5.65</td>
</tr>
<tr>
<td>1 3/4&quot; x 200 x 17 feet</td>
<td>Bent arbor for Victrolas Nos. 9A, 10A, 11A and 16A</td>
<td>$5.75</td>
</tr>
<tr>
<td>1 1/4&quot; x 200 x 17 feet</td>
<td>For old style Victors and Victrolas, pear shape holes</td>
<td>$5.75</td>
</tr>
<tr>
<td>1 1/2&quot; x 200 x 12 feet</td>
<td>For Edison Home, pear shape hole</td>
<td>$5.75</td>
</tr>
</tbody>
</table>

TERMS—To customers with satisfactory commercial rating, 20% discount for cash within 10 days, or 30 days net. TO OTHERS, 3% discount for cash in full with order, or 20% of total purchase with order, balance C.O.D. Kindly include Parcel Post charges, if wanted that way.

If you have not received catalogue W, write for your copy.

Everybody's Talking Machine Co.

Largest Distributors of Main Springs in America

38 North Eighth Street


Exclusive Distributors for the General Phonograph Corporation
The VOCALION

The Perfect Phonograph

The perfect phonograph is a beautiful instrument—beautiful to see, to hear, to play.

The handiwork of artist-designers, of wood-workers skilled in the production of the world's costliest and finest instruments, is apparent in its every line, its choicely matched veneers, its rare depth of finish and of color.

To hear the perfect phonograph is to acquire new respect for the type. Gone are the thin reflections of voices and of instruments that characterized the machine of yesterday. Instead are heard true reproductions, holding the mirror to nature itself. Pure, living human tones, vibrant with the very breath of the singer; glorious voices of the orchestra, full, pealing, and military; sad, plaintive, and sighing; deep, rich, and sonorous. Every instrument, every artist gaining a full measure of justice for the distinctive beauty that is theirs.

To play the perfect phonograph is to experience a new delight in music. Holding the wonderful Graduola tone-controlling device in hand, mastery of all music and all musicians comes like a beneficent gift.

The charm of the perfect phonograph—the Vocalion—has been recognized in all lands, felt by all classes. To see, to hear, to play the Vocalion is to know that at last the phonograph has come into its own.

THE AEOLIAN COMPANY

Makers of the Duo-Vox Reproducing Piano Farthest Manufacturers of Musical Instruments in the World

AEOLIAN HALL, NEW YORK CITY

LONDON PARIS MADRID MELBOURNE SYDNEY
COLONIAL MUSIC SHOP OPENS

New Columbia Establishment in Auburn, N. Y., Most Attractively Arranged

AUBURN, N. Y., July 4.—The formal opening of the new Colonial Music Shop in this city late last month was well attended and was pronounced a success. Alterations and improvements have made this establishment one of the most attractive in the city.

Charles Dickinson and D. A. Little, who have had a wide experience in the talking machine and record business, will head the enterprise. A complete line of Columbia phonographs will be carried, together with the largest and most complete stock of Columbia records in the city.

SALES CLOSING A HIGH MARK

Ray Belcher, Pathé dealer in Jersey City, is hitting a high mark. His success is entirely attributable to his intense application of the Pathé selling plan. Crew Manager Maversberg is in charge of outside selling. Jos. C. Hidnik has met with considerable success selling Pathés in famed oak finish, which is an appropriate wood for the Sunnite, since the high-polish finishes are easily scratched when on the porch. This dealer is also using the Pathé selling plan and has stationed Crew Manager Carter at the wheel. Another Pathé dealer in New Jersey who is realizing gratifying sales in the face of adverse conditions is Benjamin Shekerpan, Morristown.

CONCERTS ATTRACT THE PUBLIC

A series of Victrola concerts are being staged by Bailey's Music Rooms of Hardwick, Vt., as part of their regular advertising policy. The concerts are being eagerly looked forward to by the inhabitants of Hardwick and surrounding towns and promise to be successful as a business getter.

STANDARD CO.'S NEW VICTOR DOG

Brass Replica of Famous Trade-mark Designed for Use as Paper Weight or Radiator Cap

The Standard Talking Machine Co., Pittsburgh, Pa., has just issued a replica of the famous Victor dog in a new form. The new "pup" is made of red brass and green copper, is most attractive in appearance and is to be had on two different bases—one with felt bottom, to be used as a paper weight, and another for use as a radiator cap on automobiles. The standard pup, which bears the name Victor prominently on the base, is designed for general sale to the talking machine owner, the retail price being fixed at $1.50.

Confidence in one's self is an asset; overconfidence is a liability.

OFFICIALS UNITE TO STOP THEFTS

Continued Stealing of Musical Instruments in Indianapolis Results in Federal and County Officials Joining Forces

INDIANAPOLIS, IND., July 1.—Theft of musical instruments has become so prevalent in Indianapolis that Federal and county officials have had to join forces in an attempt to put a stop to this new form of crime. Schools, churches, homes and public buildings have suffered from this new criminal attack toward the artistic. All forms of musical instruments, from one piece to scores of phonograph records, have disappeared in Indianapolis in the last two months.

Heavy sentences already have been imposed on men charged with stealing musical instruments from interstate shipments.

An Oplex Sign Will Tell Them What You Sell

NO one can fail to know the lines of instruments you handle if you tell them with a Flexlume Oplex Electric Sign the kind with the raised, snow-white glass characters standing out from a dark background. They are perfect day signs as well as night signs; they have greatest reading distance, lowest upkeep cost, better illumination, most artistic designs and the added advantage that any trademark can be perfectly reproduced in the raised Oplex characters.

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

FLEXLUME SIGN COMPANY
36 RAIL STREET
BUFFALO, N. Y.
CAUTION

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
SUITE 610
BRILLIANTONE NEEDLES
The Outfit For Every Occasion

HERE'S the ideal combination needle outfit. This carton of 5 metal boxes, each containing 200 BRILLIANTONE NEEDLES of a different tone—Extra Loud Tone, Opera Tone, Full Tone, Half Tone and Light Tone. Sell your Customers this outfit so they will have in their home a needle for every conceivable occasion.

BRILLIANTONE STEEL NEEDLE CO. of America, Incorporated
Selling Agents for
347 FIFTH AVENUE, NEW YORK

Canadian Distributors: The Musical Mfg. Co., 19 Wellington St. W., Toronto
Foreign Export: Chipman Ltd., 3-10 Bridge St., New York City
How Albums Can Be Used to Stimulate Sales of Talking Machine Records

By Phil Ravis

Although it is generally admitted that the present so-called "condition of trade" is purely psychological—that is, that there is nothing in the matter with the purchasing power of the people of this country except that they are holding on to their money in hopes of some realistic lowering of lower prices, it is certainly a pertinent and opportune moment for manufacturers to come forward and lend all the possible selling assistance within their means to the dealers. While it is true that business has already shown a firm reaction in the slump of last November, some dealers are still laboring under the stress and are in a position to welcome any suggestions which might produce immediate sales returns equivalent to offset any losses that may have occurred. It is with this thought in mind that I have gone into this article with reviewed accumulated matter on the subject of selling stunts which have proved successful to some quarters of the country, and therefore seem worthy of a more general application. In going over this work of material I am selecting only the ideas which seem to promise the greatest sales benefits at the present moment.

A favored feature of the talking machine business has always been that human quality or multitude in collect and preserve choice pictures and mementos of other times, as is attested to by the large libraries in every ordinary home; the fine pictures on the walls and the color cabinets containing shells and colored stones, relics and trophies. People have in recent years extended their collections to records of music for the talking machine and player piano. But up to the inception of the record album the art of collecting records and the grade of possession

Various Selling Stunts in Which the Record Album Can Play a Notable Part Set Forth for Dealer's Benefit

having made ample provision for its constant improvement, as the selection of its disc was so well taken care of, will be of lifelong utility. I am not advancing these suggestions for selfish motives, but in the hope that through the medium of the album the dealer in greater sales will be thrown open, to the final betterment of the entire industry.

Here is a letter from one of our representatives traveling the Coast territory: "Glover has made ample provision for its constant improvement, as the selection of its disc was so well taken care of, will be of lifelong utility. I am not advancing these suggestions for selfish motives, but in the hope that through the medium of the album the dealer in greater sales will be thrown open, to the final betterment of the entire industry.

There is a letter from one of our representatives traveling the Coast territory: "Glover has made ample provision for its constant improvement, as the selection of its disc was so well taken care of, will be of lifelong utility. I am not advancing these suggestions for selfish motives, but in the hope that through the medium of the album the dealer in greater sales will be thrown open, to the final betterment of the entire industry.

KICHLER VALANCES

especialy designed for the windows of the Talking Machine Dealer. We can reproduce and embroider any trade-mark and any type of lettering.

KICHLER VALANCES will improve the appearance and increase the sales value of your show windows. Write us for our descriptive literature.

THE L. A. KICHLER CO.

717 Lakeside Ave., N. W.  CLEVELAND

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

(Continued on page 34)
A message of vital importance to phonograph merchants who have a right to know the facts.

FIFTY-SIX years ago, in 1865, The Widdicomb Furniture Company was established at Grand Rapids, Michigan. It was organized by men of vision who were master cabinet makers, and who saw the growing demand for fine furniture.

In fifty-six years this organization has forged ahead until today it stands in the forefront of this particular industry. It is known, wherever furniture men meet, for the superiority of its product—exquisite workmanship and perfect cabinet design.

Not long ago this same organization witnessed the demand on the part of America for a phonograph which, aside from being a perfect musical instrument, would be decorative as well and lend enchantment and beauty to the home.

In other words, it saw the necessity for phonographs of fine cabinet design—such cabinet design as Widdicomb placed in its well-known furniture—and the executives of the company determined to investigate the phonograph market.

Their survey proved to be a revelation. They found that phonograph merchants and music lovers received their ideas with open arms. They were more than ever convinced that there existed a great demand for a phonograph of artistic merit.

But they did not at once put their ideas into practice. They called together experienced phonograph men from different parts of the country, men who had had long years of experience in the practical end of phonograph making.

These experts, together with the Widdicomb cabinet makers, worked for two years before the first Widdicomb phonograph (now entitled The Aristocrat of Phonographs) was completed.

When it was shown to a limited number of well-known phonograph merchants it created a sensation. It contained many exclusive features and it was the first time that a phonograph had been designed which contained beauty in appearance and exquisite musical qualities as well.

Today the Widdicomb phonograph holds a unique position in the trade. It is backed by one of the old line companies of the United States. It has unqualifiedly received the endorsement of the greatest phonograph merchants. Thousands of Widdicomb users have pronounced it the finest machine on the market, both in appearance and tonal qualities.

At present the Widdicomb franchise is being offered to a limited number of dealers; to phonograph merchants who are interested in an organization of well-established business policies and which is known throughout the United States for its integrity and sincere business qualities. To these men we are able to offer an exclusive franchise which will be a profitable, paying one. If you are interested, write us and we will give you the full facts.

TO STIMULATE SALES OF RECORDS

(Continued from page 31)

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

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

<table>
<thead>
<tr>
<th>MOTORS</th>
<th>CASTINGS</th>
<th>TUNKABLES</th>
<th>TONE ARMS</th>
<th>TONE ARM</th>
<th>HORNs</th>
<th>THROATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tone Arms</td>
<td>Castings</td>
<td>Tuntable</td>
<td>Tone Arm</td>
<td>Horns</td>
<td>Throats</td>
<td></td>
</tr>
<tr>
<td>and Brass</td>
<td>and Brass</td>
<td>and Brass</td>
<td>and Brass</td>
<td>and Brass</td>
<td>and Brass</td>
<td>and Brass</td>
</tr>
</tbody>
</table>

Stylus Bars
Screw Machine Parts
Talking Machine Hardware

JEWEL AND STEEL BULBS OR PACKED
PHONOGRAPH NEEDLES
GENUINE RUBY BENGAL MICA

Fenderbilt Ave. Bldg.
31 East 40th Street, New York
Tel. Fenderbilt 5502

It was along with three or four records a permanent invitation to fill the album with more records has been planted. Records Make an Ideal Gift

The large sales at Christmas time are from these "suggestions" of records as gifts. For instance, there is St. Valentine's Day, Easter and Thanksgiving, and to mention other occasions of all year round celebration, such as the birthday, the week end party and the wedding anniversary. It is rather pleasant to give just record albums put up in an ordinary envelope, but to present them in the conventional album bound a charming and colorful to the soft which attains continued interest for it. Besides, when three or four records are given in an album opportunity, is extended the frequent to complete the set, in till the albums eventually is, therefore, quite to the advantage of the scales to push albums along with records when they are to be used as gifts.

New Albums for Old

Now that albums have been on the market a number of years, it is quite often the case that some folks will have in their homes a rather shabby outfit that is, the old albums will bear marked traces of long continued use. Why not extend patrons of music and your best record customers an unusual service in taking back these worn albums and supplying new ones? The idea would soon become a favorite of yours and bind the old customers to you for their exceptional service. One dealer in the South makes it a rule to accept any old albums in exchange for a brand-new one if the customer will make the dealer more than the cost of the new album is easily absorbed by the profit on one twelve-inch record and no suggestion of price cutting or honor offer is made. Of course, the old albums have no value to the dealer aside from representing the consumer interest in the phonograph outfit and the consequent record sales. Other alluring offers of albums to stimulate record sales can be made along these same lines with somewhat more than highly profitable returns.

A Manufacturer's Tribute

Some time ago I received a letter from the sales promotion department of one of the largest manufacturers in the country which seems to indicate that our slogan, "Albums do sell records," was not assumed in vain. The letter reads in part: "... endless capacity in the larger types most certainly leads to record sales. The fact that the consumer has a definite price for as many records as he can buy is reason enough to indulge himself with the music he wants regardless of any worry about their careful preservation throughout the years. The public is certainly coming to realize that a library of music is a far more important thing than a library of books. Unquestionably, the album has served to instill this thought, or, at least, to make the idea of a record library feasible and practicable. It is our duty now to impress upon the retailer the great benefits to be derived from the widespread distribution of the record album."

The problem before us in 1921 is not one of limited possibilities due to stock shortages and belated deliveries. From all accounts there will be an abundance of talking machine and accessory material available from many sources. All this talk of "saturation points," absorption, etc., is ridiculous in the face of comparisons with similar and more highly competitive industries. Sewing machines, for instance, have been on the market for more than 100 years as phonographs and they are still going strong without the element of constant monthly rejuvenation of interest, as in the case of records in our business. The fact of the new records alone offers continuous sales possibilities sufficient to maintain the already established dealers. Our duty for the new year, as it is seen from this desk, is to enlarge the outlet for records by providing the consumer with the means and the incentive to develop his record library. It is obvious that, if your record business can be developed to its greatest possible volume, the new business in talking machines will take care of itself.

GIrLS SELL 86 GRAFONOLAS

The H. R. Bowen Furniture Co., Columbia dealer in Omaha, Neb., has accomplished wonderful results by placing five girl canvassers in various parts of the city. Eighty-six Grafonolas were sold during the month of May by these canvassers.

The manufacturer who is feeling the pulse of the public through the retail trade is able to establish a policy that brings business.
$3.69
Finances a $200 Time Payment Sale
for the Brunswick Dealers, under
New Brunswick Finance Plan

In other words, under a New Deferred Payment Sales Plan for Brunswick dealers, no additional capital is needed to do a profitable time-payment business in Brunswick Phonographs.

On a $200 time-payment sale, the dealer realizes all the cost, plus $50.30 of the profit immediately. The total of financing the sale is $3.69.

No tying up of his capital. Brunswick supplies the financial help, then moves the goods by force of heavy national advertising. Seize this opportunity to acquire a Brunswick Franchise right now—at the very beginning of one of the greatest and most constructive campaigns of national advertising ever put behind a phonograph and records.

A letter brings full details of the Brunswick Finance Plan. No obligation. But be sure to get all the facts about the greatest offer ever made to phonograph dealers.

THE BRUNSWICK-BALKE-COLLENDER CO.
General Offices: 603-633 South Wabash Avenue, Chicago

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

New England Distributors:
Kraft, Boys & Soper, Inc., 1261 Boylston Street,
Boston, Mass.

Canadian Distributors:
Musical Merchandise Sales Co., 39 Wellington St., West,
Toronto

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

Brunswick
PHONOGRAPHS AND RECORDS
TALKING MACHINES IN AUSTRALIA

Manufacture of Talking Machines in Antipodes Enjoys Rapid Growth—One Plant Produces Five Hundred Machines Per Month

Many manufacturers are of the opinion that the talking machine demand in Australia is supplied entirely by importation. As a matter of fact, this is far from being the case. In a little more than eight years, the talking machine manufacturing industry on this island has advanced by leaps and bounds until to-day a fair output of talking machines is reported.

According to the Australasian Manufacturer, the industry first saw the light of day in Australia in 1912, when the first patent was granted to the firm of Jackson & MacDonald, on the “Rexmona.” The first machines were made by contract, but the rapid expansion of the industry necessitated the construction of three large factories during the past eight years. More than five hundred of these machines are turned out each month at the present time and the industry is continuing to expand at a rapid rate. In one factory of this firm the cabinets, from start to finish, are made; then there is a special factory where only the period designs are produced. Lastly, there is the building in which motors and other working parts are fitted, this building also containing repair department, warehouse, show-rooms and offices.

DALHART TO SING FOR EMERSON

Well-known Concert Tenor’s Recording to Be Included in September List

The Emerson Phonograph Co. recently announced to the trade that Vernon Dalhart, the well-known concert tenor, had been engaged to make records for the Emerson library. Mr. Dalhart is very well known in the concert field, and some few years back made records for the same company. The officials of the Emerson company are very enthusiastic about these new recordings, and confidently feel that they will meet with favor. The first numbers by Mr. Dalhart are being recorded now, and will be ready for the trade in the September list.

IRWIN KURTZ SAVES MORE MONEY

Irwin Kurtz, president of The Talking Machine Men, Inc., and one of the popular dealers in the metropolitan district, has sent the following interesting announcement to his friends:

Another $200
Tax Exemption has Arrived at the House of Mr. and Mrs. Irwin Kurtz, 997 Seventh Avenue, New York City. Their hair is red and their eyes blue, and their name is Berenice Lena, and their weight is seven and a half pounds.

The Rialto Music Co., Columbus dealer, of Omaha, Neb., has purchased an auto truck which it loads with records and, driven through the streets, brings music to the doors of purchasers, thus increasing sales.

Your Opportunity to Buy at the Right Price

We manufacture 3 and 5-ply panel stock in all thicknesses and woods. Also 3-ply shelf stock for Talking Machine Cases. Ask for quotations on our Talking Machine Crating Boxes. They are built of solid wood.

THE BRANDTS FURN. CO.
CELINA, OHIO

PHYSICS OF RECORDS AND NEEDLES

Effect of the Needle Upon the Record Set Forth in Interesting Illustrated Article in the Magazine, Science and Invention.

An interesting article explaining the physics of the talking machine record and needle, by H. Gernback, member of the American Physical Society, is the feature of the June issue of Science and Invention, a magazine devoted to popular descriptions of scientific subjects.

The article should be particularly valuable to the layman who seeks to learn why he is advised to change a steel needle with each record. Various types of records, including the lateral cut, the hill and dale, and a combination of the two, are described in detail, and the article endeavors to show that soft needles, although they have to be replaced after each playing, serve to preserve the life of the record, while hard needles tend to wear away the walls of the record grooves quickly.

The article is profusely illustrated with enlarged views of record grooves and of needles in various stages of wear. The front cover depicts in colors a record groove magnified several thousand times, showing the action of the needle in traversing it.

NEW EMERSON DISTRIBUTORS

R. K. Curry & Co. Appointed Distributors for the State of Michigan

R. K. Curry & Co., of Detroit, Mich., have recently been appointed by the Emerson Phonograph Co. of New York City distributors of Emerson phonographs and records for the State of Michigan. This concern will carry a complete line of Emerson products, which, it is expected, will be presented to the trade in a high-class manner. This company is new in the talking machine field, having been connected with the industry in the State of Michigan for some years past. The acquisition of the Emerson representation is an important forward step in the history of this house.

The machine that has made good with the dealer—

If you don’t know the Harponola or why it has made good with the dealer, you should write or wire for the Harponola proposition.

THE HARPONOLA COMPANY
101 MERCELINE PARK
CELINA, OHIO

Edmund Brandts, President
Harponola Cabinets are built by the Menman Brandts Brothers in a separate up-to-date factory.
WE have never found it necessary to give premiums to the trade or the public as an inducement to buy Gilt Edge Needles. The secret of their widespread popularity is that inherently, Gilt Edge quality is right. Therefore, after the first trial, the purchaser becomes a permanent Gilt Edge Needle user and recommends them.

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

Canadian Distributors: The Musical Mols. Sales Co., Toronto
Foreign Export: Chipman, Ltd., 8-10 Bridge St., New York City
Some Sales Stunts of Prominent Dealers That Merit Special Commendation

By

W. Bliss Stoddard

Under the auspices of the dealers in building materials and house-furnishings of Cincinnati, 1, a comprehensive display of all that goes toward the making and furnishing of the modern home was installed at Music Hall recently. Music has become recognized as one of the necessities of modern life, and, accordingly, it is as necessary to a home as it is to own a home—more so, in fact, for one may live in a cheerless home with far less comfort than in a bright and well-furnished home where music abounds.

The Harrison Mig. Co., in keeping with the season, had a booth fitted up as a veranda or sun-parlor, with wicker furniture, and to harmonize with the rest of the settings there was a Victrola ensconced in wicker, with panels of cretonne to match the upholstery.

H. S. Pogue Co. had a drawing room where-in was installed a Victrola, which was kept in constant operation.

The Atlas & Deepke Co. likewise installed a talking machine as a prominent part of their furnishings of their three-room cottage. A young woman demonstrated the machine and frequently sang to its accompaniment.

Music in the Home

The Baldwin Shop of Cincinnati, O., recently opened a window that called instant attention so much in favor of the recording machine. A young girl in white holding one of the Butane record oil the machine. A young girl in pink, placing a music stool in front of it, stood beside it, while a Victrola in a Victrola was somewhat duff and, knowing that anything unusual would attract attention, one of the salesmen secured a mechanical doll that would do the "shimmie." This doll he installed at the foot of the stairway leading to the second door, and in front of it he placed a portable talking machine which ground out some lively music whenever you desire.

In Sandusky, O., there is a record and repair shop located on the second floor of one of the offices on the main street. Recently business was somewhat built up by giving that anything in motion always attracts attention, one of the salesmen secured a mechanical doll that would do the "shimmie." This doll he installed at the foot of the stairway leading to the second floor, and in front of it he placed a portable talking machine which ground out some lively dance music.

Music in the Home

Between the children was a lit, curious branches of black velvet in the rear were draped back to show a small Victor booth, beside which was a lighted music lamp. At the rear was a large card set in the floor, and at one end was a Victrola, with handsome rigs. A small vixen stood beside it, while a Victrola was somewhat duff and, knowing that anything unusual would attract attention, one of the salesmen secured a mechanical doll that would do the "shimmie." This doll he installed at the foot of the stairway leading to the second floor, and in front of it he placed a portable talking machine which ground out some lively dance music.

Music in the Home

Just for the season, it was a pleasant surprise to see the Alms & Doepke Co. likewise installed a large cut of the portable, calling it The Subcr with handsomely appointed cabin or canoe. Best of all, you will never be lonely so long as you can hear your favorite music whenever you desire.

They sent out in the same time to a large mailing list a circular offering to send a portable machine on trial, with payments for same distributed over a term of months.

Open Artistic Talking Machine Department

On May 20 the Rice-Kumel Co., Dayton, O., opened up its new and improved talking machine department on the sixth floor of the store. It is under the management of John E. Saum, for a number of years identified with Dayton commercial interests. The department is finished in a soft gray, and there are eight booths, well ventilated by an overhead suction system. In the rear is a first-class repair shop. Formal announcements of the opening were printed in the papers, but unquestionably the greatest amount of publicity was given by their very attractive window display. This showed an up-to-date music room with handsome rugs on the floor. On the wall was an antique mirror, beside which stood a walnut stand on which was a porcelain vase. At one end of the room was a talking machine beside which was a floor lamp with a wide-spreading silk shade. Standing on a music stool was a little miss in pink, placing a record on the machine. At the other side was a smaller girl in white holding one of the Bubble Book records. Between the children was a huge Victor dog, beside which was a brown card lettered in gold, "Announcing the opening of our new Victrola department—Complete stock of Victor records and Victrolas—Superior quality service."

Dancing Doll Advertisers

In Sandusky, O., there is a record and repair shop located on the second floor of one of the offices on the main street. Recently business was somewhat built up by giving that anything in motion always attracts attention, one of the salesmen secured a mechanical doll that would do the "shimmie." This doll he installed at the foot of the stairway leading to the second floor, and in front of it he placed a portable talking machine which ground out some lively dance music.

Music in the Home

The incorporators are H. H. Paet, W. E. Duffis and J. E. Hall.

A chapter of incorporation has been granted to the Chase Phonograph Corp. of New York under the laws of this State with a capital of $50,000. The incorporators are H. H. Paet, W. E. Duffis and J. E. Hall.

Why Break Records? Just File Them!

That is if you have the wonderful Record Shop rye which is a feature of the Wonderful Magnola.

The Marvelous MAGNOLA

This is a selected list of Victor records. Now that many of the good old records are coming, the 60-day service will be more appreciated than ever.

NEW LIST OF RECORDS

Every 60 Days

A Selected List of Victor Records

Very attractive proposition to Jobbers

Write for Revised Prices

CLEMENT BEECROFT

5546 North 5th Street

PHILADELPHIA
STEGER
the finest reproducing Phonograph in the World

For home entertainment there is nothing to equal the Steger Phonograph. Every member of the family can enjoy favorite songs, dance selections, instrumental and band numbers, popular or classical music, when there is an artistic Steger in the home.

Its many exclusive features, the wonderful Steger tone-arm, the scientifically-designed sound-amplifying chamber of even-grained spruce and the get-at-able record file, have won universal recognition for the Steger as the finest of reproducing phonographs.

Built along artistic, harmonious lines, a distinct creation of the woodcrafter's highest art, the Steger makes an eloquent appeal to every lover of the beautiful.

From a sales standpoint, the incomparable Steger offers unlimited possibilities to the active dealer. It is backed by a great and profitable merchandising plan that adds immeasurably to the value of Steger representation.

Desirable territory open. Write for the Steger proposition today.

Phonograph Division
STEGER & SONS
Piano Manufacturing Company
Steiger Building, CHICAGO, ILL.
Factories: Steiger, Illinois, where the "Lincoln" and "Daisy" Highways meet.

"If it's Steger—it's the most valuable Piano in the world."
Chrome and modern in every way.

The management of the Remick Piano, where songs were being demonstrated, lime preventing the usual crowding around the appearance of the song shop and at above, this had the effect of improving the atmosphere and placing a platform and piano which could be made without spoiling the song shop. A stairway that would lead from the street to a beautiful and attracte Grafonola Shop.

Grafonola Department at Renick Shop onstration. J. Willstein, a well-known "talker" man from New Haven, Conn., consists of twelve record demonstration rooms and a Grafonola salesroom. The equipment is absolutely modern in every way.

The Jewell Mute

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.

JEWEL PHONOPARTS COMPANY - 154 W. Whiting St., Chicago
Finer Service—Finer Records

Your business needs the Best in Service! We have it. We want to give it to you. Our organization is big enough and so well operated as to give assurance to any Record Dealer.

We can increase your sales. We shall increase your sales if we may serve with OKe Records.

From John McCormack, Frieda Hempel, Hermann Jadlowker, Marina Campanari, Vaughn De Leath to Mamie Smith, Norfolk Jazz Quartette, Natzy's Hotel Biltmore Orchestra, Erdody's Hotel Pennsylvania Orchestra, etc.

The policy behind OKe Records is making it the finer Record. It is felt in the variety of feature selections issued monthly. "Features" that are "money-getters." From the most celebrated to the most sensational—all may be heard on OKe.

Consolidated Talking Machine Co.

OKe Record Distributors

227 W. Washington St.

Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.
GREAT BANQUET AT HOTEL COMMODORE WHICH CLOSED EDISON CARAVAN CONVENTION

The Edison Caravan Convention at the Knickerbocker Hotel, New York, referred to at length in last month's World, closed with a most elaborate banquet tendered to the Edison dealers in Commodore, and proved to be a most unusual affair, elaborate as to menu and exceptionally fine as to entertainment. The guests, numbering over 1,000, filled the great hall, and during the conclusion of the dinner, he was presented by William Maxwell. There was a splendid program in the way of entertainment, which closed with Mr. Maxwell extending in behalf of the Edison laboratories the thanks of the executives to the visiting dealers for the spirit that prevailed throughout the convention, and appealed for the continuance of a fighting campaign that will make 1921 a more profitable year than 1920.

Banquet at Hotel Commodore, New York City, Which Closed the Second Edison Caravan Convention in the Metropolis

SIDEWALK JAZZ NOT POPULAR

Owners of Talking Machine Stores Feel Sidewalk Concerts Hurt Rather Than Help Trade

That there can be "too much of a good thing" has been discovered by a number of music stores who sell talking machines and records. Consequently the entertainments provided by these stores for the benefit of the passing public will be curtailed.

No more will the bank clerk or the gum-chewing "steno" be enthralled by the strains of the latest popular song wafted from the doorway of a Nassau street music shop. No more will Maie stop to hear the latest "jazz" number on her way to rush the special delivery letter off to her boss, nor will Jerry with the "urgent" telegram spend that half-hour listening to some vaudeville star sing on the record. The day of the "sidewalk concert" is on the wane, the music shop proprietors say.

The idea of the public playing of the records was primarily an advertising scheme to attract the attention to the latest records. This developed from the success the dealers found when they installed the "listening rooms" in the shops where one could hear any record upon request. Then they decided to advertise their records in the effective manner of playing them for the crowd to hear.

The trouble came when so many of the passing crowd stopped to listen to the doorway to the shop was clogged, and the dealers discovered that their patronage had fallen off rather than picked up, and that the advertising merely became a "good thing" for the idlers and really lost business for the shop. Then the scheme taints trouble for the traffic cops, for in the congested financial district the "audience" listening to the records would sometimes overflow the curb and even block the traffic, says a writer in the New York Sun. Consequently the concerts are to cease.

OPEN S VICTOR AGENCY IN SOUTH

Asheville, N. C., June 30.-A new Victor agency will be opened here in the near future by J. L. Hood, a former resident of Asheville. Mr. Hood, who has been in the music business in Greensboro for the past eight years, will locate in the new Woodcock Building when it is completed.

SIGNS WITH GENERAL PHONO. CORP.

Miss Daisy Martin to Make Okeh Records Exclusively—Popular Character Singing Artist

The General Phonograph Corp. has just announced to the trade that Miss Daisy Martin, the popular character singing artist, has been engaged to make records for Okeh exclusively. Miss Martin is perhaps one of the best-known colored singers in the country today. Some time ago she made a decided hit with the "Smart Set" company, a group of colored singers who toured the country from coast to coast, in which she played the leading part. Miss Martin has also made a decided success in vaudeville. Already the General Phonograph Corp. has received inquiries from the trade as to when the first records of this singer would be available.

MUSIC FOR SCHOOL CHILDREN

Phonograph Records to Be Made of Symphony Selections to Educate School Children

KANSAS CITY, Mo., June 30.—To familiarize Kansas City school children with good music, talking machine records of selections to be played here next season by the St. Louis Symphony Orchestra will be made for use in the schools. Miss Mabel Glenn, who was recently appointed director of music by the Board of Education, stated that the object is to educate the children to the value of good music and to enable them to recognize standard selections when they hear them. Five concerts will be given by the orchestra from which the records will be made. This is a move of decided importance.

The BABY GRAND DESIGN

PHONOGRAPH

leads in Design, Style and Tone which adds beauty and dignity to the Home—and it is today the best constructed and best finished instrument made.

PATENTED and fully guaranteed.

Write for Catalog and Prices

KROLL & HOROWITZ FURNITURE CO., Inc.
258 CANAL STREET  Eastern Distributors  NEW YORK
"Oh! Dear," "Ain't We Got Fun?" Furman & Nash sing the first selection and Van & Schenck syncopate the second. There'll be ragtime ringing of your cash register when you put this record on sale. A-3142.

Columbia Graphophone Co.
NEW YORK

TALKING MACHINE EXHIBIT SCORES

Cheney Machines Featured at Minneapolis Style Show—150,000 Visitors Attend

MINNEAPOLIS, Minn., July 7. The "Atlantic City Boulevard" Style Show, which recently closed, was the biggest and most successful event of this sort ever organized by our local business men. It was expected that about 50,000 persons would visit the show, but the final gate receipts showed the numbers to be about 160,000.

Interior of Weyand's Cheney Exhibit

If you want to do things it's often necessary to do without things at first!

The General Phonograph Mfg. Co.
Model "E" Table Phonograph

The Greatest Value on the Market
IMMEDIATE DELIVERIES IN ANY QUANTITY

Plays All Makes of Records Superior Tone Quality
Write for our Proposition

The General Phonograph Mfg. Co., Elyria, Ohio

RAY HANSON PASSES AWAY

Columbia Dealer of Boone, la., Dies Following an Operation

The many friends of Ray Hanson, well-known young business man and owner of the Hanson Music Shop in the Hotel Hotel Building, Boone, la., were very much shocked to hear of his untimely death following an operation for appendicitis.

Mr. Hanson was very well liked and had made many friends through his activities as a Columbia dealer. His music shop had become well known in the city as a rendezvous for musical people, with whom Mr. Hanson had very much in common, as he was quite musical himself. He was one of the most progressive Columbia dealers in the country and had inaugurated in his sales efforts many unique plans which won for him many admirers in the Columbia trade.

AN INVISIBLE FORCE

You cannot see the force of advertising, but you can feel it; and Ernest C. Hastings, managing editor of the Dry Goods Economist, New York City, in speaking before the retail section of the convention of the Associated Advertising Clubs, held in Atlanta recently, told a story of a conversation between an advertising man and a merchant that illustrates the point in interesting fashion.

"Have your hat blown off?" asked the advertising man.

"Yes," said the merchant.

"What blew it off?"

"The wind."

"Did you ever see the wind?"

"No."

"Well, advertising is like the wind—an invisible force. You can't see it, but you can feel it and will see the result just as you saw your hat go rolling down the street. And just as bending trees and flying dust are a symbol of the wind in the pictures, the advertisements I shall print in the newspapers about the merchandise carried in your store will be symbolized of force."

NEW VICTOR STORE IN DAYTON

Col. W. C. Larre, of Knox, Ind., recently opened a new music store. The establishment is mod- ous in every respect and a complete line of musical instruments and supplies will be handled. Victor talking machines will be featured.
GOES AFTER SALES AND GETS THEM

How the Burwell Jewelry Co. Makes Sonora Sales in Colorado—Example Worth Following

The sales department of the Sonora Phonograph Co., New York, received recently interesting reports of the progressiveness of the Burwell Jewelry Co., Sonora dealer at La Junta, Colo. La Junta is a division point on the Santa Fe Railroad and, like most division points in the West, now has a temporary wave of unemployment due to railroad inactivity. The average dealer might think such a handicap was almost insurmountable, but Carl Burwell, head of the Burwell Co., is not one of the average kind.

Every Monday morning he and his salesmen start out, each with a Ford on which are four Sonoras, and they do not return until the trucks are empty. Mr. Burwell states the results of this campaign are most gratifying, as it is a mighty poor week when they do not get back Thursday nights with eight contracts and an empty Ford.

Some time ago the cuttlements of the valley had a real "blow-out" in town, hired the local town hall, and put on an old-time vaudeville show. Mr. Burwell entertained them with a baby grand Sonora, and personally supervised the distribution of Sonora catalogs and price lists among the audience. He reports five sales directly from this source and several A No. 1 prospects that he intends to close very soon. The Burwell Jewelry Co. is now trying to get a lease on a large store on La Junta's busiest corner, which will give the Sonora a more fitting representation in this town.

THE WINDOW AS A SALES FACTOR
Max Strasburg Co. a Progressive Detroit Dealer Who Recognizes the Value of Window

Detroit, Mich., July 7—Max Strasburg, head of the Max Strasburg Co., 1204 Library avenue, is one of the city's oldest dealers in point of service and results secured, withal he is absolutely up to date in every way that insures a splendidly equipped store and attractive window displays. He is a great believer in using his windows as a vital part of his sales service, and this is evident from a recent window display which we illustrate herewith. Mr. Strasburg's excellent downtown location makes his store one of the best known Grafonola shops in Detroit, and his success can be attributed not only to his appointments but to the completeness of his stock and courteous attention to the wants of his customers.

OPENs NEW STORE IN WATERBURY

Waterbury, Conn., June 20—The official opening of the new store of the Skimmer Music Co., 150 Grand street, this city, was held on Saturday, the public being invited to attend a special reception in the afternoon, where an elaborate musical program was the chief feature.

The store has been handsomely decorated and is provided with a number of attractively furnished rooms for the display and demonstration of pianos and Victrolas. The company was formerly known as the Sonnenberg-Skinner Co.

An Artistic Strasburg Window

The company was recently incorporated with capital stock of $25,003, to handle musical merchandise.

Formerly known as the Sonnenberg-Skinner Co.

Visitors from Switzerland

Fried H. and Paul Thorens, of Prominent Talking Machine Motor Manufacturing Concern, Is on an Extended Visit to the United States

Frederick H. Thorens and Paul Thorens, sons of Herman Thorens, the well-known manufacturer of talking machine motors, of St. Croix, Switzerland, are at present on an extended visit to the United States to call upon the company's numerous customers here and to study conditions at first hand. The Messrs. Thorens are at present on an extended tour covering Canadian cities, as well as Cincinnati, Chicago, St. Louis and other points in the United States. They plan to spend some time in New York upon their return, and start for home late in July. The visitors report that the Thorens works are quite busy despite the general trade depression, and several hundred workers are employed in making motors for domestic and foreign consumption.

In a chat with The World, Messrs. Thorens expressed their great pleasure at finding such an optimistic spirit prevailing in the talking machine industry in America despite the general depression that exists in the talking machine business throughout the world. "It is," remarked P. H. Thorens, "the most convincing proof of the vitality of the American market, which, I am certain, will come back to a normal state at a very early date. In fact, it is inevitable which one realizes the great spirit of confidence that prevails."

Work for Business and Get It

George Fennell & Co.'s Business in Past Four Months Exceeds That of the Year 1920

Regardless of business depression, George Fennell & Co., Edison dealers, 2029 Third avenue, New York, have done a record talking machine business during the first four months of this year. The firm reports that the amount of business of the four months just passed exceeds that of the entire year 1920. While this is primarily a furniture house a special effort has been made to make this department successful and a progressive sales policy and closest attention in every phase of the business have accomplished phenomenal results.

E. C. Boykin, general manager of the Phonograph Corp., of Manhattan, commenting upon the success of the firm, declared that it was due in a great measure to the use of a turntable and the efficient service given customers.

A bright little sheet entitled "A Breeze" is being issued by the Will A. Watkin Co., dealer in Columbia Grafonolas and records, Dallas, Texas, as a trade stimulator.

Exclusively Okeh

MAMIE SMITH

We have our latest

Dangerous Blues

What Have I Done?

Norfolk Jazz Quartette

We have our latest

Preacher Man Blues

Wide, Wide World

EVERHART & BROWN

Ours Is the Service That Never Stops

1705 East Broad St.
Richmond, Va.
The Emerson Phonograph Company is prepared through the agency of its distributors to offer its dealers and trade the benefit of a progressive operating schedule that provides for:

The production of a complete line of the Emerson Music Master Horn Phonographs, including the popular "Sheraton" and "Queen Anne" period models.

The recording of 10" Gold Seal Records, continuing the Emerson policy of anticipating popular "hits" and augmenting this list by standard selections.

The recording of the increasingly popular and exclusively Emerson Picture Record.

The continued manufacture of Italian, Polish, Hebrew-Jewish and German records that have already established Emerson superiority in foreign language recording.

The immediate operation of a progressive advertising campaign.

The development of a dependable, efficient service that will establish an intimate and mutually beneficial co-operation between the Company and its distributors and dealers.

Emerson innovations and service are reacting to-day with increasing advantage to all Emerson distributors and dealers who keep informed on every Emerson move.
Jesse French & Sons Piano Co., Montgomery, Ala., Sold 100 Grafonolas as Result of Drive—Campaign Well Planned in Every Detail

Montgomery, Ala., July 6.—One of the most thorough, complete and successful house-to-house campaigns undertaken in this territory was put on recently by the Jesse French & Sons Piano Co., of this city. Columbus dealers. This concern is one of the largest and most enterprising firms in the South, having stores in four large Southern cities.

L. O. Parsons, vice-president and general manager of the company, who is well known in the local trade as exceptionally progressive, worked out the plans for this campaign with E. D. Jordan, field representative of the Atlanta branch of the Columbia Graphophone Co. As the result of this intensive campaign, upwards of 100 Columbia Grafonolas were sold. In addition, the dealers' mailing list was increased by a large number of active and interested Grafonola owners. The newspaper campaign started a week before the actual drive, and advertising appeared in every paper in Montgomery for the entire week.

One of the photographs reproduced herewith shows Mr. Parsons with the actual invoice of a balsa side sale in his hands. On the driver's seat is Mr. Jordan, and the effectiveness of the truck is increased by the great big canvas signs painted in red.

The second photograph shows the window display used by the Jesse French store during the week of the drive. The sign at the top are red and white water colors, giving an unusually effective combination. Not only were the immediate sales very satisfactory, but Mr. Parsons dug up enough business during the drive to carry him along for six months, and he is enthusiastic regarding the co-operation afforded by Mr. Jordan and the other members of the Columbia organization in Atlanta.

Returns from European Trip

Frank Netschert, manufacturer of artificial flowers, 61 Barclay street, New York, has just returned from an extended business and pleasure trip through Germany, Switzerland and Holland in the interest of his flower business, where he established several profitable connections. In speaking of general European conditions, Mr. Netschert stated that he found, in the cities he visited, a high degree of industrial activity, especially so in Germany. Mr. Netschert's journey covered a period of more than three months, and he comes back to New York very much refreshed after a most enjoyable trip.

If you want your customer to believe your statements, then believe them yourself. Know your line and "root" for it.
Not a single Dalion Dealer has ever dropped the line

IF that is the kind of instruments and kind of factory which interest you, let us hear your wishes. Some most desirable territory is yet available. Our dealers are virtually our partners: so regarded, and so treated.

The Dalion is a well-rounded line of instruments that for actual, intrinsic value and true tone worth are not excelled in the field. Back of it all is a progressive sales policy that is pushing all the time. Why don't you investigate the very real advantages our selling franchise offers? Write that letter now!

Have you ever read the Dalion Guarantee?

Every Dalion is warranted not only against all imperfections of material and workmanship, but as a musical instrument second to none in fidelity of reproduction, and the motor is so good it is guaranteed against spring breakage for one year.

Are phonographs a department with you or a business? We invite inquiry from dealers who want to build volume and profit in this field.


Milwaukee, Wis., U. S. A.
Ted Lewis’ Jazz Band’s two latest fox-trots are “Love Me” and “Underneath the Palms.” It will take fast footwork on your part to hand them to all the people whose feet they’ll affect. A-3411.

Columbia Graphophone Co.
NEW YORK

MONTHLY RECORD CONCERTS
Method of Developing Sales That Should Be More Generally Adopted By Dealers

The well-arranged invitation concert as a means of stimulating business has long been advocated by The World, and the following timely words from the Putnam-Page Co. bulletin are certainly most pertinent.

"There is a revival of interest in monthly record concerts with a well-balanced program and this is a sales method that should not have been allowed to lapse in the trade. Many store owners discontinued it and attributed the dis-continuance to the shortage. Some who have done so might consult their conscience and admit that they gave them up because the pickings were easy without it. 'Easy pickings' are not in vogue in these times and the best way to sustain the interest of your community in your store is the monthly concert method."

JOINS SONORA JOBBER'S STAFF

F. L. Brown, formerly connected with the Sonora Phonograph Co. for a number of years, and more recently associated with the Griffith Piano Co., Sonora jobber, has been appointed a member of the sales staff of the Greater City Phonograph Co., Sonora jobber, in metropolitan territory. Mr. Brown, who is well known in the local trade, will cover Brooklyn territory for this jobber, and his previous experience will enable him to give efficient service and co-operation to Sonora dealers in this section.

A PLAQUE THAT IS PRACTICAL

The Standard Talking Machine Co., Victor wholesaler of Pittsburgh, Pa., is offering to the trade attractive plaques bearing the Victor trade-mark in relief for use in decorating booths. The plaque has a double value in that it also acts as a deodorizer, there being a receptacle at the top to hold a deodorizing perfume.

J. R. VESNEY HONORED

J. R. Vesney, of the Kimball Co. talking machines and pianos, Memphis, Tenn., has been made chairman of the membership committee of the Chamber of Commerce, one of the fastest growing commercial bodies in the South.

VICTOR DOG SCARES LOCAL CANNES

Big Figure in Front of Imfeld Music House Attracts Great Amount of Attention

That the Victor dog, even though counted among the best-known trade-marks in the world, still has the power of attracting unusual attention was evidenced in Oxford, O., recently, when the Imfeld Music Store opened its new quarters in that city and placed a large papier-mache Victor dog on the sidewalk at the rear of the store. The effect on the local canines was reported in a local paper as follows:

"A large hound, owned by the Imfeld Music Store, in which a failed to ter-
r, Hamilton canine, was transferred to Oxford Saturday, where it met with better results. The occasion was the opening of their new music store in that village, and the dog was a papier-mache likeness of the Victor dog, even though it was not a "Curzius," which had stood in front of the store here.

"It caused the villagers considerable amazement. The sight was new to the Oxford dogs and, on account of its enor-mous size, they seemed disinclined to get close enough to use their noses to investigate and re-"hired entirely upon sight. They surrounded it and caused quite a commotion.

"A small boy helped the fun along by getting behind the image and pushing it toward the bystanders. This resulted in a great scattering of small dogs."

TELLS OF BUSINESS EXPANSION

R. F. Perry of the Brunswick-Balke-Collender Co.'s store in Salt Lake City, Utah, recently returned from a very successful trip through Idaho, and reports that Brunswick dealers tell of an increase in sales and public demand for the recordings of the exclusive Brunswick artists.

To The Victor Dealers of America!

Make every day in your month as profitable as the first day. Sell more Red Seal Records. We can show you how!

Lewis C. Frank Corp., 1201 Dime Bank Bldg., Detroit
TO MANUFACTURERS:

THE

CONTROLA

Is the FIRST and ONLY device which entirely eliminates starting and stopping levers.

IT STARTS, LIFTS the NEEDLE and STOPS ITSELF

Silently and without any effort on the part of the operator whatsoever.

Note.- All semi-rigid tone arms use this type of Controla. The style for rigid tone arms will be shown on the Columbia in the next issue.

The Controla not only adds considerably to the appearance of a Talking Machine, but it furnishes a multitude of real talking points of honest merit. Features that will, in competition with any make of talking machine, sell a Controla-equipped machine nine times out of ten. And yet the Controla does not cost any more than the so-called "automatic stops." Why not let the Controla make YOUR machine ULTRA-MODERN? You know the story about the early bird.

The Controla is Permanent, NON-SWT and simplicity itself, and the outstanding feature is,

"IT NEVER FAILS"

Exclusive arrangement now being offered. Are you interested?

Descriptive Literature on Request

Phonograph Control Corporation
19 ACADEMY STREET
NEWARK, N. J.

P. S.—Did you read the ad in the May and June issue?
THE TALKING MACHINE WORLD

THE NEWS VALUE OF ADVERTISING

Aim of Advertisers Should Be to Make the Display Advertising Columns of the Newspaper as Readable and Interesting to the General Public as Are the News Columns

Advertising is news, declared Frank A. Black, of Boston, in addressing the retail division of the Associated Advertising Clubs at the convention in Athens recently. Speaking as an advertiser, he said, the tendency of advertising in the future will, in his opinion, be to treat it as such. He believes advertisers should get further and further away from screaming headlines and large type, and depend upon ability to write, and ability to supply the goods the people want, to get attention.

During discussions of advertising at this convention of the Associated Advertising Clubs of the World it has developed that a great many women read newspapers quite as much as to keep in touch with store advertisements as for any other purpose. Improving store advertisements are circulation-getters for newspapers, it has been shown.

"Sometimes," said Mr. Black, "retail advertising will elevate itself, in interest and in value to the reader, so that it can be printed exactly as news pages of a newspaper are gotten and will be read with the same attention. We are trending in that direction.

"This does not mean," he continued, "that everybody will read every item of every advertisement, because we do not read every item of news in a newspaper, but it does mean that a great deal less attention will be given to the display of store advertisements and to devices for getting attention, and much more attention will be paid to the matter in the advertisement.

"In other words, retail advertising will be treated like news, which it is—news about the subject which occupies so much of the time and attention of all of us. By spending our money to the best advantage. Retail advertising will then be something which helps men and women to buy, rather than helping stores to sell. My feeling is that the results of that certain stores will sell more, while some others will probably sell less.

"When advertising is handled in that manner," said Mr. Black, "the advertising manager will consider each item in relation to its news value, editing the advertisement much as the editor of a newspaper judges the news. With type smaller (the size in which news matter is usually set) and with all the present competition in the matter of display lines. Illustrated, the advertisement that gets the most attention will be the one which is written with the greatest skill. The subject of price will be subordinate to its proper position, secondary to quality. Illustrations will improve from an artistic point of view, and will really illustrate.

Headlines will have to do something because space will be limited. Exaggerations will be recognized for the poor and extravagant advertising that they are."

He did not believe there would be any trouble in getting men and women to read advertisements when they realize that the advertisement is published as a word to help them be more comfortable, healthier, better looking, happier, to reduce the labor in the home, and otherwise to add to their freedom and prosperity will be much-satisfaction in being a member of the advertising profession when advertising is used in such a manner," he said.

The time will come when there will be no need for vigilante committees of advertising clubs to see that all advertisements are truthful, he said, because business men will recognize that altruism is a waste in the long run. The economic value of truth in business will be taught in the schools, he believed, and, therefore, never again in favor.

HOOVER TO DISCUSS FOREIGN TRADE

Representatives of Department of Commerce to Report to Washington for Conference

WASHINGTON, D. C., July 5—The foreign representatives of the Department of Commerce have been instructed by Secretary Hoover to report to Washington for discussions bearing on the foreign trade situation in its relation to the proposed reorganization of the Bureau of Foreign and Domestic Commerce.

It is understood that Mr. Hoover will bring up the question of grouping of foreign trade activities by basic commodities and the idea of altering the department's divisions of foreign territory to conform to commercial rather than political boundaries.

AN INTERESTING WINDOW DISPLAY

The Wellborn-Belle Piano Co., Memphis, Tenn., which conducts a talking machine department, has arranged a very interesting window display showing records of various stages of manufacture from the original substances to the finished product.

VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES

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. W. B. BOULEVARD, INC.
450-460 Fourth Avenue, New York
ESTABLISHED 1845
with the assistance of Iltrattes and other publishers, to make a signal drive on hand that where Illinois had surplus stocks of records took. Stein addressed the gathering on "Mystery and Mystery" and "Paisley," and a Mary Earl outperformed the dealer number called "Isle of Paradise." A novelty song called "I Ain't Nobody's Darling" was also introduced. This was a typical "groove" song and at the encouragement of the singer the entire audience sang the chorus several times.

**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 prizes 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 sizes. Specials on量 for dealers of this city and Raleigh, report that local conditions are proving vastly different between their two locations, although not widely separated geographically. In Goldsboro, where the majority of the inhabitants derive their income from agricultural pursuits, the demand is negligible. But in the capital city the demand is very good and gives every prospect of continuing so.

The Independent Jobbers Co., of this city, distributor of Okese records and needles, reports that its business in both records and needles is keeping up and that a recent improvement has been noticable.

Joseph Isaacs, retailer of both the Victor and Edison lines in this city, reports that conditions of the cotton market in the locality has somewhat curtailed the demand. Goldsboro trade is not confined alone to the immediate city, but draws upon a number of nearby villages as well.

**NOVEL METHOD OF BOOSTING HITS**

publishing house in Los Angeles uses Magnavox to Stimulate Publication Sales

Los Angeles, Calif., July 4—One of the latest hits of the Magnavox was recently discovered in this city, where it is being used by a publishing house to help stimulate the sale of one of its latest popular hits. The Ely & Ell Publishing Co., with headquarters in the Superba Theatre on Broadway, placed the Telephonic at the office of the theatre manager and the Telenegaforic and horn on the fire escape pointing up Broadway. Then, by placing the hand transmitter of the Magnavox on the sounding board of its grand piano, the notes of the latest song hit, "Why, Dear," were soon being heard up the street for many blocks. Several performers of local theatres then arrived and endeavored to outdo the others in their vocal renditions of the song.

By an ingenious arrangement both the piano and the singer's voice were amplified at the same time, thus giving positively an opportunity of hearing both the vocal and instrumental arrangements and giving chance to the pupils of the vocal sections of the song. The entertainment committee, composed of Messrs. Brown, Laramis, Callicuto, Berlow, Kurtz and Davis, reported on the plans for the annual outing of the Association, to be held on August 12, at the Terra Motive Hotel, New Dorp, Staten Island.

**NORTH CAROLINA DEALERS ARE BUSY**

Goldsboro, N. C., July 6—Royal & Borden, Victor dealers of this city and Raleigh, report that local conditions are proving vastly different between their two locations, although not widely separated geographically. In Goldsboro, where the majority of the inhabitants derive their income from agricultural pursuits, the demand is negligible. But in the capital city the demand is very good and gives every prospect of continuing so.

The Independent Jobbers Co., of this city, distributor of Okese records and needles, reports that its business in both records and needles is keeping up and that a recent improvement has been noticable.

Joseph Isaacs, retailer of both the Victor and Edison lines in this city, reports that conditions of the cotton market in the locality has somewhat curtailed the demand. Goldsboro trade is not confined alone to the immediate city, but draws upon a number of nearby villages as well.

**THE VALUE OF CONFIDENCE**

Confidence in the salesman means confidence in the goods, and that spells success and sales. Exaggeration, inarticulate and inquisitive create distrust, and no business is big enough to stand out against it.
Snapshots of Okéh Record Salesmen

They Each Killed a Cat!

SOUNDS rather queer, doesn't it? Sort of a far cry from the phonograph record business—this killing cats idea. But, "there's more than one way to kill a cat," and this cat's name happens to be "More Sales." If each of the salesmen featured on this page has found another way to kill that cat, you'll agree the story isn't so far-fetched, eh?

These salesmen are being employed by hundreds and hundreds of Okéh Dealers, who have realized that "More Sales" are the watchwords today. These progressive phonograph merchants know that in these strenuous times it takes more than one way to kill this particular cat.

Space doesn't permit us to tell you their interesting story of accomplishments, but if you'll clip and fill in this coupon right now, we'll tell you how you can employ them to your advantage.
VOCALION JBOPERS IN NEW YORK

Musical Products Distributing Co., Organized to Wholesale Vocalion Records—Bernard D. Colen Head of New Company

The Musical Products Distributing Co. has been organized in New York with headquarters at 17 East Eighteenth street, to act as distributor for Vocalion records in the metropolitan district. The head of the company is Bernard D. Colen, who recently resigned as secretary of the Emerson Phonograph Co., New York. Mr. Colen has had long experience in the talking machine trade, enjoys a wide acquaintance in the field, and is now working to build up a sales organization to cover the territory properly.

The new company did a surprisingly large volume of business during the first month, and the Associated Co. officials are quite enthusiastic over the showing that has been made, and that promises to be made, in New York and vicinity through the efforts of the new company.

JOIN FORCES WITH BOY SCOUTS

C. C. Adams Music Co. Advances Columbia Record Exploitation and Helps Vacation Fund

Peoria, Ill., July 5.—The C. C. Adams Music Co. of this city, reports that its record campaign, under the auspices of the local Boy Scouts’ association, is one of the biggest successes that ever happened in that locality. The Boy Scouts recently put on a drive for the purpose of acquiring a vacation fund, and in order to obtain sufficient funds to carry out this program they offered their services to the local business men of Peoria. The Adams Music Co took advantage of this offer and decided upon a record campaign, and in furthering this work selected twenty of the Boy Scouts, who made a house-to-house canvass, selling Columbia records. For every record sold the boys received a commission, which at the end of the drive will be turned over to the vacation fund.

A similar project was recently put on by Lammers Bros., of Marinette, Wis., which has succeeded far beyond all expectations.

LILYLLN BROWN MAKES BIG HIT

Miss Lillyn Brown, popular Emerson artist, and her Jazz-ho Syncopators are making a decided hit on their present tour through the South. Miss Brown is considered one of the leading colored vaudeville artists on the stage today, and from all indications this tour through the South will be a record-breaker from the standpoint of interest and in every other way. Her advance agents are booking her solid, and the interest displayed in the South indicates a most cordial reception for Miss Brown and her syncopators.

Ben S. Loventhal, of the Louisville Music Co., Louisville, Ky., reports a 90 per cent improvement in both the wholesale and retail talking machine departments.

ROTTEN STONE

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

KEYSTONE MINERALS CO.
41 Union Square, New York City

THE SOUND OF A PHONOGRAPH

Seems Weak and Is Lost
IN THE OPEN AIR

BUT—ATTACH THE MAGNAVOX
and Use It This Summer for
DANCING
in the Great Outdoors, in Pavilions, in Fact Anywhere, on Any Dance Floor.

MAGNAVOX TELEMEGAFONES TYPE MV.1 ARE MUCH LOUDER THAN ANY PHONOGRAPH, ARE RUGGED AND PORTABLE, CAN BE OPERATED FROM YOUR AUTOMOBILE STORAGE BATTERY.

WRITE AT ONCE FOR DEALERS’ PROPOSITION

DISTRIBUTORS:

THE MAGNAVOX CO.
OAKLAND, CALIF.
214 Pennsylvania Terminal Building
NEW YORK CITY

GRAFONOLA FOR “HELLO” GIRLS

Telephone Girls in Selma, Ala., Purchase Columbia Grafonolas—Demonstration Produces Sale

SLEMA, ALA., July 6.—The girls in the local telephone exchange wanted a talking machine for their rest room recently, and accordingly invited the various dealers in this town to demonstrate their product. John Land, local Columbia dealer, was represented by Miss Buell, of his sales staff, and after a spirited sales contest Miss Buell was victorious, a Columbia Grafonola being chosen by the telephone girls.

The accompanying photograph shows Miss Buell just after she had closed the sale, and she well deserved the congratulations that she received from Mr. Land upon the satisfactory outcome of her aggressive sales effort.

SALES AGGRESSIVENESS PAYS

The Lancaster Co., 516 Washington street, Hoboken, N. J., is in every sense a live Emerson dealer and a firm believer in going after and getting real business during the Winter months. Recently M. Frederick Brady, manager of this live Emerson shop, and one salesman, after a two days’ campaign of outside selling, disposed of five model No. 11 Emerson phonographs in a neighboring summer resort. This is the sort of selling aggressiveness which makes for real business and shows without question that talking machines can be sold with the proper selling methods.
Noiseless Strong Successful

THE SILENT PHONOGRAPH MOTOR

OVER 300,000 IN ACTUAL USE

Satisfactory Service Proved by the Test of Time

8 Special Features of the SILENT Motor

1. Governor shaft mounted with a universal ball-and-socket bearing, insuring automatic self-alignment and flexibility. This device eliminates all problems of governor adjustment and uniform control. Cannot work loose or get out of order; built into the motor; an exclusive SILENT Motor feature.

2. Turntable spindle mounted with adjustable bearing, by means of which rigidity of spindle is insured. As the service of the motor continues, this bearing maintains the spindle at a stable position. No eccentric motion possible. Cannot work loose or get out of order; built into the motor; an exclusive SILENT Motor feature.

3. Absolutely silent worm-wind. The materials and workmanship entering into the SILENT Motor are of a character obtained only in the very highest-class motor products of the talking machine industry. Yet the years of experience that stand behind this factory make its product less expensive than ordinary motors.

4. Playing capacity in excess of rating. SILENT Motors are made in two types, a two-spring unit playing three 10-inch records and a two-spring motor playing five 10-inch records. These capacities are rated so low that they are guaranteed; an exclusive SILENT Motor feature.

5. Noiseless in operation. The Silent Motor can be tested and compared in actual operation against any other motor on the market.

6. All moving parts balanced. To eliminate destructive stresses and strains in operation, the SILENT Motor has been designed to provide a perfect balance between all its moving parts. Its center of gravity is as close to the cubic center of the mechanism as possible. This means longer life and more satisfactory service in the phonograph in the home.

7. Precision in manufacture. Notwithstanding the aged traditions of the industry, that manufacture should be kept secret, we will welcome the opportunity to show visitors through our factory, in order that they may see for themselves the precision of our methods.

8. Inspection and tests. Every SILENT motor is subjected to exhaustive examination for quality, durability and performance before shipment.

Send for a Sample Motor—Quotations on Request.

The Silent Motor Corporation

CHARLES A. O'MALLEY, President
(Successor to the Phonomotor Mfg. Co.)

321-323-325 Dean St. Brooklyn, N. Y.
Financing the Various Activities of the Music Industry and Trade that Are of Benefit to That Trade

The Music Industries Chamber of Commerce is at the present time carrying on an active campaign among talking machine interests, and particularly among manufacturers, to enlist active support of that division of the trade in the work of the Chamber. At the present time the Chamber of Commerce is engaged among other activities in carrying on a strong national campaign directed toward the elimination of excess taxes, as well as excess-profit taxes, and the substitution therefore of a general commodity sales tax.

This tax fight is of as much interest and importance to talking machine men as it is to the manufacturers and distributors of piano music rolls, or other musical instruments and parts, for it is to be remembered that the original recommendation of the Secretary of the Treasury was that the revised revenue bill provide for an excise tax of ten per cent on talking machines and other musical instruments instead of the prevailing five per cent with a view to raising another $13,000,000 annually in revenue for the Government. It is not necessary to enlarge upon the burden that such an increased tax represents, in view of the problem that is now offered by the five per cent tax under existing trade conditions.

The sales tax plan was evolved by a special legal committee of the Chamber after a careful study of the subject from all angles, and the arguments prepared in support of that program have been distributed in and out of the trade throughout the country and placed in the hands of legislative committees charged with the duty of framing the new tax bill. This preparation of argument, the distribution of propaganda, and the maintenance of a legal representative of the Chamber in Washington, to watch every development in the tax fight and set accordingly, has meant the expenditure of considerable money. It is felt by the Chamber officials inasmuch as the talking machine trade will share with all other branches of the industry in the benefits that will come from the putting through of a tax plan which will distribute the burden equitably that division of the trade should be willing to contribute in some measure to the financial support of the Chamber.

In addition to work on the tax, the Chamber also conducts a number of other important activities calculated to prove of value to talking machine interests, aside from among being the National Bureau for the Advancement of Music, which has met with great success and has been the means of introducing throughout the country the music munificence contest in which talking machines and records play a prominent part. There is also the Better Business Bureau, which investigates and proceeds against questionable business methods and advertising, and the Legal Bureau proper, which watches legislation in order to support measures favorable to the industry and oppose those inimical to its interests.

Several of the leading talking machine manufacturers and the National Association of Talking Machine Jobbers are already members of the Music Industries Chamber of Commerce, but it is the hope of the officials of that body to bring all the trade into line and receive from that branch of the industry financial support in proportion to that given by other lines of trade. The basis adopted by the Chamber which has proven very satisfactory is the voluntary assessment of one-twentieth of one per cent of the annual gross volume of business. Such a percentage does not place any great burden on the individuals concerned, graduates the payment according to the ability of the manufacturer to pay and provides that each division of the industry contribute in proportion to the business turnover of that division.

EINSON CONCENTRATION

Union of Executive Offices and Manufacturing Plant at 307 East Twenty-ninth Street, New York, an Important Development

Einson Litho, Inc., which recently moved its executive offices from 177 East Twenty-third street to 307 East Twenty-ninth street, New York, is now comfortably located in its new quarters. In a chat with The World V. Ellet, stated that the unusual method which unites the plant, factory and executive offices, has tended to increase the efficiency of the entire Einson organization. Orders now received can be planned out in the executive offices in connection with the factory forces, the value of which is self-evident. The company now occupies two entire floors in this large building and through the advantageous arrangement whereby all departments are correlated the efficiency of the company is not only enhanced, but the quality standard of the work is insured.

ENERGETIC METHODS BRING SALES

Columbia Dealer in Omaha Closes Excellent Business—Uses House-to-house Drive

Ozark, Ark., July 8.—The H. R. Bowen Furniture Co., of this city, a Columbia dealer, has been closing an excellent business, principally as the result of an intensive house-to-house campaign. During a period of four weeks the company sold eighty-six Grafonolas, which can certainly be considered an excellent record these days. Mr. Bowen has a staff of six girls who are working the city with records and Grafonolas. They carry five or six of the latest records and go from house to house playing these records and picking up prospects for Grafonolas. This method has proven a signal success, and will be continued indefinitely by the company.

Reputation is built up by many actions you can lose it by just one.

THE TALKING MACHINE WORLD

THE CHAMBER OF COMMERCE SEEKING CO-OPERATION

Support of Talking Machine Interests Urged in Financing the Various Activities of the Music Industry and Trade that Are of Benefit to That Trade

Main-Springs

For any Phonograph Motor Best Tempered Steel

<table>
<thead>
<tr>
<th>Price</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2.50</td>
<td>For 60 feet, 3 feet.</td>
</tr>
<tr>
<td>$5.00</td>
<td>For 120 feet, 6 feet.</td>
</tr>
<tr>
<td>$7.50</td>
<td>For 180 feet, 9 feet.</td>
</tr>
</tbody>
</table>

SAPPHIRES-GENUINE

Parts, very fine, sold separately, each the 100 bare $1.50.

TONE-ARMS

The very best for fruit back tone, very loud and clear, $10.00 each.

PHONOGRAPH NEEDLES

100 each. M. B. & Sons, 1320 Market, St. Louis, Mo.

ORDER RIGHT FROM THIS AD

For any part of this ad that is not in your regular price list ask the dealers. Terms are on F. O. B. 8. S. Louis. Send enough to see by express.

The Val's Accessory House

1000-1002 Pine St.

St. Louis, Mo.

DROOP & SONS CO. CELEBRATE

Washington, D. C., July 4. — Flag Day was commemorated in an energetic manner by the J. F. Droop & Sons Co., Victor wholesale, in its Washington warehouses. The windows on both thoroughfares were patriotically decked and upon the orders of E. H. Droop the large American flag was hoisted from the staff on the top of the Droop building.

Carl Droop, accompanied by Mrs. Droop, is enjoying a well-earned vacation in Europe. They will make an extended tour through a number of the European countries before their return in September.

$150,000 CORPORATION FORMED

A charter of incorporation under the laws of the State of New Jersey has been granted to the E. K. Sales Co., at New York, with a capital of $150,000. The firm is announced, will manufacture talking machines and records.

EINSON CONCENTRATION

Union of Executive Offices and Manufacturing Plant at 327 East Twenty-ninth Street, New York, an Important Development

Einson Litho, Inc., which recently moved its executive offices from 177 East Twenty-third street to 307 East Twenty-ninth street, New York, is now comfortably located in its new quarters. In a chat with The World V. Ellet, stated that the unusual method which unites the plant, factory and executive offices, has tended to increase the efficiency of the entire Einson organization. Orders now received can be planned out in the executive offices in connection with the factory forces, the value of which is self-evident. The company now occupies two entire floors in this large building and through the advantageous arrangement whereby all departments are correlated the efficiency of the company is not only enhanced, but the quality standard of the work is insured.

ENERGETIC METHODS BRING SALES

Columbia Dealer in Omaha Closes Excellent Business—Uses House-to-house Drive

Ozark, Ark., July 8.—The H. R. Bowen Furniture Co., of this city, a Columbia dealer, has been closing an excellent business, principally as the result of an intensive house-to-house campaign. During a period of four weeks the company sold eighty-six Grafonolas, which can certainly be considered an excellent record these days. Mr. Bowen has a staff of six girls who are working the city with records and Grafonolas. They carry five or six of the latest records and go from house to house playing these records and picking up prospects for Grafonolas. This method has proven a signal success, and will be continued indefinitely by the company.

Reputation is built up by many actions you can lose it by just one.

AT LAST!

One Phonograph Needle for all Tones

Jonophone

The Needle Which a Single Tip

Has Solved the Big Problem

The World's Finest Needle for all Tones

Each Jonophone Pen 10c-50c Records

Any record or combination in 4 or 10c-tone...return...

No worst scale value ever offered

4 for 10c-12 for 25c

No dealer's stock is complete without this needle that satisfies music lovers.

It improves new records and makes old records almost like new.

Wholesale Distributors in all important commercial centers.

Write for samples, prices and full particulars about free advertising helps and the Wonderful Jonophone Window Display.

R. C. WADE CO.

110 South Michigan Avenue

CHICAGO

Inventors and Sole Makers
The Sonora Is

"The Highest Class Talking Machine in the World"

Because of the following important features that have earned it for the Sonora this universal reputation:

1. The Sonora was first to play all makes of disc records without extra devices—plays them all perfectly.
2. The Sonora won first prize for tone quality in competition with the world's foremost phonographs at the Panama-Pacific International Exposition.
3. Sonora tone is controlled at its source—the only proper place. There is no muffling, no blurring of sound when transition from loud to soft is made.
4. The Sonora Tone Arm is all brass—not a paste brittle zinc-lead tin casting.
5. Sonora tone is assured long life, the sound box containing no material that will deteriorate with age.
6. The Sonora Sound Amplifier or Horn aid in producing the wonderful golden tone of the Sonora. It is composed of expensive woods throughout and is designed on the most scientific principles.
7. The Sonora Motor is the supreme achievement of the phonograph world—playing nearly twice as long as those in other machines sold at the same price.
8. The Sonora Automatic Stop is a simple, thoroughly reliable device that eliminates the necessity of being at the phonograph at the completion of a record.
9. The Sonora appeals to the eye as well as to the ear. Graceful, flowing lines and exceptionally fine finish have won its admission into the most carefully appointed homes. The well known Bulge Design that adds an atmosphere of distinction to the Sonora is produced by a patented process. Cabinet sides are 3/4" thick rather than 3/8" thick as are those on most other machines.
10. The Sonora Envelope Filing System is a patented feature of the Sonora, by means of which a desired record may be immediately found.

Sonora's many models offer the widest range of selection and through heavy, continuous and distinctive advertising, these models are favorably known to millions of prospective buyers, many of whom eventually take great pride in possessing a Sonora.
At the Service of Sonora Dealers

We are at all times ready to and do cooperate with Sonora dealers and to offer as much assistance as we are able in building profitable agencies.

Sonora Agencies are valuable. We are selecting new dealers for open territory. Write now if you wish to handle the wonderful Sonora. Prices range from $50 to $1800. Each Sonora at its price is unequaled in value.

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

W. B. Glynn Distributing Co.,
Saxtons River, Vt.
States of Maine, New Hampshire, Vermont and part of Massachusetts.

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

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

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

Lee-Colt-Andreasen Hardware Co.,
Omaha, Nebr.
State of Nebraska.

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

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

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

BESIDES possessing important patents of its own, Sonora is licensed and operates under BASIC PATENTS of the phonograph industry. Sonora's future and the future of Sonora's dealers' business are secure.

The Magnavox Co.,
610 Mission St., San Francisco, Cal.
Washington, California, Oregon, Arizona, Nevada, Hawaiian Islands, northern Idaho.

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

Southern Drug Company,
Houston, Texas.
Southern part of Texas.

Sonora Company Company,
314-316 Marlietta St., Atlanta, Ga.
Alabama, Georgia, Florida and North and South Carolina.

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

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

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

Robinson-Pettet Co., Inc.,
Louisville, Ky.
State of Kentucky.

C. D. Smith Drug Co.,
613 Arcade Bldg., St. Louis, Mo.
St. Joseph, Mo.
Missouri, northern and eastern part of Kansas and 3 counties of N.E. Oklahoma.

Stroell-Paterson Hardware Co.,
Salt Lake City, Utah
Utah, western Wyoming and southwestern Idaho.

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

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

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

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

Greater City Phonograph Co., Inc.,
311 Sixth Avenue, New York
All of New York City east of Broadway and lying east of Broad and Brooklyn, counties of Westchester, Putnam and Dutchess, south of Poughkeepsie and all Hudson River towns, and cities on the west bank of the river, south of Highland.
BUBBLE BOOKS "that Sing" are a year 'round proposition.

The new low price of $1.25 makes it easier to sell complete sets of 12 books. Remember — When you sell one you sell a habit. Complete stocks can be carried for a very small investment—turn-over is rapid—profit liberal.

Write today for our 1921 proposition.
EVERYWHERE—in the big cities and the smallest hamlet, people are being crowded into smaller living quarters. The widely advertised "housing problem" seriously affects the Phonograph Sales more directly than perhaps you have ever imagined.

But here comes the MODERNOLA and in direct answer

Saves Space—Two Ways

Being round in shape and tall, anyone can see in an instant how conveniently and economically it will fit into the precious corners.

Then the Lamp Feature. Everyone seems to desire a fine floor lamp, but again there comes the question of space.

Here then comes the MODERNOLA and solves the second problem and everybody is happy.

So, the Modernola is not only a distinctive Phonograph of fine tone quality but also a decided SALES LEADER, which of course is important to you—Mr. Dealer.

THE MODERNOLA COMPANY
JOHNSTOWN, PA.

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

Place your order early. As a Ready Seller you will find the Modernola your "One Best Bet"
Edison Caravan Convention in Chicago

Edison Dealers in Middle West Attend Very Successful Two-day Convention Held in Chicago June 20-21—Local Men Speak on Trade Topics of Much Interest. "School for Salesmen," William Maxwell's Playlet, Duplicates Success It Met With in New York City and New Orleans—Last Stop Mode at Vancouver

Two Interested Convention Visitors

Two Parlor Needle Needles

A CACTUS NEEDLE

ATTRACTION \+ DECREASES 747-4747

ATTRACTION INDUCEMENTS MADE TO JOBBERs

For Samples and Particulars—Write to

THE PERMO COMPANY

4215 TERRACE ST.,

OAKLAND, CALIFORNIA
EDISON CARAVAN CONVENTION IN CHICAGO — (Continued from page 58)

An open forum of exceeding interest followed Mr. Dunning’s address, the subject being “Mood Change Parties,” the talk being led by Charles L. Day, manager of the New Edison Parkways, Kellogg, Drake & Co., Galesburg, Ill., and W. O. Hopkins, of the Edison Shop, Indianapolis, Ind., and a number of other dealers. Miss Cecil Arden, controllo of the Metropolitan Opera Co., was then introduced and gave “A Tone Test That Is Slightly Different.” She enacted the principal role, and looked and sang most beautifully.

Another open forum was then scheduled, the subject being “The Turntable and How to Find Spare for It,” the speakers being C. W. Sower, Sr., Spencer, Ind., and W. 0. Hopkins, of the Edison Shop. In-parlors, Kellogg, Drake & Co., Galesburg, Ill., Charles I., Baldwin Piano Co., Louisville, Ky., and L. W. Muir, Norton, Kan.

The next number, entitled “My Cornet Proves Its Worth,” the speakers being E. Sensenbrenner, Pratt., W. E. Simon, general manager of the Federal Advertising Shop, Winnipeg, Man., and H. T. Costello, Circleville, O.; P. Sydney Tette, Edison Phonograph Shop, Winnipeg, Man., and H. T. Costello, the Baldwin Piano Co., Louisville, Ky.; E. E. Nix- on, general manager of the Federal Advertising Agency, New York, then gave an address-lecture on “The Interlocking Newspaper Copy—How an Idea Grows,” which was illustrated with stereopticon views. Following his address there were two open forums, one on “Slitting and Wailing, or Going Out and Getting,” and the other on “Does Sales Aid Service Really Pay?”

Those in the audience were received with considerable hilarity. The entire gathering was most refreshing, and everyone departed fully convinced that this business reunion in Chicago was one of benefit and enjoyment to everyone concerned.

The Banquet Tuesday Night

A most enjoyable close to the Edison Caravan Convention in this city was the banquet tendered the Edison dealers in attendance by the following group of Edison jobbers: The Phonograph Co. of Wm. H. Lyons, Chicago, Ill.; Kipp Phonograph Co., Indianapolis, Ind.; Hunger & Wash, Des Moines and Sioux City, la.; Lawrence H. Luckier, Minneapolis, Minn.; The Phonograph Co. of Kansas City, Kansas City, Mo.; Silver Green, the Hillis Sisters and others. These artists appeared on a miniature stage, with superb electrical effects, which was especially constructed at the Drake Hotel for this affair.

Mr. Maxwell, of course, could not escape being compelled to make an address, in which he expressed his appreciation of the good work accomplished by the convention, and dwelt upon the price policy of the Edison Co. and what it meant to Edison dealers to-day. (Continued on page 60)

PLAYS 100-200 RECORDS
NO SCRATCH—NO HISS
LOUD MEDIUM SOFT
4-25c.

Send for Sample and Discounts
MELLOSTONE NEEDLE CO., Inc.
ANSONIA, CONN.
the dollar. Following the concert there was dancing until the wee small hours.

**Travelling Staffs Meet**

On Wednesday morning, June 22, the travelling staffs of all the Edison jobbers met with the officials of the Edison laboratories in a special travelers' convention at the Drake Hotel, and the entire policy of the Edison Co. was discussed and much valuable information interchanged. On the Caravan to Vancouver, was compelled to return home, owing to illness in his family.

The Edison jobbers' personnel in attendance at the Chicago Caravan Convention consisted of the following: C. E. Goodwin, president, and W. C. Pakhard, sales manager, The Phonograph Co., Chicago; F. D. Hill and L. A. Smith, traveling for this company; W. H. Lyons, Chicago; from the Kippy Phonograph Co., of Indianapolis, Cincinnati, P. W. Gehman, vice-president; from Phonograph Co. of Cleveland, Des Smith, pres.

**Edison Dealers Entertained by Edison Jobbers at a Banquet at the Drake Hotel**

Wednesday evening the Caravan departed for Vancouver, British Columbia, where the closing Edison convention was held. The program was substantially the same as that in New York, New Orleans and Chicago. Those who took part in the trip were: William Maxwell, accompanied by Mrs. and Miss Maxwell; F. E. Nixon, J. B. Gage, D. S. Wheeler, J. H. Phillips, D. Balcoot, Victor Young, E. Krautwein, J. W. Scott, C. S. Gardner and J. J. Callahan. T. J. Leonard, who expected to accompany the Caravan to Vancouver, was compelled to return home, owing to illness in his family.

The Youngest Delegate to the Convention

WHY NOT FARM LAWN CONCERTS?

Novel Publicity Campaign of the Pontiac Music Co. Wins Instant Popularity

An interesting and profitable campaign, which included a series of Victrola farm lawn concerts, was launched recently by the Pontiac Music Shop, Pontiac, Mich. The concerts were advertised with the aid of well-arranged Victrola concert programs and are proving a tremendous success. A letter from F. J. O'Connor, of the Pontiac Shop, to the Putnam-Page Co., Peoria, III., describes the success of the experiment. The letter states that Victrola music has already been furnished for two church affairs and in addition twenty lawn concerts have been booked. Patriotic music was also furnished on Decoration Day and in the evening a Victrola concert was attended by four hundred people. The idea has gained such popularity that demands for bookings from churches and societies are constantly increasing.

MADE A TIMELY WINDOW DISPLAY

P. W. Simon's music store, which handles the Victor line in Uniontown, Pa., believes strongly in making its window displays timely. When the famous Uniontown races were held recently in that town a special window was arranged for the occasion, showing a miniature track with small model cars tearing around the track at great speed. The window, which was admirably designed by Miss Ethel Roden, attracted so much attention that the local papers carried complimentary notices about it in their columns.

TO MAKE EDISON TONE TESTS

Miss Cecil Arden, of the Metropolitan Opera Co., has been engaged by the Phonograph Co., of Manhattan, Edison wholesalers for Chicago, New York, to make tone tests at various points where Edison dealers are established. Miss Arden's tour will begin in September.

SELLS RECORDS BY TELEPHONE

Columbia Dealer Uses 'Phone to Boost Record Sales—Campaign Produces Excellent Results

The Acuff Furniture & Music Co., of Maryville, Tenn., Columbia dealer, is selling records by telephone—not merely taking telephone orders, but demonstrating the records through this medium. This progressive dealer uses a cabinet type Grafton, placing the telephone on a table so that the transmitter is as close as possible to the tone chamber. A fibre needle is used, and the plan and detail, as outlined, are as follows:

"We do not house the machine and telephone in a hearing room, but operate in our large room. We found it best to house both machine and telephone in a hearing room, but operate in our large room. We found that by housing both machine and telephone would cause the telephone transmitter to 'crash' or 'sizzle.' We found in our main room, which is 30 by 140, we get the best results. Our patrons seem to think the tone fine and in fact we sell many records in this way, delivering and collecting for them.

"We have the pleasing of selling one record by long-distance telephone this week. This week, of course, is more for favorable publicity than a profit in dollars. The 'hello girl' must be your friend in this case or your scheme won't work at all. Our girls are here like this method, as they get some of the fun themselves."

TRUTONA CORP. GRANTED CHARTER

The Trutona Corp., manufacturer and dealer in talking machines and parts, has received a charter of incorporation in Virginia, with capital ranging from $2,000 to $50,000. The officers of the new firm are: F. L. Shelor, of Petersburg, president; C. E. Shelor, of Salem, secretary; and F. W. Minor, of Richmond.
Charles Haekell sings "Duna," that charming melody made for everyone who has ever longed for home. How's that for a public to which to offer the latest record by this great tenor? Columbia 79521.

Columbia Graphophone Co.
NEW YORK

TRADE IN THE NORTHWEST IS DISTINCTLY OPTIMISTIC.

Expect Lively Renewal of Business After September—Leading Jobbers and Dealers Express Their Views to The World Representative—Retail Stocks Said to Be Low Throughout Northwest

St. Paul and Minneapolis, July 5. In the Northwest the general attitude of the business men is that of hopefulness. Crop experts say everywhere that there will be an immense yield, unless something should interfere, and business experts say that various difficulties are being adjusted and that by Fall normal conditions will be re-established.

Well, the music merchants are a cheerful lot and they are disposed to believe that most of these worries will disappear soon after September 1. Just now, however, the life of the dealer in talking machines is not particularly profitable.

Retail dealers in the Northwestern territory are making the best of the dull season, according to E. Summers & Co., Northwestern distributors. In the music field the demand for Pathé records and revivals, though not particularly brisk, is quite satisfactory under the circumstances.

Rural dealers are buoyed up by the hope of big crops and the hope of agricultural prosperity. "Our purr is in good order," remarked George A. Muir, head of the Victrola department of W. J. Dyke & Bros. "There is not a great deal of business to be had, but many of them say that they detect a distinct improvement in things and feel that when the revival starts it will move with great activity."

Wilton Lowy, manager of the Minnesota Phonograph Co., which retails Edison products in Minneapolis, predicts that his totals as for this year are ahead of the corresponding period of 1920. Any retail dealers in the State will tell you that such a record is an enviable one. Making the wholesale line things are moving along very satisfactorily.

The Herrick-O'Neill Co. finds that the country dealers are in a more hopeful and cheerful mood than they have been for several months and goods are still in demand, however, and whenever talking machines are being sold the Victrolas continue to hold their share of public attention.

An aggressive advertising campaign is being conducted by the Stone Piano Co. in behalf of the Violin line of phonographs and, according to reports, the results have been profitable.

Montan appears to be the liveliest place on the Northwestern map, says W. L. Sprague, manager in the Northwest for the Columbia Graphophone Co. The new oil fields are producing some excellent returns. One dealer in a little shack, whom he put up himself, is doing what is called a "land office" business, and that means he is doing very well indeed. Mr. Sprague is confident that there will be a genuine trade revival soon after the crops begin to move in any considerable volume.

Retail stocks are low throughout the Northwest, says E. L. Keen, Northwestern director for the Brunswick-Balke-Collender Co. Dealers are buying "hand to mouth," but they are telling machines right along and brace the Brunswicks continue to move, although not in railroad lots. The Brunswicks records have become a great vogue in the Northwest, much to the delight of Mr. Keen and his associates. The No. 107 Brunswick cabinet machine is the best seller of the entire line and really is going fast.

AN ENTHUSIASTIC SONORA BUYER

One of the most enthusiastic admirers of the Sonora phonograph is Leon Errol, who is the star of the musical production "Sally," which is generally recognised as the most successful musical comedy that has visited New York in recent years. Leon Errol is not only an actor, but is an author, producer, stage impersonator and dancer extraordinarily. and his selection of an Adam model Sonora for his personal use is a gratifying tribute to this instrument.

INCREASED DEMAND IN NEW JERSEY

Collings & Co., who distribute U-Say-Your phonographs in New Jersey, report good business and a steadily increasing demand. This report is proof through the large numbers which are being sent the U-Say-Your Manufacturing Co. at Warren, Mass.

W. J. Lorenzo, Dealer Service manager at Columbia headquarters in Philadelphia, was a recent visitor at the Columbia offices, New York. Mr. Lorenzo spent considerable time confering with the Dealer Service department here in the interest of the nation-wide Columbia campaign.
HERE IT IS, GENTLEMEN

Big beautiful package that retails for 30¢ with polishing cloths free—sells on sight.
Jobbers ordering thousands. Shipping all over the world, even Africa.
The above cut will be used in National Advertising and will say,

"PURCHASE FROM YOUR VICTOR DEALER"

Send an order to your jobber at once for a trial case (twenty-four bottles) if he will not supply you—we will. Large discounts—you run no risks.
Guaranteed without reservations.
Larger size with polishing cloths 50¢ each, twenty-four to the case. Assorted sizes if desired.
You can create immediate business with this package. Try it—Now.

"MUSICAL FOREST" GETS BUSINESS

A. Weller & Co., Edison Dealers and Jewelers,
Use Cleave Display to Increase Sales

A "musical forest" is the result-getting innovation recently inaugurated by A. Weller & Co., progressive jewelry dealers and agents for the Edison phonograph in Greenwood, Miss. The front of the store is taken up with the jewelry department and the rear contains the talking machine display. This consists of trees, log cabins, and other accessories which tend to make it realistic and interesting. The various Edison instruments are placed in an artistic manner which is sure to attract the attention of anyone entering the establishment. Hooks provide for the comfort of visitors while listening to the music. The forest is changed semi-annually. In the Spring a Summer air is imparted to the display by placing a green carpet on the floor and arranging flowers here and there. In the Fall this is changed to the brown of Autumn. Autumn leaves are scattered about, the trees are bare, and icicles take the place of the flowers.

DEATH OF ALBERT C. LOOMIS

Albert C. Loomis, who for over thirty years was connected with Thos. A. Edison, Inc., and for most of that time in the phonograph division, died suddenly at the Edison plant at West Orange, N. J., last month. Mr. Loomis, who was 50 years old, had invented and patented several labor-saving devices used in phonograph manufacture.

The death of Miss Leigh Barnes, record expert of the Gimbel talking machine department, New York, is being mourned by her associates in business. Miss Barnes was one of the most popular of the Gimbel personnel.

MARY STAFFORD SCORES HIT

Singer of "Blues" Songs Popular With Columbia Trade—First Records Well Received

Mary Stafford, who recently signed a contract as an exclusive Columbia artist, is destined to become one of the most popular artists making "blues" records, as her first selections have been received with enthusiasm everywhere. Miss Stafford, or Annie Burns, as she is better known to the drowsy natives of the Ozarks, where she made her home, has a voice particularly adapted to the rendition of the popular "blues" type of songs, and, accompanied by her own jazz band, she has made several Columbia records that have attained a wide sale. "Crazy Blues," which was her first number, met with instant favor, and to hear this record one would suppose that this artist had been reared down South with some Alabama mamma to understand, instead of being a native of Missouri.

MARY STAFFORD SCORES HIT

SALESMEN KEEP ON SCRATCHING

Sales Manager Lusk, of Serenado Mfg. Co.,
Gives Interesting Talk on Salesmanship—
Admits That Hard Work Is Absolutely Necessary During These Times

CLEAR RAPIDS, Ia., July 3.—"We don't believe we have ever worked as hard in our lives as we have during the last six months or so," said M. E. Lusk, Jr., sales manager of the Serenado Mfg. Co., in a recent chat with The World. "But that work has brought in results and we are mighty glad, indeed, to say that we believe we are over the peak, as shown by the fact that our business is showing a gradual increase and is approaching right now mighty close to the point that it reached this time last year."

"When dry weather comes, about ninety-nine birds out of every hundred almost starve to death. But out of the one hundred birds there is one who keeps right on scratching—who turns up each leaf, who digs alongside of every log, with the result that when night time comes he has a belly full of worms and is not kicking about the dry condition and the scarcity of worms nor the work necessary to dig them out."

"We believe salesmen are like birds, and we believe that dealers are like birds and that the only trouble with conditions has been that 90 per cent of the merchants have ceased to scratch and are kicking because their stores aren't full of customers but who is right and who is wrong is certainly not the question—just as much and maybe more business than he ever did before in his life, for he has had less competition."

"We know that we will never see the time again, for some years to come, at least, when it is a question not of selling, but of manufacturing, and we believe that we all of us have got to get down to scratching if we are going to keep our belly full of worms. We have been fortunate, perhaps, in having a goodly proportion of scratchers in our organization, for it really has been a surprise to us at the way business has kept up all over the country."

"During the month of May, in addition to taking care of old dealers we signed up with probably sixty new accounts, each one of them signed up on a contract with us governing the sale of the Serenado. And so far during the month of June we have been increasing that record, and look forward to at least seventy-five new dealer accounts this month. So, not only have we been receiving a satisfactory business from our old dealers, but we are finding throughout the country a reasonable number of forward-looking men, who don't believe the country has gone to pot—who know that business is to be had when it is gone after, and who are going after that business with the Serenado line."

Stopping advertising to save money is like letting the bearings run dry to save oil.

MAGNAVOX TYPE V-2 FOR VOICE ONLY

This type of magnavox is in great demand as a big improvement on the megaphone. It is much louder and will supplant the megaphone in almost every business, truly announcing, directing in all locations. It is somewhat less expensive than Type MV-1.
NEWARK DEALERS AFTER BUSINESS

Higher Priced Models in Demand—Dealers Adopt Aggressive Selling Policies—Business as Good as Could Be Expected at Present

NEWARK, N. J., July 6.—Despite oppressive weather, general business depression and other unfavorable conditions, Newark music merchants, because of their tireless efforts and aggresive selling policies, are able to maintain a fair demand for talking machines. The cabinet and period models seem to be in greater demand than most of the buying at the present time is being done by people with money and those not affected by labor troubles and business depression.

C. P. T. in charge of the L. Bamberger & Co. talking machine department, reports that business is as good as could be expected at this time. Unflagging courtesy and service constitute the policy of the concern. The Victrola and Brunswick talking machines are the popular machines sold by this firm.

The Griffith Piano Co., Sonora distributor for New Jersey, in common with other dealers, reports that the cabinet and period models are popular at this time. The company has an encouraging amount of business to its credit for the month of June. Harry Griffith is at the head of the Sonora department, while T. M. Griffith and Fred Griffith have a share in the running of the business, the latter being in charge of the Paterson branch and the former heading the piano department.

The Edison Shop at 601 Broad street has every method of doing business and at the same time obtaining some worthwhile publicity. This consists of loading up three trucks with machines each morning and demonstrating and selling them from the vehicles. Mood change parties have also contributed to the steady sales of this progressive concern. In their headquarters they have proved effective in implanting the Edison product on the minds of these prospects.

J. A. Bleseninck, manager of the talking machine department of the Hahne department store, reports that machines costing from $175 and up are proving the better sellers. This department donated a Victrola as a prize to the winner of the athletic events to be held July 9, at Roton Point, at an outing of the employees.

The Widener store at 801 Broad street has added the Granby to its line. This firm also handles the Columbia Grafonolas.

A number of dealers have already signified their intention of adding the Granby to their line. A steady fall in cabinet conditions as being fair and is planning for an aggressive policy of business expansion and sales promotion in the fall. Vocalion Red records are enjoying a good sale at all stores at present, says E. B. Prostd, manager.

To attract the attention of passersby to the store, the Chalmers Victrola Shop has placed a machine on a coal house directly beneath the sidewalk. To this innovation is attributed a measure of the large volume of recent record sales. G. H. Denton is in charge of the Newark establishment; and W. J. J. Snyder is his assistant.

The Newark branch of the Ideal Music Co., which was opened only a short time ago, is in charge of R. N. Whitefar. Features of the establishment are the thirteen Unico bongos, installed by the Unit Construction Co. of Philadelphia, and a large concert hall on the second floor designed for Victor concerts.

C. E. Wirt, of the Corcoran Co., reports better business in June than preceding months and expresses optimism concerning the future. The Lauter Piano Co., exclusive Victor dealer, also reports business in good shape, as does the Victor department of the Knabe Piano Co.

Popular songs transmitted to passersby by means of a Magnavox have proved effective enough to attract the attention of those who pass Broad S. Market Street Music Co.'s store at 163 Market street. The building has been the means of creating a demand for both records and sheet music.

WASHINGTON, D. C., July 5.—In the summary of reports and imports of the commerce of the United States for the month of May, 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 trade figures in importing and exporting talking machines and parts during May, 1921, amounted in value to $61,370, as compared with $86,073 worth which were imported during the same period of 1920. The eleven months' total ending May, 1921, showed importations valued at $733,820, as compared with $271,658 worth of talking machines and parts during the same period of 1920.

Talking machines in the number of 2,564, valued at $115,000, were imported in 1921, as compared with 6,006 talking machines, valued at $335,106, and abroad in the same period of 1920. The eleven months' total showed that we exported 8,333 talking machines, valued at $2,931,360, as against 70,590 talking machines, valued at $3,217,401, in 1920, and 45,106 talking machines, valued at $1,376,041, in 1919.

The total exports of records and supplies for May, 1921, were valued at $512,986, as compared with $281,129 in May, 1920. For the eleven months ending May, 1921, records and accessories were exported valued at $2,817,134; in 1920, $3,574,966, and in 1919 the exports were valued at $2,655,309.

NEW MODEL OF AUTOMATIC STOP

Parsa, O., July 1. The Secoy Co., of this city, manufacturer of automatic stops, has perfected its Model "X" start and stop, and is now presenting it to the manufacturers for full production. The new start and stop is very simple, containing only eight pieces. The Secoy Co. has been in business for the past four years; George G. Seecy is president and general manager, S. D. Palmer is vice-president and S. N. Arni is secretary and treasurer.

OODEE RECORDS

Out With FINE NEW HITS

DANCE RECORDS

Out With FINE NEW HITS

JUST RELEASED—10 JEWISH RECORDS

Sung by the famous Cantor JOSEF ROSENBLATT

Ask for our Jewish Catalogue

American Odeon Corporation

100 WEST 21st STREET

NEW YORK CITY

PHONE: CHELSEA 908

JUST RELEASED—10 JEWISH RECORDS

Sung by the famous Cantor JOSEF ROSENBLATT

American Odeon Corporation

100 WEST 21st STREET

NEW YORK CITY

PHONE: CHELSEA 908

TALKING MACHINE EXPORTS DECLINE

Exports, Including Records, for Eleven Months, Ending May, 1921, Total $2,768,417

Washington, D. C., July 5.—In the summary of reports and imports of the commerce of the United States for the month of May, 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 trade figures in importing and exporting talking machines and parts during May, 1921, amounted in value to $61,370, as compared with $86,073 worth which were imported during the same period of 1920. The eleven months' total ending May, 1921, showed importations valued at $733,820, as compared with $271,658 worth of talking machines and parts during the same period of 1920.

Talking machines in the number of 2,564, valued at $115,000, were imported in 1921, as compared with 6,006 talking machines, valued at $335,106, and abroad in the same period of 1920. The eleven months' total showed that we exported 8,333 talking machines, valued at $2,931,360, as against 70,590 talking machines, valued at $3,217,401, in 1920, and 45,106 talking machines, valued at $1,376,041, in 1919.

The total exports of records and supplies for May, 1921, were valued at $512,986, as compared with $281,129 in May, 1920. For the eleven months ending May, 1921, records and accessories were exported valued at $2,817,134; in 1920, $3,574,966, and in 1919 the exports were valued at $2,655,309.
H. G. Wells, called the world's most constructive educator, says:

Every school house in the world should be equipped with a Talking Machine...

The Victor retailer has the pleasure and satisfaction of not only representing the world's greatest musical instrument, but he is also a factor in the development of the nation's musical education.

One dealer in Ohio has sold to date ninety Victrolas to schools; every school is a record customer, every child an enthusiast, i.e., a salesman.

Your county institute in August gathers together several hundred teachers. Is Victor work to be presented in that institute? If not, write to our special department equipped to co-operate with Victor retailers in developing the demand for Victor records.

Have you seen our Children's Record Hanger?

The Cleveland Talking Machine Co.
Victor Wholesalers

1125 Oregon Avenue
Cleveland, Ohio
The instrument chosen by the greatest artists

The Victrola is to music what gold is to commerce

You can attend the concerts of the greatest bands - on the Victrola

Victor advertising keeps the Victrola in the public mind, and keeps business moving in the direction of Victor retailers everywhere. These advertisements in the current magazines are right now impressing the public with the superiority of Victor products and bringing customers to your store.
Victor dance records present the orch which are the biggest dance attractions before public today. Nothing can compare with V dance music except those same famous orch which the Victor presents. Paul Whiteman His Orchestra, The Benson Orchestra of Chi All Star Trio and Their Orchestra, Joseph C. Sm
Orchestras Orchestra, Original Dixieland Jazz Band and other favorite organizations which daily delight thousands of dancers with their vivacious dance music.

Such music as this on Victor dance records brings joy to thousands of dancers, and profit and good-will to the retailers who handle Victor products.

Company, Camden, N. J.
There is only one way
to hear Victor records
at their best - play
on Victrola instru-
ments.

Victrolas for
summer use

Get one of these Victrolas
for summer entertainment

Victor Talking Machine Company, Camden, N.J.
Boston, Mass., July 5—A rather remarkable June, so far as weather is concerned, was responsible to a large degree for a little brisker business in the talking machine trade, but there is still room for improvement, as a number can testify. There has been more or less business with Summer cottagers who like to have an inexpensive talking machine around the house, but this line of activity has not been what it was in previous summers. The healthiest movement to be discerned this far comes from some of the mill towns of New England, where general business is beginning to show real signs of life. Dealers at these points, therefore, are beginning to expand their facilities to meet the increasing demand.

**Plan Trade Get-together Meet**

At a meeting of the special committee of the New England Music Trade Association, of which Frank S. Horning, the Boylston street Victor dealer, is one, to see what might be done by way of getting the music trade together it was the consensus of opinion that an outing at one of the suburban golf clubs some time in September might be acceptable to the general membership. Later, if this is the plan finally decided on, formal arrangements to this end will be entered upon. An outing at Plymouth during the tercentenary was discouraged because of the time upon.

**Promotion for John J. Moore, Jr.**

John J. Moore, Jr., who has been doing excellent work in Manager Fred E. Mann's New England territory for the Columbia Co., has been advanced from the position of supervisor of the Dealers' Service department to the management of the southern Massachusetts selling territory, succeeding H. E. Gill, resigned. Mr. Moore has made many friends in and around Boston, who will be glad to learn of his promotion. His position in the Dealers' Service department has been filled by the appointment of Paul H. Huffman, who was Mr. Moore's assistant. Another change in the Columbia staff is that of Arthur Chappagare, lately supervisor of orders and inventory, who has been assigned to the Rhode Island and southern Worcester territory, succeeding D. H. Jorgains, resigned. Mr. Chapman in his former post has been succeeded by J. L. Burns, lately chief of the correspondence department.

**Entertained the Sales Staff**

Mr. Mann has just had as his guests Leon Tobias, secretary of Van Veen & Co., of New York, and Kenneth Mills, store manager of the New York office of the Columbia Co., both of whom sat down to lunch with the Boston City Club along with members of Manager Mann's sales staff. Mr. Tobias entertained the gathering with a talk on Col-Van equipment, which proved to be most informing.

**Outing of Steinert Employees**

One hundred and twelve of the employes of M. Steinert & Sons Co. enjoyed an outing at Bass Point, Nahant, on Saturday, June 25, and with Kenneth E. Reed, wholesale manager of the Victor department, to see that the weather all had a good time it is a foregone conclusion that everything went off smoothly. The party motored down from Boston in four large auto trucks and some private cars took others. An extensive program had been carefully provided and in the cabaret some of the employees actually shone as brilliantly as some professionals. There were Miss Isabel Arnold and Miss Ruby Forbes, both of the Boylston street store, who gave a capital sketch with character voices; Irish folk dances by Miss Esther Walsh, of the Victor department, and impersonations and buck-and-wing dancing by "Shad" Plenty, the dandy elevator man at the Victor headquarters, who is always good at this sort of work. There was an exciting baseball game between the Victor and piano departments, the Victory crowd, of course, winning 14 to 10, as was expected. Those worthy of special mention for their clever imitations are, Robert Steinert, who did some marvelous pitching; Charles Van Law, and the wonderful one-hand catch of Emmet Ryan, and Jerome Murphy, who played center field. A pleasant feature of the day was the presentation to Alexander Steinert, head of the house, of a pair of handsome binoculars, which he is expected to use on his trip to Europe, on which he will sail from New York today, accompanied by his son, Robert. The plans for this Steinert outing were in the hands of Messrs. Hubel, of the Arch street store, and Cheseb, of the Boylston street establishment.

**Reports Business Improvement**

E. B. Shildell, of the E. B. Shildell Co., says that the June business with this house has been somewhat better than had been looked for, all things considered, and on a recent trip through western Massachusetts he found evidences that a marked improvement is soon to get under way, even primarily in a disposition to place larger orders than in some time past. This condition is gratifying.

**Congratulations!**

All the Halch & Davis people are congratulating two of the Pathé attaches who have decided to get married. In other words, the end.

(Continued on page 69)
Here are some of the salient features in Steinert Service.

Educational and Personal Service Bureau.
Practical Store Ideas Department.
Promotion of Educational Work in Schools.
Unsurpassed Record Stock.
Efficient Back Order System.
Excellent Shipping Facilities.
Years of Experience in Victor Merchandising.

This is a part of our service.
It is available to you anywhere in New England.
We will be glad to help you in your Fall campaign.

M. STEINERT & SONS
Victor Wholesalers
35 Arch Street

BOSTON
agreement has been announced of Miss Margaret K. Taylor, who has been secretary to R. C. Adams, of the Pathé, and Stephen A. Cobban, who is connected with the Western end of the New England Pathé distribution. Miss Taylor, who has been with the Pathé several years, is a graduate of the Chelsea High School and took a course in business administration at Boston University. Mr. Cobban is the son of Dr. and Mrs. Thomas P. Cobban, of Brooklyn, N.Y., and before coming to the Pathé a little more than a year ago he had been prominent as a talking machine and piano salesman in New England. He is a talented pianist and can sing well, and has appeared often in amateur theatrical performances in Brooklyn. As Mr. Cobban's father, mother and sister are planning to spend July and August on the Massachusetts coast an engagement party for the young people will be arranged in a few weeks.

To Do Considerable Motoring

Frederick H. Similan, head of the Pardee, Ellenberger Co., Inc., has made no special plans for his Summer vacation, but will do considerable motoring week-ends. He manages to get down to the New Haven, Conn., station every so often, always going over the road in his car. Mr. Similan feels confident that conditions are on the mend and reports he gets from large and small places within his territory are of a cheerful nature and reports he gets from large and small places within his territory are of a cheerful nature.

Herbert Shoemaker Married

Herbert Shoemaker, general manager of the Eastern Talking Machine Co., was married on Saturday, July 9, to Miss Dorothy Bacon, daughter of Arthur L. Bacon, of Arlington. Mr. Shoemaker, who is a graduate of the University of Pennsylvania, class of '95, was attended by his brother, Louis J. Shoemaker, who came over from Philadelphia. The wedding was most impressive. The ceremony was performed in the New Church Chapel, Cambridge, by Rev. William L. Wroeager, who has officiated at other weddings in Mr. Shoemaker's family. The wedding was a very quiet one and those to witness the ceremony were confined to the members of the bride's and bridegroom's families. Following the ceremony Mr. and Mrs. Shoemaker motored up to Lake Winnipesaukee, N.H., and later they planned to go to the White Mountains. Mr. Shoemaker has taken quarters at 74 Pine street, Belmont, where he and Mrs. Shoemaker will be at home to their friends after October 1st. There's a house of congratulations for Mr. Shoemaker and his bride.

New Vocalion Records Please

Manager Wheatley of the Vocalion Co., is well pleased over the new label now used on the Red record, by which the title is much more distinctly audible. The groundwork is a light cream and the wording thus shown up very well. The new label made its appearance on the July list. Mr. Wheatley is not planning to go away on his vacation until August. On Friday, July 8, he took his family up to Broadkill, Del., where he has had a Summer estate for several years, and it is there that he will join his family later. Oscar W. Ray, who is connected with the wholesale department, is looking forward to a motor tour through western Massachusetts, as he has been appointed wholesale representative. Manager Fred L. Neil is planning to take his vacation in August and will go, according to present plans, to Nova Scotia, and he will be accompanied by George L. Towner, the assistant manager of the New York branch.

Move Department to the Ground Floor

Frank L. Crowsey, of the C. C. Harvey Co., which handles the Brunswick, Edison and Victor lines, is planning to take his vacation at Belgrade Lakes, Me., as he has done for several seasons. Manager Francis White, of the talking machine department, is looking forward to an automobile trip through western Massachusetts, taking in the Mohawk trail. Before he starts away, however, his department will get moved.

KRAFT-BATES and SPENCER INC.

NEW ENGLAND DISTRIBUTORS

Brunswick tells the people why Brunswick Phonographs and Records are superior

The success of Brunswick phonographs and records has been due in a large part to the intelligent policy of letting people know about them. Brunswick advertising has always been educational. It has established low floor tone is obtained and made people realize that there is a difference in phonographs. Brunswick phonographs, through every kind of advertising medium, shunt the advantages of the Brunswick Method of Reproduction and its principal features—the Utrale and the True Tone Amplifier. The latter is shown on the theory that while people are very quick to get interested in something new and better, they want, of course, to test it first.

This policy of meeting public demand for the Brunswick and Brunswick Records instead of waiting for the public to notice the new products is particularly true of the Brunswick Method of Reproduction. It was in 1916, the public was not aware of the advantages of the Brunswick Method of Reproduction, when Brunswick Phonograph Dept. 1.

KRAFT, BATES & SPENCER, Inc.

1265 Boylston Street  Boston, Mass.

Music Distributors

Steel Needles
Tonophone

New England Distributors

Albums
Matroca

Record Brushes
Victrola

Kohki Covers
Record Flashers
TWO POINTS OF CONTACT

Ditson Exclusive
Victor Service

PROVIDES for the New England and Eastern Victor Dealers two important points of wholesale and factory contact—Boston and New York.

It means the shortening of distances, the quickening of deliveries, and a more satisfactory co-operation between the wholesaler and the retailer. In the case of many New England dealers particularly it means a double service. It is a good thing to have in mind when planning the fall campaign.
Bostonians at the Jobbers' Convention

George A. Dodge, of the Eastern Talking Machine Co., who was left for the Victor jobbers' convention at Colorado Springs, was accompanied by his wife and daughter, Miss Marion Dodge. Others locally who attended the convention were Henry Winkelmann, of the Victor department of the Oliver Instan Co., and Kenneth F. Reed, head of the Victor department of the M. Steinert & Sons Co. They went over to New York so as to join the big party that journeyed West in special cars.

Joins Eastern Co. Forces

Garvin Waldron has been added to the staff of the Eastern Talking Machine Co. He is looking after the city territory and is becoming quite popular in the field. Mr. Waldron has the reputation of being quite a talented musician.

attended Conference in Syracuse

R. O. Ainslie, of the Pathé; John L. Cotter, secretary of the Hallet & Davis, which handles the Pathé, and A. J. Cullen, of the Lansing Sales Co. all went over to Syracuse, N. Y., the latter part of June to attend the conference of the Hallet & Davis wholesale men of New York State and Pennsylvania.

W. S. Merrill's Novel Sea Trip

William S. Merrill, secretary of the New England Music Trade Association, spent a day and a night on a torpedo destroyer the latter part of June. the guest of the Lieutenant Commander. The trip was from Boston around Cape Cod and through Long Island Sound to Newport, R. I. He says it was one of the most enjoyable trips he ever has taken.

Lansing Sales Co.'s Trade Grows

A. J. Cullen is the proud possessor of an Oakland car and there isn't a pleasant late afternoon that he and his family are not motoring over the superb roads of Greater Boston and vicinity. Mr. Cullen says business with the Lansing Sales Co. is considerably improved and now that the Emerson line has been taken on the field for diversified activity promises to show renewed impetus.

Where Fitzgerald Vacationizes

W. J. Fitzgerald, whose Victor warerooms finds many customers day after day, has taken a cottage at Allerton, Nantasket, for the season. Fitzgerald says that his Plumbing store, now opened less than a year, is proving very popular. Mr. Fitzgerald has been contributing a series of articles to one of the local daily newspapers, and his wide knowledge of the business especially fits him for such writing.

The New England dealer has a wealth of opportunities during the Summer months. New England is one of the finest vacation spots in the country.

The thousands of vacationists who vacation here are added prospects for the Victor dealer. Let us help you make the most of the opportunity.

(Continued on page 72)
THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 71)

George Lincoln Parker at Alma Mater
George Lincoln Parker, Edison distributor in the Colonial Building, went down to Providence the middle of June to take part in the quarter centennial celebration of his Brown University class. He took in some of the larger functions and he says the class dinner, at which Secretary Charles H. Hughes was a special guest, was an unusually pleasant occasion.

Robert Steurner, one of the Eastinouth College alumni, went to Harvard, N. H., for commencement exercises, returning there several weeks.

Marketers of Victrolene Polish
Victrolene Polish, formerly manufactured by the Victor Co. of this city, is now being marketed by the National Co. of Cambridge, Mass.

Many New Curry Installations
Frank H. Curry, manufacturer of taking machine waterous equipment in this city, reports that he is hunting on a number of new installations. Among recent installations was a large one in the Victor waterous of Kaplan Bros., New Bedford, Mass. This equipment consists of seven talking machine stands, one player

loos, record cases and counters. It is very efficiently laid out and from an architectural standpoint most pleasing in appearance.

Where They Are Summerng
Walter Gillis, Victor distributor in the Henry E. Miller Co.'s Baylston street waterous, managed to take a week away from business and motored up to the White Mountains. Having sent his family to Iceland, Me., he hopes to be able to join them for a short time later in the season.

c. Harry Botch, of the Eastern Co., and his wife, are spending the Summer at the Hotel Pemberton at Hull, going back and forth daily in the boat.

Ownership Changes in Cambridge
The Pilgrim Talking Machine Co., in Innis square, Cambridge, has lately changed owners. Mr. Burrell, who is acquainted with the Victor proposition, is the new proprietor. He is planning for its enlargement.

L. W. Hough's Active Campaign
L. W. Howgh, of this city, New England representative for Peerless record albums and Long cabinets, has inaugurated an energetic sales campaign for the Fall season. As a part of this

LANSING KHAKI COVERS
The Pioneer Moving Cover
High Grade Government Khaki

Dealer's Prices NOW:

$6.00
medium size
43"x20"x23 3/4"

$6.50
large size
49"x23"x24 1/4"

$7.35
extra large
52"x22 1/2"x23 3/4"

Fitzall Leather or No. 3x Strap
$2.50

Piano Moving Covers $18.00
SLIP AND RUBBER COVERS
FOR PHONOGRAPHS AND PIANOS

Eliot and Warrenton Sts.
BOSTON, 11, MASS.

"PERFECTION ATTACHMENTS"
FOR EDISON, VICTOR AND COLUMBIA PHONOGRAPHS

IF!
If you sell EDISON, VICTOR, or COLUMBIA Phonographs, we say: Send for our catalog right now! Not just because PERFECTION ATTACHMENTS increase the value of your machines 50% by equipping them to play all of the best records. No—but—

Mind you, PERFECTION ATTACHMENTS do more than that. They actually sell those machines for you. How? Just put a PERFECTION ATTACHMENT on one of your machines—one you've been listening to day after day: Then listen once more. You'll whistle with happiness!

And that isn't all. Take a PERFECTION ATTACHMENT into your hands. Examine it, Man! There is workmanship in gladden the heart of any expert. In gold or nickel finish—the best you ever looked at.

Think what this means to your business. Think hard! Then spend two cents to bring our catalog. Two cents!

- One of the best investments you've made since you opened your shop!

NEW ENGLAND TALKING MACHINE CO.
16 BEACH STREET
BOSTON, MASS.

L. A. SCHWARZ, Inc., 1265 Broadway, New York City

"PERFECTION ATTACHMENTS"
FOR EDISON, VICTOR AND COLUMBIA PHONOGRAPHS

PERFECTION Ball-Bearing
Tone Arm No. 4
Combined With No. 7 Reproducer

"Nameplates With a Personality" For Manufacturers and Dealers of Talking Machines.

FOR PHONOGRAPHS AND PIANOS

E. V. YEUELL CO., Malden, Mass.
When You'll Think of Nameplates
You'll Think of Yeuell.
GIVES CONCERTS TO GAIN PUBLICITY

Talking Machine Motor Service Co. Gives Emerson Concerts In Schools By Radio

HOLYOKE, MASS., July 7.—The Talking Machine Motor Service Co. of this city is a firm believer in swilling itself of every opportunity of bringing its store before the eyes of the public and rarely misses a chance of using every avenue to increase its sales. Recently F. W. Doubleday, manager of this concern, made arrangements to give to the pupils of the High School of Commerce, a concert played on the Emerson phonograph with Emerson records. This was done by playing the records in the company's store and transmitting them to the pupils of the school by means of radio. Newspapers of this city carried pertinent items on this novel method of interesting townspeople in the Emerson product and from every standpoint the idea was a success. This was one of two radio concerts given by this company, as a few days previous to this concert Mr. Doubleday made arrangements with the United Electric Light Co. of this city to give an Emerson concert to hundreds of people who had gathered at a nearby park. Visitors to this park were entertained during the afternoon by a splendid program of both vocal and instrumental numbers which were thoroughly enjoyed.

E. C. GALLO ATTENDS CONVENTION

NEW HAVEN, Conn., July 6.—The Horton-Gallo-Creater Co., Victor distributor, of this city, was represented at the convention of the National Association of Talking Machine Jobbers, at Colorado Springs, by E. C. Gallo. Accompanied by Mrs. Gallo he left New York on the special train made up of Eastern Jobbers. Mr. Gallo reports that the dealers in his territory are optimistic over Fall conditions and are energetically planning his sales campaigns. The Hamilton Step of Norwalk, Conn., which is served by the Horton-Gallo-Creater Co., recently had circus equipment installed, which will give to one of the most attractive warerooms in the State.

Sales Problems We Have Met

It has been our privilege to cooperate with Victor dealers in solving many of their sales and merchandising problems. We have offered our service gladly and willingly, feeling confident that our suggestions would prove practical and profitable to the dealer.

CRESSEY & ALLEN service is based on a thorough knowledge of the Victor dealer's requirements. It is not guess work, but a knowledge based on experience that has made our dealer service worth while.

CRESSEY & ALLEN PORTLAND, MAINE

WHEN CIVILIZATION IS IN FLOWER

Civilization will never attain its full flower until the talking machine plays thrilling patriotic airs as citizens walk up to pay their taxes.
THE DE LUXE MODEL is proving a very good seller for dealers. It makes possible owning a genuine Victrola in a console type, combining the usefulness of a table and record compartment with all the advantages of a cabinet machine.

And the combination of small Victrola and the Converto Cabinet in which it is placed is, by comparison with other similar machines, appealingly low priced.

The De Luxe Converto has the same sound door feature as the standard—that is, the doors on the machine open outward through the doors of the cabinet and form an oblong compartment acting as a sound amplifying chamber.

The machine remains portable. Converto Cabinets suit the times. They appeal to and fill the need and demand for low prices.

Write for details to any of the following distributors or to the factory.

THE C. J. LUNDSTROM MFG. CO.
Little Falls, N. Y.

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

Converto Wholesale Distributors

THE TALKING MACHINE WORLD  July 15, 1921

Lundstrom
CONVERTO
PATENTED DEC. 11, 1917

Talking Machine Cabinet

SETTING THE MACHINE IN CABINET
The General Phonograph Corp. announced recently that arrangements had been closed whereby the Norfolk Jazz Quartet would record exclusively for the Okeh record library. The first records made by this organization proved a phenomenal success, and the "Jelly Roll Blues" record is being sold in large quantities by the prominent Okeh dealers of the country.

The Norfolk Jazz Quartet was an organization whose rendition of the popular blues numbers is distinctive and unusual. It has also attained considerable success in the rendition of so-called jazzed spirituals, and the General Phonograph Corp. is planning to feature the records made by this organization through the means of effective and timely publicity.

SALES MANAGER OF DUAL-TONE CO.

Charles J. Bowers, Well Known in Music Industry, Will Have Entire Charge of Merchandising of Dual-Tone Phonographs—Headquarters Are Now Located In Rahway, N. J.

Announcement was made recently of the appointment of C. W. Bowers as sales manager of the Dual-Tone Phonograph Co., Minor, Pa. Mr. Bowers will make his headquarters for the present in Rahway, N. J., and will have entire charge of the merchandising of the Dual-Tone phonograph. Mr. Bowers is well known throughout the music industry, having for the last ten years been connected with the Laffargue Co., New York, and traveling extensively for them.

C. W. Bowers, as well as being secretary of the company. Although he will not be actively engaged in representing the Laffargue Co. on the road, Mr. Bowers still retains his official capacity with that company before his becoming connected with the Laffargue Co. he was also associated with the Aeolian Co. and later with the Am-Phonic Co. He was also secretary of the Piano Club of New York at one time.

Mr. Bowers is planning an extensive campaign in the interests of the Dual-Tone phonograph, and will within a short time visit the dealers in Pennsylvania, Ohio, New York and Indiana, as well as other points east of the Mississippi River. During his experience in the piano industry he has visited practically every state in the Union and numbers among his friends the most representative dealers throughout the country. While speaking to a representative of The World this week he said: "It is with much regret that it has become necessary for me to give up my active work for the Laffargue Co., but the opportunity which I have before me seems to be so promising that in justice to myself I feel that I should grasp it. The Dual-Tone is a splendid product and its demonstration quickly proves to the prospect that it represents everything that the name implies."

FULLER'S ORCHESTRA IN NEW YORK

Earl Fuller said his New York orchestra, one of the most popular dance orchestras in the country, which has been making an extensive Western tour, visited New York recently for the purpose of making a series of dance records. According to Mr. Fuller's plans his orchestra will spend one day each week in New York. At the present time, this popular dance organization is making records for the Edison, Stere-Om, Emerson and Olympic record libraries.

Musical Instrument Makers Since 1883
64 Broadway Brooklyn, N. Y.
Everyone in this country knows "Old Folks at Home." Nearly as many people know that Rosa Ponselle is the greatest soprano the present generation has produced. One and all will want to hear her sing this favorite old Southern song. Columbia 49934.

Columbia Graphophone Co.
NEW YORK

GOES AFTER SALES AND GETS THEM
S. B. Lewis, of Northumberland, Pa., Closes Sixty-seven Sales from a Truck In Six Weeks

There is business to be had by the salesman who really goes after it with the proper vigor as indicated in the case of S. B. Lewis, of the sales staff of Meisters' Music House, Northumberland, Pa., who some time ago started a selling campaign from a truck, covering territory in a radius of fifteen miles of headquarters. In six weeks Mr. Lewis brought in sixty-seven real sales, sixteen of them for pianos and player-pianos, and fifteen for talking machines. retailers, owners of other talking machines, etc.

WARMING UP "COLD TURKEY"
Some Good Advice on Livening Up the Mailing List From the Putnam-Page Co.

"It is a simple matter to get in a rut with your mailing list. We know it in the Putnam-Page offers and we find that a constant revision is the only method. It is a very wise thing to separate your list into specialized lists including active buyers, machine prospects, Victrola owners, owners of other talking machines, etc."

"Years ago there traveled about this country a class of men who sold people rugs and clocks from wagons and they had a term for people who took up their tune without having. The term was 'cold turkey.' Just why we do not know, but it is a good thing to give the 'cold turkey' on your mailing list a good shaking. Discover if you cannot warm them up. Otherwise disregard them and go after some new ones."

TO MAKE NEW REPEATING DEVICE
Town, O., July 6—The Melodee Co. of this city, will soon issue on the market a new repeating device, according to H. W. Hart, one of the Melodee officials. This device, patented by W. R. Hudson, of the Melodee Co., has been assigned to that organization. The device operates on the same principle but can be adapted to all standard types thereof.

WANAMAKER ON TAX REDUCTION

In one of the signed editorials which individualizes the advertisements of John Wanamaker in the New York papers there appeared the other day the following appeal to the Government to take off the heavy war taxes. It read in part:

"The merchants have made a good beginning in lowering prices. So far, so good. Now, let the Government at Washington give distinct relief to the public by taking off merchandise and neutralizing the heavy taxation that Washington still collects, now two years after the war ended."

The advertiser reduces the value of "N" in the business equation.

PORTROLA

Look at it close

Electric Light, See How to Play

Records Carried Inside Waterproof Case Cover

Dealers and Salesmen Wanted Everywhere. Write Us.

PORTABLE PHONO CO., INC.
1017 McGEE
KANSAS CITY, MO.
PHILADELPHIA, Pa., July 5—The talking machine business in Philadelphia during the month of June, on the whole, was satisfactory. It was not a month to give the dealers any very great encouragement, and yet it showed a little increase over the previous month and left in its wake the feeling that the worst was over and that the dealers could look forward to a gradual resumption of business by the Fall.

Victor Jobbers Bound West

The convention of Victor talking machine jobbers, which is about to be held at Colorado Springs, is taking a number of our jobbers not only to the convention city, but to extended trips through the West. Albert C. Weymann is going to represent the Weymann house at the convention and will be accompanied by his wife. Louis Buehne, of the Louis Buehne Co., will take his family to Colorado Springs, and from there they will go to Salt Lake City, Los Angeles, San Francisco, Portland, Banff Springs, and additional racks arranged in booths and has built a long counter for the handling of records. The company has about disposal of the stock it purchased when it took over the Philadelphia Talking Machine Co. and hereafter will be exclusively Victor dealers.

Blake & Burkhardt's New Sign

Herbert E. Blake, of Blake & Burkhardt, reports that his firm is very well satisfied with the minute of business they did in June and they are running neck and neck with last year, a thing very few firms here can say. They placed, during the month, a very attractive Victor electric sign, eighteen feet long by three feet wide, on the front of their building, at the corner intersecting the two streets. It contains sixty-seven bulbs and can be seen for quite a distance.

Widener Jobbing the Granby

The Widener Grafenoul Co. has started to job the Granby machines at all of its nine stores. They are placing neck and neck with last year, a thing very few firms here can say. They placed, during the month, a very attractive Victor electric sign, eighteen feet long by three feet wide, on the front of their building, at the corner intersecting the two streets. It contains sixty-seven bulbs and can be seen for quite a distance.

Two Enjoyable Picnics

Two important picnics were held during the month, those of the Victor Dealers' Association and of the Columbia Phonograph Co. The Victor picnic was held at the Old Miners Clubhouse at Morrisville, Delaware, on Wednesday, June 25. It was a star affair. The committee in charge was Harry A. Ellis, of the speaking, Robert McCarthy, manager of the Granby Co., Alfred Smith, of the Granby Co., and Dr. W. R. Smith, of the Granby Co.

The party started from the Granby factory in Camden, N. J., after the sports consisted of a foot race.

(Continued on page 79)
THIS advertisement appeared in the July, 1920, World—just a year ago.

Since then lightning has struck in many places.

Time has proved our prediction and justified our energetic policy.

Conditions today prove the wisdom of being an EXCLUSIVE VICTOR MERCHANT, of concentrating your energies on Victor promotion, and of securing the benefits of Buehn Victor Service.

THE LOUIS BUEHN COMPANY
PHILADELPHIA
THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 77)

partment of the Varional Co., was in Philadel-
phia during the meeting of the Union Pencies, the
head of the Philadelphia Show Case Co., spent
several days in Pittsburgh.

A Bulletin of Weymann News

H. W. Weymann, of H. A. Weymann & Son,
Inc., Victor wholesalers, is very optimistic over
the Fall Victor business outlook. H. A. Wey-
mann & Son, Inc., are advertising to have
a sufficient stock of Victrolas on hand during
the Summer season for all dealers for Fall
 shipments. Mr. Weymann reports that substantial
orders have already been received for the new
portable model and the new Victrola 300.

Eight members of the Victor wholesale de-
partment attended the recent outing of the
Philadelphia Victor Retailers' Association, which
was a decided success.

A. O. Weymann, secretary and treasurer of
H. A. Weymann & Son, Inc., will represent the
firm at the convention of the National Associa-
tion of Talking Machine Jobbers at Colorado
Springs. Mr. Weymann will accompany Mr.
Weymann on the trip.

Charles Poulson, of the Weymann wholesale
traveling staff, through ill-health has had to re-
linquish his duties and take a complete rest
for several months. E. J. McCormick has assumed
Mr. Poulson's duties and will call upon the de-
alers in the territory which he Poulson covered.

Enjoyed Fishing Trip in Canada

G. Dunbar Showell, the Philadelphia jobber
of the Chicago, spent a week on a fishing trip
in Canada during the month.

Reports Business Improving

The Pan Phonograph Co. reports that busi-
ness was unusually satisfactory in June. The
firm has been running ahead of last year.

A. R. Chapman, of the Pan phonograph Co.,
reports that business is picking up. They have undertaken the handling of
all small phonographs and cameras, and also
the Camera Talking Machine Co., of this city.

It is excised in aluminum, the advantage of
which being that the weather will not affect it.

Four members of the firm have been em-
ployed to repair the metal aluminum and
aluminum covered with leather.

Progress of the Emerson Line

Harry E. Morris, sales manager of the Em-
erson, was in Philadelphia the last week in
June for several days and brought with him very
glimpses from the house office. The business
of the firm here has been increasing in a
most satisfactory way in June and the firm
tribute it to the firm's course of advertising
in the local papers. Irving Lieb, Mr. Fox states,
meeting with good looks.

A. J. Heath & Co. report developments

A. J. Heath & Co. say that business is pick-
ing up. They have undertaken the handling of
all small phonographs and cameras, and also
the Camera Talking Machine Co., of this city.

It is excised in aluminum, the advantage of
which being that the weather will not affect it.

There are several stores in the neighborhood of the
 Philadelphia branch.

The firm has been running ahead of last year.

A. R. Chapman, of the Pan phonograph Co.,
reports that business is picking up. They have undertaken the handling of
all small phonographs and cameras, and also
the Camera Talking Machine Co., of this city.

It is excised in aluminum, the advantage of
which being that the weather will not affect it.

Four members of the firm have been em-
ployed to repair the metal aluminum and
aluminum covered with leather.

Progress of the Emerson Line

Harry E. Morris, sales manager of the Em-
erson, was in Philadelphia the last week in
June for several days and brought with him very
glimpses from the house office. The business
of the firm here has been increasing in a
most satisfactory way in June and the firm
tribute it to the firm's course of advertising
in the local papers. Irving Lieb, Mr. Fox states,
meeting with good looks.

A. J. Heath & Co. report developments

A. J. Heath & Co. say that business is pick-
ing up. They have undertaken the handling of
all small phonographs and cameras, and also
the Camera Talking Machine Co., of this city.

It is excised in aluminum, the advantage of
which being that the weather will not affect it.

There are several stores in the neighborhood of the
 Philadelphia branch.

The firm has been running ahead of last year.

A. R. Chapman, of the Pan phonograph Co.,
reports that business is picking up. They have undertaken the handling of
all small phonographs and cameras, and also
the Camera Talking Machine Co., of this city.

It is excised in aluminum, the advantage of
which being that the weather will not affect it.

There are several stores in the neighborhood of the
 Philadelphia branch.
THE Penn-Victor dog extends greetings to Victor dealers everywhere and assures them of his interest and help in promoting Victor business wherever they may be located. He awaits eagerly your call to service. Distributors listed below sell Penn-Victor dogs.

DISTRIBUTORS:

The Penn-Victor dog extends greetings to Victor dealers everywhere and assures them of his interest and help in promoting Victor business wherever they may be located. He awaits eagerly your call to service. Distributors listed below sell Penn-Victor dogs.

DISTRIBUTORS:

- J. W. Jenkins Music Co.
- Beckwith & Smith Co.
- Wm. H. Reynolds
- The Hartman-Halle-Premier Co.
- Collins & Co.
- Phillip Wertheim, Ltd.
- Emanuel Boul.
- F. Burns & Son
- Charles H. Wilson Co.
- Klockert-Morgan Talking Machine Co.
- Hayes, Inc.
- Sibley & Peckwell Co.
- Leake & Schwartz, Inc.
- Miller-Hollins
- B. A. Wynn & Son
- W. F. Frevola Piano Co.
- Chassay & Allen, Inc.
- The Itzley Co.
- R. A. Chapman
- Knoebel-Brookner Co.
- W. J. Fire & Bros.
- The Wood-Toddner Machine Co.
- Held & Hughes Co.

Dealers and served by any of these distributors will be sold direct by us or we will charge through your preferred distributor if so requested.
practical value of the Model Shop, and every new sales plan and detail of Dealer. Service material is tried out in the Model Shop under practical conditions.

Since the installation of the Model Shop in the Philadelphia branch quite a number of the Columbia dealers in this territory have adopted the Model Shop plan in its entirety and have either built or redecorated their stores along the same lines. Among these dealers are the following: H. Beddow, 1526 Oxford street, Philadelphia; F. B. Brown, York, Pa.; Brody Bros., 2110 Girard avenue, Philadelphia; W. L. Lichtenwalner, Allentown, Pa.; S. W. Lowry, Berwick, Pa.; R. J. McCollough, 3152 Frankford avenue, Philadelphia; S. J. Phillips, Bethlehem, Pa.; Kennard

RECENT UNICO INSTALLATIONS

Unit Construction Co. Activities Indicate Interest by Dealers in Store Equipment

PHILADELPHIA, PA., July 6.—The Unit Construction Co., of this city, manufacturer of Unico talking machine wardrobe equipment, reports increased interest manifested on the part of the dealer in having his wardrobe equipment equipped. Installations have been made by the Unit Construction Co. in widely separated parts of the country. Several installations have been made in stores of dealers in summer resorts. The Tustin Piano Co., of Long Branch, N. J., and the Tasto Theatre Co., of Toms River, N. J., have had attractive Unico equipment installed. Other installations have been made in the new Victor wardrobes of Simon Gordon, of Washington, D. C., and Leon Douglass on the Pacific Coast. In the case of the Hamilton Shop, Norwalk, Conn., an excellent example of Unico serv

The prisoners were granted a holiday and for the most part the concerts were thoroughly enjoyed.

Prosperity not earned is like good cheer gone:—

Pennsylvania Firm Incorporates

The Minneli Phonograph Co., Inc., Wilkes-Barre, Pa., has been incorporated under the laws of the State of Pennsylvania, with a capital of $100,000. The firm will manufacture and sell talking machines and supplies. Incorporators are: Rosario Lunetta, Vincenzo Minnelli, Carmelo Bizzio and Carline Lunetta.

Jobbers' Profits and Salesmen's Commission Now Go to the Dealer

This Company have decided to sell their entire output of the Franklin Phonograph direct to dealers, reducing the cost considerably by ordering direct from our factory.

The style illustrated shows our Revolving door model. By merely touching the knob the record cabinet revolves, showing eight specially constructed Albums.

The Cabinet is constructed of five-ply genuine figured Mahogany, all metal parts gold plated, plush turn table.

The Franklin line of phonographs is supreme in tone, cabinet work, case architecture and structural design. Franklin Phonographs occupy a distinctive position among high quality phonographs.

Order a sample of this model. You will find it the best seller you ever had.

Our prices are reduced. Our terms most liberal.

FRANKLIN PHONOGRAPH COMPANY
INCORPORATED
1711-13-15-17 North Tenth Street
Philadelphia
ASK TO HEAR IT.

"You can't go wrong with any first song."

GRANDY JOBBERS IN INDIANAPOLIS

Wideners Doing Well With Latest Addition to the Line—R. D. Duffy Sales Representative

Indianapolis, Ind., July 8. The Grandy phonograph, for which Wideners' Graufield Shoppe, Inc., of this city, became the distributing point for Indiana and part of Kentucky the first of last month, is meeting with well merited success, according to W. G. Wilson, manager of Wideners. Robert D. Duffy, who is sales representative of the Grandy Phonograph Co. in the territory, reports encouraging business with retail dealers throughout the territory for a lively trade in the instrument which is new to this field.

Mr. Duffy started in the phonograph business in 1912, when he became a salesman for the Columbia Graphophone Co. in its retail store at St. Louis and later was made sales manager. He went to Louisville, where he opened a new department with the Kindmann-Stearns Co., handling the Columbia and Edison machines.

In 1917 Mr. Duffy was made assistant manager, under Bert L. Brown, of the Columbia Co. of Indianapolis. He covered Indiana and western Kentucky from the Indianapolis branch until October, 1920, when he resigned to accept a position as Indiana representative of the Wideners World Co., box manufacturer at Cincinnati. He resigned that position to return the phonograph field.

"I am satisfied that such an excellent instrument as the Grandy phonograph will have an exceptional sale in this part of the country, as it has had in the East," says Mr. Duffy. "With this machine I can offer the dealers several attractive selling points. The Grandy is not only moderate in price, which particularly suits the smaller dealers, but it has exceptionally fine cabinet work, an unrivaled tone, and real durability. These are points I am finding the dealers very much interested in."

"CONTROLA" OFFICES ARE MOVED

The Phonograph Control Corp. Moves New Offices at 19 Academy Street, Newark, N. J.

The Phonograph Control Corp. has moved its executive offices from 130 Market street to 19 Academy street, Newark, N. J. In addition to housing the business department of the company, the new quarters will be a public demonstration station of the company's product, "The Controla."

Herbert W. Royal, president of the Phonograph Control Corp., in a recent statement to a representative of The World, said: "The trade and public alike have received our automatic starting and stopping device, the Controla, with much favor that it has required our factory to work at full capacity in order to fill the demands. In order to further interest the public in our device we are inaugurating local advertising campaigns in various sections of the country and these will be enlarged, from time to time, as conditions in the territories justify."

MISS THROW VISITS NEW YORK

Florence M. Throw, secretary to Manager Haring, of the Buffalo branch of the Columbia

"Take Your Music With You"

"CIROLA," the only PORTABLE Phonograph without sound chamber, has twin spring motor; highly nickel- plated metal parts; is finished like a Piano; built like a Battleship; holds like a suitcase; weighs 16 lbs.; plays all records better because the good fresh air is its sound amplifier. Write for our proposition quickly. Enterprising dealers everywhere are rapidly stocking these Spring and Summer Whirlwinds. Covers may be had if desired.

CIROLA DISTRIBUTING CO., Inc.

Distributors of the

CIROLA PHONOGRAPH

Size: 12½ x 11½ x 6

204 Colonial Trust Bldg.
Phone Spruce 6337
PHILADELPHIA, PA.
U. S. A.
EDISON CARAVAN CONVENTION SCORES IN NEW ORLEANS

Second Stop of Big Edison Caravan Convention—Many Local Dealers Participate in Open Forums Following the Fixed Educational Program

New Orleans, La., July 2.—The Edison Caravan Convention, which arrived in New Orleans from New York on Monday, June 13, and held its sessions here on Tuesday and Wednesday, measured up to every claim that had been made for it. Advance reports from New York, where the Caravan Convention made its first stop, gave some idea of the general elaborate character of the program, but, although forewarned, the several hundred Edison dealers of this territory who attended were greeted with enthusiasm in Crescent City—Aroused Great Enthusiasm in Crescent City.

The second day's session opened with a talk on advertising by J. W. Scott, veteran Edison employee, who spoke on the Diamond Plastics Co. of New Orleans; Phonographs, Inc., of New Orleans; and the Granger Wheat Co., St. Louis, and the Texas Oklahoma Phonograph Co., Dallas. Wm. Maxwell, Metropolitan Opera star, on what it means to the artist to have his art perpetuated by the phonograph. Edward R. Dunning, of the Crowell Publishing Co., New York, told of how magazines and farm papers interlock with Edison advertising.

As an open forum on Mood Change Parties was participated in by Jonathan Cox, Houston, Tex.; J. L. White, Diamond Dome Shop, New Orleans, and W. D. Samuel, W. H. Mafford Furniture Co., Tuscaloosa, Ala. Another open forum on the use of the turntable was led by C. F. Green, Loewman, Joseph & Lock, Birmingham, Ala., and A. E. Scott, Aberdeen, Miss., and still another on "How to Increase the Sale of Records," by S. E. Lawrence, Columbia, Miss.; J. E. Powell, Powell & Son, Evergreen, Ala., and C. M. Methvin, Eads, Ga.

The second day's session opened with a talk on advertising by J. W. Scott, veteran Edison employee, who spoke on the Diamond Plastics Co., Inc., of New Orleans; Phonographs, Inc., Atlanta; Silverstone Music Co., St. Louis, and the Texas Oklahoma Phonograph Co., Dallas. Wm. Maxwell, Metropolitan Opera star, on what it means to the artist to have his art perpetuated by the phonograph. Edward R. Dunning, of the Crowell Publishing Co., New York, told of how magazines and farm papers interlock with Edison advertising.

As an open forum on Mood Change Parties was participated in by Jonathan Cox, Houston, Tex.; J. L. White, Diamond Dome Shop, New Orleans, and W. D. Samuel, W. H. Mafford Furniture Co., Tuscaloosa, Ala. Another open forum on the use of the turntable was led by C. F. Green, Loewman, Joseph & Lock, Birmingham, Ala., and A. E. Scott, Aberdeen, Miss., and still another on "How to Increase the Sale of Records," by S. E. Lawrence, Columbia, Miss.; J. E. Powell, Powell & Son, Evergreen, Ala., and C. M. Methvin, Eads, Ga.

The second day's session opened with a talk on advertising by J. W. Scott, veteran Edison employee, who spoke on the Diamond Plastics Co., Inc., of New Orleans; Phonographs, Inc., Atlanta; Silverstone Music Co., St. Louis, and the Texas Oklahoma Phonograph Co., Dallas. Wm. Maxwell, Metropolitan Opera star, on what it means to the artist to have his art perpetuated by the phonograph. Edward R. Dunning, of the Crowell Publishing Co., New York, told of how magazines and farm papers interlock with Edison advertising.

As an open forum on Mood Change Parties was participated in by Jonathan Cox, Houston, Tex.; J. L. White, Diamond Dome Shop, New Orleans, and W. D. Samuel, W. H. Mafford Furniture Co., Tuscaloosa, Ala. Another open forum on the use of the turntable was led by C. F. Green, Loewman, Joseph & Lock, Birmingham, Ala., and A. E. Scott, Aberdeen, Miss., and still another on "How to Increase the Sale of Records," by S. E. Lawrence, Columbia, Miss.; J. E. Powell, Powell & Son, Evergreen, Ala., and C. M. Methvin, Eads, Ga.

The second day's session opened with a talk on advertising by J. W. Scott, veteran Edison employee, who spoke on the Diamond Plastics Co., Inc., of New Orleans; Phonographs, Inc., Atlanta; Silverstone Music Co., St. Louis, and the Texas Oklahoma Phonograph Co., Dallas. Wm. Maxwell, Metropolitan Opera star, on what it means to the artist to have his art perpetuated by the phonograph. Edward R. Dunning, of the Crowell Publishing Co., New York, told of how magazines and farm papers interlock with Edison advertising.

As an open forum on Mood Change Parties was participated in by Jonathan Cox, Houston, Tex.; J. L. White, Diamond Dome Shop, New Orleans, and W. D. Samuel, W. H. Mafford Furniture Co., Tuscaloosa, Ala. Another open forum on the use of the turntable was led by C. F. Green, Loewman, Joseph & Lock, Birmingham, Ala., and A. E. Scott, Aberdeen, Miss., and still another on "How to Increase the Sale of Records," by S. E. Lawrence, Columbia, Miss.; J. E. Powell, Powell & Son, Evergreen, Ala., and C. M. Methvin, Eads, Ga.

The second day's session opened with a talk on advertising by J. W. Scott, veteran Edison employee, who spoke on the Diamond Plastics Co., Inc., of New Orleans; Phonographs, Inc., Atlanta; Silverstone Music Co., St. Louis, and the Texas Oklahoma Phonograph Co., Dallas. Wm. Maxwell, Metropolitan Opera star, on what it means to the artist to have his art perpetuated by the phonograph. Edward R. Dunning, of the Crowell Publishing Co., New York, told of how magazines and farm papers interlock with Edison advertising.

As an open forum on Mood Change Parties was participated in by Jonathan Cox, Houston, Tex.; J. L. White, Diamond Dome Shop, New Orleans, and W. D. Samuel, W. H. Mafford Furniture Co., Tuscaloosa, Ala. Another open forum on the use of the turntable was led by C. F. Green, Loewman, Joseph & Lock, Birmingham, Ala., and A. E. Scott, Aberdeen, Miss., and still another on "How to Increase the Sale of Records," by S. E. Lawrence, Columbia, Miss.; J. E. Powell, Powell & Son, Evergreen, Ala., and C. M. Methvin, Eads, Ga.

The second day's session opened with a talk on advertising by J. W. Scott, veteran Edison employee, who spoke on the Diamond Plastics Co., Inc., of New Orleans; Phonographs, Inc., Atlanta; Silverstone Music Co., St. Louis, and the Texas Oklahoma Phonograph Co., Dallas. Wm. Maxwell, Metropolitan Opera star, on what it means to the artist to have his art perpetuated by the phonograph. Edward R. Dunning, of the Crowell Publishing Co., New York, told of how magazines and farm papers interlock with Edison advertising.

As an open forum on Mood Change Parties was participated in by Jonathan Cox, Houston, Tex.; J. L. White, Diamond Dome Shop, New Orleans, and W. D. Samuel, W. H. Mafford Furniture Co., Tuscaloosa, Ala. Another open forum on the use of the turntable was led by C. F. Green, Loewman, Joseph & Lock, Birmingham, Ala., and A. E. Scott, Aberdeen, Miss., and still another on "How to Increase the Sale of Records," by S. E. Lawrence, Columbia, Miss.; J. E. Powell, Powell & Son, Evergreen, Ala., and C. M. Methvin, Eads, Ga.
MODERN RECORD SELLING

WHAT THEY SAY ABOUT IT

Our two Selrex Counters are giving splendid satisfaction. They are saving us expense and increasing our record sales.

J. W. Jenkins Sons Music Co.
Kansas City, Missouri.

The Selrex System does not need our advocacy to prove its worth. Practical, novel, economical and instantly successful with the public—it is indispensable to us.

Foster & Waldo Co.
Minneapolis.

Dealers in this territory using the Selrex Counter are finding it highly satisfactory, claiming they are now selling the trade that has always been in too much of a hurry to wait for regular demonstration.

Elyea Talking Machine Co.
Atlanta, Ga.

The Selrex Counter has been given a thorough trial in our music salon with the result that we consider it an absolute necessity in producing a large volume of counter business.

Fanshawe-Barr Co.
St. Louis, Mo.

Selrex Counters permit quick selection and rapid service. They are agreeable to the customer and advantageous to the store and vastly increase the selling capacity of the department.

Cable Piano Company.
Minneapolis.

We are using Selrex Counters. To say they are successful hardly conveys our thoughts. They save overhead and give service. The name is well chosen.

A. Hospe Company.
Omaha, Neb.

Selrex Counter has exceeded our expectations. To promote record sales, we consider it one of the best investments we have ever made.

A. R. Sather.
Spooner, Wisc.

Selrex—we like it—our customers like it—which means that it has fully earned its place here.

The Service Shop.
8 W. Washington St.
Chicago, Ill.

MADE IN FOUR SIZES

<table>
<thead>
<tr>
<th>Size</th>
<th>Machine Compartments</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 ft. Counter</td>
<td>2</td>
<td>$200.00</td>
</tr>
<tr>
<td>8 ft. Counter</td>
<td>3</td>
<td>$265.00</td>
</tr>
<tr>
<td>10 ft. Counter</td>
<td>4</td>
<td>$325.00</td>
</tr>
<tr>
<td>Quarter Circle Counter</td>
<td>3</td>
<td>$325.00</td>
</tr>
</tbody>
</table>

BECKWITH—O’NEILL
MINNEAPOLIS, MINN.
OPENED FINELY EQUIPPED STORE

New Edgar Music Shoppe In Tulsa A Great Emporium Devoted to the Sale of Victors in Southwest—Has Strong Sales Organization

TULSA, O.K., July 8.—One of the finest exclusive Victrola stores of the West has just been opened by Thomas J. Edgar in this city. After completing negotiations for supplies of Victrola merchandise from the Selmer Co. of Kansas City, Mr. Edgar made a trip East to obtain the latest ideas of store arrangement and effective selling methods. The new Edgar Music Shoppe at 518 South Main street shows the thoroughness of his investigation and the wisdom of his choice in selection of equipment and personnel.

Much favorable comment has been made about the efficient and attractive Union equipment which Mr. Edgar has installed and he is immensely pleased with the rapidity with which his order was executed and the thoroughness with which every detail was carried out. Although 1,300 miles from Philadelphia, and his order could not be placed until April 6 when his lease was finally settled, the completion of the installation was made and the store was ready for use three days before the formal opening on May 19. Mr. Edgar has backed up effective equipment with an efficient organization and the combination has made his shop a success from the start.

As president and general manager of the new company, Mr. Edgar personally supervises the satisfactory service which his customers receive. He is ably assisted by Miss Elizabeth Day in charge of record department, A. H. Remener and H. L. Settiner of the sales department and Morton Eagle, who has charge of the repair department.

Those who are exploring business conditions could well follow the example of Mr. Edgar, who has clearly demonstrated that to the man who foresees who goes after business with the right preparation of equipment and organization a success can be made, regardless of business conditions.

The merchant is scanning his trade paper ads mightily closely these days. He may be a bargain hunter, but he's hunting for the right stock and the right ideas.

FRENCH TAX TALKING MACHINES

Annual Tax of 10 Per Cent Ad Valorem Placed on Talking Machines, While Pianos Are Tax-free—Manufacturers Protesting

According to a report from Paris, France, the French have discriminated in the process of raising revenue by imposing a tax of 10 per cent ad valorem on all talking machines, whether native or foreign manufacture, the tax to be paid each year that the machine is in playable condition. Whether this tax was levied with a view to preventing talking machines becoming more in favor than pianos or violins is not known, but the fact remains that no other musical instrument in France has a tax levied against it, even the Paris city authorities deciding to tax elevators instead of pianos, as was at first proposed, with the provision that the higher the elevator ascends the higher the tax.

Talking machines manufacturers in France, including those which assemble the machines, are protecting, asserting that the tax constitutes unfair treatment. They refer to the fact that even talking machine parts coming here from America must pay a heavy customs duty, while parts of all other instruments worth up to 400 francs are exempt.

CUNNINGHAM CO. SECURES OKEH LINE

DEPTOR, MICH., July 10.—The Cunningham Drug Co., of this city, has installed a record department in its Gratiot avenue store and has taken on the Okeh line of records exclusively. This concern is one of the biggest drug companies in that territory and plans are under way to equip all of its drug stores with an Okeh department. The deal was consummated by A. P. Miller, manager of the Combined Talking Machine Co.'s Detroit branch.

It has well been said that the greatest asset in business is to be in advance of your competitors. That holds good as to the field in which you are working, to your financial and commercial relations, to technical experiences, to organization. If you buy yourself today with enterprises which will interest the others a year hence you will need no diplomatic tricks to succeed.

JOHNS MUSIC CO. SECURES LEASE

Newly Organized Firm Secures Ten-year Lease—Salerooms to Be Remodeled

LIMA, O., July 5.—A ten-year lease has been secured by the newly organized Johns Music Co. on the property at 136 West High street, of this city. The entire establishment will be remodeled and it is expected that the premises will be ready for the formal opening on August 15. In addition to being an exclusive Victor agency, all classes of music and musical instruments will be handled. Those connected with the new enterprise are Don D. Johns, John A. Edwards, of Gomer; M. L. Clevering and Dr. Glew V. Johns.

The trouble with a whole lot of smart people is that they aren't smart enough to keep their smartness to themselves.

The Quickest and Biggest Hit of the Year

You can't go wrong with any Furst song.

New Jewel Automatic Stop

Simplest and most automatic stop made. Watch-like 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.

154 West Whiting Street
Chicago

Recording Plating Pressing

Phonograph Dealers, Jobbers and Manufacturers can now secure records—under their own labels and trademarks—of popular and standard selections.

Special numbers recorded and pressed.

Complete facilities for engaging recording artists—singers and musicians.

The New York Recording Laboratories Inc.
1140 Broadway NEW YORK N.Y.
UNICO SERVICE IS NATIONAL SERVICE

Unico Service embraces the skill and experience of over 1800 successful installations in every section of the United States and ten foreign Countries.

UNICO EQUIPMENT THE WORLD'S STANDARD FOR MUSICAL MERCHANDISING

Demonstrating Rooms
Record Racks and Counters
Decorative Treatments
Complete Store Interiors

Is your business subnormal in volume and profits?
Hundreds of Unico Users are today enjoying normal business.
Put your problem up to us.
The Unico System has a profitable message for you. Write us for full information today. You owe it to yourself.

LARGE or SMALL
NEAR or DISTANT

Unico Service will insure you Increased Sales and Profits

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
ENORMOUS DEMAND FOR RECORDS IN MILWAUKEE TRADE

Talking Machines Also Having Good Sales—Preparing for Big Fall and Winter Trade—Jobbers and Dealers Feeling Good Over Outlook—Expansion All Along the Line—News of the Month.

MILWAUKEE, Wis., July 12—The most conspicuous feature of business in the local talking machine trade in the last few weeks has been the relatively enormous demand for records. The talk upon the record departments of music stores all through June and so far in July has been by far the best in the history of the business and exceeds that of the corresponding period of 1920 anywhere from 25 to 100 per cent, with a number of stores reporting an increase of as much as 300 per cent over a year ago. The popular stuff has been going like wildfire, to use the vernacular, but there also has been a very good call for the more permanent classes of records for building up libraries, such as are contained in the Red Seal catalog of the Victor company.

So far as talking machine trade from the instrument standpoint is concerned business this Summer is good. While comparisons are invalid at least still will be said that in comparison with piano trade talking machines are in much better call. Maybe it is the smaller investment with an equally satisfactory return, or a number of other reasons; the fact remains that general music houses are selling a great many more talking machines than pianos, even considering the advantage the phonograph has over the piano trade talking machines are in much better call for the more Permanent kind of goods on hand for carry-over into the new year. Even business in the last three or four months of 1920, is of no greater volume than that of a year ago for the same period present stocks would by no means suffice and as a consequence dealers are getting into the market with increasing vigor.

The Outlook Is Encouraging

"It is apparent that the Victor dealer organization is confident of a very good Fall and holiday season, judging by the early-season inquiries and orders we are receiving," said Samuel W. Goldsmith, vice president and general manager of the Badger Talking Machine Co., Victor jobber, 135 Second street. "We have had no complaint to make over the movement of merchandise in the first six months of this year, for it has been at least equal and probably better than for the same time last year. But now the trade is beginning in earnest to provide for the busy months next Fall, and within thirty days the customary lull of activity will again be in full swing. Our record business has been wonderful all year and we have broken all previous marks for volume in this respect."

Edison Trade of Healthier Proportions

In the Wisconsin and contiguous states Edison trade is of healthy proportions and the Phonograph Co., 49-53 Oriole street, expresses itself as well satisfied with the present volume and with the prospects for Fall as well. Thirty Columbia Dealers in City of Milwaukee

Robert H. Walley, representing the Columbia in this territory in a wholesale way, has been doing some splendid sales promotion work which has given the Grafonola as well as Columbia records a wonderful vogue. Mr. Walley has been co-operating with the individual dealers in a manner that has made business excellent in

(Continued on page 85)
The Cheney Factories

Our cabinet factory and metal parts plant are complete—geared to the production of the finest in phonographs.

Cheney Talking Machine Company, Chicago

The Cheney

The Master Instrument
With the Violin Resonator and Orchestral Chambers
Columbia Dealers' Summertime Fans, with their seasonable pictures and list of records, will make Columbia Record "fans" so last that they'll put you in the big league class. Build up your summer record business by a liberal use of these novel fans.

Columbia Graphophone Co.
NEW YORK

MILWAUKEE'S GREAT RECORD TRADE
(Continued from page 87)

spite of the handicaps under which all business has been proceeding. The Columbia dealer organization is enthusiastic over the line to a greater degree than it ever was before. Mr. Walley knows not only how to evolve "stunts" to boost business, but he can put them into practice to get results. There are now nearly thirty Columbia dealers within the city of Milwaukee, which includes some of our best known and largest stores, all of which gives a decided prestige that is being converted into profitable business.

Reports Decided Revival in Business

The E. R. Godfrey Co., 223 Milwaukee street, distributor of the Paramount in five Middle Western States, reports a decided revival in business with the dealer trade, which is coming about to anticipate its requirements for the Fall months.

Preparing for Great Fall Campaign

Charles J. Orth, Inc., 504 Grand avenue, Wisconsin and Upper Michigan, distributor of the Turin, made in Sheboygan, Wis., is completing a big Fall campaign to assist its dealer organization in building up the largest holiday business in its history. This will be launched in about thirty days, the time being well advanced to overcome any unusual conditions which have been existing in regard to business generally. Fred W. Orth, brother of the late Charles Orth, is handling the distribution organization like a veteran.

Specialty Grows in Favor

The Standard Accessory Corp., 355-357 East Water street, is making steady increases in its output of the Record Flasher, a popular illuminating device for any standard talking machine. It has been making a vigorous campaign for business among dealers catering to rural residents and gained an excellent response from city dealers as well.

The Plymouth Phonograph Co.'s Latest Product

The Plymouth Phonograph Co., of Plymouth, Wis., is now offering to the trade a new design, known as the Plymouth Portable, that is meeting with an excellent call from dealers, especially those working the Summer resort and interior lake country of Wisconsin and neighboring States. The instrument is only six inches high, fourteen inches wide and fifteen and one-half inches long. It closes like a suitcase and weighs only eighteen pounds. The sound waves are liberated through an opening on the top of the box just behind the reproducing arm. Over the opening there is an adjustable door by which tone volume is regulated. It is designed by W. H. Thomsen, president of the company.

Talked on Salesmanship

The Milwaukee Association of Music Industries at its regular monthly meeting held Wednesday, June 29, at the Hotel Blatz, furnished a real treat and a mighty instructive treat for its members by presenting N. N. Tolle, vice president of the Sheldon School, Chicago. Mr. Tolle talked for three-quarters of an hour on "The Fundamentals of Salesmanship," and his talk was so much appreciated that he will be requested to come back to Milwaukee early in the Fall to address a general association meeting to which all store employees will be invited. The association will omit its July and August meetings and resume active work in September. President Clarence C. Warne and Secretary R. H. Etes are both leaders in the local talking machine trade, both being Victor dealers. They also are prominent in the councils of the Milwaukee Vapor Dealer's Association, which is doing excellent work in behalf of the talking machine trade in general.

Dance in Honor of Employees

C. Nis & Sons, 607-609 Third street, recently entertained employees and their families at a dinner-dance in honor of two veteran employees, William Kulescondorf and Edward Lineback, who have completed a quarter of a century of service to the house. Appropriate gifts were presented to them by Clarence C. Nis. Herman V. Nett reviewed the company's activities and outlined details of a "better business" campaign to be conducted during the last half of the year, with special stress on the Fall and holiday months.

Peter Dielick has moved his talking machine shop at Sheboygan, Wis., to new and larger quarters at 425 North Eighth street.

Vocalion Merchandising

The Frank Press Co. 1276 Walnut street, representing the Vocalion and the Columbia, recently was visited out of a $250 instrument and $30 in currency by a smooth swindler who presented a check for $300. It was discovered afterward that the cashier's certification was forged. A number of other Milwaukee business men suffered losses through the operations of the same individual.

Aeolian-Vocalion Merchandising

The J. B. Bradford Piano Co., 411 Broadway and 596 Mitchell street, has been accomplishing some big things in merchandising the Aeolian-Vocalion in Milwaukee and vicinity. It also is a prominent Victor and Sonora retailer and through its branch organization, covering the downtown and the South Side districts, is making the Vocalion and Aeolian-Vocalion records an exceedingly popular line.

NEW BRUNSWICK AGENCY IN OHIO

Columbia, July 8—One of the biggest deals recently perfected in this section is that closed by the Brunswick Co's. Ohio branch, when the Brandeis Department Store, of that city, took on an exclusive representation of Brunswick talking machines and records. The manager of the new department is R. J. Waters, one of the best-known talking machine salesmen in this part of the country.

Plans are under way for the equipment of a new Brunswick department, which will contain some of the most up-to-date equipment yet seen west of the Mississippi.

Do not hate the things you dislike, more than you love the things you like, or you are turning in a hurry-up call for the glooms.

What More Can You Ask

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

Watching the Music Come Out

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

MAGNOLA TALKING MACHINE COMPANY
OTTIE SCHULZ, President
General Office, 200 Riverside Building
211 MILWAUKEE AVENUE
CHICAGO, ILLINOIS

NEW RECORDS MAGAZINE
To help you increase your list of good prospects—to sell more Victor Records to your old customers—and to advertise your business profitably—we recommend that you use the monthly service—

NEW RECORDS MAGAZINE
We will be glad to tell you all about it and how you can use it to greatest advantage.

BADGER TALKING MACHINE CO.
EXCLUSIVE VICTOR DISTRIBUTORS
135 SECOND STREET
MILWAUKEE, WISCONSIN
LONG
Console Cabinets
Win
Phenomenal Success

The five "Consoles" introduced a few months ago by the Geo. A. Long Cabinet Co. have proven successful beyond all expectations. They have evidently filled a long-felt want, for Victor dealers everywhere are selling them readily and quickly.

These five "Consoles" are intended for use with the popular Victrola VI, producing a combination outfit that looks like a $250 Console model, but which can be retailed at a very moderate price, easily within reach of all prospective purchasers.

The "Console" is the recognized leader of the present-day talking machine market, and progressive Victor dealers are "cashing in" on the phenomenal success of the Long Console cabinets.

Write us today for catalog and prices

The Geo. A. Long Cabinet Company
HANOVER, PA.
Columbia Dealer in Detroit Features Line to Advantage—Department Is Steadily Growing

Detroit, Mich., July 5.—The Crowley-Milner Co. of this city, one of the largest department stores in the State of Michigan, maintains a very attractive Columbia department which is proving a signal success. The importance that this store attaches to the Columbia line is evidenced in the large amount of window space which it utilizes to present Columbia Grafonolas.

The manager of the Columbia department of the Crowley-Milner Co. is L. W. Dow, who has had five years’ experience in the talking machine business. When Mr. Dow became manager the department was doing a comparatively small business and, in fact, was merely an adjunct of another department of the store. Under Mr. Dow’s capable and energetic efforts it has grown steadily, until it now occupies the entire second floor of the “Store for Homes” in the Crowley-Milner establishment.

“How can I acquire the facility of discovering the ‘psychological moment’—in everyday language, how can I become ‘lucky’?” says a writer in the Chicago Tribune. “By trying to make to myself the great or small consequences of each business event.”

Crowley-Milner’s Window Display

NEW MANOPHONE MODELS COMING

New Designs Will Be Principally of the Console Type and Designed Along Original Lines—Business Shows Steady Betterment

ASHLAND, Mich., July 8.—J. A. Warren announces that the Manophone Corp. will soon present to the trade several new models which will be principally of a console type. One of them, which is to be known as the Coverly model, is of the flip-back table design and is a very handsome instrument of a new and entirely original style. Then there is the Weathersfield, also in table form and Colonial in design.

The new models will be finished in different styles, including polychrome. In a statement on business Mr. Warren said: “As things are now stacking up conditions by Fall will be up to normal. Our plant is such that we can handle a rapidly increased amount of business or should that not be forthcoming we could still operate economically. I recently returned from a South and West trip and found people out that way looking very hopefully to a resumption of business in the Fall.”

WATCH THE STAMPING OF YOUR MAIL

Thousands of dollars are lost annually by careless merchants who neglect to place the proper number of stamps on correspondence. Saving one cent and losing dollars through carelessness is poor business policy. Sure sales are not only lost through delayed merchandise and held up mail, but enemies are also made for the firm through this practice. Watch your mail.

It’s cheaper in the long run to do things than to ask for things.

IT PAYS TO DEAL WITH KENNEDY-GREEN CO.

IT PAYS TO SELL OKeH Records

We are the ever-ready OKeH Service Station. Our rush delivery on popular hits is the quickest remedy for your punctured sales. We serve to please.

John McCormack and Frieda Hempel, international favorites. No left-overs on their records. Mamie Smith and Norfolk Jazz Quartette—sold before released! OKeH music satisfies the popular demand. OKeH Records in your store bring more customers through the door. Give us the opportunity of a more personal talk with you. Write us—we’ll do the rest.

KENNEDY-GREEN COMPANY

1865 Prospect Avenue

CLEVELAND, OHIO
Action! That's What's Needed

PRINTER'S ink, Mr. Victor Dealer, has not been spared of late in telling us how and why the business world is suffering a temporary depression. Many retail merchants have carelessly taken consolation in this statement, attributing slow business to "general conditions." This thought, wherever it exists, is sure to prove harmful for it means the beginning of inactivity, indifference and idleness—three evils that will put any business in jeopardy.

The dealer who insists that "business is bad" and that "nothing can be done" is making a mistake that means a loss of profits and standing in his community. He gives the alert competitor a most excellent opportunity to capitalize the situation.

There is no conceivable reason why any Victor dealer should be inactive or indifferent to-day. There are numerous selling methods and ideas that may be utilized whereby immediate returns are to be obtained. Then, too, there are proven plans and schemes that, by their proper use, can only bring substantial and profitable results.

Real business is to be had right now, plenty of it, and profitable, too. But you've got to dig for it. Yes, dig for it just as in pre-war and normal days when digging was a pleasure and part of the day's work.

Victor wholesalers are ready and anxious to make Victor dealers happier and more prosperous merchants. That is their pleasure and purpose, but they cannot work successfully without your co-operation. Are you ready for action, Mr. Victor Dealer?

C. BRUNO & SON, Inc.
351-353 Fourth Avenue       New York

Victor Wholesalers to the Dealer Only
Indianapolis, Ind., July 10—Just as proof that business is not as slow as it might be, T. W. Hendricks, manager of the talking machine department of the Pearson Piano Co., reports that in May, 1920, his company sold $145 worth of Victorols, while in May of this year they sold more than $6,000 worth. This difference, he explains, is the result partly of the shortage of Victorols last year, when the company sold in May more phonographs than any other make. His reports, also, a substantial increase in Edison sales this year.

“Our business is more in the higher-priced machines than it was last year,” said Mr. Hendricks. “We are advertising heraldry and are offering every possible inducement to the buyers. There really is no need to complain. We are not experiencing hardships and panics and we ought to be glad for what we get instead of complaining that business is not so good as it was. Business men are not as grateful as they should be for the way in which the country is meeting its difficulties without a struggle. We are riding out the storm and there is no reason to be too pessimistic.”

Business men are not as grateful as they should be for the way in which the country is meeting its difficulties without a struggle. We are riding out the storm and there is no reason to be too pessimistic.

F. W. Fromm, of the Baldwin-Miller Co., distributor of the Danion phonograph, reports that business is looking up in Indiana territory.

Business men are not as grateful as they should be for the way in which the country is meeting its difficulties without a struggle. We are riding out the storm and there is no reason to be too pessimistic.

Important Consolidation

Increase of business in the Emerson phonograph machines and records has caused the Lathrop-McFarland Co., Indianapolis, to consolidate its phonograph department with the Jewel Phonograph Co., according to an announcement made just made. September 5 the Jewel Phonograph Co., 229 North Pennsylvania street, will be known as the Collins Talking Machine Co. Delay in using the new name arises from the necessity of waiting for an order of court. The Jewel Phonograph Co., has been owned by the Lathrop-McFarland Co. and has been handling Jewel products solely. Under the reorganization the Lathrop-McFarland Co. retains a controlling interest in the phonograph business. C. E. Collins, former secretary-treasurer of the Lathrop-McFarland Co., is general manager of the new company.

J. D. Bright, formerly connected with the Columbia Graphophone Co. and more recently sales agent for the General Phonograph Corp., has been added to the sales force of the Collins Talking Machine Co., to cover the State of Kentucky and southern Indiana for the Emerson interests.

Important Speakers at Educational Classes

A new feature in the development of Victor salesmanship was presented at the educational classes held last month by the Stewart Talking Machine Co., Victor distributor. Charles T. Leary, of the Sander & Recker Furniture Co., of this city, gave a talk on period furniture, explaining the many possibilities for the sale of period models. He referred to some of the Victor period models as "the most perfect pieces of period furniture that I have ever seen."

Rhythm was the theme of a short talk given by Tom Sawyer, director of penmanship in the Indianapolis schools. The speaker gave a demonstration to show how the Victrola and Victor records were used by him in connection with the teaching of penmanship.

Others to address the class were Edward W. Killhope, the new traveling representative of the Victor Talking Machine Co., in this territory, and James R. Jones, field representative and expert salesman of the Stewart Talking Machine Co.; Boyd Kasey, of the Stewart repair department.

(Continued on page 90)
ment, gave a demonstration of repair work. A music memory contest was conducted by Miss Caroline Hobson and a demonstration of folk dancing was given by eight small girls from one of the city schools.

Grae Stewart on the Business Situation

George Stewart, vice-president of the Stewart Talking Machine Co., with Mrs. Stewart, is attending the Victor jobbers' convention July 11-14 at Colorado Springs. Speaking of general trade conditions in the State, Mr. Stewart said: "Many reports coming to us from dealers in different parts of our territory are most optimistic. Our great difficulty at the present time is to be able to obtain enough machines to meet the demands of our dealers. We have even had to order from jobbers in order to supply the urgent needs of several of our good dealers. At a recent gathering of men interested in the Victor business—one of the older and best known of them predicted a shortage of Victor products—both machines and records—this fall. At the present time, judging from the appearance of our stock, this prediction is becoming a reality."

Many Agencies for the Klambell

E. H. Jarrett, manager of the talking machine department of the Capital Paper Co., Klambell distributor, will return to the city next week, after spending five weeks plowing new agencies in West Virginia and Michigan. He has been reporting exceptionally good business from West Virginia, which is virgin territory for the Klambell talking machine products. C. F. Kahn, manager of the Capital Paper Co., says the new Grey Guild records just placed on the market are selling very well.

Says Selling Continues Good

O. C. Monier, manager of the Sonora department of the Kaiser-Stewart Drug Co., says May was the best month of the year for his department. Selling continues fairly good, he says, but not good enough to warrant a prediction of normal business for several months. C. H. Rockwell, manager of the Sonora department of Chas. Mayer & Co., reports retail trade in Indianapolis keeping up exceptionally well, especially in sales of the higher-priced instruments.

Enthusiastic Over Caravan Convention

H. G. Anderson, general sales manager of the King Phonograph Co., Edison distributor, is enthusiastic over the Edison Caravan Convention, held in Chicago June 20 and 21. "It was bigger and better than ever," he says. "The hit of the convention was the automatic player written by Mr. Maxwell and entitled 'School for Edison Salesmen.' Our business is holding its own," continued Mr. Anderson, "although the bad weather of the last three weeks has made it easier to hold than usual. We are expecting an increased sales of records now that the Edison laboratories are producing re-c reations in six days, enabling the Edison owner to hear the latest Broadway hits sooner than heretofore. "Conditions are more encouraging than discouraging," says W. O. Hopkins, of the Edison Shop. "Our record business is improving after a slight let-up and our net business in machines during June was about the same as last June."

To Handle the Bruenwick

The Schencler Music Co., of Vineport, Victor dealer, was signed up last month to handle the Brunswick. The Victor is also handled by this company.

W. E. Pearce Takes Charge

W. E. Pearce, formerly a traveling salesman out of the Indianapolis branch of the Brunswick, has accepted the position of manager of the phonograph department of Jensen Bros., exclusive Brunswick dealers of Terre Haute.

Moving to New Quarter

The Spirable Music Co., of Ft. Wayne, Brunswick and Sonora dealer, is moving this month to new quarters in a remodeled building at 1208 Colborne street.

New Columbia Agency

Manager Scott, of the Columbia Graphophone Co., returning last week from a trip over his territory, reported business to be showing a marked tendency toward improvement, despite exceedingly bad weather. A new agency recently taken on for the Columbia is the music store of N. T. Drake, at Madison, Ind.

REPEATER MEETS WITH SUCCESS

Spira-Graf Well Received by Victor Trade—Has Several Interesting Mechanical Features

INDIANAPOLIS, Ind., July 6—The Spira-Graf, a new record-repeating device for the Victrola which was introduced recently by the Consolidated Sales Co. of this city, is meeting with considerable success. Victor dealers and jobbers have evinced keen interest in this repeater, which is noteworthy for its simplicity of construction, weight less than one ounce, and its adaptability for use on any Victrola. The complete device consists of a small disc which fits over the turntable spindle, and two elliptical wheels which are attached with their attendant axles to the Victrola sound-box and are held firmly in place by the tiny screws of the sound box itself. The little wheels of soft rubber have no part in the repeating action of the sound box, approaching the end of a record, which is noteworthy for its adaptability for me on any Victrola.

Each Spira-Graf is packed in a jeweler's box, bearing a gold label, and in a twelve-package carton, constituting an attractive counter display. Intensive advertising is being planned through the Knight Advertising Agency, of this city, for the introduction of this device to the Victrola trade, and interesting circulars to the public have already been prepared for the dealers' use.

WON'TALK PORTABLE SPORT MODEL

Selling "to beat the band"

Order samples at once

In two colors

Black or Brown

Dealer's Price, $12.00

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.

Size 8½x12½x13". Weight 13 pounds

The WON'Talk Motor can be furnished to the trade in any quantity

Dealer's Price $3.50


THE TALKING MACHINE WORLD

July 15, 1921

INDIANAPOLIS DEALERS OPTIMISTIC

(Continued from page 83)

THE TALKING MACHINE WORLD

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
SUCCESSFUL OUTING OF THE PITTSBURGH ASSOCIATION

PITTSBURGH, PA, July 7.—It remained for the Talking Machine Dealers' Association of Pittsburgh to stage one of the most successful picture outings and outings that have ever been held by that progressive organization—in its way probably the leading one of its kind in the country. The affair was held on June 14, Flag Day, at "The Pines," one of the most delightful outing places in western Pennsylvania.

Well advertised by President John R. Phillips, Vice-president Herman Lechmer, who acted as field marshal, and A. R. Meyer, the amiable secretary, the talking machine cohorts assembled at 8 a.m. sharp, to be found at the loading one of its kind in the country.

The star attraction of the afternoon was spent in games of cat-and-mouse, the talking machine cohorts assembled on the field, and the acceptance of the challenge of the Vienna. The game was held on June 14, Flag Day, at "The Pines," one of the most delightful outing places in western Pennsylvania.

The stellar event of the outing was the dinner. There were chickens and wallies in profusion and the talking machine men demonstrated their ability to make these succulent delicacies disappear with the speed that snow vanishes before the sun. It was a merry party that gathered around the tables and Mr. Lechmer proved a captivating toastmaster. Everyone had something to say and said it well. The committee in charge consisted of Mr. Phillips, Mr. Meyer, Mr. Wood, Mr. Lechmer, Thomas T. Evans, Fred J. Drake, Mr. Rewbridge and Joseph Bombera.

While there has been a hesitancy in the talking machine trade here the past month there is an optimistic feeling prevalent among the leaders in the trade who feel convinced that there will be a revival or restoration of better business conditions within the next sixty days. One of the outstanding factors in the Pittsburgh district that has been a handicap to trade and its free growth is the fact that the depression in the iron and steel industry has prevented an adequate consumption and this condition is too large and too influential to remain in stagnation for even a few months. I am convinced that there is bound to be a very speedy return to normal business conditions and that the talking machine operators who is prepared to seize his patrons will be in a position to reap a golden harvest.

The permanency of the Victrola in this territory is unquestioned and with the new models that have recently come into the market we will be ready to meet practically all demands made by our dealers. Now is the time to smile and to look for the bright side of the cloud. It is there.
Canadian Nellie Ilailmay. 

on 

Sailed July 5 from Quebec is a large and attractive talking machine shop. It visited Pittsburgh the past week. We are cooperating with them in every possible manner to push sales of the Sonora.

George R. Madison, of the Chenery Phonograph Co., with headquarters in Cleveland, O., was on a business visit to Pittsburgh last week. Mr. Madison expressed himself as very optimistic to the possibilities of well-conducted sales campaigns and we are cooperating with them to every possible manner to push sales of the Sonora.

J. C. Rosin, President Rosser and Wallace Kevelor, of the Standard Talking Machine Co., were limits to several Victor dealers at a delightful evening held at the St. Clair Country Club the last week. The party left the city in automobiles and spent part of the afternoon in playing golf on the club grounds. Later a splendid dinner was served, after which there was a treat in the way of the demonstration of the new Victor records for July. The affair was thoroughly enjoyed by those so fortunate to participate therein. Among the dealers there were: T. E. Shortell, of the S. Hamilton Co.; Henry Wood, of Boggs & Buhl; George S. Harris, Messrs. Kulp and Johns and H. Menzer.

Miss Martha Jones, who was formerly connected with the retail Victor department of the C. C. Mellor Co., is now with the Edison Shop, 531 Wood street.

Aileen Stanley, "The Phonograph Girl," was one of the attractions at the Davis Theatre the week of June 27 and won generous applause for her singing. Miss Stanley has a pleasing voice and a most charming personality and made many friends while in Pittsburgh. She is a Victor artist and her records have a splendid sale.

Arkansas, the "Phonograph Girl," was one of the attractions at the Davis Theatre the week of June 27 and won generous applause for her singing. Miss Stanley has a pleasing voice and a most charming personality and made many friends while in Pittsburgh. She is a Victor artist and her records have a splendid sale.

ARKANSAS, the "Phonograph Girl," was one of the attractions at the Davis Theatre the week of June 27 and won generous applause for her singing. Miss Stanley has a pleasing voice and a most charming personality and made many friends while in Pittsburgh. She is a Victor artist and her records have a splendid sale.
TO FORM TALKING MACHINE UNIT OF MERCHANTS' ASS'N

M. V. DeForest, President of National Association of Music Merchants, Appoints Committee of Eleven to Bring Together the Retail Talking Machine Dealers of the Country

M. V. DeForest, president of the National Association of Music Merchants, has just announced the appointment of a committee of eleven members to consider and report on ways and means for bringing together the retail talking machine dealers of the country as a separate and "manly" (or twanging together the retail talking machine dealers) organization of members of the trade, President DeForest has appointed to work for the bringing together of the talking nuclei, trade, President DeForest has appointed to work for the bringing together of the talking nuclei, President--has appointed selectees from the list of nominees submitted from the various local associations. However, I do think we should follow the letter in a careful and to this end I have appointed a special committee, as far as possible consisting of members of the Association, who themselves are directly interested in an important degree in selling talking machines.

"The duties of this committee will be to report to the executive board as soon as possible recommendations concerning allied activities of our Association, or similar activities to those of the United States Chamber of Commerce, which will be of particular interest to our members in connection with the phonograph end of their business."

"I have asked the following to serve on this special committee:"

- Joe Friedman, 170 Rivington street, New York, Phonograph Traders' Association of New York.
- Grant Smith, Enfield Music Co., Cleveland, O., Talking Machine Dealers of Northern Ohio.
- Irvin Kuntz, 135 Broadway, New York City.
- C. T. Smith, Euclid Music Co., Cleveland, Ohio.
- G. Brown, 1425 Milwaukee street, Milwaukee, Wis.; Milwaukee Association of Music Industries.

FORNEY TARIFF BILL REPORTED

Duty on Phonographs, Gramophones and Parts, Etc., Increased From 25 to 30 Per Cent Ad Valorem—Other Features of the Measure

Washington, D. C., June 30.—The new Forney Tariff Bill, which has been occupying the attention of American business interests for the past several months and in which the music industry has taken a particular interest with a view to securing proper tariff protection for the newer developments of the trade in this country, was formally reported to the House yesterday by Chairmann Forney, of the Ways and Means Committee. The measure was at once referred back to the committee, to be presented to the House later with the committee's report.

The new bill is the longest tariff bill ever produced by Congress, 346 printed pages being required to carry the text. It is quite evident that strong fights will be made against various sections of the bill in the House, based upon minority reports on various schedules filed by members of the committee and upon protests made by the officials of various industries.

Under Paragraph 1441 of the new bill duty is assessed on phonographs, gramophones, graphophones and similar articles and parts thereof at the rate of 30 per cent ad valorem. Special duties are provided on steel springs, gold, platinum, silver, cabinet veneers, felt, etc., entering into the construction of talking machines.

American Valuation Plan

The American valuation plan is embodied in the bill and is stated as distinctly as words may convey the meaning. The bill declares that the word "value" shall mean "the price on the date of entry of the imported merchandise at which comparable and competitive products of the United States were ordinarily sold or freely offered for sale in the usual wholesale quantities and in the customary wrappings, coverings and containers, whether holding liquids or solids, to all purchasers in the ordinary course of trade, including all costs, charges and expenses, in the principal markets of the United States."

It is expected by the members of the Ways and Means Committee that the new bill will retain a revenue of about $75,000,000 a year, as compared with the $300,000,000 a year realized during normal pre-war years under the Payne-Aldrich Law. The new bill becomes effective on the day following the passage of the act.

Paul Laurence Dunbar, the colored poet and author of the words of several well-known songs which have been put to music and which are widely known through talking machine records, is to have a monument in Chicago erected by popular subscription.

Kimball Phonographs

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 1872

Kimball Bldg., 306 S. Walash Ave.

CHICAGO
The Creed of Our Institution

We are a necessary factor between the Victor Talking Machine Co. and the Victor dealer, and as such we endeavor to render whatever possible assistance, cooperation and service we can to Victor dealers.

We do this not only with a genuine sense of pleasure, but also with a feeling that such products as emanate from the Victor Talking Machine Co. should be offered to the public under the best marketing plans conceivable.

Further than this, we believe that the Victor dealer is entitled to whatever help we can give him for furthering his worthy cause.

CURTIS N. ANDREWS
BUFFALO, N. Y.
The annual convention of the National Association of Talking Machine Jobbers may be said to have begun with the departure of the special train from New York on Thursday morning.

L. L. Spencer, Who Looked After Special Train
July 7. The train was made up of solid Pullman compartment cars and so great was the demand for reservations that the railroad company had difficulty in getting sufficient equipment to take care of all the jobbers. Those who held com-
YOUR OPPORTUNITY

Mr. Victor Dealer

The law of supply and demand takes its toll, but also gives corresponding rewards.

For several years the problem was more one of being able to buy than to sell. Demand exceeded supply.

In the Victor business we were in duty bound to fulfill our obligations first to those dealers who by long and steady patronage had earned our best support during the great shortage. We regretfully found it necessary to decline business which would have been sought otherwise, and was desirable under normal conditions.

Your opportunity, Mr. Victor Dealer, lies in the fact that the supply of Victrolas and Records at the present time enables you to be more discriminating in your source of supply.

It is our judgment that the present business depression will be followed by an extreme shortage, likely to occur this Fall, and will find many Victor distributors and dealers unprepared.

Our new offices and warehouses reflect not only our confidence in the future of Victor product, but a determination on our part to be prepared for a revival of good business.

If you are not a Blackman Dealer now, but are of the progressive, dependable type, and will need the very best possible support from every angle through "thick or thin—good times or bad times," this is your opportunity.

You cannot realize what Blackman Service is going to mean to Victor dealers until you come in and make it the subject of an interview, after looking over our new quarters.

Your opportunity is to promptly connect with the dependable combination—"The Victor and Blackman."

Opportunity is now knocking on your door, Mr. Victor Dealer.

Blackman
TALKING MACHINE Co.
28-30 W. 23rd St. New York N.Y.
VICTOR WHOLESALE DISTRIBUTORS
After enjoying the beautiful mountain scenery through Pennsylvania and the auto ride at Pittsburgh, the party secured a good night's sleep before arriving in Chicago, at the end of the first stage of the journey to Colorado Springs. The train was met at Englewood by L. C. Wiswell, of Lyon & Healy, president of the Association, who welcomed the visitors and outlined the entertainment during the day's stay in Chicago.

Those Who Traveled From the East


The Entertainment in Chicago

Those Who Joined the Party in Chicago

Upon arriving in Chicago on Friday morning, the members of the party wandered about the city until 12 o'clock, when they gathered in the sumptuous headquarters of Lyon & Healy and were conveyed thence by automobile to the magnificent South Shore Country Club, where an elaborate luncheon was served. Later the visitors were taken to the baseball park to witness a game between the Chicago White Sox and the New York Yankees, with Babe Ruth as the star attraction. Particular interest was displayed in the performance of the "Bambino," due to the fact that two Pullman cars bearing the New York team, including the "Babe" himself, were attached to the jobbers' special train at Pittsburgh and some of the early risers were privileged to have breakfast in the same car with the "Home Run King" himself. The ball game resulted in a victory for the White Sox, with a score of four to one—which spoiled the day for the Easterners.

After the baseball game the visitors had the freedom of the city, as it were, until 7 o'clock, when they were again the guests of the Chicago jobbers at a dinner dance at the exclusive Drake Hotel, on Lake Shore Drive, with Benson's Orchestra furnishing the music. After the dance...
YOUR VICTOR JOBBER

YOUR Victor jobber should do more than merely sell you merchandise. He should extend his fullest cooperation in helping you to dispose of your merchandise. He should furnish you with sales plans, with sound financial advice, and with other aid that will allow your establishment to have a healthy growth.

We have always taken pleasure in being of every assistance possible to the many dealers that we serve.

Can we serve you?

THE BUFFALO TALKING MACHINE COMPANY
Buffalo, New York
NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 101)

for the perfection of the arrangements, and the hospitality of the Chicago, Kansas City and Pittsburgh jobbers is not likely to be soon forgotten by those who were privileged to enjoy it. Every detail of the trip was carried through with smoothness and precision, making the journey west, despite the heat, one of exceeding enjoyment—it was a fitting introduction to the convention proceedings.

When the convention opened there were in attendance the following jobbers, in addition to

**Opening of the Jobbers’ Convention**

**Colorado Springs, Colo., July 13**—The fifteenth annual convention of the National Association of Talking Machine Jobbers opened at the magnificent Hotel Broadmoor here on Monday morning with over 90 per cent of the Association membership represented. The majority of the delegates arrived on the special train from the East and many others joined the party here. Careful attention had been given to the program and many matters were discussed by the executives on route, consequently the sessions went along smoothly and excellent results were accomplished.

It is expected that as a result of the convention some new developments are to be looked for in the distribution of Victor goods. The jobbers realized that unusual economic conditions require study and the adoption of new methods, and they concentrated on an earnest discussion of the problems that face them and business in general.

The delegates to the convention were very happy regarding the policy of the company and were apparently satisfied that their trade has handled the situation well to date, has suffered less than others and promises quick recovery. The messages brought from the Victor factory by Ralph L. Freeman and other officials proved most encouraging.

The first session of the convention, which opened Monday morning, was given over to reports of officers and committee chairmen.

**President Wiswell’s Report**

Following the opening of the meeting President Leslie C. Wiswell read his annual report as president of the Association in which he incorporated a number of important and interesting suggestions. President Wiswell’s address was in full, as follows: “The hour has arrived, as precedent dictates, for your president to give you an accounting of his stewardship during his term of office just ending.

“We are meeting on this occasion, our fifteenth annual convention, for the consideration of great problems of a business nature that affect our particular industry. It is safe to (Continued on page 105)

**The Hotel Broadmoor, Convention Headquarters at Colorado Springs**

The Hot
Confidence in the future and what it holds for every Victor distributor and dealer, is what impelled us to acquire our new and much enlarged home.

We feel that despite any present industrial depression the Victor dealer is warranted in preparing for an ever-increasing growth in his business.

As distributors we have expanded and we will continue to widen our Service.

THE TOLEDO TALKING MACHINE CO.
TOLEDO, OHIO

WHOLESALE EXCLUSIVELY
assumed that there never has been a time in our business when so many serious problems confronted us.

"It would be foolish to think that we are only now planning to solve these problems. We have passed the danger point: our financial difficulties are less by far than those of Europe. We may well attempt to forecast the future, and we can see that the world problem of readjustment is an international one with no clear-cut answer."

The Question of Meeting Existing Conditions

"Economically, the world is out of balance. It would be foolish not to frankly acknowledge, in discussing our commercial situation, that we are surrounded by economic difficulties, but, gentlemen, it would be absolutely ridiculous to say that we shall not surmount this situation."

"One of our difficulties is from the aftermath of good times and high prices, from the war destruction with all its reaction upon us through the greatly lowered standards of living in foreign countries. In some ways the situation is even more difficult than that following the Civil War, for now our economic situation is more complex and we are not alone confronted with a domestic problem, but with a world problem. We may well congratulate ourselves, as our difficulties are less by far than those of Europe."

"We have passed the danger point; our financial system has stood the strain; our people have plenty of food and clothing. We possess as a people great intelligence, courage and sincere ideals. Many of our readjustments can be brought about only at the expense of time and patience."

Business Has Shown Self-control

"May it be said to our everlasting credit that all classes of business—employer and employee—have shown varying degrees of self-control in this problem of readjustment, and no greater lesson can be learned than that as a people we must not only get but give service. All our problems—economic, business and moral, yes, our happiness, are measured upon our practice of the great fundamental, service. It is obvious to you all that there has been a tremendous slowing up in our Victor business. This is due to causes over which we have control, namely, to our machinery, or, of the latter be it said in the credit of the Victor Talking Machine Co. that they have not departed one iota from their standards and high ideals of manufacture, no matter how beset with manufacturing difficulties, or faced with consequences of financial loss to themselves. But there are certain facts and conditions known to all which we can neither dispute nor ignore. Whatever may be said as to its origin, there has been a marked and distressingly disastrous depression in business and industry affecting the entire country. Consequently, great financial losses have been suffered and hundreds of thousands thrown out of employment. This amounts to a loss of purchasing power and has accelerated the general depression by reducing the demand for products, and I include in this category Victorias and Victrola records, which otherwise would have been purchased."

Three Executive Committee Meetings

"Passing on to the business at hand I will endeavor to be brief. Since our last convention at Atlantic City, your executive committee has met three times—first in New York; in November, in St. Louis on April 4 and 5, and in Boston two days later, April 7th and 8th. These latter two meetings were open meetings and were attended, with but a few exceptions, by all members of your executive committee. I need not elaborate on the accomplishments of these meetings, as they are fresh in your memories, and, if I am not mistaken, they were the most profitable and the most profitable executive committee meetings ever held by this Association."

Finance

"Our financial as well as our membership situation will be fully covered by your treasurer and chairman of the membership committee. Accordingly, I shall not intrude upon their reports. I only bespeak in passing, your kind consideration of the treasurer's report. We are a working organization, doing things, as you know, and it costs money these days to accomplish results."

Legislature

"Your legislative committee has been busy, working in the interests of the movement for the elimination of the excess profits tax, now levied on talking machines and records, as well as on all musical merchandise; also for the repeal of the excess profits tax, favoring in place of this tax a sales tax as fostered by the Music Industries Chamber of Commerce, of which we are a division member. Mr. Magee, chairman..."
THE CONNECTING LINK

To Our Customers We owe All

COHEN & HUGHES
Baltimore, Md.

COHEN & HUGHES INC.
Washington, D.C.

To Our Customers We Give All
of the legislative committee, will cover this subject in his report.

Legal Situations

"Since our last meeting the so-called Macy case has been tried and a verdict rendered. You are all acquainted with the details of this verdict. Our counsel, Mr. Montague, in his address before our open executive committee meeting, stated that while the verdict rendered was against the defendants, still a great moral victory was won in that the verdict definitely cleared the atmosphere regarding the right of refusal to grant, which Mr. Montague explained in detail to us at the time.

Music Industries Chamber of Commerce

"It was my privilege to attend two meetings of this body, one at New York, last November, and the other their annual convention, held in Chicago during May. There was nothing done or accomplished at either of these meetings of a talking machine nature which would form the basis for a report. However, there can be no question as to the value of this organization. It will function for the good of the music trade in general, talking machine lines included, but, being conceived and born in the piano trade, it has not yet fully realized that the talking machine business, while a child in comparison to the piano business as far as age is concerned, has far out-stripped the piano business in the point of sales volume. However, the executive officers of the Chamber are now keenly alive to the importance in the trade and I believe that from now on they will give more direct efforts and attention to our problems.

United States Chamber of Commerce

"We were ably represented in this body by our national counselor, French Nestor. Mr. Nestor's report as national councilor will cover his attendance at the meetings of the Chamber as well as the votes on the various referendums issued by the Chamber.

Convention Arrangements

"Nothing has been left undone by the arrangements committee to make this convention interesting, profitable and enjoyable. The program, which you are all familiar with, covers everything and I wish, at this time, to officially thank Mr. Bennett, chairman of the arrangements committee, and all his co-workers. They had a big job and have done it wisely and well.

Golf

"Mr. J. C. Roush, chairman of the golf committee, has undertaken to stage a golf tournament that will long be remembered as the finest golf tournament you ever participated in and I sincerely trust all golfers will enter. Mr. Roush and his able committee also wish to thank for their efforts.

Two Important Suggestions

"I have two suggestions to make to you at this time. First, that we carefully consider and weigh with calm judgment the advisability of recommending to the Victor Talking Machine Co. that they in their wisdom give the trade some relief in the matter of moving the outstanding stock of the large period type Victrolas.

"Second, that your executive committee be instructed to consider the feasibility of holding one mid-Winter open executive committee meeting at some central point, easily accessible to all, instead of two meetings as held this year and last. This suggestion is made because I believe it would work to the advantage of all and it will certainly cut down expense, something we all are trying to do. Further, it would save considerable time for your officers and executive committee.

Expressions of Appreciation

"My report would be incomplete if it failed to record words of appreciation for the splendid co-operation extended to your officers, directors and committees and our Association by the officials and personnel of the Victor Talking Machine Co. They showed us every courtesy, particularly when your committee met with them. Furthermore, their representation at this convention and the splendid entertainment they have provided for us personally I will never forget. I also desire to express my personal appreciation to our excellent secretary for his splendid work and co-operation as well as to all others, especially the executive members, committee chairmen and their financial condition. His report reads:

"It gives me a great deal of pleasure to give you a resume of the work done in the secretary's office during the past year.

"Matters of importance have been submitted through the proper channels and have been handled as I hope, all of you feel they should be. Your secretary has been in close touch with the president and other officers and committees at all times, knowing just what is going on for the good of the industry and the Association. Matters of importance have always been transmitted promptly and clearly.

"The next report was that of the secretary, A. A. Travers, who offered some pleasing facts regarding the membership of the Association.
Father Knickerbocker Says:—

Now is the time to give a thought to Fall business. In planning your sales campaign, plan to make use of the numerous sales helps available. These helps are tried and proven. They have been devised particularly and exclusively for the Victor retailer.

An important part of Knickerbocker service is co-operation with the retailer in the most efficient use of these helps. Let us help you have big Fall business.

KNICKERBOCKER TALKING MACHINE CO.
Metropolitan Victor Wholesalers
138-140 West 124th St. New York City
there is one Victor jobber in the United States who is a member of our Association. The membership committee have worked on this, but have been unable to obtain their application.

It is most gratifying to report that our entire membership has paid their yearly dues. There was an assessment levied at the open executive meeting in April which was passed unanimously by the members present—all of whom have been collected with the exception of one member, and up to this time check for same has not been received.

President R. H. B. Estes has called two executive meetings. The first, a closed executive meeting, November 8, 1920, Commodore Hotel, New York. The second was an open executive meeting for the Western distributors in Los Angeles April 4, and for the Eastern distributors in Boston, April 7, and a further executive meeting to go over matters referred to the executive board at three open meetings in Philadelphia. April 11, 1921, after which a joint meeting with the directors of the Victor Talking Machine Co. was held in the offices of the company on April 11, 1921, and matters pertaining to the industry being discussed and our findings transmitted to the members by a letter under my signature.

Our National councilor, Mr. Nestor, is entitled to our thanks for the manner in which he has analyzed and handled the referendums issued by the United States Chamber of Commerce. Nos. 33, 34 and 35. I assure you, gentlemen, it is some task to analyze them.

I also wish to express my appreciation of the wonderful work done by our able arrangement committee, both in assisting me at the time we held our open meetings in St. Louis and Boston and also for the wonderful work done in getting together this convention.

Treasurer Reynolds, in his report at our last convention, June 18, 1920, advised us he had a balance in bank and Liberty bonds aggregating $7,001.25. Since then this office has handled a large volume of business, and covering due received from members, $7,550—amount received covering special assessment, $5,725, or a total of $11,275.

During the year 1920-21 I have sent out regularly a monthly delinquent report, but received very few returns, therefore found it necessary to issue a delinquent report in November, with same being carried on with same delinquent report referred to me, from April, 1920, to November, 1920. Also issued a delinquent report in May, 1921, carrying with it all delinquent members since December, 1920, to May, 1921. I take it, nevertheless, that your new secretary will find it necessary to issue a delinquent report each month hereafter, as conditions have changed very materially.

I recommend the following: That branch membership in this Association be abolished. All should be full membership.

I think it is most gratifying to report that our entire membership has paid their yearly dues. There was an assessment levied at the open executive meeting in April which was passed unanimously by the members present—all of whom have been collected with the exception of one member, and up to this time check for same has not been received.

President R. H. B. Estes has called two executive meetings. The first, a closed executive meeting, November 8, 1920, Commodore Hotel, New York. The second was an open executive meeting for the Western distributors in Los Angeles April 4, and for the Eastern distributors in Boston, April 7, and a further executive meeting to go over matters referred to the executive board at three open meetings in Philadelphia. April 11, 1921, after which a joint meeting with the directors of the Victor Talking Machine Co. was held in the offices of the company on April 11, 1921, and matters pertaining to the industry being discussed and our findings transmitted to the members by a letter under my signature.

Our National councilor, Mr. Nestor, is entitled to our thanks for the manner in which he has analyzed and handled the referendums issued by the United States Chamber of Commerce. Nos. 33, 34 and 35. I assure you, gentlemen, it is some task to analyze them.

I also wish to express my appreciation of the wonderful work done by our able arrangement committee, both in assisting me at the time we held our open meetings in St. Louis and Boston and also for the wonderful work done in getting together this convention.

Treasurer Reynolds, in his report at our last convention, June 18, 1920, advised us he had a balance in bank and Liberty bonds aggregating $7,001.25. Since then this office has handled a large volume of business, and covering due received from members, $7,550—amount received covering special assessment, $5,725, or a total of $11,275.

During the year 1920-21 I have sent out regularly a monthly delinquent report, but received very few returns, therefore found it necessary to issue a delinquent report in November, with same being carried on with same delinquent report referred to me, from April, 1920, to November, 1920. Also issued a delinquent report in May, 1921, carrying with it all delinquent members since December, 1920, to May, 1921. I take it, nevertheless, that your new secretary will find it necessary to issue a delinquent report each month hereafter, as conditions have changed very materially.

I recommend the following: That branch membership in this Association be abolished. All should be full membership.

I have had the honor of being on the executive board—serving there in the capacity of treasurer and two terms as secretary, and want to say one or at least, I enjoyed every bit of the work which was charged to me to do. Every member and officer that I have asked to assist have done so willingly and I want to say, further, it has been a pleasure indeed to be associated with men of the type and caliber that make up this Association.

Take great pleasure in respectfully submitting to the members of the National Association of Talking Machine Jobbers the above report for their approval.
The Great Superiority of the Victrola Line

—Makes it Naturally the One Which it is Most Greatly to the Dealer’s Interest to Sell

For everyone knows Victrolas and Victor Records. They are first in mind whenever anyone thinks of talking machine products or considers such a purchase. They are more easily sold than any other. A fact which means greatest volume of business—and profit!

While the Victor name itself, with the fame and prestige inseparably linked with it, is an asset of wonderful value to your organization, bespeaking, as it does, quality, reliability and satisfaction of the highest order.

You’ll Find the Grinnell Service a Valuable Business Aid

Shipment same day order is received is our unvarying aim. With this endeavor is combined especial care in filling your order and preparing shipment.

These factors, together with our ever-ready stock of Victrolas and Records and the superior transportation facilities at our command, place us in position to be of utmost helpfulness in enabling you, at all times, to be splendidly prepared to meet the demands of the public you serve.

Avail yourself, in your next order, of the business-building Grinnell-service.

Grinnell Bros
Wholesale Distributors of Victrola and Records
First and State Streets
DETROIT
Republic House leader, after confering with President Harding and Chairman Fordney, stated that the tax matter would be taken up immediately after the tariff law is passed, so it behooves us to at once get active in whatever effort we are going to put forth.

"About three weeks ago while In Washington, in conversation with George W. Pound, he urged upon me the importance of our soliciting our Congressmen and Senators for active participation in these two questions. There are so many of them that are just lukewarm on the proposition and so few that are extremely active. The question is, how can we do something that will entice one man who will do some real aggressive work, it amounts to so much more than just to follow, so again the ball is thrown back to us.

"What Mr. Pound says is needed is help in the House. The home influence so far as is possible brought to bear—a strong appeal from the home folks is what he thinks will be of very great assistance in securing the active cooperation of the Representatives. Write the Representatives from your own districts, and only write them yourselves, but get others to write them, and, as Mr. Pound says, tell them—"That you are entirely willing to pay your share of taxes but are not willing to be picked out as some tax and to support the commodity sales tax, and further urge upon your Congressmen that there is a real national problem, and you will find the business man as well as the consumer deeply interested in the enactment of a tax law that will provide for the Government the necessary and important revenue."

"Get every dealer to write the Representative from his district appealing to him to use his influence and actively support the repeal of the excise tax and vote to change the taxation of commodities by the repeal of the excise tax and to support the commodity sales tax. It behooves us who are so directly affected and interested to get extremely active. The question of an equitable and efficient taxation is a national problem and you will find the business man as well as the consumer deeply interested in the enactment of a tax law that will provide sufficient revenue for the Government and yet be equitably distributed.

"In submitting a report it is useless for us to go into extensive arguments as to the advisability of a sales tax, as I believe we are all thoroughly committed on the proposition. You have already received circulars giving you the best arguments in the world in favor of a commodity sales tax, and for the repeal of the excise tax, but it is up to each of us to get extremely active and I strongly urge upon every member of our Association to do three things:

1. "Urge upon your Congressman the necessity and importance of this question.
2. "See that your dealers follow the same line and that they have clearly in mind the two points we want to cover—that of repealing the excise tax and initiating the commodity sales tax.
3. "'Enlist the active cooperation of your business friends in the organizations in which you are a member. See that you keep actively and aggressively interested in this until the whole Association has properly registered its vote with the National Chamber of Commerce.

"The vote on Referendum No. 36 will have to be in by July 22. No doubt the majority of our membership followed the instructions suggested in our letter of June 20, and I trust that some efficient work is still time for you to enlist the active cooperation of other business men."

Report of Traffic Committee
U. C. Ranth, chairman of the Traffic Committee, made the following report in behalf of the Traffic Committee of the Association:

"Freight rates during the past year, although high, have been very stable. There have been no changes in the rates for our commodity. For this reason your committee has been very inactive and has nothing to report."

 Favor Adoption of Sales Tax
Following the presentation of the report of the legislative committee the Association went formally on record as favoring the adoption of a general sales tax as proposed by Referendum 36 of the United States Chamber of Commerce, and a resolution was passed favoring the repeal of war excise taxes. The general feeling of the Association is that the time has come for a lessening of taxation and a more economical administration of Governmental affairs, to the end that business may not be harassed by undue taxation.

Discuss the Handling of Installment Paper
During the Monday session the jobbers devoted considerable time to a discussion of the handling of installment paper. This very important topic was given the most careful consideration and the interchange of views was most illuminating and helpful.

Enjoy Automobile Trip
In the afternoon the talking machine jobbers enjoyed a great treat in the way of an automobile ride which was made around the circle to the Garden of the Gods, Manitou, at Base of Pikes Peak. They had a splendid opportunity of getting a close-up view of the wonderful Colorado mountain and canyon scenery, and naturally everyone was most enthusiastic.

Increase Your Victor Sales By Attending A Schmelzer'S Conference on Sales and Service
Larger Sales and Easier Sales, by Better Informed and More Efficient Victor Salespeople—these are the aims and accomplishments of our present series of Conferences with Victor Dealers and Salespeople.

The results of past sessions speak for the success of the plan. "THE MOST PROFITABLE WEEK I HAVE EVER SPENT" is the unanimous testimony of all those who have attended.

Summed up the Conference Idea is this: Five consecutive days spent here with us, under the direction of MR. D. R. WALSH who was for several years with The Victor Company, assisted by other of our departmental heads, discussing such subjects of vital interest as Selling Machines, Selling Records, Advertising, Store Arrangement, Service Features, Repairs, School Business, Stock Keeping, Etc.

There are no fees of any sort attached to your participation, and we most cordially invite you, and as many of your salespeople as can, to be with us. Please write for definite arrangement as to the date.

2015-17-19 Grand Avenue
The Schmelzer Company
KANSAS CITY
MISSOURI
Distributors for The Victor Talking Machine Co.—Exclusively Wholesale

[Continued on page 112]
The Second Convention Session on Tuesday

The second session of the convention on Tuesday morning was devoted to general discussions of direct service to the Vicor wholesale trade. Considerable attention was centered on business development plans, and in this connection Ralph L. Freeman, of the Victor Co., was called in to recapitulate the matters brought up by the jobbers present, and to hint by the jobbers present, and the Association during the year, and for the program publicly given the convention plans.

A. A. Trastler, Vice-president, tributed so materially to its success, and pointed out that its co-operated fourteen hundred stores and eight hundred agencies sold a million en them a day.

At the close of his address Mr. Manley answered a number of pertinent questions regarding the company's methods and policies which were put to him by various jobbers.

This closed the Tuesday session, the members preparing for an afternoon of pleasure.

Tuesday Afternoon Outing

Precisely at 2 o'clock Tuesday afternoon the entire convention party boarded special automobiles for the seventy-mile trip to the top of Pikes Peak and return, which, unquestionably, proved the real sensation of the entertainment program. The climb to the summit, over fourteen thousand feet above sea level, was full of thrills as the road wound through the park.

Charles K. Bennett, Secretary

unanimously in extending full credit and appreciation for the complete success of the outing to the committee, whose efforts were so admirably illustrated in the success of this wonderful trip.

Important Topics Discussed on Wednesday

The small, and in many respects the most important, business session of the entire convention was that held on Wednesday morning, when the floor was turned over to the Victor Co. executives. The session lasted until well after the scheduled hour for adjournment, but so important were the matters presented for the consideration of the jobbers that the time consumed seemed rather limited to those who had the privilege of being present.

L. C. Wiswell, the retiring president of the Association, presided at the meeting and inducted Ralph L. Freeman, director of distribution of the Victor Co. to make the first address. Mr. Freeman, however, expressed a desire to hold his remarks for a later period of the meeting and then presided as a sort of recapitulation of the matters brought up by the other speakers.

Macdonald Reviews Situation

J. S. Macdonald, sales manager of the Victor Co., was the first speaker. He reviewed the general business situation, and particularly conditions in our own industry, at length, and pointed out in detail the proper and improper methods employed in meeting the various business problems that have developed, or promise to develop, in the industry.

Delano's Inspiring Talk

The next speaker was F. A. Delano, in charge of the Victor School of Salesmanship, who delivered a most inspiring talk on what had been learned and what it was desired to teach at the school, his address being really a very complete treatise on the proper selling of Victor goods of all kinds. At the conclusion of his talk Mr. Delano answered a number of questions put to him by the jobbers present, and
in this manner added considerably to the interest and value of his discourse, which was most illuminating.

**Presents Complete Merchandising Plan**

Ernest John, advertising manager of the Victor Co., aroused the enthusiasm of the audience when he presented a complete merchandising plan for Victor products which really represented the capitalization of the lessons learned through the salesman's course and the systematizing of the selling plans to a point where, although more or less standard, they were elastic enough to apply to any retail Victor business.

**Ralph L. Freeman's Remarks**

Ralph L. Freeman, the next speaker, presented in detail the various developments in Victor Co. products and merchandising policies, which appeared to meet with the full approval of the jobbers.

**Manufacturing and Distributing Schedules**

The final speaker was E. J. Dingley, assistant sales manager of the Victor Co., who went into some detail with the jobbers regarding the manufacturing and distributing schedules now in force, or which the company contemplates putting into force in the future.

**Constructive Ideas Predominate**

Taken all in all, the entire meeting was full of constructive material calculated to aid the wholesalers, and through them the retailers, in meeting general business conditions successfully and developing increased business for Victor products in the future.

**A Fitting Climax**

The jobbers, in arranging for the meeting, expressed the hope that the Victor Co. officials would dwell chiefly on the question of salesmanship, and the results of the meeting indicated that this wish was well gratified. The gathering was in every respect a fitting climax to the splendid work of the entire convention. In the afternoon following the business meeting there was no fixed program of entertainment until the official Association banquet in the evening, so the jobbers and their parties enjoyed at their leisure the various sports offered by the Broadmoor, including autoing and golfing. The majority, however, took the opportunity to witness an exciting game of polo.

**Annual Banquet Wed. Night**

The annual banquet of the Association, which was held at the Broadmoor Wednesday night, proved a most admirable wind-up to a thoroughly successful and enjoyable convention. The ballroom of the hotel was well filled with the guests of the Association and the discussion of an exceptionally fine menu was accompanied by selections from the famous Angel Choir, some music by Whiteman's Orchestra, the bursting of balloons and other things that go to make banquets lively since the advent of prohibition. A booklet containing parodies on various songs alired at prominent Association members was one of the funny features that made the crowd feel at home.

**TO VICTOR DEALERS**

Bigger business with consequently greater profits is being secured by hundreds of Victor Dealers as the result of their use of our Sales Promotion Services.

You should at least be familiar with the character of the valuable business-getting ideas which we are regularly putting before Victor Dealers.

**Use the Coupon Below and Get Your Name on Our List**

so you will receive our mailings regularly.

If there is any item regarding which you would especially like information, check it on the coupon and we will send samples and full particulars.

**Reincke-Ellis Company**

"Business Builders for Victor Dealers"

215 No. Michigan Ave. 45 East 34th St.

CHICAGO NEW YORK
MICKEL SERVICE
from OMAHA

EXCLUSIVE VICTOR JOBBERS - 1414-1416 HARNEY ST., OMAHA, NEB.

The two Bright Spots of the Middle West

It is our aim always to lead in the kind of cooperative Victor Service that will steadily increase the prosperity of Victor dealers located in the great middle west.

EXCLUSIVE VICTOR JOBBERS - 411 COURT AVE., DES MOINES, IOWA.

MICKEL SERVICE
from DES MOINES
A Lack of Foresight

"Looking back it seems ridiculous that anyone could have supposed that the inflation existing at the end of the war and the boom business resulting therefrom could continue. Yet the great majority of business houses did, and continued on their thoughtless way, allowing their liquid assets to be converted into special dividends, piled up stocks of manufactured goods for which the demand had abated and suddenly, nearly a year after the reactions had set in, found themselves facing the necessity of borrowing money to pay taxes on last year's profits.

"It is safe to say that history will repeat itself in the present case and the process of reconstruction will have to run through several distinct phases before commerce can proceed unhampered by artificial conditions.

"The first period in this, as well as the industrial crises of the past, may be termed the 'Period of Resistance,' in which everyone makes a futile effort to hold his position, while others are making sacrifices to the necessities of the case.

"This period of resistance is invariably followed by a period of more or less frantic effort, in which everybody tries by adjustments and changes to improve his condition, but without much regard to the general welfare. In the language of our trade, we might call this the 'Jazz Period'—a lot of action accompanies this movement, but the harmony is hard to detect. This state of affairs continues until the ability of such individual experimenting ceased to be more or less generally recognized, after which there is a pause for reflection and close analysis of what each line of effort has produced. The very hard apple of all classes becomes clarified on certain fundamentals which in the excitement of the recent past have been overlooked, and a natural desire for peaceful progress finds expression. They are ready to go to work and to derive happiness through relief from the past strain. From this point starts the period of permanent reorganization and the movement toward better business grows steadily in volume and force.

Have Passed Period of Resistance

"We have passed through the period of resistance. This is evidenced by many things—the conciliatory attitude of governments, the willingness of capital and labor to negotiate and accept something less than they feel entitled to; a searching out of the things that constitute drawbacks and a general expression of desire to remove them. Captains of industry and common workmen are intent upon the problem of restoring a condition of normality, which means unlimited opportunity for all. Some progress is being made in the great process of deflation. Already the buying power of a dollar has been raised from thirty-eight cents, where it stood at the height of the boom, to sixty-seven cents, as compared with its buying power at par in 1913. Our opinion is that many months must elapse before the underlying conditions which control industry are completely restored to health. We believe there will be periods of brisk business to meet reasonable demands and relapses in sympathy with unavoidable developments, that each such relapse will be of shorter duration and less acute and that the general tendency will be toward better conditions.

"Now, with the permission of the ladies and guests, let us consider how we stand in our own industry. Victor Co. Avoided Mistakes

"You know, of course, that the Victor Co. avoided the mistakes that have so embarrassed many manufacturing enterprises, but I wonder how many of you know that this happy outcome was the result of deliberate reasoning and decisions dating back many months. I want to make a special point of having you know that our greatest move was the adoption to the wisdom of the man who has done more for the industry than any other—our revered president, Ralph L. Johnson.

"In mirroring the bewilderings of opinions those who talk faster than they think, he studied the records of economic developments for a hundred years back, thoughtfully applied the knowledge thus gained and deliberately told us that we should husband our strength. At the end of the period of the demand for upset quantities of Victor goods Mr. Johnson's words seemed to be ultra-conservative and I know a majority of our customers were dissatisfied with our deliberate procedure. It is only fair to tell you of this additional evidence of the genius of our leader.

The Working Out of a Prophecy

"At the beginning of 1920 the Victor Co.'s prophecy was, 'There is a probability of overproduction of inferior goods, as the American public can be depended upon to discriminate when it has a chance, but manufacturers and merchants handling talking machines and records of established quality can look forward to a better year with the utmost confidence.' At the end of 1920 there were more unaided talking machines in America than had ever been accumulated. But the Victor company's stock of finished goods amounted to less than 5 per cent of its inventory and represented only the product of the last few days in process of being shipped.

"At the beginning of this year we said: 'The prospect of any talking machine manufacturer or dealer for business in 1921 must depend largely upon whether his past record has been good or bad. The influx in public demand is disappearing and inferior products or unsound policies cannot thrive on the small volume of business that will remain to them. The outlook for manufacturers and dealers who have simply floundering on the wave of demand created by the war and the industry of others is not good.'

The Present Situation

"Now, what is the situation as we enter the second half of the year? We celebrated May day by discontinuing overtime work in our factories and the reason was the weather rather than lack

(Continued on page 114b)
Current demand for Victor products. Our sales to date are well ahead of last year. Jobbers' sales for several months past have exceeded factory production. Retailers have no excessive stocks and wholesalers' stocks in most cases amount to less than they desire to carry for good service to their trade.

"Production is keeping pace with the legitimate demand. The quality of Victor products is higher than ever. We have just ordered another large lot of record presses to be built and are erecting another addition to our power plant, but there will be no overproduction of Victor goods. That is if you gentlemen will be honest and exact in reporting your needs." A shortage is more likely than a surplus. Under such circumstances should we complain if we were to work a bit harder to market our wares? Rather, we should work harder, striving to take full advantage of our unique position. So long as we retain our advantage every day of strain makes us relatively stronger.

The gathering then introduced Louis Diehm, the new president, who was received with much acclaim and who in a few brief words thanked the Association for the honor conferred on him and asked for the earnest support of the members during the year.

The other new officers were then introduced and applaud, following which Mr. Widmer took occasion to read telegrams from Louis F. Grissler and Perry B. Whitsit, regretting their inability to be present and extending good wishes.

Governor Shoup Speaks
The Governor of Colorado, Oliver H. Shoup, was next introduced and delivered an interesting and rather humorous address, in the course of which he took occasion to compliment the Victor Co., its distributors and the talking machine itself, while not forgetting to call attention to some of the important industrial features of his State, its opportunities and its developments.

The gathering then adjourned so that the guests could spend some hours dancing to the music of Whitman's Orchestra.

Echoes From the Colorado Canyons

Lloyd Spencer, of the Silas E. Pearsall Co., declared that he doesn't want to have anything more to do with a Pullman car for the next decade. Spencer had the job of reserving berths and compartments on the special train, and says that getting all the prospective passengers into the cars to their satisfaction has clines.

Spencer Suffering From Railroadmen
bitten a mile as a problem. For several nights he has been in his sleep almost continually, the one-sided conversation being something like this: "Jones from Compartment B to J."

Two love-was for South and have them together, "We can't do it. There are four in that compartment now," It was some hour but no mean job.

Fred P. Oliver, of the Blackburn Talking Machine Co., although he did some fine work in helping make arrangements for the convention, was unable to arrange his business affairs to know as personally that the piano was in proper shape to contribute its share.

Speaking of Whitman's Orchestra, even the loud train noise could not drown the melodies.

Kenneth Reed Outed on Boylston Street
played in the observation car. In fact, the fast click of the rails seemed to set a new tempo for the fox-trot music. The idea of carrying along an orchestra might be adopted with profit by other associations, "Music in the home," etc.

The dining car conductor ran out of small bills at Atlantic and one of the salesmen boarded the train and ordered the guests could spells' sonic limns dans mg to the

Westward Hol
himself for an hour in getting dollar bills from the talking machine men in change for lives and tens. Then at dinner everyone got change of lives and tens in paying for meals. Efficency.

For a number of the jobbers and their families the visit to Colorado Springs was in the nature of a stop-over on the trip from the East to the Pacific coast. With San Francisco and Los Angeles only about 1000 miles away the temptation to follow Horace Greeley's advice and go West proved too strong to be resisted.

Tom Green declares that the average run of retail merchants can be divided into two classes. The first is made up of the sort of fellas who lack gumption, and as he expresses it, "have never made two passes in succession in their whole lives." The other class is made up of the determined, aggressive type

Even though close to a mile above sea level Colorado Springs during the day does not always offer the coolness which so often advertised but it seldom realized in connection with Summer resorts. What heat there is, however, is of the dry sort and does not prove

The Original Pikes Peak
Underly oppressive. And then there is the comfortable feeling that goes with gazing at the snow-topped mountains near at hand. Being able to indulge in a miniature snowball fight in the middle of July was a new experience for most of the conventioners.

The humble, but at times expensive, galloping donkey must now divide honors with another
At the Innelicon tendered the visiting jobbers at the South Shore Country Club the tables were decorated with handsome baskets of flowers, which were tendered to the ladies present at the conclusion of the meal.

A number of the jobbers walked half a block from the time they boarded the train in New York until they got off at Colorado Springs, with the exception of moving from the observation car to the dining car until they got off at the various cities. It would prove an ideal trip for a cripple, declared one of the party.

One of the ladies at least displayed some business sense that should prove of value to the “worser” half of the family. This particular lady insisted on utilizing the odd 11001 in Chicago for a shopping expedition. “Why not wait until we are on our way back?” said the husband; “then we will have more time.” “We may have the time, but we won’t have the money,” was the reply.

Those who arrived in Chicago on the Eastern special left their baggage right in the car until they were ready to leave for Kansas City in the evening. One jobber who left a pair of expensive bags well filled in his compartment and who attended a private dinner party in the evening nearly had a fit when he went to the Union Station and found that it was not there. It was a quarter of an hour before he calmed down sufficiently to understand that the cars had been moved over to the Santa Fe tracks, where he arrived barely in time to make connections.

The Atlantic City fans felt quite at home at the Drake during their short stay in Chicago, for the hotel is located right on the lake with a bathing beach in front of it, calling chairs for guests, and only a boardwalk missing to make the illusion complete.

When the automobiles were ready to start from the station in Kansas City for a tour of the city, three motorcycle policemen, each with .45 Colts showing conspicuously, appeared on the scene. The Victor jobbers didn’t know at first whether the ladies in Kansas City, but took care of the men at Hutchinson, Kan., where the young ladies from the local branch presented the men with bonbonnieres.

It undoubtedly hurts to pay railroad and Pullman fares to-day and one has cause to wonder after paying for tickets why the railroads find it necessary to plead poverty. It must be said, however, that the Pennsylvania Railroad people constantly saw to it that the special train, so far as their own lines to Chicago were concerned, was handled in the best possible manner. W. E. Eastman, a representative of the railroad, traveled with the jobbers as far as Chicago, arranged for special stops when desired, and proved most solicitous regarding the comfort of the travelers.

Sunday was a day of rest for most of the party, although several of the golfers made a round of (Continued on page 1141)

As “All roads lead to Rome,” so do all roads lead from Syracuse, which is the natural center of distribution for Victor Goods.

As a Victor Dealer it will pay you to try our service

W. D. Andrews Company
SYRACUSE, N. Y.
the course in the afternoon in training for tournaments. The real excitement came to those who attended the polo match between teams from Ft. Riley and Colorado Springs, with the latter winning by one goal in a lively contest of plain and fancy riding. As a game, polo makes baseball lookheadedly tame.

In honor of the opening of the conventions, the Colorado Springs Sunday Telegraph issued a special supplement, telling something of the players and featuring pictures of Association and Victor Co. officials.

To the Schmecke Co., of Kansas City, belongs the honor of having the largest delegation at the convention. Headed by Charles J. Schmeckel,

N. L. Freeman and L. C. Witwell, president and treasurer of the company, and Arthur A. Troxler, secretary and head of the wholesale Victor department, the delegation included Walter E. Lynn, manager of the record and machine department; David R. Walsh, manager of the Educational Service Department, and R. M. Collum, A. A. Riley, R. P. Van Zile and William C. Jenkins, Schmecke Co. trade representatives.

One of the passengers on the special train, having heard that the majority of the Pullman porters could provide individual statements if properly approached, started off at Philadelphia to "work" the porter of his car. He spent three days passing out lights regarding the desirability of a little slip of paper and indicated that God would be particularly welcome. He did everything but ask for it directly and just as the train was leaving Pittsburgh for the Springs the same inquirer quite casually, "Would you like a little drink of gin, sir? I got a gin bottle."

"Why didn't you tell me you had this before?" asked the traveler. "I didn't think you wanted it," replied the porter. The result of the experience was some rich "cracking" others on the car deeming to know if it took the talking machine man they dealt in the calendar since the prospect that he was desirous of obtaining an order for a talking machine and some records.

Arno B. Reenke and J. J. Davis, of the Kenke-Ellis Co., P. W. Simon, manager of Eight Famous Victor Artists, and L. J. Eulger, manager of the Brilliantine Steel Needle Co., were among those seen at convention headquarters.

Don Creed, the New York Talking Machine Co., records a future experience he had recently when by chance he was delayed on a business visit to the far west side and could not get back to his usual Broadway eating place for lunch. Selecting a clean appearing third-best brownroom

on "Teenth avenue, Mr. Creed stepped in and ordered a couple of sandwiches and a cup of coffee. The sandwiches were good and so was the coffee, but the latter was served in one of those heavy handleless cups familiar in railroad lunchrooms, and minus a saucer. "Don't you use saucers here?" inquired Brother Creed of the show-downing waitress. "No," she said, "if we had saucers some show-biz would start drinking out of them and drive our swell trade away."

The mayor of Colorado Springs did not wait until the first business session on Monday to welcome jobbers, but visited the Broadmoor on Sunday afternoon for that special purpose. He made a great hit.

Practically everybody had a camera of some sort, and one of the statistical bugs figured out very carefully that the amount of film used in the course of the trip averaged 100 feet to every mile. On that basis it was a profitable convention for the Homestake people.

Ross P. Curtis, of the Ross P. Curtis Co., Oratsha, Neb., motored to Colorado Springs to attend the conventions.

Newcomer Blackman is safe in the belief that there should be a tennis tournament in addition to the golf tournament at the conventions. The secret lies in the fact that Blackman, while at his summer home, Brightwaters, N. Y., they say he owns the place—yes, a wicked racket.

The Best Music Co., the Knight-Campbell Music Co., Mrs. E. G. Porter and the Peerless Photographic Co. joined in a special card of welcome, which was greatly appreciated by the visiting jobbers.

To while away the time for the youngsters and the grown-ups, Charlie Bennett provided a boxful of toy balloons which were inflated and thrown off to the field. There was no need of the bursting of the balloons by the strong-fanged reassembled a test of a rapid-fire gun.

A second baby daughter arrived at the home of Clarence L. Price, in New Rochelle, vice-president and general manager of Ormes, Inc., Victor wholesaler, New York City. The youngest

The Golf Club at the Broadmoor

Miss Price had a whole week to become thoroughly acquainted with her daddy before he left for Colorado Springs on the Victor Special. Many congratulations have been sent to Mr. Price on the arrival of this daughter, from his wide circle of friends.

The love of sport, whether golf, polo, horse-handling, fishing, boating, hunting, swimming or tennis, should be right at home at the Broadmoor, where facilities are provided for all of them.

FRENCH NESTOR BECOMES ASSOCIATION GOLF CHAMPION

Annual Golf Tournament of the Jobbers' Association Attracts Large Number of Entrants Who Compete for Valuable Prizes—The Various Winners and Their Scores in Detail

Competitors Susanna, on July 14.—The closing event of the convention was the golf tournament, which was played to-day over the famous Broadmoor course for a series of hardbares prizes, including those presented by President Elbridge W. Johnson, of the Victor Co., General Catterpillar Walter J. Staab, of the Victor Co.; J. N. Blackman, J. C. Corley, Ross P. Curtis, C. A. Grinnell, George E. Lister, A. G. McCarthy, Joseph C. Rossell, C. Alfred Wagner, L. C. Witwell and the Broadmoor Hotel.

With so many valuable prizes at an incentive

French Nestor

The tournament, as a whole, proved the most

Photographic Co. joined in a special card of

welcome, which was greatly appreciated by the

visiting jobbers.

The love of sport, whether golf, polo, horse-
handling, fishing, boating, hunting, swimming or
tennis, should be right at home at the Broad-
moor, where facilities are provided for all of

them.
SAN FRANCISCO DEALERS CHEERFUL AND OPTIMISTIC

Business Continues Quiet, but Bettering Labor Conditions Will Help—O'Connor Honored—Star Company's New Quarters—After Phonograph Thieves—News of the Trade in Detail

SAN FRANCISCO, Calif., July 5.—The Pacific Coast is trying hard to keep cheerful and optimistic, but still there is no use denying that business is quiet as a rule, money tight and collections slow. No one talks of panic, however, and there seems no reason to expect conditions to become any more serious than they are now. In fact, it is likely that business will see a decided improvement as soon as the building trades' tie-up is adjusted and the marine workers' strike is settled. The number of persons employed in shipping and in the building trades is very large in San Francisco, so no resuming business can be expected as long as these workers are out of employment. Progress is being made in adjusting labor difficulties and it is hoped that the peace, when it comes, will be reared on a permanent basis.

Stevens Good Business Ahead

J. N. Abrams, manager of the wholesale and retail talking machine departments of Kohler & Chase, who has just returned from an extended trip throughout the State in the interest of the lines handled by Kohler & Chase, says that he sees possibility of plenty of new business as soon as the labor tangle is eased up a little more. He expects to launch a progressive selling campaign shortly.

Conducting Great Columbia Campaign

The Columbia Co. is going ahead with its plans for promoting business, notwithstanding the breaking of the pessimists. The blue front shops will be better known than ever after the new business drive, which is planned by L. C. Askley, the San Francisco manager, has been gotten under way. "Back to Normalcy" is the way the Columbia people announce the new reductions on Columbia machines. Columbia prices are, without doubt, making a strong appeal to prospective purchasers.

Returns From Eastern Trip

C. S. Maury has returned from the East, where he attended the piano merchants' convention in Chicago and visited a number of piano factories and talking machine establishments in various Eastern cities.

Occupying New Location

The new location of the Irvine Music Co., at 263 O'Farrell street, this city, is near the heart of the business center and the hub of the city's music trade. The store has been re-modeled to suit the requirements of the business and is handsomely appointed in both the piano and pianola departments in the front and the talking machine division in the rear. The former store of the company was on the second story of a building on Market street.

Hy Eilers in Trouble With the Courts

Hy Eilers, the former San Francisco music dealer, who has been confounding his merchanting to Oregon since his business failure a few years ago, has been arrested in Portland in connection with his failure to produce certain records demanded by the court in connection with an investigation of his business affairs. Mr. Eilers spent one night in jail, but since then has been permitted to transact necessary business and sleep in his own apartment under the custody of a Government guard.

Activities Lessened During Summer

The Music Trades Association of Northern California will take a vacation from regular business meetings during the Summer. Later the social dinners and business meetings will be resumed. The membership committee of the new association is actively at work and will take no vacation as long as there are live prospects for new members.

Niskian Buys Store

K. H. Niskian, of Fresno, has purchased the music store of W. L. Wilkinson, at 218 West Main street, Turlock, Cal., and will make certain alterations in the store and eventually specialize in talking machines.

To Honor W. J. O'Connor for Service

W. J. O'Connor, assistant to the secretary of Sherman, Clay & Co., will join the ranks of the company's veterans with twenty-five service stripes on July first. It is the custom of this house to give a dinner in honor of every employee who has served with the firm for twenty-five years and to present the employee with a suitable token of appreciation. Mr. O'Connor will be given a handsome gold watch, appropriately engraved.

Settled in Its New Quarters

The Starr Piano Co. is now settled in its quarters in the new building of the Furniture Exchange, 160 Montgomery street. J. W. Stein- kaupf, manager of the San Francisco branch of (Continued on page 117)
A Service You Have Been Looking For

Here are four products, vital to the operation of every retail phonograph establishment. We can ship them to you on 24 hours' notice at money saving prices.

Stringbutton Delivery Bags

An assortment of quality papers and a variety of beautiful two-color designs featuring all prominent makes of records to choose from. Ten and Twelve inch, Plain or Printed.

Stock Record Envelopes

Choice of 110-lb. Brown Kraft or 150-lb. all-sulphite Green, tough and durable. Plain, single or double faced. Printed with ruled inventory form if desired. The best made and most serviceable stock envelope on the market. Furnished in ten and twelve inch sizes.

Corrugated Pads

These double faced corrugated paper cushions come in both ten and twelve inch sizes, furnishing excellent protection for your customers' records.

Supplement Envelopes

Size 5½ x 7½. Made in white and colored papers, imprinted with your name and address. Choice of several attractive designs which can be changed every month. Read notice at right.

THE H-W SERVICE

is national in scope, available to dealers in every State. It is the only complete service of its kind. Our products are manufactured from the best grades of paper, and are sold at the lowest prices that can be quoted on goods of like quality. They are the result of practical knowledge of Dealers' Needs and Talking Machine merchandising.

Let us address your supplement envelopes each month—

In conjunction with our supplement envelopes, we offer you another service which relieves you of all the worry and bother of addressing the envelopes by hand. The cost is very reasonable. We bond ourselves certifying that your list of names will not be used for any other purpose.

Full Particulars Upon Request.

HALSTED WILLIAMS CORPORATION

815 - 819 MONROE STREET
BROOKLYN, N. Y.

Fill in the coupon—Mail it today—and let us tell you in detail about H-W Service.

HALSTED WILLIAMS CORPORATION,
815-819 Monroe Street, Brooklyn, N. Y.

Please furnish complete information regarding the H-W Service, without obligation on my part.

We carry Victor Columbia Edison Sonora Brunswick

Pathe and

Name

Address

City
the Starr Co., is much pleased with the new location and he is having good results in demonstrating the Starr phonographs. He expects chiefly to the house-furnishing trade.

Sherman, Clay & Co., Alterations
Both the San Francisco and Stockton stores of Sherman, Clay & Co. are coming in for summer alterations this month. The Stockton branch, when the remodeling is completed, will house the most attractive music store in the San Joaquin Valley.

The Sherman, Clay & Co. branch at Palo Alto is now in charge of Paul Kuhl. Business down the Peninsula is holding up well in popular music lines.

Getting After the Thieves
The Music Trade Association of Northern California is giving valuable assistance to the trade in helping to round up a gang of crooks who seem to be working in an organized manner to purloin talking machines. The method of working, as explained by M. B. Bowman, secretary of the Association, is to obtain a talking machine on time, make the first payment and then disappear, along with the instrument, which is sold, either to some innocent purchaser or to second-hand dealers, who think they are making a genuine purchase.

"References ought to be looked up very strictly before anyone is allowed to have a talking machine," stated Mr. Bowman. "The crooks have been taking advantage of the salesman's eagerness to make a sale." One man, who gave the name of Martin Helms, was arrested in Oakland on June 23 as he was endeavoring to negotiate the sale of a San Francisco store, stated that its a certain apartment house she had been offered a talking machine absolutely new for much less than the dealer asked. She took him to the place and the instrument was found to be one that had been stolen from a transbay store of the firm. It had been brought to the city in a suitcase. The people in whose possession the instrument was found were not arrested, but the Music Trade Association is urging dealers not to be satisfied with the mere recovery of their goods. For the sake of the other dealers the Association believes that the swindlers should be rounded up and given their legal deserts.

Great Delegation to Vancouver
Music teachers, principals of schools and Edison dealers joined Addison N. Clark, sales promotion manager of Edison phonographs, located at the San Francisco wholesale distribution headquarters, in the trip to Vancouver, B. C., to attend the second annual Caravan Convention, Pacific Coast session, June 27 and 28. Those who attended the session from San Francisco left by boat June 23 to return July 2.

Suffered From Fire
Don C. Preston, who conducts a music store on the corner of Ninetenths and H streets, Bakersfield, suffered considerable damage to his stock of talking machines and other musical instruments in a fire a few weeks ago. The store will be repaired and remodeled so that it will be more attractive than ever. No damaged merchandise will be offered to the public, but all new goods will be secured.

New Store Open for Business
The Stradivara Phonograph Shop, at Riverside, is now open for business. The proprietors of the shop are George Strubhar and H. P. Grum.

Hatler & Butler, 110 E. Main street, Visalia, Cal., have taken on the Victor line.

WONDER OUTFITS FOR MISSIONARIES
New Portable Models Ordered by Dutch Reformed Missions for Distant Posts
The Wonder Talking Machine Co., 165 East Twelfth street, New York, which some time ago announced a new popular-price portable model talking machine, recently received from the Dutch Reformed Missions an order for enough of these models to supply the various missionaric of the church in the far corners of the world.

G. L. Jones, of the Wonder Talking Machine Co., states that the trade reception of the new portable model has been very gratifying. Several dealers are making special displays of the product and he is in receipt of a number of letters in which missionaries commended upon the timeliness of the product, finding that it attracted unusual attention and sales.

PORTLAND PIANO CO. CONCENTRATES
The Portland Piano Co., Portland, Ore., operating a department in the Lipman, Wolfe & Co. building, is closing out its general line of talking machines and records and will, in future, handle the Sonoza phonograph and Brunswick records exclusively. Warren A. Irwin is the manager.

WALDMAN'S NEW STORE OPENED
William Waldman recently opened a new Victor store at Forty-third street and Ninth avenue, New York City. The opening was well attended and entertainment was furnished through a Victor concert in the afternoon and evening. Furniture, phonographs and accessories are on hand.

Interior of New Waldman Store

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 latest hits by the greatest artists:
Always First on Pathé Records!
and Actuelle Needle Cut Records

Merchants: Send for our free book, "The Voice of Music."
SUPREME in design
SUPREME in construction
SUPREME in material
SUPREME in repertoire
SUPREME in tone
SUPREME in prestige

This trade-mark is a symbol of supremacy in every corner of the world.

Pathé Frères Phonograph Co.
20 Grand Ave.
Brooklyn, New York
ON THRESHOLD OF BUSINESS REVIVAL, SAYS TROSTLER
Secretary of Schmeler Co. Victor Wholesaler in Kansas City, Makes Interesting Report on General Conditions and Tells How His House Is Planning for Big Things to Come

KANSAS CITY, Mo., July 7. An indicator of the confidence of the Schmeler Co., Victor wholesaler in this city, in the business outlook for the future, A. A. Trostler, secretary of the company, gave the following interesting report to The Talking Machine World:

"It's mighty warm in Kansas City and you may rest assured there are a number of things we would rather be doing than working. However, it is good to be here, for we are keeping busy in planning for the good things that are in store for us from now on.

"Kansan City and the country at large, in our judgement, is on the threshold of a great revival of business and industry. No dealer or manufacturer will get away, however, unless he works and advertises as he never did before. Conditions are sound—cracks are good and harvest is not in sight. There is an end—people are ready to buy and it is now up to every individual business man, retailer, jobber and manufacturer to go out and bring in the business.

"This is a fighter's era for business. We must all clear the decks for action and fight with a determination to win. During the war period businesses came in so fast and without effort on the part of the dealers that many of them forget how to go after it. That, in a measure, was responsible for the depression that followed. Now, the business man who doesn't work, advertise and put into the game all the resources and the strength by perseverance will fall by the wayside.

"We say to you frankly that we are thoroughly alive to these conditions. We have strengthened our organization by increasing our representation on the road tenfold over any previous year. We are employing a small army of travelers to exploit the Victor products exclusively and they are giving their undivided time and attention and are working shoulder to shoulder with the Victor dealers in each territory. We have allotted them territory that permits them to spread from one territory to another every day with every dealer, at least every thirty or forty days.

"These men have been thoroughly drilled in order to give accurate information and give help to the dealer. In addition to this, we are carrying on an educational and service department. This department is in charge of D. R. Walsh, for many years connected with the educational department of the Victor Co. Mr. Walsh not only conducts this department but is in very close touch with our trade representatives, often accompanying them on their trips and helping them to get a better understanding, as well as to solve the problems of the dealers as they present themselves from time to time. We have found our educational department to be of immense value in handling this line. The dealers, as well as their sales people, attend this school in order to obtain the best ground work for selling and promoting the Victor line. In these schools they are shown the mechanical features of the Victor machine by a factory expert, they attend lectures on the art of selling, advertising, outside soliciting, etc. While this educational feature is of considerable value to a Victor dealer or any other line that is made by us, we are glad to provide same as we find it to be of mutual benefit—it strengthens the dealer's knowledge and confidence in the line.

"In addition to helping our dealers, we are establishing many new Victor accounts. Before establishing a new dealer we obtain a report from our representative, who makes a personal call and analyzes the situation surrounding the prospects and only offers encouragement to those who are alive and full of pep, as we fully realize the value of aggressiveness and hard work in order to succeed. The same rule and thought is exercised in making transfers of agencies.

"The message we receive from our trade representatives, generally speaking, is that the dealers are concentrating their efforts on the Victor line, a line they know will sell now and in all times. The dealers are picking their prospects from those who can afford to buy a talking machine and are very optimistic as to the future. Just one thought as to the possibilities for the future. This country is reported to be short 3,000,000 homes. These homes must and will be built sooner or later and they must all be equipped from basement to attic. Now, what home can it be and is completely furnished without a Victor talking machine?

"The above emphasizes the great wealth and is just one of the avenues of potential business that is waiting right there. The farmers are getting on top of the food, getting out from under and are buying. Taking it as a whole, we look for a satisfactory six months' business from now on.

"We are prompted in giving you the above information knowing that you are always interested in learning of the things that are being done and should be done in promoting business. Our business has been very satisfactory for the first six months and we are confidently looking for better and brighter conditions to follow.

FILES PETITION IN BANKRUPTCY
A petition in bankruptcy has been filed by Rudolph Kanarek, 530 West 136th street, New York City, listing liabilities at $150,000 and assets of $120. The debts were incurred on the indorsements of notes for the Independent Talking Machine Co. of Manhattan, Inc., of 25 West Forty-eighth street. Among the holders of the notes are the General Photographic Corp., the Harriman National Bank and the Jamestown Panel Co.

Can you imagine a simpler, handier device than this clamp, for gluing a chipped panel, a broken carving, a split leg?

"It Clamps Tight in an Instant—Holds Tight Forever"
Manufactured by
WEBER-KNAPP CO.
Jamestown, N. Y.

A petition in bankruptcy has been filed by Rudolph Kanarek, 530 West 136th street, New York City, listing liabilities at $150,000 and assets of $120. The debts were incurred on the indorsements of notes for the Independent Talking Machine Co. of Manhattan, Inc., of 25 West Forty-eighth street. Among the holders of the notes are the General Photographic Corp., the Harriman National Bank and the Jamestown Panel Co. A jolt often helps a man to find his own particular groove.
TRADE NEWS IN BROOKLYN AND LONG ISLAND

Dealers in This Territory Going After Business in a Lively Way—Demonstrate Their Progressiveness by Improved Equipment, Increased Publicity and the Will to Win Out

Retail trade in Brooklyn during June was very satisfactory, notwithstanding the comparative business depression felt in all industries. There is no gainsaying the fact that the dealer who goes after business will get it, but the day has passed when the retail merchant can expect to close a healthy trade through transient visitors or by lax sales policies. Every possible means of developing business should be utilized during the Summer months, and, judging from the reports of the dealers, the use of progressive and up-to-date sales methods will produce sales totals comparing very favorably with the Summer months of previous years.

Adding to Their Store Equipment

Schweiger Bros., exclusive Victor retailers, at 2421 Myrtle avenue, are making plans for extensive alterations to their store during the Summer months. The expected increase of Fall business prompts these alterations and enlargements, and emphasizes the progressiveness of these live talking machine retailers. The plans call for additional booths and demonstrating rooms which will be installed in a new addition at the rear of the store, for which a lease was recently closed. The present wall will be torn down and the store made into one large display room from front to back, with new lighting fixtures and decorations that will make it one of the most attractive Victor shops in Brooklyn.

Closing Healthy Pathe Business

Wick & Wick, Pathe dealers at Finishing, L.I., are cashing in on some real Summer business. Despite the fact that many other dealers are finding business hard to get, this house is settling for which a lease was recently closed. The present wall will be torn down and the store made into one large display room from front to back, with new lighting fixtures and decorations that will make it one of the most attractive Victor shops in Brooklyn.

Closes an Unique Victorola Sale

To prove that Victorolas cannot be sold at all seasons, and especially so during the Summer months, Billy Ross, of the A. J. Ross Music Stores in Astoria, recently made an unusual Victorola sale. This customer, who was a deaf and dumb mute, came strolling into the store one Saturday morning and mentioned for a pad and pencil, on which he wrote, "I would like to buy a Victorola." Billy immediately sized up the situation and wrote on the same pad, "How much and why?" Whereupon the customer answered back with his pad and pencil, "My children are all home with the measles and I thought this music would cheer them up." The sale was immediately consummated, with an additional sale of Victor records, and Billy delivered the machine that same afternoon. To quote Mr. Ross, he stated: "If deaf and dumb mutes can be sold Victorolas at this time there is no reason on earth why every other Victor store cannot sell machines and records to the normal customer, and there is no reason why retail business should be slow."

Open New Retail Store

One of the most attractive retail shops in Brooklyn has just been opened by Frank Coons in the Bayshore section. This shop will be known by the novel name of "The Song and Story Shop." Mr. Coons will specialize in Brunswick phonographs and records and will carry in addition pianos and sheet music. Mr. Coons is well known in the talking machine trade, as he made several fine records for the Victor Co. some years ago and has operated in Nashville, where he had considerable success. This experience and pleasing personality fits Mr. Coons admirably to carry on a high-class music business successfully.

Holds Formal Opening of Victor Store

The latest addition to the Victor retail trade in Brooklyn is the modern and well-equipped store of Schwartz & Chadkin, at 1304 Avenue J., which will be an exclusive Victor establishment. The store was formally introduced to the people of this vicinity on a Saturday and was visited by large crowds all day. Novel souvenirs in the way of toy balloons with an imprint bearing the firm name were distributed to the children.

For the older folks the program was a very attractive one on which was printed the names of a few of the most popular Victor hits and also a cordial invitation to visit the store regularly.

Victor Wholesaler Works With Dealers

The executives of the American Talking Machine Co., Victor wholesaler, are taking advantage of the opportunity to spread considerable time with the dealers in preparing them and their stores for an active outside Summer business. The new Victorola folders showing the new portable model and the smaller table models are being distributed broadcast in an effort to reach as many prospective purchasers as possible among the store visitors. Not one channel is being left unused to make the dealer realize that he can cash in on a good Summer business provided he will use every method available. B. H. Morris, general manager, is very busy calling on the dealers personally and suggesting many sound ideas which the dealer can use to advantage. He states that the dealers are also being urged to spend some of their time this Summer in making alterations in their stores, redecorating, etc., so that when Fall arrives they

(Continued on page 122)

G.T. WILLIAMS CO., Inc.
217 DUFFIELD ST. ~ BROOKLYN, N.Y.

Are You Awake?

Do you go out after new business or do you wait for it to walk into your store?

SPEED UP

Follow up your prospects and make your cash register ring.

DON'T PUT OFF UNTIL TOMORROW ANYTHING THAT CAN BE DONE TODAY.

TALKING MACHINE DEALERS

We can save you money on equipment time payment

Our yearly "Photo Service" gives you

Write for our latest catalogues

ASTER DETECTIVE SERVICE
108 West 49th St., New York City
Push the Fibre Needle  It Builds Your Business

One Reason

why talking machine records are selling so well at a time when many other articles of merchandise are going through a period of depression is because—

HALL FIBRE NEEDLES have made sound reproduction an unceasing pleasure to the ear and have caused talking machine owners to take pride in building up comprehensive record libraries.

HALL FIBRE NEEDLES stand for all that is permanent and satisfying in sound reproduction.

HALL MANUFACTURING CO.
33-35 W. Kinzie St., Chicago, Ill.
MAGNAVOX POWER AMPLIFIERS

give enormous sound volume, sufficient for a speaker to cover 100,000 people if necessary.

They are particularly interesting to phonograph men because they will amplify wireless telephone music to any desired degree.

They are in use by the largest and leading newspapers in the country for announcing returns to enormous crowds.

They have been used by President Harding, ex-Presidents Wilson and Taft, the Prince of Wales and many other prominent speakers.

They are in use on some of the largest ball parks, auto speedways and fair grounds in the country.

We equip factories and noisy shops with calling systems, using these amplifiers.

All above uses have specially engineered apparatus, built for that particular purpose. We solve any and all loud-speaking problems.

We invite correspondence on your special conditions.

The Magnavox Company

OAKLAND, CAL.

214 Pean Term. Bldg., New York City
Here's a violin record for which you and the public have been waiting, "Dreamy Hawaii," Kerekjarto's first popular selection. You can make no mistake on this record. It will sell both now and always. Columbia 79718.

Columbia Graphophone Co.
NEW YORK

TRADE SITUATION IN DETROIT SHOWS AN IMPROVEMENT

Close of Six Months’ Trade Shows Betterment Trend—Jobbers Off to Convention—Brunswick Alterations—New Vocation Dealers—Columbia Activities—The News in Detail

Detroit, June 17—The first six months of 1921 are over and looking back at the business for the first half makes it apparent that things are not as bad as they seem. Sales are not ahead of the same period of a few years back, yet in the face of Detroit's depression it can be considered good. Further more, it seems to be the opinion of all our dealers that even though July and August may be quiet the fall months will make up a most satisfactory year.

The public has not been buying the talking machines as liberally as in other years, but record business really continues good. One reason probably is the fact that thousands of records are being sold for Summer homes, resorts, boat basins, etc., in addition to the number that goes into the homes of those who are remaining at home.

Industrially, Detroit has made a great come back. The motor plants are very busy and the outlook for at least the next few months is extremely good. Who knows what will happen after that, but at least for a while conditions are very encouraging. Orders for Detroit and Mexican-made cars and auto parts are pouring in with every mail and it sounds good to hear the factories buzzing loudly once again.

Some furniture dealers have been advertising stealable Bookmark music of phonographs at very low prices, but they have not cut any worthwhile figure. The bulk of the people who do buy prefer to buy a standard make of machine. We find that these advertised machines are bought only by the poorest classes of people for the things appealing to them being the advertising reductions.

C. A. Grinnell, vice-president of Grinnell Bros.; A. A. Grinnell, treasurer, and C. I. Grinnell, manager of the Vendor wholesale department, left last week for Colorado Springs to attend the annual convention of the Vendor jobbers’ association.

They expect to be back late in the month.

C. A. Grinnell just returned from New York, where he played golf with the piano golf "friends" somewhere in New Jersey. And we notice that C. A. made a mighty good score. Golfing is quite a hobby with all of the Grinnells, even Jay Grinnell, sales manager.

Athena Stanley, well-known singer, who appeared recently at the Tendale Theater, Detroit, and who makes records for the Victor company, gave a recital at Grinnell Bros.’ auditorium during her engagement. It was conducted under the auspices of Grinnell Bros. and admission was free. Nearly 1,500 people tried to get into the auditorium and thousands were turned away.

The Brunswick Shop has already started alterations on the adjoining store on East Grand Boulevard, the new establishment being open to record dealers.

When completed this downtown store will be one of the finest in the country and one of the largest for an individual firm. Manager Quinn is having plans for a big advertising and selling campaign, and he is determined to develop a larger business for fall. "If there is any business to be had in the fall we are certainly going after it," he remarked. "We believe buying will be very brisk by September and we are certainly going to make every effort for our share."

George Bifflin, salesman, who recently left the Brunswick Shop to go to a Pittsburgh talking machine store, is back again with the Brunswick in his former capacity as phonograph salesman.

A. Henry Leng, Columbia dealer, who has been conducting a closing out sale for the past few months, has arranged for an extension of his lease for three months longer at least.

The music and talking machine departments of the Crown by Arthur Co., now located in the "Store for Homes," which is directly across from the main store building, are very complete and allow for considerable expansion. Larry Box, in charge of the talking machine department—featuring the Victrola and Victor records—reports that business is holding up surprisingly good and he is extremely optimistic about good fall business.

R. H. Allard, general manager of the Phonograph Co. of Detroit, wholesale Edison jobber, was at the Chicago convention of the Edison dealers for the Middle West. About twentyfive Michigan and Ohio dealers were also there and the coming back full of pep and enthusiasm for the Edison line.

Local Brunswick dealers are still realizing on the results of the recent visit of Isham Jones and his famous orchestra from the Marcy Gardens, Chicago. The advertising which the Isham Jones records received at the time resulted in a tremendous demand for the staccato records by that organization. Manager Quinn of the Brunswick Shop is still receiving congratulations on the very effective way in which he handled the visit of the Isham Jones orchestra. His special interest in and general publicity in connection with the visit were admirably handled.

Sam Lind, general manager of the Lind Marks Co., distributor for the Aeolian-Vocation, is weekly increasing his list of dealers. Mr. Lind is taking his time about appointing new dealers because he says he would rather wait until he can get the finest stores in every locality. "A dealer who won't put some effort behind our goods—or any line, in fact—is hardly worth having," remarked Mr. Lind. "It means that he gives you an initial order, but your goods don't move. What we want are dealers who will go out business in a real business way."

The dealers now handling the Aeolian-Vocation line are: F. H. Wyckoff, Colberg Phonograph Shop, Edward H. Jeffery, Keenan & John, Moon Bros., Inc., Robinson & Colen, W. W. Woodmansee, Walker's Phonograph Shop and John V. Vychegoff, Calabas Drug Store, Wyanbutte; Sylvester's Store, Port Huron, and Woodworth Bros., of Plymouth and Northville.

Columbia dealers are finding business better. It is true that some of them were stocked quite heavily at the beginning of the year, but the recent price reductions have greatly stimulated sales. Most dealers expect to have their stocks back to normal by the first of September and will then be placing orders for their Fall requirements. The Model Shop in the wholesale house of Columbia on State street is proving quite an interesting attraction to live dealers, many of whom, after looking it over thoroughly, have gone back and endeavored to copy it in their own reports.

This is the purpose of the Columbia company in establishing this Model Shop—to help every dealer to have a better-looking store both inside and out.

The Consolidated Talking Machine Co. of Chicago has appointed A. P. Miller as its Detroit manager, and a showing station has been opened at 2927 Gratiot avenue. Mr. Miller has been covering the Detroit territory for several years for the Consolidated, who will sell Obex records and the Bubble Book line.

It is now certain that Music Weeks this Fall will take place in Detroit, Battle Creek, Lansing, Flint and Jackson. In all of these towns the talking machine men have given their assurance of full co-operation.

TEN PER CENT VICTOR CO. DIVIDEND

The Victor Talking Machine Co. last week declared a dividend of 10 per cent on the common stock of the company, payable July 15 on stock of record June 30. This is the same dividend as paid by the company for the preceding quarter. The regular quarterly dividend of 6 per cent on the preferred stock also is declared payable on July 15.
Wanted!
8,000 Victor Dealers
to Build Profits
on this Plan

There is no easier way to sell good goods than to let them sell themselves.
Equip every Victrola on your floor with the wonder-working SPIR-A-GRAF and let it turn extra money day after day into your cash drawer.

Not an Experiment
But a Tested Device.
The engineer who designed this record-repeater took simplicity as his motif. When attached to the Victrola sound box, it is unnoticed by the casual observer, and yet it performs its duties unfailingly under any conditions, on all records without change or adjustment, and on any Victrola, as exhaustive tests have proved.

Amusing to Watch
But NOT a Toy.
It works with such nice accuracy, carrying the sound box to the starting point with absolute fidelity, that it is a never-tiring source of entertainment. But its greatest selling point is THAT IT NEVER GETS OUT OF ORDER AND NEVER FAILS TO WORK. If attached to any Victrola in your store, it will sell itself.

Six Salient Selling Points
1. At $3 the Spir-a-graf is priced lower than any repeating device on the market.
2. The self-closing rubber wheels slide over the record without any possibility of injury.
3. Weighs less than one ounce and can be adjusted to any Victrola in a minute.
4. Does not need to be changed for different records.
5. Will never be ruined without need of removing screw orCAPsulating the device itself.
6. Interesting to watch and always works.

The Consolidated Sales Co.
Indianapolis, Ind.

The little disc does the work. Slipped over the turntable spindle, it causes the little rubber wheels on the device attached to the sound-box to carry the sound-box back to starting point. Complete instructions with each box.

Every Spir-a-graf neatly packed in jeweler's case. Liberal supply of circul- lars with each carton. Carton of ONE DOZEN shipped to any address in United States or Canada POSTPAID for $21.60, allowing a profit of $14.40.

Shipped direct or through your favorite jobber if you specify on order.

Clip and Mail This Opportunity Order

TO CONSOLIDATED SALES CO.,
Indianapolis, Indiana.

Gentlemen:
Please ship ________ cartons of Spir-a-graf at $21.60 per carton. We understand that there is a discount of 5% on orders of 6 dozen or more, and an additional 5% discount for cash.

NAME _____________________________

ADDRESS ___________________________

Name jobber if you desire order charged through jobber.

Spir-a-graf
$3 AT RETAIL
NEW CLEVELAND CONCERN TO DISTRIBUTE THE GRANBY

Kennedy-Schultz Co. to Feature the Granby Phonograph and Okeh Records in Ohio Territory—
Increased Activity Among Dealers—Fighting Excise Tax—Plan Association Outing

CLEVELAND, O., July 5. Among the more im-
portant developments in the talking machine
industry here during the month was the opening
of a new jobbing house by H. C. Schultz and
C. H. Kennedy, talking machine men of years
of experience here and elsewhere in the coun-
try. The new firm will be known as the Ken-
nedy-Schultz Co., and will feature the Granby
phonograph and Okeh records. Headquarters
and sales and showrooms will be on the fourth
door, Newman-Stern Building, this city. Mr.
Kennedy is a member of the Kennedy Green
Co., with which firm the new company will be
affiliated in the distribution of records. Both
Mr. Kennedy and Mr. Schultz formerly
were connected with the Cleveland branch, Columbia
Gramophone Co., and later a wide acquaintance
throughout Ohio. Several new accounts have
already been opened by the new firm, according
to Mr. Schultz, although the formal opening of
the headquarters has not yet been held. Novel
enterprises will be used to aid dealers in ma-
chine and record sales, one of the first being
the installation of electric window signs, which
show the Granby trade-mark. A service depart-
ment will be a feature of the firm, the object
of which will be to assist the consumer in ob-
taining perfect results with the machines and
records. A refinishing department also will be
part of the organization, where all machines
will be given a final going-over before being sent
out.

Increased Activity Among Dealers

Cleveland jobbers report increased activity
among dealers throughout the territory, par-
ticularly those in the smaller towns, where spe-
cial efforts are being made to interest the rural
purchasers, and with success. Combined with
the individual efforts of dealers generally this is
leading to additional demands upon jobbing
interests. According to Ed R. Lyons, sales
manager, the Eclipse Musical Co., the increase
in orders results in a wait upon the factory for
delivery of Victrolas, a condition as encourag-
ing as it is unusual, considering that the heated
term is generally marked by slower business
struggles. At the Cleveland Talking Machine
Co. personal investigation conducted by Howard
J. Sharpie, general manager, shows that not a
few dealers are already anticipating a Fall
and early Winter requirements, realizing that
where there is no accumulation of stocks at
this season, there is not likely to be any too
sharp peaking when the holiday activities set in.

The McMillin Music Co. has put on foot a
plan for selling machines and records which,
though it has been tried before in other sections
of the country, is proving considerable interest
here, the other dealers regarding it with mixed
feelings. According to the plan the customer
receives a machine upon the purchase of a speci-
fied number of records, the size of the machine
depending upon the number and value of the
records. No further charge is made for the
surplus provided quantities of records ranging
from $18 to $50 annually are purchased. Half
the amount paid for records, it is said, is credited
to the price of the machine at the end of the
year.

Going After the Farmer Trade

Value of the rural population as talking ma-
chine purchasers is demonstrated by the plan
of the Tri-State Music Co., recently organized
by business men and citizens in and near Au-
dover, O. The company, including in its direc-
torate men long identified with the music busi-
ness, will take up the trail of prospects where
the city seller leaves off. In a word, the new
company plans to get off the beaten path and
paved road, and appeal directly to the forming

ARION RECORD IMPORT
1501 GERMANTOWN AVENUE
PHILADELPHIA, PA.

Sole United States Agents for Polyphone Werke Alt. Ges. Berlin
Art Hickman’s Orchestra’s two latest toots-trots, “Near Me” and “Dream Of Me,” make everyone dream of having near the partner preferred above all the rest. These dances just naturally get under your skin and run clear down into your feet. How about a big order? A-3409.

Columbia Graphophone Co.
NEW YORK

Members desiring records on these lists so advised exchange and send an order for them. These orders are returned to the dealers wishing to dispose of records and payment is made directly to them by those buying the records. More than 2,000 dealers have been listed with the exchange in the first month of its operation, according to Grant Smith, president of the Association and originator of the plan, and many new names are being added to the Association because of the practical value the exchange is to them.

Getting After the Home Builders
Personal solicitation by Mrs. Loretta D. Flading, talking machine department manager, is bringing in new machine sales and additional, record business at the Aldrich-Hoover Co. By interviewing architects building new residences, Mrs. Flading is in touch with these new residence owners, before they buy their home furnishings. A talking machine is usually specified by them. Mrs. Flading is using an automobile to make personal calls upon present machine owners and these are induced to add to their records. A larger number of trained experts in county institute work will be used in Ohio, according to response from school superintendents to the idea. Records on these lists so advised will be used in Ohio, according to Grant Smith, president of the Association.

Talking Machine Department

Getting After the Home Builders
Personal solicitation by Mrs. Loretta D. Flading, talking machine department manager, is bringing in new machine sales and additional, record business at the Aldrich-Hoover Co. By interviewing architects building new residences, Mrs. Flading is in touch with these new residence owners, before they buy their home furnishings. A talking machine is usually specified by them. Mrs. Flading is using an automobile to make personal calls upon present machine owners and these are induced to add to their records.

A larger number of trained experts in county institute work will be used in Ohio, according to response from school superintendents to the idea. Records on these lists so advised will be used in Ohio, according to Grant Smith, president of the Association.

Talking Machine Department

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 ARE BETTER
COST LESS

RENE MFG. CO.
Montvale, N. J.
The Dance Sensation of America

WANG BLUES

"You can't go wrong with any feast song."

BALTIMORE DEALERS OUTLINING THEIR PLANS FOR FALL

Summer Conditions Quiet, but Dealers Expect an Active Fall and Winter Trade—Planning Victor Week—How Heinemann Sells—Cohen & Hughes to Entertain Dealers—News of Month

Baltimore, Md., July 8. With all the seaside resorts and city parks coming full blast as a mecca for the young folks who dance and other attractions for the older ones who don't, coupled with the fact of thousands of people being away on vacation, and summer trade in Baltimore is down, not only in the talking machine and music trade, but in all other lines of business. And the weather here has been hot. So hot that last month broke all records of the local weather bureau for continued hot weather. This also has had a tendency to make business dull as it kept numbers of purchasers off the streets and out of the shopping districts. But the dealers generally feel that this condition is general throughout the country. In all like cities and are not looking for much improvement during the next six weeks. Indications are, however, that the fall trade will be good and many dealers are now outlining their plans for the campaigns which they intend to launch during September.

The Victor Dealers' Association is planning a Victor Week during the fall and is making some extensive plans to carry it through. In the first place there will be an extensive bill-boards advertising campaign launched which will be on a cooperative basis and will have numbers of billboards throughout the city and vicinity 111; by SS feet, featuring the Victrola and Victor records. The conventions have adopted the slogan—"There is only one genuine Victrola—Look under the Lid."

Cohen & Hughes have discontinued their first showing of records on the first Wednesday of each month for the Summer and are arranging for a trip down the Chesapeake Bay one night shortly which will be in the name of a demonstration of the Victrolas and latest records. The trade generally will be the guests of the firm and as everyone in the business knows, what this means a capacity crowd is anticipated. Manager Robert Ward has charge of the arrangements. Mr. Ward, who said he was expecting a record-breaking rush of the Victor phonographs machines very shortly, has quite a unique sign displayed in his office. It reads: "There isn't No Hard Times Coming: It's Only the Soft Times Going."

The Columbia Graphophone Co. is now signing up dealers for two aircraft window displays in Baltimore, each featuring a dance scene and the others for children, just before bedtime. The company is booked up solidly for the rest of the month, August and September. The displays being put out are attracting considerable attention. William Heinemann, Jr., of William Heinemann & Sons', music store at Eastern avenue, at the suggestion of Manager Parks, of the Columbia branch, shipped six machines down to the Eastern Shore and followed them down on the boat with the intention of renting a store and selling them. When he arrived he found a little man's convention was being held and it was impossible to get a store or accommodations of any kind. Noticing that the railroad station was about the only place that afforded any chance he asked the agent if he had any objection to allowing him to set up his phonographs in the platform. Receiving permission to do so Heinemann got busy and soon had the machine playing the latest jazz and other pieces with the result that he sold all six machines without a bit of trouble and without costing him a cent for rent. Now he is contemplating trying the same thing in some other towns.

Hobbs Brothers, of Roanoke, Va., have put over one of the best advertising schemes at Mountain Park, just outside the city limits, and the rest of the dealers are wondering how they did it. The story, as told by one of the Columbia salesman, is that Hobbs Brothers, by some arrangement with the Horace Oster orchestra, which plays the dance music, displays a card on the orchestra platform giving the name of the dance pieces and stating that it can be bought at Hobbs Brothers and is one of the latest pieces out, etc. This is the only advertisement that appears on the dance floor and it has brought considerable business.

M. F. Durlam, salesman for the Southern Furniture Co. of Danville, Va., had a funny experience a couple of weeks ago while out with a truck selling Columbia machines. He stopped in one of the typical country stores and while there the "funny man" of the village, one of which is always found in every country store, said: "Say, friend, why don't you go up to —-(mentioning the name of the closest man for miles around) and sell him a machine? He'll buy one." And the crowd chuckled. Durlam paid no attention to this and went on his way.

A little ways up the road his truck broke down and he was compelled to send to the town to get it fixed, which necessitated leaving the truck in the road till night. Not caring to leave the one machine which he had left in the truck, he asked and received permission to leave it in a nearby farmhouse. Before he left he showed the farmer how to use the records and told him to enjoy himself and maybe in the morning get up, the rest of the dealer. When he came back the farmer was so pleased with it that he sold the machine for $25 cash and $20 worth of records. And when he made out the bill of sale he discovered that it was the same party the would-be "funny man" at the store had told him to call on. When he went back to thank the man for his help the laugh was on the other man.

Maxwell Levy, a Victor dealer of Norfolk, Va., was here a couple of days ago placing his order for the Fall trade. William Birns, of the Gilnor Furniture Co., Charlottesville, Va., Columbia agent, was also here the past week looking over the displays and new models.
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 WHOLESALERS EXCLUSIVELY
Mid-West Point of View

Western Division of The Talking Machine World, Chicago, Ill., July 8, 1921.

Facts are facts and no Western business man ever heard of wants to make them out to be other than they are. Nor does any merchant want to own one on the Western staff of The Talking Machine World. So this paragraph is certainly not going to present a patch of prose or an out of place in the general state of business in the talking machine industry. But at the same time facts are facts, and when one looks at some of the facts one finds it very hard indeed to discover what it is that the pessimists are weeping about. One thing is quite sure, that there are a great many merchants in this territory who are doing wonderful preparatory work this Summer for Fall and Winter business. In other columns of the Chicago pages of The World the reader will find various notices of the opening of new stores, of reorganizations on a most elaborate scale, of reconstructions of old rooms for the better accommodation of talking machine business, and other encouraging and interesting items of the sort. At the present moment three new installations of equipment, out of many others in process of completion in Chicago alone, represent an outlay of upwards of $110,000. This does not look like any lack of faith in the future of the talking machine business. As a matter of fact there is no such lack anywhere. There has been, and to a great extent still is, something of a cessation of buying on the part of the general public, but this has been brought about by general economic conditions, not by any dislike for the talking machine itself. The buyers' strike has come about because values have been at sixes and sevens in many industries, so that the public had become suspicious of all values. When the curve of high prices and over-extension generally led towards unreasonable heights, there was a most unnatural sudden change. The people stopped buying, but they were disgusted—and, besides, they were afraid. Whatever may be the causes in respect of the great basic industries, the cause in the musical industries has been what we state. This state of the public mind is overactive only slowly. But it is being overcome, and the merchants who see so far ahead are making the stronger preparations to be ready for the general resurrection which they anticipate in the Fall. But in this they are right. If any one still feels uncertain let him remember that when astute observers of the business bars-meter the risks which so many Chicago merchants are now taking, by investing heavily in improved equipment, the best thing for the doleful is to go and do likewise.

"The Chicago Victor Wholesalers receive the honor of your present Friday, July 8th," so ran the invitation which every member of the National Association of Talking Machine jobbers, on route for the convention at Colorado Springs, received as he or she stopped off at the Great Central Market, via Chicago. The invitation, signed R. S. V. P., was signed by L. C. Wiswell, in behalf of the energetic wholesalers of our Chicago district aforesaid. And the entertainment which Mr. Wiswell, with his attendant satellites, ably backed up by the equally energetic Dan Creed with his myrmidons provided, was "one" entertainment, as the Western staff of The Talking Machine World can angrily state. The details will be found elsewhere, but at this point it is enough to concentrate our attention on another aspect of the case. The nice thing about it all was the friendly cooperation between these big wholesalers. They are keen competitors with each other, yet all are animated by a single spirit of loyalty to the great Victor institution and have the wisdom to see that much more can be done by helping them to fight among themselves. Such a spirit is not at all unusual in cooperation with the Victor Co., and we wish there were more of it throughout the trade. One thing is always certain: that there are big things in store for the Victor. Prosperity enough for all, if each devotes his time and energies to playing his own game and not interfering with that of his neighbor. These Chicago Victor wholesalers, as the pages of every issue of The Talking Machine World amply show, are the keenest of competitors. Each works his own game as hard as it can be worked, but when the general interests of the business of which they are all alike cognizant-spirits are at stake the competition ceases then and there. All work together as one to protect the common interest and to defend the common cause. That is why the National Association of Talking Machine Jobbers found itself entertained on route by the associated Victor wholesalers of Chicago, with delectable results, which by this time are known to all.

We have always suspected that S. A. Ribolla is a bohemian turned, for fanciful purposes of his own, into a talking machine man, but who in some previous incarnation must have been a banker of Venice or a counselor of the Old Lady of Threadbare Street. For the amount of information which we seem to have, of matters financial, economic and industrial, in the broadest sense of those terms, is quite extraordinary. He appears to know, likewise, how to turn this sudden knowledge to account for the purposes of his own business, which, as The World hardly needs reminding, is that of governing the destinies of the General Phonograph Corp. of Illinois. Now the General Phonograph Corp. of Illinois is a hefty sort of institution which spends Chicago and other salubrious articles of the kind around a prosperous mid-West territory, and Mr. Ribolla is its presiding genius. When any members of the trade want to know what the farmers down-State are going to do they go to S. A. Ribolla and find out. In other words, Mr. Ribolla is another way of writing S. O. S. When they want to know how business is likely to move during the next three or four months they hotfoot around to the corner of Jackson Boulevard and Plymouth Court and their curiosity is rapidly and accurately satisfied. When they are wondering about the cattle situation, or the buying capacity of the people around these parts, they simply ask Ribolla. All of which shows that our friend knows his business thoroughly and not superficially. Which again leads us to the interesting fact that Mr. Ribolla views the present condition of things in this mid-Western field with sober optimism. He is neither discouraged nor excited. He sees things as they are. Especially he sees that the better merchants everywhere are by this time fully convinced that there is nothing wrong with the world and that the country is gradually but very surely liquidating. They know that this liquidation continues and is brought to completion business will find its right level. That is why so many of them are preparing for the running after the-Summer trade.

It.rested all right, but the periods of rest were not sufficiently lengthy to give anyone much time to take breath. The Edison Caravan is not exactly, save in respect of the length of its journeys, to be compared with the line of rug and spire-laden camels which wind over the w.i. desert. This carnaval travels swiftly in trains and when it gets to a caravanserai it starts things moving without delay. Then they continue to move, to do things, till the Caravan itself has to All-Aloud for another caravanserai. News columns of The Talking Machine World give the details for the interested reader, but as the Western editorial voice we rise to offer a few observations. In the first place, the Edisonian quality which principally strikes us with envy is enthusiasm. Edison jobbers and dealers are Edison fans, yes, even fanatics. The second observation is that if the meeting of the Caravan in New York came within a mile of the Chicago affair then we don't know enthusiasm when we see it. It is good to see a bunch of men (and women too) really one minded and one-hearted on the subject of their great common interest. And the third of these random observations is that the playlet, "School for Salesmen," is really more than just good. When one sees the truth about liaison salesmanship put on the stage in the shape of a clever comedy—when, in short, one sees bank's own eyes the act itself being set forth instead of being merely talked about—then one is happy. Mr. Maxwell is to be congratulated. The Caravan members and their staffs are to be congratulated.
Chicago, Ill., July 6.—Many dealers in this section are complaining that business is not what it should be. Others, again, are saying that business is good. Naturally one wonders what is the actual truth. After a careful survey of trade conditions in Chicago the representative of The Talking Machine World finds that dealers who are making complaints are comparing the business of this Summer with that of 1930 and 1919, whereas those who say that business is good are making their comparison with the years 1917 and 1918. For that reason we believe that the dealers’ “good business” protagonists are right and the gloom disposers are wrong. As everyone knows, from a business standpoint the turnover of 1919 and 1920 was abnormal, and for that reason it is unfair and unjust to compare this year with either of the two last past. We hear the complaint that the so-called “bad business” is due to the volume of unemployment, but from what we can discover of the local labor situation the amount of unemployment now is not much greater than it was normally for several years before the war. We asked one dealer how the unemployment situation affected his business, and his answer was: “It didn’t make much difference to him, because when he had a prospect that lost his job he merely set to work and went after the fellow who was still working.” He added that he still had a very large and good prospect list with which to do business.

One striking feature of today’s business is seen in the vigorous preparations being made by so many manufacturers and their dealers for the coming Fall campaign. There has never been a time when so much attention was being paid to publicity. The big companies are using liberally newspapers, periodicals, poster service, etc., and have had copy prepared for big campaigns in advertising to be launched towards the end of the Summer. Another sign that business is now good, and will be better, is the number of new stores opening in this territory. Some of the largest investments for retail talking machine business that have ever been made have recently been closed, and these investments cover every section of the Chicago territory.

One instance is related elsewhere in the columns of The Talking Machine World. A man who has conducted a retail jewelry business in Chicago, and was, in fact, one of the business pioneers of his district, has invested the neat little sum of $100,000 for the establishment of a retail talking machine store. This is only one instance and we are in position to say that several other similar enterprises are to be seen. All of which will be made later.

So, everything taken into consideration, we can find no grounds for saying that business is bad. The men who are comparing this year’s business with that of the ante-bellum days are right, and are due to make a clean lip.

In the advertising department of Lyon & Healy, the latter was just a cut-out representing the piano from above, placed on the floor of the apartment to show how much space the Victrola takes. The results obtained by the piano department in conjunction with the wall pattern there is a printed post-card bearing the following text matter: “Please send me, withont obligation, a full-size wall pattern of a Victrola, beautifully lithographed in natural colors, so that I may see just how a genuine Victor Victrola will look in my home.” From present indications this Victor stunt is going even better than the piano pattern did, though that was considered one of the greatest advertising stunts that ever happened.

A Great Business Center

The world’s busiest corner, State and Madison streets, Chicago, also has a reputation for the

(Continued on page 133)

Sterling Reproducer

with

EDISON ATTACHMENT

Plays any and all Records

And plays them beautifully. It not only plays them all, but it plays them better. It is designed for giving perfect rendition of both hill and dale and lateral cut records.

Famous for its clear, flexible, non-metallic tone. Supplied also with Victor or Columbia attachments.
How We Help

Our Victor Dealers

Lyon & Healy Store,
Warehouses and Factory

A great many Victrola 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 cooperation 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 carry. 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
Send for copy of the "Oro-Tone" illustrating the Complete Oro-Tone Line.

The Oro-Tone Co.

1001 to 1015 George Street
Chicago, III.

From Our Chicago Headquarters—(Continued from page 131)

new large-size, thin-model reproducer, which has been named No. 01. Thus new model is of an extra loud tone and is so constructed that the stylus bar is interchangeable. In fact, it can be supplied either on the inside or outside of the diaphragm as desired. Besides this distinctive feature it has a new guard on the bottom of the sound box proper to prevent the stylus bar from being bumped while being manipulated above the record. This is also furnished on their No. LS box.

The Buck & Rayner ac-

Open Many New Accounts

There is keen rivalry among the boys of the Columbia sales force, who are trying hard to put their office at the head of all the Columbia branches. In the past week they have opened half a dozen new accounts, all of which will handle Columbia goods exclusively. Among those who have recently taken on Columbia agencies in Chicago is the branch of the Wal-

No. 1E ORO-TONE
For Playing All Records on the Edison

No. LS-V ORO-TONE
For Playing All Records on the Victor

New Aeolian Dealer

The Schmidt Mfg. Co., retail phonograph deal-

Mr. Sebok said that the nineteen new German records recently released by the Columbia Co. have received a hearty welcome from his dealers. The Schmidt Mfg. Co., retail phonograph dealers, at Sixty-third and Steward, has been ap-

Mr. Cullen, who was re-

Open New Foreign Record Accounts

L. Schok, manager of the foreign record de-

Mr. Cullen has just returned front a trip through

Some time ago this company opened a new branch store at Sixty-ninth and Cottage Grove avenue, which was so successful that it had to be enlarged, and it has proved to be one of the best selling marts for Columbia goods on the South Side.

Another Chicago store handling Columbia goods exclusively is that of E. J. Newman, 6209 Belden avenue. This new concern is engaged in fitting up its store very sumptuously, and hopes to formally open its doors to the public within a short time.

Norman Smith Back at Desk

Norman Smith, assistant manager of the Co-

This new concern is engaged in fitting up its store very sumptuously, and hopes to formally open its doors to the public within a short time.

For the Edison

No. 1E ORO-TONE
For Playing All Records on the Edison

Attached in second second, needle remains perfect center in playing either hill and dale or perfect cut records. TONE QUALITY—Full, rich and glowing, with great singing power and absence of metallic shrillness and surface noises.

For the Victor

No. LS-V ORO-TONE
For Playing All Records on the Victor

Attached in one second, needle remains perfect center in playing either hill and dale or perfect cut records. TONE QUALITY—Full, rich and glowing, with great singing power and absence of metallic shrillness and surface noises.

For the Columbia

No. 1C ORO-TONE
For Playing All Records on the Columbia

Attached in one second, needle remains perfect center in playing either hill and dale or perfect cut records. TONE QUALITY—Full, rich and glowing, with great singing power and absence of metallic shrillness and surface noises.
FROM OUR CHICAGO HEADQUARTERS

Mut turn
hrailiplarters an
Admas street.
pope of heralding all of the latest Colisishm hits.
changeable letters. and is now used for the par
4fi fret.
octant elertric
and had erected ono their
l'iano Co., Columbia dealers, so they got homy
Molise, and its lights made Om side 4,1 the street
clearly opened on this corner
of the lightest pols iii
store has traveled to all parts of the env,
finally corralled the 111,1 ins of the record
latest
releases.
make an ideal place for the voting folk. of
new ventilating system noel nit cooled, am! they
do a
waxed.
living roo
the way,
and al proem hr hits only tin hood, lint
which he found t.11

A nese stay to get homilies. was recently pot
He therefore lind some of the
customers from all
sired trick fur him and
he could iuerece wok'

FROM OUR CHICAGO HEADQUARTERS

The Lemke Fa ... Sart
Largest Manufacturers of DECALCOMANIA Transfer Name
Plates - Plates and Trade -Marks for

THE MEYERCORD COMPANY, CHICAGO

Transfer Name-Plates

THE MEBERCORD COMPANY, CHICAGO

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you or records and his friends in you for a machine.

Samples, Suggestions and Sketches Furnished Free

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you or records and his friends in you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Transfer Name-Plates

The new shop contains eight record demonstration booths, each by nine feet, and two machine booths, each by twelve feet. This new account was closed for the Wurlitzer Co. by Hans Schlossberg. The interior decorations alone of this new talking machine shop cost $25,000.

Reverber for Chicago Firm

The Central Trust Co. has been appointed receiver for the Venetian Photograph Co., against which a petition in bankruptcy was filed in June by Frank McCray. The firm, which had its headquarters at 604 Milwaukee Avenue, Chicago, was composed of Walter E. Neiman and Paul Hoffman.

Wind Up Nightingale Co. Affairs

The Central Trust Co. of Illinois, trustee in the matter of the Nightingale Mfg. Co., this
FROM OUR CHICAGO HEADQUARTERS
(Continued from page 134)

KAMP-O-PHONE PROVES FAST SUMMER SELLER
Rich Tone—Five Motor—Generous Discounts

We believe this to be the first real outing phonograph to combine superior tone quality with low price. Every camper, auto tourist, canoeist, motor boat enthusiast, picnicker, summer cottager, is a ready prospect for the Kamp-O-Phone. A strong national advertising campaign is appearing in the July magazines. Read the detailed description below.

DETAILED DESCRIPTION

Carries like a suitcase—barely 20 lbs.—size 8 in. by 15 in. by 13 in. Plays any disc record. Will hold six 10-in. records inside of top. Finished in waxed mahogany with dull brass fittings outside and nickled fittings inside. Note the improved tone arm and extra size reproducing apparatus. The Heineman No. 36 motor will play three 10-in. records on one winding. This new instrument is creating an unprecedented demand immediately shipment. Prices and terms on application. The nationally advertised price of the Kamp-O-Phone is $35—you know this is decided under the market for such a phonograph. Satisfaction or money back.

KAMP-O-PHONE

Merchandise Distributors Co., 221 W. Randolph St., Chicago, Ill.
Lidseen Fibre Needle Cutter

Sharpens the Needle Without Removing It From the Tone Arm
SHARPENS WITH A ROTARY MOVEMENT

A FEW MORE JOBBERS WANTED
The greatest seller of them all. You only have to show this to sell it.

THIS CUTTER IS MECHANICALLY PERFECT

LIDSEEN
832-840 SO. CENTRAL AVE. CHICAGO

THE FIBRE NEEDLE CORRECTLY POINTED
World, retail prices were quoted for the Stewart phono- 
graph which were intended to apply to Nupoint needles. The Energy, Photophone & Supply Co. is selling Stewart phonographs at the recognized trade prices, and the special offers mentioned in its advertisement were in- tended for Nupoint needles exclusively.

New Victor Account in Chicago

July 16 will herald the formal opening of Hol-
land’s Music Shop, at 6351 to 6353 South Hal-
sted street, this city. The new shop measures 50 by 110 feet, and is being handsomely fitted up in ivory and mahogany trimmings. The new place of business will handle Victor goods exclusively, and is equipped with twelve demonstration booths, ten of which will be six by nine feet, and the other two nine by twelve feet. These booths are to be absolutely sound-proof, and equipped with the most up-to-date air-cooling system.

M. Z. Holland, the proprietor, is one of Engle-
wood’s pioneer merchants, and for many years he has conducted an elaborate jewelry shop at Sixty-second and Halsted streets. Mr. Holland has invested upwards of $100,000 in the new shop, which makes this the biggest project he has ever attempted on the South Side. The Holland account was secured by the Victor Jobbing de-
partment of the Chicago & Southern Supply Co., especially due to L. E. Noble, manager of Voi-
lite’s retail department, who did much to bring the deal about. The manager of this new store is another friend of Mr. Holland who for some time has been conducting the Morning Music Shop at Fifty-first street and Prairie avenue.

Boosting the Pageant

Conley’s Phonograph Shop, at 714 West Sixty-
third street, which handles Brunswick talking machines and records exclusively, is busily en-
gaged these days in making preparations to boost the Chicago Pageant of Progress, which will be pulled off from July 20 to August 14, on the great Municipal Pier. The Englewood Business As-

New Jewel Tone Arm

The Jewel experts have been working on this new device for the last five months and are just ready to announce it to the trade. A new feature is that the device is controlled entirely by the raising and lowering lever of the Edison phonograph. When it has once been inserted in place of the Edison reproducer it need not be touched again except for the purpose of inserting needles. It is automatic in operation. The reproducer may be turned up to receive the needle, and when playing lateral records a minimum weight bears

on the needle point. The Jewel people say that this new device represents the fruit of many valuable suggestions tendered them by men prominent in the Edison organization, as well as by jobbers and dealers.

The Jewel Co. has just gotten out an attractive little six-inch pamphlet carrying their No. 2 tone arm and reproducer, equipped with a Jewel nut. One of the features of this tone arm is the mute, by means of which the tone can be controlled in volume independent of needle changes or amplifier.

O Joy

James F. Bowers, chairman of the Board of Direc-
tives of Lyon & Healy, has left Chicago for Afton Park, N. J., where he and Mrs. Bowers will spend the Summer. One of the things that was bothering Mr. Bowers the day before he left Chicago was that he was fearful that some un-
seen power might cause him to stop off at Jersey City long enough to witness the California demonstration between an Irish and French professor, scheduled to take place on July 2.

New Company Takes Over Lamaphograph

The Burns-Pollock Electrical Mfg. Co., of East Chicago and Indiana Harbor, have just filed articles of incorporation, calling for a capital stock of $1,000,000. This company has taken over the interests of the old Lamaphograph Co., of St. Louis, and will manufacture the Lamaphograph, which will be known in future as the Aladdin phonograph—a combination of electric lamp and "talker." The incorporators are J. E. R. O’Han, Avi-
thony J. Burns and Thomas Pollock, all of Lake County, Indiana. Preparations are now well un-
der way for extensive production of this combination lamp and talking machine, and the company expects in a short time to be able to offer this instrument once more to the trade. It is under-
stood that many new devices have been added to it, which will make it one of the most perfect of its kind.

New Brunswick Shop

The Brunswick-Balke-Collier Co. added another class shop to its already large Chicago family when the Chatham Brunswick Shop formally opened its doors in the public on June 25. The new place is located at Seventy-fifth street and Cottage Grove avenue, and is con-
ducted by the Rosenberg Bros. Brunswick ma-
cines and records are handled exclusively in the new shop, which is one of the largest in that sec-
tion of the city. There are five demonstration booths, air-cooled and ventilated, and these booths, together with the entire store, are hand-
sonately fitted up with luxurious furniture, which artistically matches the French-gray finish of the

A NEW FLETCHER PRODUCT

Fletcher REI TRADE MARK

Fletchebrand

Reproducer and Connection

for NEW EDISON

Plays all Records

FLETCHER-WICKES CO.

6 EAST LAKE STREET, CHICAGO, ILL.
Repair Parts
For All and Every Motor
That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—In the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expect repairing on all makes of phonographs and motors.

---

Consolidated
Talking Machine Co.

136 W. Lake St.
Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 137)

well and triumphant. A similar occasion was opened by Brunswick recently, when the Hyde Park Brunswick Shop formally threw open its doors to the public at Fifty-first Street and Racine Avenue, Chicago. This store has an ideal location, near the Fifty-first street entrance of Washington Park, which is the scene of many prominent band concerts, given by the South Park Commission during the summer months. The reputation of these concerts has come far and wide. The location of the new store at the entrance of the park, which is served by the Indiana rail line and Fifty-first street station of the South Side Elevated, offers a splendid opportunity to its owners to attract numerous sales for records on hand nights.

Brunswick Artist Successful

Mario Chabriel, who has the reputation of being one of the country's greatest tenors, as well as one of the Brunswick Co.'s leading stars, gained a great reputation for himself with Chicago audiences recently, when he appeared as Edgardo in "Iuria di Lampedusa" at Ravina Park on the evening of June 26. His success was so great that he was encored and requested to appear the following night. A small crowd greeted him on the evening of July 2, when he appeared as the Duke in "Rigoletto." One of the striking features of this clever tenor is that he is a native of this country, having come from Los Angeles.

Bublé Books Go Big

The Bublé Books make one of the best sellers for the summer months, according to R. A. Peroni, of the Consolidated Talking Machine Co. They are far better fitted for the smaller cities than for the big towns, and the business coming from this source has not diminished as it did in the metropolis cities. One noticeable point about the Bublé books is that, although they were originally conceived as a Christmas article, they have become standard sellers, and are one of the best repeat articles that have ever happened. Another most noticeable thing is that most of this business is coming through department stores. According to Mr. Peroni, the popular talking machine dealer had better look out and get busy, as he is letting a good thing slip by, which the department store men are just eating up.

New Pennsylvania Distributors

The National Phonograph Co., of Pittsburgh, Pa., has just been appointed Pennsylvania distributor for the Hughes Pick-Up Needle Cup. The new little device has won with phenomenonal success. By means of a little lever a magnetized pickup device is swung over the needle cup, and when it is swung back the needle comes with it. In the meantime the device the needles are kept away from contact with thumb and fingers, and the owner of the talking machine, in going after the world, does not have his fingers peeled, as it generally is the case.

Opera at Ravina

Charles Hackett, Iberico Stracciali and Florio Marth, exclusive Columbia Symphony artists, are the featured singers at Ravina Park this year. The season for the park began June 25, and is now well under way. In the opening opera, "The Barber of Seville," all of the leading parts were held by Columbia stars. In this opera also another Columbia artist, Leon Rothil, appeared with the aforementioned three, and their presence has been a great boost to Summer symphony record business in and about Chicago. Columbia dealers in this locality are attending in great numbers.

Plans of Illinois Musical Supply Co.

There was recently organized in this city a new company, known as the Illinois Musical Supply Co., and which will hold forth at Fifty-ninth street and Racine avenue. The purpose of this company is to eliminate for the dealer all overhead costs, whereby he is enabled to make a closer price on all overstock. The merchandising consists of mandolins, ukuleles, violins, banjos, record accessories, attachments, needle cutters, needles, etc., etc. One of the features of this new company's guarantee to merchants is that the prices on any goods listed in the catalog should decline between the date of issue and the time of order dealers will receive the benefit of the reduction.

Lyon & Healy's Attractive Window

When it comes to attractive windows in Chicago it is hard to beat Lyon & Healy. In the window on Fifteenth Street "The Baby" is very attractive. Every time the Lyon & Healy experts decorate a window they do it in a style that keeps the tongue taut all along the street. Their latest masterpiece is a Victor window, portraying the exterior of a summer house. The front porch is covered with a grape vine trellis. In the foreground is a Victor XIV model and in front of this the figure of a woman sitting in a rocking chair. A little off to one side is the figure of a little boy sitting in a swing, which, by suitable apparatus concealed above, is caused to oscillate constantly. The floor is carpeted with a grass mat. The edges of the porch are decorated with morning glories and rose bushes.

A Window Full of Ideas

One of the windows in Waxbatter's Wabash avenue store is just loaded with good advice for the Summer tourist who contemplates embarking about Lake Michigan and its inland ports for

Price Reductions on Enclosed Motors

We have recently made sharp reductions in the prices of enclosed, self-lubricated motors—due to increased costs in labor and material and a larger output.

This will put the Enclosed Motor within the reach of those manufacturers whose desire has been to use this motor, but whose lines have not been high enough in price to do so.

The same quality and high degree of inspection will be maintained.

REMEMBER
You don't have to tune this motor. It comes in you silent and smooth running. It reaches your customers in the same condition.

Ask about various models and prices.

United Manufacturing and Distributing Company
536 Lake Shore Drive
CHICAGO

Edison Diamond
Amberolas—Plus Service
You have the quality of Edi
son Instrument Lim
have placed a trial order with
A TRIAL CONVINCES
Our Service Covers the Country
William H. Lyons
Formerly Jas. 1. Lyons
17 W. Lake St.
Chicago
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

ing the Summer vacation season. This window is attractively got up to represent the end of an old dock. Resting on some of the tilting of this dock are some of the sample Victor table model machines, as well as one of their new portable instruments. In the background is to be seen a representation of the lake with a sport cruiser in silhouette. On the back of this are some exotic cutout figures dancing and singing about the cutout figure of a Table Model Victor. The sound advice comes in by means of two signs placed on the crest of the waves, which read as follows: "Take the whole Victor crew along with you. You will not have a seasick artist following you."

**Take on Granby Agency**

News has just been given out by F. D. Hall, president of the Hall Mfg. Co., that his company has been appointed representative of the Granby Phonograph Corp., for the States of Illinois, Michigan and Southern Wisconsin. In connection with the Chicago headquarters the Granby will be handled from the Detroit branch. Great plans are now well under way at headquarters here and at the Detroit branch for the purpose of putting in errantry accounts in every available place through the territory assigned to the Consolidated Co. The first Granby shipments have reached Chicago and Mr. Fears immediately put them on demonstration at headquarters. During the first few days they were on exhibition he was successful in closing several nice deals for these instruments. The Granby deal was closed by E. L. Ginsburg, assistant sales manager of that company, who spent several weeks in and about Chicago looking after the trade.

Both Messrs. Fears and Ginsburg are to be congratulated on closing this deal, which brings the Consolidated Co. one of the best-known of the newer makes of instruments. As well as one of their new portable dock are sonic of the sample Victor table model machines. The old dock is attractively got up to represent the end of an eighteen foot boat.

**Music When You Want It Anywhere! Any Time!**

**Boating, Camping, Canoeing**

**Nursery, House Party**

**Week-End Trips, Summer Home**

**Cash In Now!**

**Retail Price, $15.00**

<table>
<thead>
<tr>
<th>Dealers' Prices, Each</th>
<th>2-5</th>
<th>6-12</th>
<th>13-24</th>
<th>25-50</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$11.00</td>
<td>$10.50</td>
<td>$10.00</td>
<td>$9.50</td>
</tr>
</tbody>
</table>

Leather Carrying Case, $6.00 extra.

**The New Improved Stewart Portable Phonograph** is the best seller in the field. The demand during the next two months will be greater than ever. Are you prepared to supply this demand?

**The New Improved Stewart** is an ideal phonograph for everybody. It holds twelve records—plays all makes. Pure, sweet resonant tone—quality unsurpassed.

Compact, neat and light in weight. Easily carried anywhere—from room to room—to the lawn. For the summer cottage, boat or canoe, it's just what everybody wants.

Equipped with powerful, smooth-running precision, a beautiful mahogany finish with nickel trimmings. Special gold finish, extra.

The Stewart is guaranteed against imperfections in workmanship and defects in material for a period of one year from date of purchase.

---

**FILING CABINETS** of the Art Model Console Type especially adaptable for Victor IX's.

Our line of Talking Machines covers your trade from PARLOR to PICNIC whether you are in the market for Console Art Models, Upright Cabinets (all sizes), Table Machines, or the KAMOPHONE (of which we are the sole manufacturers).

Write us today, if quality and price interest you.

**Illinois Phonograph Co.**

400-412 W. Erie St., Chicago, Ill.

was formerly contained in a single store room, but since taking on the Victor account Justin Bros. have opened the adjoining store and thrown the two together in a most effective manner. There are in all eighteen demonstration booths. Justin Bros. are considered by many to be the most progressive talking machine dealers in any outlying district of Chicago. They have three delivery trucks in constant operation.

When the new store was opened the people of the neighborhood were entertained by both orchestral and vocal talent, and it is estimated that five thousand people were present on this interesting occasion, all of whom were most enthusiastic and complimentary.

Welcome Home!

Griffith P. Ellis, sales manager and secretary of the Chicago Talking Machine Co., returned to Chicago on the first of the month from the University of Pennsylvania Hospital at West Philadelphia, where he had been undergoing treatment. As evidenced by his general appearance.

(Continued on page 140)
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 139)

more, Mr. Hilla must have been in the hands of some very clever surgeons, and upon his arrival in Chicago he received a warm welcome from his many trade friends, who were eagerly awaiting his return regarding his present condition.

Handker Wholesale Records

Robert M. Noble, formerly connected with the retail department of the W. W. Kimball Co., has been an enthusiastic, but now he is manager of the wholesale talking machine record department of this concern. The appointment came as a surprise to Mr. Noble, who is now in full charge of this branch of the W. W. Kimball Co.'s business.

Second World Co. Dividend

The Chicago Second World Phonograph Co., in Chicago were advised recently that a second dividend has been declared by Seabury E. Eastman, president in bankruptcy. The dividend was immediately declared yesterday, July 15, payable within ten days to the holders of the Central Trust Co. of Illinois, trustee, Chicago, Ill.

W. H. Wade to Join

W. H. Wade, proprietor of the Wade Talking Machine Shop, left on the 9th of the month for New York, where he went to make arrangements for the Imperial Council session, which will be held by the Speakers there June 14-15, 1921. At that time it is expected that Mr. Wade will be put under of Midland Temple, Chicago, and will lose the chance of 750 Speakers from Chicago to Fusion Midland Temple, the way, is the largest single organization in the world making one preaching service, and boasts of a membership of 27,000.

While in New York Mr. Wade will make arrangements and sign contracts to take care of the membership, such as bands and parades, etc., that will go as delegates from Chicago. After these arrangements have been made Mr. Wade will go down the Coast to Los Angeles for two weeks' vacation, and will be back in Chicago in time for the opening of Chicago's big Tournament of Roses.

A Magnificent Store

There seems to be a conflict now between all Victor dealers in Chicago as to who shall be considered King Nor in having handsome stores. At the moment of going to press we remain of the opinion that the leaders are on H. F. Schott's, proprietor of the Lawrence Avenue Cathedral of Music. The grand opening of this new Victor store takes place this Friday, July 10th, at Lawrence and Midland and Lawrence Avenues, but it is the store, not the business, which is new. Mr. Schott has been for some years at 3007 Lawrence avenue and his account is handled by the Chicago Talking Machine Co. The decorations for the interior of this new store are the most gorgeous ever attempted by a talking machine outlet in this city. The ceiling is done in ivory and the walls of old rose. The woodwork is of special stained green oak and the curtains tinted of solid walnut. The color scheme of the drapes throughout the entire establishment is in perfect harmony with the rest of the decorations. There are, in all, sixteen built-in demonstration booths, as well as a twenty-five foot record counter, with a capacity of 8,000 records. The display windows cover a frontage of 111 feet and as their Victor products will have exclusive representation.

The Cheney Resonator

The Cheney Resonator is the title of a new house organ that has just been brought out by the Cheney Talking Machine Co. This new organ is built on the reputation newspaper size of cost and contains much valuable data relating to sales plans, advertising helps, etc., from the Cheney Co. to its dealers. The little paper is exceptionally clever and shortly after it was sent out to the trade, on the 4th of July, the Cheney Co. received many congratulatory letters from the dealers commenting upon its.

W. A. Burr, sales manager of the Cheney Talking Machine Co., has just returned from a two weeks' vacation. He reports that and what he did seems to be a big secret with him, but from the door seat of, too, pins the fish hook on his在这段文字中，我们已经读到了一些关于踏入上海机器世界的事情。从那里我们得知，现在，W. H. Wade, 萨尔瓦多的韦德谈话机器店的主人，离开芝加哥，前往纽约，他去那里是为了和帝国大会的组织者会面。他将在那里签署合同，以确保他的商店能够容纳750个演讲者。当帝国大会的会议于1921年6月14-15日举行时，他将被指派为会议的主席。他将去旧金山，旧金山，是最大的单一宗教组织，世界最大的制作一个宣教服务，拥有27,000名会员。

在此期间，他将在纽约市制定安排，与乐队和游行等合作，为那些将去芝加哥的代表做准备。到达纽约后，他将参观洛杉矶，为两周的假期做准备，然后返回芝加哥，赶在玫瑰花会开幕之前。

一个壮观的建筑

目前，芝加哥的各维克多商店似乎正在为争夺“国王”称号而激烈竞争。目前我们还不确定谁是领头羊。但是H. F. Schott的商店，位于劳伦斯大道的教堂，似乎是领先的。这家新维克多商店的盛大开业定于7月10日，星期五，位于劳伦斯大道和梅德兰大道。该商店的主要特色是其内部装饰，其中包含了许多精美的设计，包括环境装饰。该商店有16个展示室，可供展示维克多产品，具有独家的代表权。

 Cheney Resonator

Cheney Resonator是新推出的一种住宅报纸的名称，该报纸由Cheney Talking Machine Co.制作。这种新报纸的大小与报纸相当，包含了许多有价值的数据，用于销售计划和广告帮助，等等，直接从Cheney Co.提供给其经销商。

W. A. Burr，Cheney Talking Machine Co.的销售经理，刚从为期两周的假期中回来。他报告说，他在那里做了什么对他来说仍然是个秘密，但是从某种意义上说，他给他的同事和潜在的客户带来了新的希望和喜悦。

Model Shop Display Platform "Set"

The Model Shop Display Platform "Set" is designed through the use of these practical sales suggestions. It is an old saying that "goods properly displayed are half sold," and the adoption of the suggestions furnished by the Merchandise Manager of the Dealer Service department of the Chicago Columbia branch, together with the proper use of the many fixtures and sales helps contained in the Model Shop, will enable the dealer to display his merchandise in such an attractive way that a desire to buy is automatically created in the mind of the prospective customer.

The Model Shop, with its attractively decorated windows, suggests that one should "stop, look, come in and listen," and the store itself, with its merchandise conveniently and effectively arranged, creates an atmosphere which appeals to the dealer as being a genuine high-grade proposition.
M. G. Peters, supervisor of Dealer Service in the Chicago branch, makes his headquarters in the Model Shop and is doing everything possible to assist the dealers in solving their merchandising problems.

V. K. Tremblett Returns

V. K. Tremblett, one of the popular members of the sales force of the Chicago Talking Machine Co., returned to his desk the first week in July, after a three weeks' absence. During the time Mr. Tremblett was away he underwent an operation at the Mercy Hospital, Chicago.

Otto Schulz on Vacation

Otto Schulz, of the Magnolia Talking Machine Co., accompanied by his family, is on his way to Europe to visit relatives in Denmark. The trip, which will cover a period of three months, includes a visit to the battlefields of France and Belgium. Mr. Schulz also intends to make a survey of conditions in the talking machine industries in the countries which he is to visit.

Expects Him to Do Things

Robert M. Noble, formerly of the retail record department of the W. W. Kimball Co., who was recently appointed manager of the Kimball wholesale Okeh record department, has been in connection with the Kimball organization for many years and has seen wholesale service in other Kimball departments. His new duties offer him an opportunity to do something that he has been ambitions to do for a long time—
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.
WINNING TRADE IN POOR LOCATION

The Talking Machine Dealer on Side Street Can Win Success if He Utilizes Publicity to Gain Support and Interest the Public

The talking machine dealer located on a side street has a much more difficult task in trying to bring his establishment to the attention of the public than has the dealer on the main thoroughfare. The prosperity of a store depends, to a great extent, upon the number of people who pass by. So much importance is attached to this that one of the largest chain store corporations in the country, before deciding upon a location for a branch, places a man with a stop-watch in front of the proposed site to record the number of people passing daily. This is continued until a fair average is obtained. The heads of this corporation know that people passing the store notice it, thus a certain amount of free publicity is gained.

Now the dealer on the side street can largely overcome his disadvantage by supplementing his advertising with free publicity. There are any number of methods of doing this, but perhaps the most effective and the one which reaches the greatest number of people is through the medium of the local newspaper. The editor of the local paper will be glad to publish anything that pertains to news, and right here it may be well to state most emphatically that the talking machine merchant has plenty of opportunities for digging out newsworthy little articles relating to his business.

Gaining a certain amount of publicity, daily will prove well worth the effort. Many dealers do not know what news is, therefore the following few illustrations will not be amiss:

Remodeling a store, a letter to the editor stating your views on this is a sure way to collect an audience.

A great deal of business is gained in the store of one of the largest chain store corporations in this country, which in each case was estimated at $9,923. The 1919 figures show a decrease of talking machine and accessory imports to $68,244. Imports of records, however, increased to $40,693.

BRUNSWICK LINE WITH GRAM CO.

MILWAUKEE, Wis., July 5—The Edmund Grain Piano Co., of this city, one of the best-known piano concerns in the State of Wisconsin, has just agreed to a contract with the Brunswick-Balke-Collender Co., and will handle the Brunswick line in its Milwaukee store. This store, by the way, is one of the biggest in the city, and offers an exceptionally fine representation for the Brunswick line.

The O'Neill Music Shop, of Daytona, Fla., is now handling the Brunswick line.

TALKING MACHINE EXPORTS

Value of Talking Machine and Record Imports to Brazil From the United States

Among the chief articles of import into Brazil from the United States are talking machines and accessories and records, according to data collected by the Bureau of Foreign and Domestic Commerce at Washington. In 1918 the value of imports of talking machines and accessories totaled $72,343, the value of record imports from this country was estimated at $9,923. The 1919 figures show a decrease of talking machine and accessory imports to $68,244. Imports of records, however, increased to $40,693.

BRUNSWICK LINE WITH GRAM CO.

MILWAUKEE, Wis., July 5—The Edmund Grain Piano Co., of this city, one of the best-known piano concerns in the State of Wisconsin, has just signed a contract with the Brunswick-Balke-Collender Co., and will handle the Brunswick line in its Milwaukee store. This store, by the way, is one of the biggest in the city, and offers an exceptionally fine representation for the Brunswick line.

The O'Neill Music Shop, of Daytona, Fla., is now handling the Brunswick line.

On the VICTOR

SUPERIOR UNIVERSAL REPRODUCER

C4Mellower,More Musical Tone on All Makes of Records

SAMPLES ON APPROVAL

Superior Reproducer with 31-75 Video-Silencer—Sample Prepaid to Dealer, Nickel $4.15—Gold $5.35

Rational Reproducer with 31-75 Columbian Connection—Sample Prepaid to Dealer, Nickel $4.45—Gold $5.55

On the COLUMBIA

SUPERIOR Universal Reproducer

C4Mellower, More Musical Tone on All Makes of Records

SAMPLES ON APPROVAL

Superior Reproducer with 31-75 Columbia Connection—Sample Prepaid to Dealer, Nickel $4.15—Gold $5.35

Rational Reproducer with 31-75 Columbia Connection—Sample Prepaid to Dealer, Nickel $4.45—Gold $5.55

BARNHART BROTHERS & SPINDLER

Barlow and Twenty Streets

CHICAGO

ISSUE NEW EXPORT CATALOG

Milwaukee Talking Machine Co. Has Prepared an Attractive Volume Which Will Be Found of Great Aid in Building Foreign Demand

The Milwaukee Talking Machine Co. has issued a very attractive catalog exclusively for its export trade. This company's extensive manufacturing facilities enable it to take care of a good foreign business as well as of an extensive domestic demand, and it is going after both in an aggressive and forceful manner.

The handsome catalog gives illustrations in color of some eight upright styles with good descriptions. There are also several photographic reproductions showing an attractive young woman at a home listening with rapture to a Dallor phonograph, which in each case is Model 5, a special to the export models. This instrument is described as small and trim, and in no sense a "junior." Wherever it has been introduced, say the makers, it has brought forth a great volume of sales. Dealers like this model and push it aggressively. The company has a well-organized foreign department, which has made a study of the situation and is prepared to furnish complete information at all times. The catalog is printed in several languages besides English.

FIGHT NEWS THROUGH MAGNAVOX

Sanders & Stayman Music Co., Entertains Crowds Waiting for Fight News

The Sanders & Stayman Music Co.'s branch in Connellsville, Pa., took advantage of the Dempsey-Carpentier fight to obtain publicity through the installation of a Magnavox in the Connellsville Daily News office for the dissemination of fight news to the public.

Just prior to the fight the crowd was entertained by the rendition of July releases of Vocation records furnished by the company. The Magnavox was connected to a wireless telephone and every detail of the preliminaries, as well as the championship fight, was given.

The Sanders & Stayman Music Co. has been so well pleased with the results of this novel method of obtaining publicity that they have made arrangements to continue this music service during the anniversary of the result of the games of the Pittsburgh National League.

CONGRATULATIONS

Eldridge Fensmore Johnson, son of Eldridge R. Johnson, president of the Victor Talking Machine Co., Camden, N. J., was recently married to Miss Janet Darby, daughter of Dr. George Darby. The couple are spending their honeymoon in California.

The Newsmore Furniture Co., Ft. Meade, Fla., recently took on the Brunswick line.

VARNISH DRYROOMS

with the EJECTOR SYSTEM

Nothing New
Write for EJECTOR Bulletin
Just off the Press

DRYING SYSTEMS, Inc., 111-17th So., Desplaines St., Chicago

USERS OF OUR DRYERS PROTECTED BY GROSVENOR PROCESS PATENT 1,126,477.
Feature the brilliantly colored Columbia Patriotic Record Gift Envelopes for all they're worth this month, and you'll find that they're worth a lot. Display them in your window and around the store. How many have you ordered?

Columbia Graphophone Co.
NEW YORK

SALES FOR MONTH VERY SATISFACTORY IN LOS ANGELES
Edward Humphrey in Broader Field—New Quarters for Patrick Co.—Several New Stores Open—Columbia Manager in Council—During of Richardson Forces—Edison Men at Convention

Los Angeles, Cal., July 6.—Reports from the talking machine departments of the leading downtown music houses indicate that sales for the month have been very satisfactory to a degree compared with the same period in former years. The local folders of the various makes of instruments also declare that business for the month showed a pre-war increase.

Edward Humphrey Resigns
About three and a half years ago A. Hamilton & Sons decided to open a talking machine department on the third floor of their immense establishment under the management of J. Stevens, who, however, was forced to leave on account of illness, and in September, 1918, Edward Humphrey was placed in charge. Mr. Humphrey not only developed and enlarged the business to such an extent that new rooms of unusual size and luxurious appointments were opened on the fifth floor, but a piano department was opened and has already grown to very satisfactory proportions. The main reason for Mr. Humphrey's resignation was in order that he might take up the concert and oratorio stage as a profession. He is possessed of an unusually fine tenor voice and has been studying for some time under Eugene Alberti, Mgr. Humphrey received many expressions of regret from his stall and service force, with all of whom he was very popular.

New Dealers on West Seventh
Curtis's Music House is the name of the new talking machine store on West Seventh street, opened by C. H. Gore, and devoted exclusively to the sale of Pathé phonographs and records. The new store is handsomely decorated in ivory and very conveniently arranged for business; every Pathé model is an exhibition and a full and complete catalog of Pathé records is carried. Mr. Gore has been the Western representative for the Pathé Co. for some years and has had a very extensive experience.

Association Holds Large Meeting
One hundred and thirty-eight members of the music trades, including representatives of their various departments, sat down to a dinner banquet at the Roma Café on June 13. The meeting was more of a get-together assembly than for business discussion and no program had been arranged, which, in the opinion of some, was President Geissler, and several other members, was very much to be regretted. However, a very enjoyable evening was spent and at the next meeting of this kind a definite program will be arranged for in advance. A splendid jazz orchestra was supplied by New- ton Hancock, of the Hancock Music Co., which played during dinner. An excellent address was given by Frank Gerwig, of the Southern California Music Co., and by President Geissler.

Patrick Music Co. Moves
The Patrick Music Co. of Long Beach, has moved from its old quarters on Pine street to new premises almost directly opposite. The new store, however, is much more elaborate and spacious, and occupies three floors. The interior decoration is unusually attractive and designed in Spanish style of decoration. A small vestibule with ornamental tree and splashing fountain occupies the front immediately before the entrance and show window. Inside the large showrooms is Spanish with rough, massive beams in the ceiling; a staircase leading to an arched balcony. The supporting columns are ornamented in polychrome colors and are very handsome. Below the staircase and balcony a large archway leads to the record demonstration rooms and sales counter, the ornamentation being heightened with a red and yellow effect.

The piano and player - piano departments are upstairs, as well as the player roll rooms. Mr. Patrick is to be congratulated on his new music store, which will doubtless be well acepted by the people of Long Beach.

Platt Music Co. Has Big Month
P. H. Beck, manager of the Platt Music Co. of Long Beach, reports exceptionally fine business during the past month. The total sales for the month exceeded 100 per cent in the history of the department with the exception of those for the month of December last. Sales for individual days have reached very high water marks and Mr. Beck pays a high tribute to his sales force particularly that of the salesmen, his assistant, Mrs. Layner.

Columbia Managers Convene
The three Columbia Pacific Coast managers, Messrs. Siddle, of Los Angeles; Ackley, of San Francisco, and Layton, of Seattle, gathered in Los Angeles for a sales and business meeting. Mr. Ackley, manager of the San Francisco branch, was formerly attached to the Los Angeles branch, and seized the opportunity of meeting a number of old friends. He reported very satisfactory business and conditions in his northern California territory.

New Victorita Store in Los Angeles
The first Victorita store in Los Angeles is at Colyer's furniture store. It enjoys the distinction of being the only Victor store on South Main street and advertises accordingly. It is attractively decorated.

Richardson's, Inc., Has Annual Picnic
The annual picnic of Richardson's, Inc., was held last month in Tappan's Farm. Practically the entire sales and office force, together with numerous friends, attended. Everybody had a most enjoyable time and W. H. Richardson, president, and Treasurer Schreuer excelled in details of arrangement and original ideas of entertainment.

Attended Edison Caravan Convention
Zane Hite, manager of the Edison department of the Fitzgerald Music Co., Los Angeles, accompanied by H. O. Collins, Edison manager of the Long Beach branch of the same company, attended the Edison Caravan Convention in Vancouver.

A very successful and well-attended concert was given at Trinity Auditorium by the Fitzgerald Music Co. during Music Week, and consisted of an Edison talent tour with Glenn Eison, the well-known Scotch baritone.

New Brunswick Dealers
Howard Brown, branch manager of the phonograph division of the Brunswick-Balke-Collender Co. in this city, announces several new dealers, including Herbert Gellner at Huntington Beach, which has lately become famous for oil wells, and Scooter & Nelson at Huntington Park.

Victor Representative Here
Donaldson Leopold, the traveling representative of the Victor Co. has been making his headquarters in Los Angeles for some time. He has been of great assistance to the dealers in many ways and has become very popular among all members of the trade.

Edison Manager Attends Convention
C. A. Lovejoy, manager of the Los Angeles branch of Edison's Limite., attended the Edison Caravan Convention in Vancouver.

Long Beach Stores Congregate
American avenue, Long Beach, is becoming quite a music row (to rhyme with owl), the Fitzgerald Music Co. has for some time had a very attractive store there, and the Mattson Music Co., a Brunswick dealer, has an up-to-date shop close by. The Down Furniture Co. is building on the same street and will have a very fine store in the near future, where the Pathé will be featured exclusively.
CONFIDENT FEELING PREVAILS IN THE TORONTO TRADE

Heinstein's Kitchener Branch Splendidly Equipped—Magnavox for National Exhibition and Central Fair—Empire Phonograph Parts Co. Opens Local Branch—Bradt a Visitor—Other News

TORONTO, ONT., July 6.—When, at the present time, the word "salesman" is being talked about and when conversations are apt to be filled too deeply by references to business failures, economic depression and the like, it is gratifying to hear of a store that, with the Heinstein's Kitchener branch and see with one's own eyes evidences of aggressiveness. Here five new salesmen rooms have been recently installed, making a total of seven in all. R. Mullin, the local manager, is having a private office built at the front of the store and after the whole store is redecorated, an operating partition necessitated by a fire which broke out during the early part of March, the Heinstein Kitchener branch will rank with the most complete music stores in the Dominion. The system of letting records out on approval has been permitted in the past by this firm, because there was not sufficient soundproof demonstration rooms to cater to the needs of customers. "But," explained Mr. Mullin to The World, "now that we have so many sales rooms we have eliminated the record-on-approval system altogether. It doesn't pay. Customers only abuse its privileges."

J. Mougins & Co., Canadian distributors of the Magnavox, have arranged to provide the Canadian National Exhibition authorities with two high-powered Magnavoxes to be used during the first week of July 30 to August 19. The system of letting records out on approval has been permitted in the past by this firm, because there was not sufficient soundproof demonstration rooms to cater to the needs of customers. "But," explained Mr. Mullin to The World, "now that we have so many sales rooms we have eliminated the record-on-approval system altogether. It doesn't pay. Customers only abuse its privileges."

G. W. HOPKINS SCORES IN ADDRESS MADE IN MONTREAL

Columbia Sales Manager Arouses Enthusiasm of Advertising Association—Berliner Co.'s Expansion Plans—Wilson & Sons, of Sherbrooke, to Feature the Stewart Phonograph

MONTREAL, Can., July 7.—Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, is about to leave this city after the recent meeting of the Association of Canadian Advertisers, Inc., at the Windsor Hotel on the subject of advertising men regarding their ideas as to salesmanship. He pointed out that manufacturers had left their selling to advertising and salesmanship had consequently been neglected. The present situation had changed matters, the buying public getting more salesmanship than six months ago, and to-day there is a lot of salesmanship behind the counter. He dwelt on the importance of executives paying attention to the choice of clerks. He gave a number of illustrations of good and indifferent salesmanship, making his points sparkle with anecdote and illustration. He closed with a plea for a real tribute to the importance of music in the home.

B. R. Forster, president of the Brillante Steel Needle Co., New York, was in Montreal recently.

V. Sgroi, the well-known Columbia and Edison dealer, was married recently and spent his honeymoon in the Lake of Two Mountains. The International, Ltd., is handled a large volume of business in the Columbia Model N.

D. W. Kennedy, of the Acoufax-Vacuum Co., New York, was a recent trade visitor to this city.

Charles Cusson is handling a largely increased business in the Etoner records and states that the buying public are asking for them.

Albert's Ltd., is handling the sale of Edison records.

Gen. Layton of Layton Bros., during his visit to New York at the Edison Caravan Convention, visited the new Columbia Building and was immensely impressed with the edifice and the treatment accorded him while on the tour of inspection.

The new material plant being erected by the Comet Co. at Lacolle, Que., for making the phonograph records, is, well under way and will be running in about four weeks.

H. C. Wilson & Sons, Ltd., Sherbrooke, Que., have secured the exclusive rights for selling the ('Continued on page 146)

TALKING MACHINE SUPPLIES AND REPAIR PARTS

The superiority of RENÉ MADE SPRINGS AND PARTS is not accidental but is the result of years of painstaking devotion to the highest standards of machine shop craft.

NONE BETTER IN QUALITY      NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.

Montvale, New Jersey
RECENT TRADE DOINGS IN MONTREAL
(Continued from page 145)

Stewart phonograph in their important territory. The Windsor Phonograph & Record Co., Ltd., Montreal, has made an assignment for the benefit of its creditors. A new and very creditable mouthpiece of the Berliner Gramophone Co., Ltd., in the shape of a monthly publication called "His Master's Voice" has made its initial appearance and has already been distributed among His Master's Voice dealers throughout Canada.

The Shatton Four, who were in Montreal recently recording at the studios of the Berliner Gramophone Co., Ltd., were induced to sing at a meeting of the Kiwanis Club. The members of the quartet, who gave such an enthusiastic reception that the regular speaker of the day had to cut his address short. The Kiwanis are still talking about the marvelous manner in which this quartet are able to put their songs over, and are much interested to know when the new records by them will be available.

One of the first steps of H. M. Berliner in assuming the vice-presidency and management of the Berliner Gramophone Co., Ltd., was to arrange a conference with the Victor Co.'s office at Camden, N. J. As a result of this conference the firm arrangers that, among other things, the trade is assured of an increased and more varied list of artists including many of the old-time favorite quartets, and a gradually increasing supply of Victorola that will uniformly meet all normal requirements and will make it necessary in the future for His Master's Voice dealers to look to any other source for satisfying their demand for instruments. These are but the first of several changes of policy which will be introduced as a result of Mr. Berliner's taking the helm of His Master's Voice Canadian interests.

TRADE SITUATION IN WINNIPEG

Attractive Edison Window Display—National Music Store Handling Columbia—Other News

WINNIPEG, Man., July 5.—The Edison Phonograph Shop recently held a very good display window, somewhat plain, but expressing the idea to be conveyed in a comprehensible manner. A large scale exactly balanced with an Edison machine, a picture of the opposite side supposed to contain $3,000.00 in gold, with the dial pointing to the top on which the words "In 500 invites" are placed, and the boxers convey at once the meaning that Mr. Edison spent $3,000,000 to perfect his machine.

F. S. Tutt, manager of the Edison Shop, and G. Paul, western manager of the "F. S. Williams & Sons Co., Ltd., Edison dealers, attended the Edison Convention recently held in Chicago.

Staunton's has been newly decorated throughout and reports a good sale of His Master's Voice records.

The National Music Store, Edmonton, Alta., is a new addition to the trade handling Columbia Grafonolas and records.

OPENING SHOT OF FALL CAMPAIGN

Knickerbocker Co. Entertains Many Dealers

Kniekebocker Co. Entertains Many Dealers

The opening shot of the Fall campaign of the Knickerbocker Talking Machine Co., Victor wholesalers, New York City, was the Augaust Victor record recital and business talk held on Wednesday, July 6, at the Knickerbocker Hotel, St. Louis, Missouri. Over 500 invitations were sent out to metropolitan dealers and the members of their sales staffs. As the date set was in close proximity to Independence Day the announcement of the event was printed in the news columns of the city newspaper, "The St. Louis Globe and Glory" proudly displayed on the front cover.

In spite of vacation and sultry weather the recital was well attended. During the course of the morning session, President and general manager of the company, announced the new advertising novelty which consists of an exceptionally attractive record cleaner bearing the Victor trade mark and ample for the imprint of the individual dealer. Each person attending the recital was presented with a cleaner with the imprint of the Knickerbocker Talking Machine Co. The advertising value of this novelty will doubtless be strong, as the record cleaner is usually kept in view and will serve as an impersonal reminder of the dealer who distributes it. At the conclusion of the morning session the Knickerbocker Talking Machine Co. followed its usual custom of inviting those present to an elaborate luncheon served on the roof garden of the Hotel Theresa.
SHEET MUSIC AND RECORD SALES

Tend to Help Rather Than Hinder Each Other, According to Experience

Although there has long been a belief in various circles that sheet music kills record sales and records kill sheet music sales, there has been established no proof that such is the case. Those who endeavored to get data on the problem found it was almost impossible to gather any evidence that would be considered authentic and accurate.

In more recent months, when the industries involved have operated under the closest competitive conditions, the general consensus of opinion has been that little or no sales have been lost through the individual activities of these products. It might be demonstrated in several instances that the sale of a record killed the sale of a given sheet of music; but on the other hand, the record sale was the means of giving publicity and contributed to the general exploitation of the song. No doubt, in an isolated particular instance also, it could be shown that the sale of a particular number or sheet music form killed an individual sale of a record. But there are so many other factors, including the number upon the reverse side of the record itself, that are involved in the sale of records that nothing conclusive is established.

For several months past a good many talking machine dealers, particularly those in the metropolitan district, have included in their stocks the faster selling of the popular numbers. Those who have had this experience state that they feel no loss of record sales and in fact they say they get results that redound to the general good of their business. Those who have installed popular numbers have chosen these goods in preference to stocking other material that is not so closely allied to their industry because it can be obtained with such ease, can be replenished overnight and because it means a quick turnover with a fair profit.

A word from Irwin Kurtz, president of the Talking Machine Men, Inc., a well-known New York dealer, on the subject will, no doubt, be interesting, for Mr. Kurtz recently inaugurated a small department for the carrying of the song hits and at a recent meeting of the above association he stated that the carrying of such material in no wise affected his sale of records, and, indeed, in many instances it was the means of adding to record sales. In addition he found the fast sellers good revenue producers and the means of attracting people to his store.

Other dealers have made similar comments, so there is hardly any doubt that where a dealer finds the need of a supplementary adjunct of a profit-producing character, sheet music can be and is often advantageously and profitably handled.

HARRISON MUSIC CO. DISSOLVES
Discontinues Control of Departments in Metropolitan Stores—Music to Be Handled by the Metropolitan Syndicate of New York

The Harrison Music Publishing Corp., New York, announces the dissolution of the Harrison Music Co., which operated the music departments in the Metropolitan, 40 and 50-cent stores.

In the future these departments will be operated exclusively by the Metropolitan syndicate, and M. H. Harrison, president of the Harrison Music Publishing Corp., will only set with that organization in an advisory capacity.

Announcement is also made that E. W. Friedler and D. E. Hokin, former executives of the Harrison Music Publishing Co., have severed their connections with that organization.

ACQUIRES MACDERMID CATALOG

Forster, Music Publisher, Inc., the well-known Chicago publishing house, recently acquired the catalog of J. G. MacDermid, the well-known Chicago composer and publisher. Mr. MacDermid has also accepted a contract to write exclusively for the Forster organization.

SONG SALES PASS 200,000 MARK

"Out Where the West Begins," one of the leading numbers of the Forster, Music Publisher, Inc., catalog, has reached the 200,000 mark in sales. The number is by William Cary Duncan and Dr. Anselm Corral.

ARTISTICALLY ARRANGED WINDOW ATTRACTS ATTENTION TO POPULAR BALLED

How Assell Utilizes His Window artist, even to the picturing of the white-haired mother seen as she kneels beside the cot of the baby of other years. The display was one of the most eye-arresting ever seen in the Maryland metropolis.

DAMROSCH'S AMERICAN PROGRAM

Walter Damrosch's American program with the London Symphony Orchestra, announced at the Congress of the British Music Society in June, will include excerpts from his own incidental numbers for "Iphigenia in Aulis" and "Electra," together with John Alden Carpenter's "In a Perambulator," and two movements from the "Indian Suite," by Edward MacDowell.

"Mother Eternal," is the title of a new song which is being exploited in conjunction with the exhibition of the motion picture of the same name. The number is by William Cary Dunne and Dr. Anselm Goetzl. It is published by M. Witmark & Sons.

FIVE RECORD RECORD BREAKERS

"ALL BY MYSELF"
The New Overnight Hit by Irving Berlin

"DROWSY HEAD"
The Supreme Waltz Melody of the Season

I WONDER WHERE
"MY SWEET, SWEET DADDY'S GONE"
Another "Strutters' Ball"

"WHEN THE SUN GOES DOWN"
The Orchestra Leaders' Favorite Dance Tune

"ONCE IN A BLUE MOON"
By writers of "On Forever Horseback," "Frothy Tom Tea," etc.

IRVING BERLIN, Inc., 1587 Broadway, New York
Presented herewith are a few of the eminent recitatives upon whose programs for the coming season will be found PALE MOON.

PALE MOON
An Indian Love Song

Music by
FREDERIC ROBERT MOORE

An American Song by an American Composer

Copyright 1921 by Music Publisher Inc. All Rights Reserved.
A "Sweet-as-Sugar" Fox-Trot

NEW "FOLLIES" PROVES A HIT

Latest Ziegfeld Revue Has Usual Quota of Interesting Musical Numbers

The fifteenth edition of the Ziegfeld "Follies," opened during the last week in June at the Globe Theatre, New York. No Ziegfeld offering has ever been received with more public approval or with such unanimous favorable comment from the newspaper critics. It is a revue in two acts and twenty-nine scenes with dialogues by Channing Pollock, Willard Mack and Raymond GMoor, with music by Victor Herbert, Rudolf Friml and Dave Stumper. Such names as the following appear among the principals: Raymond Hitchcock, Vera Michalena, Ray Dossey, Mary Eaton, Mary Milburn, Florence O'Denishawn, Van and Schenck, Herbert Hoey, Janet Stone, the Keene Twins, Edw. Wharton, the Darling Twins and Fanny Brice.

The music comes in for some unusual comment with "Bring Back My Blushing Rose," by Friml and Buck, and "Salty, Won't You Come Back?" by Stumper and Buck as the outstanding songs, and Victor Herbert's "Princess of My Dreams" running close up in popularity.

Fanny Brice sings the Feist number, "Moon Homme," as an interpolation, which is elaborately and specially staged; also the Shapiro, Biensteine & Co., song, "Second Hand Rose." The other songs that are worthy of mention are: "In Khorasan," "The Legend of the Golden Tree," "Every Time I Hear a Band Play," "Ragged Rag," and "Roses in the Garden." Other interpolated songs were contributed by Grant Clarke, James Harley, Blanche Merrill, Leo Edwards, Ballard McDonald and Harry Carroll.

The score is published by Harms, Inc., and includes the numbers mentioned above, with the exception of "Moon Homme" and "Second Hand Rose."

One of the remarkable features of the opening was the fact that the seats sold for $1, and the house was filled to capacity. Evidently the usual $8 figure for "Follies" seats will be continued.

TO CARRY MORE JAZZ TO LONDON

Under the direction of Cecil I. Crum, of Philadelphia, a student orchestra of Princeton University students will this summer carry American jazz to London, where the orchestra has been engaged to play at the Savoy Hotel. The organization, rated as the best of numerous Princeton bands, will play in London from July and August. It left New York for the other side aboard the steamship "Olympic" on June 25.

Among members of the orchestra are: E. M. Wilson and Tedis Huln, of Philadelphia; F. M. Roulden, of Alexandria; F. M. Blow, of Chicago, and Richard Berry and Gordon Pyle, of New York.

WALTZ GAINS POPULARITY

Too Much Energy Required to Dance One-Step Is Reason for Decline in Public Favor

Recently there appeared in these columns an article which commented on the future possibilities of the one-step and the waltz. It was the means of bringing to this office some further comment, much of it from publishers who have been giving the waltz and one-step consideration. We glean from the material at hand that there is no dispute about the growing popularity of the waltz. The publishers admit such is the case and from other sources we are led to believe the Full will see quite a revival of waltz melodies.

The comment received regarding the one-step, however, was not so favorable. As a matter of fact, it seems to be the consensus of opinion that outside of an occasional one-step which will have good possibilities of becoming popular from either a vocal or an instrumental standpoint, there will be few such numbers issued. The reason given for this is that as a dance the one-step is passé, requiring too much energy and exertion to perform and could only, as one publisher expressed it, be a favorite in a cold hall on a cold night.

TO PUSH "ALL BY MYSELF"

Extensive Summer Publicity and Exploitation Campaign for New Berlin Success

Early in August Irving Berlin, Inc., will inaugurate a publicity and exploitation campaign on the new Berlin success, "All by Myself." As in the recent "My Mammy" campaign, put forth by the same company, every trade and professional channel will be asked to co-operate. The arrangements for this are now being carried out with vaudeville and motion picture houses, talking machine record and player roll manufacturers, their distributors and dealers, and the sheet music trade.

Particular attention will be given in the coming drive to large orchestras, theatres and motion picture houses. Orchestra leaders have already shown interest in this fox-trot.

THE SUBCONSCIOUS TO BLAME

Ted Robinson, in Cleveland Plain Dealer, explains how old familiar airs manage to creep into the modern popular songs.

It is hard, sometimes, to distinguish between deliberate plagiarism and unconscious reminiscence, and for that reason it behooves us to be pretty sure of our ground before we accuse a writer or a composer of stealing, writes Ted Robinson in the Cleveland Plain Dealer. Especially in music is this true; melodies float about in the air and no composer can absolutely be sure that the one he is setting down as new has not been used before.

We ran across a bit of this unconscious repetition the other day, when glancing at some of the lyrics of Eugene Field. Field wrote with immense facility and it was never necessary for him to "lift" a line or an idea from another poet. But here are two lines that echo to others from an earlier bard. They appear in the tender lyric called "Garden and Cradle":

"The little stars are kind to him,
The moon she bath a mind to him,"

Now, in Sidney Lanier's "Ballad of the Trees and the Blaster" occurs this couplet:

"The little grey leaves were kind to him,
The thorn tree had a mind to him."

Just a melody, it was, that floated through the air; a sensitive ear captured it, a subconscious mind held it and a poet's voice hummed it one day, not dreaming that it was not all his own.

QUICK SUCCESS OF "CHERIE"

An item we think well worthy of comment is the unusual success attained in a short space of time by the Leo Feist, Inc., number "Cherie." No song in recent years, not even "Dardanella," obtained national recognition in so short a period. Much of this general publicity can be credited to the support and co-operation obtained by the Feist organization from the sales departments of the various talking machine record and music roll manufacturers, their jobbers and dealers.

Ted Robinson, in Cleveland Plain Dealer, explains how old familiar airs manage to creep into the modern popular songs.

IT MUST BE SOMEONE LIKE YOU

Charley Straight and Roy Barge have written an unusually attractive Fox Trot Ballad

"You can't go wrong with any Feist song"
The Hit of the Season

CAROLINA LULLABY

VICTOR RECORD No. 18762
Duet by Campbell & Burr

The Music, Without the Blur!

This ideal of talking machine manufacture is situated more nearly than by any other, in the construction of the

MARVELOUS MAGNOLIA
"Built by Tone Specialists"
"Magnolia Tone Deflectors eliminate the scratch"

"The Music Without the Blurr!"

We want to show you how big money is made with MAGNOLIA, and how big money is the best buy on the Talking Machine Market today.

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

MAGNOLIA TALKING MACHINE COMPANY
OTTO SCHULZE President
GUNDLACH & GROVE, F. W., W. A.
711 MILWAUKEE AVENUE.
BROOKLYN, N. Y.

The presence of the Marine Band accompanying the United States Marine Band for Victor, has won much favor in Washington, believes that the period of ineffectiveness which accompanied the uncertainty on the part of many Government clerks here concerning their prospective employment at the end of the Government's fiscal year, June 30, has reached its lowest point. Many clerks who were doubtful of being retained in Government service have not suffered the dismissal which they seemed to anticipate, and consequently dealers generally look for greater relaxation and an increase of sales.

B. C. Grove, both Columbia dealers, have taken the lead, locally at least, in endeavoring to force Victrola record business. Both establishments have hired high-school boys on commission basis to make a thorough house-to-house record selling campaign. Each boy is equipped with a set of the latest records and all transactions are on a cash basis. At the time of writing, this scheme, suggested by Columbia headquarters, has been in operation less than a week and the success of the effort is as yet unknown.

R. D. Thompson, of the Hecht Co., handling Columbia, Okeh, Edison, Gemmell and Emery, reports both machines and records good with bright prospects for Fall. The Hecht Co. is specializing on "machine-with-23 records" combinations, among particularly at the Summer camping trade.

Roberts & Fischer, Victor dealers, however, do not look for general improvement until Fall.

CREMONA EMPLOYES FILE PETITION

PORTLAND, Ore., July 5—A petition of involuntary bankruptcy was filed by seven former employees of the Cremona Phonograph Co., of Albany, against the company in the Federal Court, alleging that about $275 was due them for wages. The Cremona Phonograph Co., based in Portland and the concern was placed in the receiver's hands last April. It being, alleged at the time that the receivership was invoked in order to protect the investors. At the time of the receivership the assets included only $25 in cash.

Charles Mataselek has opened new Victor wareerooms at Forty-seventh street and Third Avenue, New York City. He was formerly a wholesale Victor traveler for S. B. Davega and later for the Kinklerbocker Talking Machine Co.
ALMOST all talking machine dealers wait and see the way in which the other dealer will merchandise his goods. But when you meet the exception, whose methods are original, distinctive, and progressive in everything from his advertising to his window displays, or from his form letters to merchandising ideas, you may depend upon it that such a dealer is a subscriber to the Talking Machine World Service.

It will pay you to study into this proposition. Clip the attached coupon and we will send you details.

The Talking Machine World Service
373 Fourth Avenue.
New York City.

Kindly send us complete details concerning The Talking Machine World Service.

NAME

STREET

CITY

STATE

Population
REASONS FOR OPTIMISM IN KANSAS CITY TERRITORY

Conditions Interestingly Reviewed by D. R. Walsh—New Brunswick Shop Opened—Schmeler Educational Course Popular—F. B. Jenkins' Views—Edison Progress—Vickey Day for Children

KANSAS CITY, Mo., July 5—A cornerstone in Kansas City territory is fairly indicated by the reports of incidents which are reported by D. R. Walsh, president of the Schmeler Co., after a two-weeks trip through Kansas and Oklahoma. He reports that the conditions for business have been better than anticipated, and the sales are fairer than expected. Of twenty-five dealers interviewed, only two of them complained that collections were poor. The others said the people were buying well.

The situation of the dealers is indicated by the unusually large number of departments that are being enlarged and improved, and by the new equipment that is being installed. In practically every case, the installations are of a higher class than in the past, and indicate that the dealers are bettering more than in the past the possibilities in the business, and that there is a desire for better business in the Fall. That business is "not so bad" is shown by the statement of a merchant interviewed on the trip, who stated that he had just been comparing sales through a number of years, and that he found that while the volume for 1920 had not reached that of 1919, yet it was far in excess of that of 1911, 1914 and 1915.

The new wheat in western Kansas was more uniformly better in quantity and quality than was expected, and there is an increased feeling of confidence as to the Fall trade.

There is an increasing demand for material for the territories for talking-machine department managers in stores that handle other lines. Dealers are becoming that "just anybody" cannot take charge of and successfully handle this exceedingly important business. It is one of the features of the situation that the demand for these trained managers is far in excess of the supply. Ten definite calls, with good salaried attachments, were received by Mr. Walsh where there were others available here.

Schmeler Co. School Conferences

To meet in some measure the demand for trained instructors in the talking-machine departments, the Schmeler Co. has held a number of schools. One such school was conducted during the first two weeks of June. There will be a slight change in the next month as it will be designated as a dealers' conference. The Schmeler Co. is the only department for the course of such full equipment to demonstrate all the sales tactics and show the most up-to-date shop, and make each of the school.

To Enterprising Viciaya Jobbers

Local Rooster, headed by the Schmeler Co. and the J. W. Jenkins' Sons Music Co., will be hosts to the delegates to the annual convention of the Western-Rosco Rooster Jobbers, as they shop over in Kansas City for several hours on July 9. The special train will be met by the reception committee and the delegates will conduct a tour of the famous wholesale vaudeville-system of Kansas City, and entertained at lunchmeat at the Country Club. A number of dealers from this territory will join the party on the special train at this point to attend the convention to be held at the Hotel Broadmoor, Colorado Springs, July 11-13.

To Open New Brunswick Shop

The Brunswick Shop is located at 923 Walnut street and has, since its opening, enjoyed a good trade. A little closer in the center of the business a face door entrance to their business has now been made a show shop which will move to other quarters in a short time. The Brunswick Shop has already made a display on this property, and as soon as it can be fitted it will move into the present property, and will open up a new shop at this splendid location. It is the aim of the management of the Brunswick shop to make the new shop one of the most modern and attractive music shops in this section. The Terry Music Co., of Salina, Kansas, is one of the Brunswick shop's dealers added during June. E. M. Briggs, sales manager for the Brunswick, announces that the new Number 65 model is selling well with the dealers, and that they are stockring up it for the Fall trade. He also says that the production of the Stratford is now well-sold to meet demands.

Fourteen dealers in various parts of the state sent to Mr. Walsh displays of the advertising that is being run in the leading nationally circulated magazines in the new advertising campaign of the company and are anticipat- ing sales results from this help in their local selling.

Dealer Financing Plan Interests

According to Mr. Briggs, the most important movement in face door department that business is the adoption of their new plan for financing their time-payment sales. The plan is briefly to have the Commercial Investment Trust of New York to buy the paper. The dealer executes in cash or credit, not all of the, paper is the instrument, but about half of the paper is the paper. The company issues a certificate to the dealer, and the other half is disposed of. The certificate can be held a year or two, and in one or two years on an instrument selling for $250 might be worth $150. This certificate is sold for a 14 or 15 per cent rate of interest. The dealer is a little better off than the one who buys the certificate for the certificate is now on the market. The certificate was sold for a 14 or 15 per cent rate of interest. The ones sold for a 14 or 15 per cent rate of interest.

From this it is evident that the plan is being pushed, and the operator is very enthusiastic about the plan. He reports that there is a decided change in the kind of music, the kind of people. There was a time when there was a demand that there was a demand for a certain type of music, and that there is a time when there is a demand for another type of music.

Manager E. A. McMurray and his family, of the Columbia Co., are spending a month at their cottage at Winwood Lake.

Better Music on Demand

Fred R. Jenkins, Jr., of the J. W. Jenkins' Sons Music Co., has charge of the records in the wholesale department. He has just made a trip to Chicago to trace the inventory of the store and the way business is holding up. He reports that there is a decided change in the kind of music, the kind of people. There was a time when there was a demand for a certain type of music, and that there is a time when there is a demand for another type of music.

Manager E. A. McMurray and his family, of the Columbia Co., are spending a month at their cottage at Winwood Lake.

STEEL NEEDLES (IN PACKAGES OR IN TIN BOXES)

Made by America's best manufacturers at 35¢ per 1,000. Supplies and accessories at very remarkably prices. Distributors of the Art Photo Products and Arto Phonograph Records and Arto Music Rolls. Write for details today.

FULTON TALKING MACHINE CO.
253-255 Third Avenue, New York City

Our Loss Your Gain

We must make room for our new models, and to clear out some of our stock we have decided to reduce prices.

Sample $1.00 each
In quantities of 3 63c each
In quantities of 6 14c each
In quantities of 9 10c each
In quantities of 12 7c each
In quantities of 15 6c each
In quantities of 25 3c each
In quantities of 50 2c each
In quantities of 100 10¢ each

Send in your order today, as this offer is good for July only.

FULTON (Novel 32)
Machine, 16x160 w. double spool, No. 2 and 1. Back casting and metal horn.

STEEL NEEDLES (IN PACKAGES OR IN TIN BOXES)

Made by America's best manufacturers at 35¢ per 1,000. Supplies and accessories at very remarkably prices. Distributors of the Art Photo Products and Arto Phonograph Records and Arto Music Rolls. Write for details today.

FULTON TALKING MACHINE CO.
253-255 Third Avenue, New York City

Between 20th and 21st Sts.
Van Veen Record Racks are all wood
No paper or compo-board divisions used

We have made it our purpose to make every Van Veen outfit a model shop—to put the best there is into it, just as if it were a sample for exhibition purposes. Our jointless construction has been proven superior by numerous tests. We build all our sections on chestnut cores, have been doing it since we first produced Van Veen equipment, but that is only one of the minor details that go to make up the high efficiency of Van Veen construction.

Van Veen & Company
INC.
12 YEARS OF STUDY AND EXPERIENCE IN BUILDING AND PLANNING MUSIC STORES

- Hearing Rooms • Record Racks • Counters -

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

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA
W. W. CHASE NEW PATHE PRESIDENT

Other Officers Announced—Eugene A. Widmann becomes Chairman of the Board of Directors—Some Important Additions to Directorate

The Pathé Photoscope Photograph Co. has made important substitutions and additions to its board of directors, of which Eugene A. Widmann has been elected chairman, W. W. Chase, prominent in manufacturing and financial circles of Cleveland, especially as former general manager of the White Sewing Machine Co. and president of the Theodore Krall & Co., became vice-president, National City Bank of New York; Earle Govey, who has wide connections in the music business in Boston, Sidney Blumen- thal, of Sidney Blumenthal & Co., a prominent New England manufacturer; James W. Anthony, of New York City; Peter Lee Ashton, manufacturer and capitalist, of Louisville, Ky.; Frederick O'Sullivan, of the firm of G. M. & P. Murphy Co., of New York, Col. Arthur W. Copp, of New York; Hugh J. Brown, of the Pittsburgh Talking Machine Co., Pittsburgh, Pa.; R. C. Jameson, of the Palmer Co., Cleveland, Ohio.

The officers of the company are: Eugene A. Widmann, chairman of the board of directors; W. W. Chase, president; Col. A. W. Copp, treasurer; James M. Wirtz, secretary, and Henry Much, assistant secretary.

The company is now almost unique in that it has practically no current indebtedness and with assets of over $5,000,000 of which a large proportion are in current accounts; its liabilities are all of a bonded nature, extending over a period of time from two to four years.

CATALOG OF OKEH RECORDS

This splendid record cabinet number 404 goes to the dealer for $8.00

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 28th Street

MICRO DIAPHRAGMS

Absolutely Guaranteed Perfect

We get the best Edua Made directly.

We supply the largest Phonograph Manu-

facturers.

Ask our quotations and samples before placing your order.

American Micra Works

47 West St.

New York

COLUMBIA SALES STAFF CHANGES

Walter Shannon now covers New York Territory for Local Branch—Grafonola Trade Shows Grattering Activity

Kenneth Mills, manager of the New York branch of the Columbia Graphophone Co., announced this week that Walter Shannon, who formerly covered Brooklyn territory, has been assigned to the New York City territory. Mr. Shannon has been associated with the branch for several years, and has won the esteem and friendship of Columbia dealers in the metropolitan district.

George Luders, formerly Dealer Service supervisor at the New York branch, is now covering the Brooklyn territory, and A. P. Hammerstein, who was Mr. Luders assistant, is now Dealer Service supervisor.

In a chat with The World Mr. Mills stated that one of the gratifying features of the business closed during the past few weeks has been the increased demand for Grafonolas. Grafonolas sales the past few weeks indicate that the dealers are not only preparing for an active Fall trade, but are actually selling machines during the Summer, which gives Mr. Mills and his associates tangible reasons for optimism.

CATALOG OF OKEH RECORDS

General Phonograph Corp. Issues First Alphabetical Catalog—Reflects Success of This Record Library—Many Artists in List

The General Phonograph Corp., manufacturer of Okeh records, has just issued its first alphabetical catalog, listing all Okeh records produced up to and including June, 1921, releases. The catalog has an attractive cover design and the records are listed in a way which provides for maximum convenience.

This new alphabetical catalog emphasizes the signal success attained by Okeh records in the comparatively short while that they have been on the market. At present these records are being handled by representative and progressive dealers everywhere, and jobbers located in the most important trade centers are operating with these dealers in developing the sale of the records. During the past six months quite a number of well-known artists have been engaged to record exclusively for the Okeh record library, and the dealers have taken advantage of the service rendered by the General Phonograph Corp. and its jobbers to give Okeh records high-class representation.

HARRIS JOINS EINSON STAFF

Well-known Advertising Man Becomes Vice-President of Einson Litho, Inc.—Prominent in the Publicity Field in the Metropolis

Einson Litho, Inc., New York, has just announced to the trade that it has secured the services of Lawrence Harris, well known in the advertising world as artist, author and merchandising man. Mr. Harris comes to the Einson organization in the capacity of vice-president, and in this position he will be in constant touch with the Einson clientele, to whom he will be able to give exceptional service through his extensive experience in the advertising and lithographing world.
A MOTOR WORTHY OF IT'S GUARANTEE

THE GOODNESS—SEALED IN
THE TROUBLES—SEALED OUT

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
REST VS. RUMPUS

It is not what one does, but how one does it.

A man can take the best idea that ever was proposed and execute it till all the good there is has been wrung out of it. On the other hand, the least novel idea can be made fruitful again if only one applies it skillfully and not mechanistically.

The column which has been written during the last ten years on the one subject, for instance, of talking machine records is still a whole exhibit of the Talking Machine World.

It is surprising how few merchants seem yet to know what principles should govern all work of this sort. In consequence, a great deal of effort is wasted and kinetism is done.

Noise Upon Noise

Some merchants have the extraordinary idea that there is something in making a building echo in the front of their establishments all day long. Passing down a certain street, which is extremely busy in itself and so noisy, naturally, that one can hardly hear oneself think, the passer-by finds his senses continually attacked by the blaring and too-tum-tumming of one talking machine after another, placed, during these warm-weather days, right in the front door way of the various music stores, which succeed one another for two or three blocks in almost a continual row. What is the object of all this? Do the proprietors of these stores really think that they are featuring anything deserving if we can from the heat. Get as many comfortable chairs and quiet-running electric fans as can be arranged for. Have a good machine and a dozen really first-class records. Also have a competent soft-voiced girl to announce the numbers and look after the machine.

How to Tell Them

They put it in the right sort of an advertisement in the newspaper. It must not be rough stuff or funny or cheap, or anything like that. It must be a sensible announcement, somewhat like this:

MUSIC AND HOTT WEATHER

Now that the temperature of the noon heat is higher than that likely to obtain all the business and your wonder how to get a little outdoor rest and relief away from the clatter of the office and the noise of the street. Fifteen minutes of utter rest and complete change of thought will make you cool, happy and refreshed for the rest of the day.

Spend your noon hours in our store listening to charming music in a quiet, restful room and a comfortable arm chair.

And so on. The advertising departments will do the rest. We merely give an idea.

What One Rector Did

But why not? I remember how some years ago, when I was living in New York, a certain Episcopal church used to draw each noon scores of people from the busy streets nearby to a fifteen-minute service. The old church stood just off one of the busiest thoroughfares and the rector had the good sense to see that he could accomplish real benefit to the tired crowds by throwing open his church every noon-hour.

He held a little quiet service for fifteen minutes

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 0"

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
precisely, without noise or excitement, reading a few of the beautiful prayers from the liturgy of that church and saying a few appropriate, quiet words. It was not much, judged from the city Sunday standpoint, for there was, neither "jesu" nor "ginger" in it. But it was just the thing for the purpose.

There is far too much pop, ginger, snap and any sort of thing. They are all very well and we can use a good deal of them. But a world which is everlasting on its toes is a world that becomes very tired. And tiredness, especially during our Summer months, is far too common.

Music Must Be Right

The comparison made with the little church service is not apropos. For good music is a healing balm to the tired spirit just as much as prayer. If one is giving a dance one does not play crusty things and if one is expecting to smooth out the wrinkles of care and worry and send one's casual guests away happy and comforted one must not choke them out with snappy dance music. That is not the idea at all. In Whistler's if one wants to get the blood rushing and the spirits mounting high then turn loose the trollop-tunes and let them hop to it. But when the thermometer registers 93 in the shade and the tenorophones and clickers sound out for their hour lunch-time they are tired, but in some odd a temperature they do not want to be further excited or made still hotter and more uncomfortable, even with dancing. They want at that particular time, with another four hours' work than a long row before them, to be restful and calmed. Plenty of time for dancing at night, when the heat of the day is past.

So that is why I am prescribing the medicine of a restful hour, with restful music, thrown freely open to the young business people of the office districts. Here is a good idea for the downtown talking machine merchant which will bring real results.

One who understands the busier world, and purging the music to the wood, there will be no difficulty in getting the changing audience to keep quiet and allow each other to enjoy the soothing tones to the full. This invitation might be spread around among the offices by hand-bills and the visits of shopping mothers with noisy children discouraged by your Problem Is Ours

Your Problem Is Ours

Good Profits (to you) + Good Service (to your customers)

Answer: TONAR RECORD BRUSHES

Have we solved the above problem correctly?

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

Made in mahogany, oak and ebony colored finishes

PARKS & PARKS, Inc.

PARKS & PARKS, Inc.

TROY, N. Y.

Frank Crumlit's record of "Wait Until You See My Madeline," his latest hit in The Greenwich Village Follies, will be certain to crowd your store. "All by Mysell," the name of his song on the other side of this record, won't apply to you when you put it on sale. A-3415.

Columbia Graphophone Co. NEW YORK

AN IMPROVED BUSINESS TREND EVIDENT IN ST. LOUIS
Cheerfulness Overshadows Complaints—Great Gathering of Tri-State Victor Dealers—Columbia Forces Enjoy Outing—Many New Stores Opened Up—Talker in the Church—Our News Budget

St. Louis, Mo., July 5. Everybody complacent and everybody cheerful and hopeful is the slightly contradictory feeling among talking machine distributors and retailers in St. Louis and throughout the St. Louis trade territory. They can be cheerful and hopeful while complaining because they are convinced that the present trade condition is only temporary and will soon pass away. Distributors who do also a retail business say that they are doing better in retail than as distributors. This is a considerable variation in the reports from retailers. One, in a part of the Southeast where conditions have been most adverse, reports to his St. Louis distributor that he had the best June he has had since he started in business. Reports of a falling off are more numerous, however. Distributors base their expectation of improvement upon the fact that dealers have been buying consensually and stocks are known to be low. Retailers look confidently to the future because they have every reason to expect marked improvement in the Fall.

Tri-State Victor Dealers Meet

A very good conformation of business was afforded at the meeting of the Tri-State Victor Dealers' Association the last week in June at the American Hotel. There was a very good attendance from St. Louis, Missouri, Illinois, and as far south as Meramect, Ky., which was represented by Mr. Wallach, of the Walthen Drug Co. Good-natured complaint about present conditions was general, but there was no disjoint to the expectation of great improvement in the Fall. The speaker of the evening was J. J. Rockwell, advertising counselor of the Reichel-Ellis Co., Chicago.

Mr. Rockwell pointed out that Victor dealers cannot hope to escape entirely from the conditions of the time any more than it is possible for merchants in any other line of business, and that it is incumbent upon the Victor merchant to-day, in the protection of the growth of his business, to vigorously and aggressively push for business by active co-operation with the national campaign of the Victor Co., in educating the public to the great house-making, and educational value in Victor products.

Elaborating this point, he said, "The Victor merchant has many channels through which he can energize and develop his business. He can do it by the better education of his clerical force; the improvement of the type of his store and its surroundings; by attention to the tremendous possibilities that exist in his show windows, by taking an active part in the public activities of his community, and by making sure that his mail-box list is completely and effectively covered all the possible customers for Victor products in his trading zone or community, and seeing that all of his prospects receive that type of educational sales literature which will develop in them the desire for Victor goods and for good music in the home."

"This is an age of interdependence, in which as individuals and as businesses we are not totally dependent one upon another, but neither can we be totally independent of each other. There is a supplemental relationship in the social and business world to-day which no man can afford to ignore.

"The mental atmosphere of the world has changed more in the past five years than it has probably changed in any previous hundred years. There is a great flux of new emotions and new ideas. In the bringing of order out of this seething whirlpool of change and new viewpoints, the Victor dealer and his community have special opportunities, because music is a factor in the lives of all human beings, and the Victor dealer who takes advantage of this great current of new thoughts and new ideas now, and injects into it forcefully the relationship of his product to these things, is helping himself in a business way, it is easier for him to develop profits, because he has this tremendous force to tie to, and in addition he is taking his part in the progress and development of a sane and orderly community life, and of human advancement."

There was a general discussion. The by-laws were intended to make clear that the purposes of the association are not in any way in restraint of trade. Theodore Martin, president, F. J. Euis, who was elected secretary at the previous meeting, declined to serve for lack of time, and W. J. Dimmuller, of Lebanon, Ill., acted as temporary secretary.

Business Sports Reported

While, as said above, the retail business, in the main, is drooping, there are sports now and then which cheer the hearts of salesmen and dealers and help them to hear the sluggiest intervals. W. E. Miller, who sells at the Edison shop of the Silverstone Music Co., had such a spurt the other day when, in the hour before lunch, he sold a Laboratory model and a Chipperdale for $295 apiece and a Sheraton for $200. The three sales, with the records that went along, brought him the business of $1,180. Mark Silverstone, president of the Silverstone Music Co., and a number of the men of his organization, held a big company of Edison dealers from the Edison territory west of Chicago to attend the Edison Caravan Convention.

Edison records of Broadway hits are getting to St. Louis almost week by week with the sheet music. The first of the "Broadway Plashes," with bright labels, arrived the last week in June and attracted immediate attention.

Removes Line of Granby Machines

Manager H. J. Arbuckle, of Widmer's, Inc., has received a full line of Granby instruments from the Granby Talking Machine Corp., Norfolk, Va., for which Widmer's has become distributor and retail dealer. The distribution territory is St. Louis, Illinois and Arkansas. Edward Guinzelberg, factory representative, will work in the territory for a few weeks, assisted by Edward Schumaner, formerly of the Revils Dry Goods Co. They are out in the territory and are lining up a desirable list of dealers. The line includes special and attractive designs ranging in price from $120 to $255.

Some Interesting Personalities

Theodore Macket, manager of the Victor department of the Robison-Allen Co. of Cincinnati, has returned from Scheboyan, Wis., where he attended the English district meeting of the Lutheran Church.

O. C. Field, president of the Field-Lippman Phonograph Co., has returned from a week's trip to Dallas and San Antonio, Tex., looking after odds and ends of business left over after the closing of the firm's branch stores in those cities.

Henry Boxley, for several years with the Stateler Music Co., has been made manager of the retail phonograph department at the firm's new store, 1103 Olive street. His department has space on the first and third floors. Kimmel and Artophone machines and Okeh records are handled.

R. G. Mottell, formerly associated with Harry Heinsfelter in booking Re-creation concerts, has been transferred to the sales organization of the Silverstone Music Co.

An Effective Window Display

A window of the Emerson Piano Co., of Decatur, Ill., during a recent visit of Olve Kline to that city, attracted deserved attention. A color scheme of blue and white was carried out featuring Olive Kline's blue-label records. A blue and white gondola-shaped chariot had blue label record wheels, rubber-tied (rubber tubing from a piano) and was filled with tier upon tier of Penn Victor dogs. Two dogs of medium size drew the chariot and the big dog announced, "We are all on our way to Olive Kline's concert!"

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 your money. Samples on request.

TRIANGLE PHONO PARTS COMPANY
722 ATLANTIC AVENUE BROOKLYN, N. Y.
TELEPHONE STERLING 1120
Curti tickets oil with Inca's 1921 dancing (to the music of a Columbia Grafonola picnic mood. gaily decorated truck put everybody in the right day of Saturday, June 11, and spent the whole of the Columbia Graphophone Co. made a play - ken University and 111051 of the public schools in me of a local conservatory. and found himself to the concert.

Tired three interurban Cars to carry the crowd two hundred tickets within two days and char. lively through Ills Summer season. plans entire sales force seas present and watt over the of Manager Morgan. attention, was the Bak year-old baby daughter picnic party, bin We one who got big outdoors gives. The smallest member of the fill of the vim and energy that only a day in the gram of folk dances, Maypole drills, etc., by two in Paducah, Ky., where the local Columbia dealer. Mr. Peabody, a member of the firm, is an edu-

Clever Musical Program

An extremely clever musical program at the St. Philip’s Episcopal Church in St. Louis recently caused much favorable comment. The program announced two numbers by Alma Gluck, “Will-o’-the-Wisp” and “Little Grey Home in the West”. When the time for these numbers arrived a beautifully gowne woman Caine upon the stage and “sang” these songs. At the close a screen was removed and a Victor revealed the source of the music, but so perfect had been the lip formations of the words, phrases and the breath control and the facial expressions that few guessed the source. It was then announced that Carmen was sung to “Habanera”. A young lady in Spanish costume and with castanets danced the “Habanera” to Calve’s Victor recording of the song.

The Music Memory contest, conducted by Miss Smith, music instructor in the Cape Girardeau public schools, resulted in victory in the Lorimer School, which averaged 22 2/99 per cent. Ten dollar’s worth of records was given as a prize to the winning school by the T. E. Clark Music Co., Victor dealers.

Thomas Obeys the Law

The West Frankfort (Ills) Daily continued an interesting item concerning C. R. Thienes, general manager of the West Frankfort House Furnishing Co., that location for a number of years. They

Music Merchants to Discuss Terms

Selling terms for talking machines will not be adopted by the Music Merchants’ Association of St. Louis. At meetings during the Winter there was considerable discussion of terms and a committee was appointed to draw up a tentative schedule, but after full consideration it was decided that more could be accomplished by culti-

YOU-NIT STANDS for VICTROLAS

(This is a Roeter for the Victrola IV or VI

A Display Stand for the Store.

Sells with Profit for Home and Camp.

"Can be Set Up or Knocked Down in 5 minutes and Packs in Small Space for Picnic and Camp."

Packed 2 complete in a fiber Mailing case, weight 25 lbs., goes anywhere by Parcel Post — 1st Sample orders delivered free until your jobber has them in stock.

Knock Down Victrola Stands

Are Patented

Solid Quar. Oak for IV and VI
Price net $3.60
Mahogany Finish for VI
Price net 3.95
Solid Mahogany for VI
Price net 4.25

This is a quick Seller and helps Sell the Victrola at this Season (newspaper Cuts supplied free to every dealer requesting them).

NOW IS THE TIME TO IMPROVE YOUR SERVICE

And increase your sales by using Ogden’s Patented MODERN STORE EQUIPMENT RECORD CABINETS TO FIT YOUR REQUIREMENTS A FILING SYSTEM WHICH DELIVERS THE GOODS PRIVATE SALESROOMS WHICH “SELL”

OGDEN’S COMPLETE MODERN STORE

Costs less than carpenter work. Everything ready for business the day you get it—Sectional—Unpack and "Set it up Yourself."

Send us a pencil Sketch of your Store, Showing where you want Record Racks, Customers’ Counters and Private Salesrooms, and we will quote you a delivery price on Sec-

cional Equipment which you can install any evening and be “Up to Date” next day.

Ogden Sectional Cabinet Co.
LYNCHBURG, VA.
KNICKERBOCKER FALL CAMPAIGN
Aram Davega Tells of Various Service Developments of Exceeding Interest to Dealers

The Knickerbocker Talking Machine Co., Victor wholesaler, New York City, is preparing energetically for the fall season. It recently placed one of the largest orders in the history of the company for record delivery bags. Aram Davega, general manager of the company, referred to this order as part of Knickerbocker service. Owing to the size of the order the envelopes were secured at an exceptionally low price. In connection with the fall campaign Mr. Davega states that the Knickerbocker Talking Machine Co. is preparing a new advertising specialty that will be particularly useful.

The Knickerbocker carrying case, which makes a complete portable unit for the Victor 4 or 6, is proving very popular. Rush orders are being received for immediate delivery from as far distant points as San Francisco.

Plan War on Cut-Price Dealers

Boston, Mass., July 9—Robert Shaw, James J. Raymond and Carlisle Bros., following a conference with talking machine manufacturers, plan a war on cut-price dealers who are selling records at retail cheaper than the wholesale price. The talking machine companies plan an investigation to ascertain where the records come from when the cut-price dealers are selling. Official of the company believe that many of the goods are stolen property.

EMERSON MID-SUMMER LIST

Sales Campaign Features Dance and Vocal Hits of the Day—List Was Received by Trade

The advertising department of the Emerson Phonograph Co. has issued an attractive banner, featuring the mid-Summer hits recently issued by the company. This list comprises three dance and three vocal records, all of which feature selections that are being whistled and sung from coast to coast.

The dance organizations represented in this mid-Summer list comprise the Great Lakes Orchestra, Plantation Dance Orchestra, Biltmore Hotel Orchestra, Samuel's Music Makers and the Green Bros. Novelty Band. The vocal selections are recorded by Eddie Cantor, Harry James, Frank Hillebrand, Ernest Hare and Sisal and Blake. The record made by the last two artists features the hits from "Shuffle Along," one of the popular music plays of this season.

NEW NYACCO MODELS POPULAR

President Willinger, of New York Album & Card Co., Tells of Increased Activity

Max Willinger, president of the New York Album & Card Co., of New York and Chicago, reports that manufacturers are increasing their orders for Nyacco sets for factory album-equipped machines. Mr. Willinger calls attention to this fact as a proof of the general optimism of the manufacturer regarding Fall demands. The new set which the New York Album & Card Co. has prepared for the Victor 80 is going good. Dealers are ordering in good numbers and Mr. Willinger has received a number of complimentary letters from jobbers. The new painted Nyacco album has proved such a decided success that almost the entire demand is centered on the new model, and practically the entire production has been diverted to the new model.

FRIEDL ON SUMMER VACATION

Lambert Fried!, manager of the New York distributing branch of the General Phonograph Corp., left recently for his annual Summer vacation, which will include an automobile trip to several of the leading trade centers. Okeh record business is keeping up very satisfactorily, and the dealers in the metropolitan territory are closing a healthy and active Summer business.

There was recently installed in the showrooms of the distributing branch the popular Selrex equipment, manufactured by the Beckwith-O'Neill Co. This equipment is giving excellent service, and is being used to advantage at demonstration Okeh records, attracting favorable attention of dealers who visit the showrooms.

TO SELL THE DEALER DIRECT

Philadelphia, Pa., July 9—The Franklin Phonograph Co., this city, has announced an important change in its system of distribution. Hereafter the Franklin phonograph will be sold direct to the dealer instead of to the distributor, as formerly. This company is making an energetic drive for Fall business.

The day of the salesman is here; order makers will have to revise their methods.

KNICKERBOCKER FALL CAMPAIGN

Aram Davega Tells of Various Service Developments of Exceeding Interest to Dealers

The Knickerbocker Talking Machine Co., Victor wholesaler, New York City, is preparing energetically for the fall season. It recently placed one of the largest orders in the history of the company for record delivery bags. Aram Davega, general manager of the company, referred to this order as part of Knickerbocker service. Owing to the size of the order the envelopes were secured at an exceptionally low price. In connection with the fall campaign Mr. Davega states that the Knickerbocker Talking Machine Co. is preparing a new advertising specialty that will be particularly useful.

The Knickerbocker carrying case, which makes a complete portable unit for the Victor 4 or 6, is proving very popular. Rush orders are being received for immediate delivery from as far distant points as San Francisco.

Plan War on Cut-Price Dealers

Boston, Mass., July 9—Robert Shaw, James J. Raymond and Carlisle Bros., following a conference with talking machine manufacturers, plan a war on cut-price dealers who are selling records at retail cheaper than the wholesale price. The talking machine companies plan an investigation to ascertain where the records come from when the cut-price dealers are selling. Official of the company believe that many of the goods are stolen property.

EMERSON MID-SUMMER LIST

Sales Campaign Features Dance and Vocal Hits of the Day—List Was Received by Trade

The advertising department of the Emerson Phonograph Co. has issued an attractive banner, featuring the mid-Summer hits recently issued by the company. This list comprises three dance and three vocal records, all of which feature selections that are being whistled and sung from coast to coast.

The dance organizations represented in this mid-Summer list comprise the Great Lakes Orchestra, Plantation Dance Orchestra, Biltmore Hotel Orchestra, Samuel's Music Makers and the Green Bros. Novelty Band. The vocal selections are recorded by Eddie Cantor, Harry James, Frank Hillebrand, Ernest Hare and Sisal and Blake. The record made by the last two artists features the hits from "Shuffle Along," one of the popular music plays of this season.

NEW NYACCO MODELS POPULAR

President Willinger, of New York Album & Card Co., Tells of Increased Activity

Max Willinger, president of the New York Album & Card Co., of New York and Chicago, reports that manufacturers are increasing their orders for Nyacco sets for factory album-equipped machines. Mr. Willinger calls attention to this fact as a proof of the general optimism of the manufacturer regarding Fall demands. The new set which the New York Album & Card Co. has prepared for the Victor 80 is going good. Dealers are ordering in good numbers and Mr. Willinger has received a number of complimentary letters from jobbers. The new painted Nyacco album has proved such a decided success that almost the entire demand is centered on the new model, and practically the entire production has been diverted to the new model.

FRIEDL ON SUMMER VACATION

Lambert Fried!, manager of the New York distributing branch of the General Phonograph Corp., left recently for his annual Summer vacation, which will include an automobile trip to several of the leading trade centers. Okeh record business is keeping up very satisfactorily, and the dealers in the metropolitan territory are closing a healthy and active Summer business.

There was recently installed in the showrooms of the distributing branch the popular Selrex equipment, manufactured by the Beckwith-O'Neill Co. This equipment is giving excellent service, and is being used to advantage at demonstration Okeh records, attracting favorable attention of dealers who visit the showrooms.

TO SELL THE DEALER DIRECT

Philadelphia, Pa., July 9—The Franklin Phonograph Co., this city, has announced an important change in its system of distribution. Hereafter the Franklin phonograph will be sold direct to the dealer instead of to the distributor, as formerly. This company is making an energetic drive for Fall business.

The day of the salesman is here; order makers will have to revise their methods.

Give a receipt and get all your money

The right way to handle a sale

1. Collect the goods at the wrapping counter beside the register.
2. Tell the customer the price and get the money.
3. Register the sale.
4. Wrap the receipt in the parcel.
5. Give parcel and change to the customer.

The customer gets quick service.
The clerk gets credit for making the sale.
The merchant gets all of his profits.

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

NATIONAL CASH REGISTER CO.
DAYTON, OHIO.
PRACTICALLY every newspaper has a reformatory section. From time to time the photograph of some star playing in a musical comedy appears. Cut out the star's photograph and mount it in the center of the cardboards, leaving just inches in the corners. Place a record featuring song hits taken from the same play on another record, mount and place it to the other side of the window. In the center of the window should appear a neatly printed card bearing the name of the star and, under it, the name of the selection which is recorded on the record. Beneath this should appear the words "Both of these are hits in..." and then print in the name of the show from which the selection is taken. Use a plain background to set off the three pieces. Such a window will attract the eye of the passerby and create sales.

In the center of the window should appear a neatly printed card bearing the name of your store, or the name of the man on whom you place orders. On his sleeve he should have an argument, claiming that often-people pass the window, while salesmen wait on my lady customers," men wait on gentlemen, while salesmen wait on my lady buyers."

This statement was made to me the other day by a visiting dealer. He believed that the opposite side idea of service was, likewise, advantageous to stimuli sales. He reasoned along the following lines. If saleswomen wait on visiting buyers of their own sex, the prospective customer's attention is considerably diverted. That is, their attention is directed towards the person who is selling, the minute personality of the saleswoman. On the other hand, if a man waits on women buyers their attention is not diverted, and there is less of the usual "shopping" and more real buying. Taking the other side of it, he be more nervous, and under such argument, claiming that oftentimes when men wait on men there is apt to be an attitude of shrewdness which in some cases assumes what many consider an almost insolent attitude. Such service, of course, would lead to the loss of customers. If young women were employed to wait on men, he claimed that they could mostly always manage to please their customers and sell them additional records. This idea of letting men wait on women and women wait on men seems to have a very strong argument in its favor and should result in additional record business.

SOME people have a knack of creating new customers while they are serving old ones, and the man who thought of making his delivery service attractive had this idea in mind. Too many dealers pay too little attention to how their deliveries are made, thinking that as long as the parcel arrives at its destination the service is satisfactory. However, you can create a strong good will if your delivery service is made in a first-class manner. If you merely use errand boys, buy for their use so-called "barracks caps" and military coats of khaki material for the Summer time. Such an equipment can be purchased for a few dollars and will make a neat appearance for any delivery boy. On his sleeve and on the front of the cap should appear the name of your institution. If you use an automobile, or any other type of conveyance, see that it is always neat and attractive with your name attractively arranged thereon. Daily-looking delivery conveyances usually mean a dirty store, and people do not like to trade in such an establishment.

ONE of the few articles which are always kept in their original container until they are used are theatre tickets. Therefore, the back of a ticket envelope is an unusually good medium to utilize for your advertising, the price being exceptionally reasonable and its message reaching a great class of people. It is up to you to see that if you supply him with the envelopes bearing the name of the theatre on the front, he will allow you to print your own advertisement on the back. The cost of such envelopes is but a few cents. Use simple copy for publicity. Merely run the name of your store with an appropriate logo underneath, such as "The Talking Machine Shop" or "The Music Lovers' Shoppe," or something of a similar nature, incorporating in it, of course, the make of machine you sell and your address.

"PAPE" is part of a picture" is the heading used by a large newspaper in advertising its store. Paper has even more important part in your correspondence. It is the ambassador which reaches the reader which you write. Care should therefore be taken that the paper is of good quality. Also, what sort of paper is used that your stationery is of good quality. Too many firms try to save money by using cheap stationery. Such economy is false, especially when applied to circular letters. Other firms believe that their name must appear in heavy type across the top of the envelope. If this is wrong, in whatever manner it is correct, but if it is done in heavy face type, in prominent colors, it cheapens your establishment. It is much more advisable to have your name appear less prominently. People who read the letter are bound to note the heading, and this is that your name and address appear on the letter for.

"BREAKFAST in bed" is an old one, practiced by aristocrats for idlers the world over. Now, however, comes a new wrinkle, namely, "music in bed." A short time ago a newspaper showed a photograph of a famous star of the silent drama blissfully listening to the music of the talking machine while enjoying her morning or beauty sleep. Now, this idea sounds foolish, but upon the authority of one of the feminine sex we have found that it is only too true that the young ladies find music most restful and soothing in the morning. Take a few of your select steady customers and mention the idea to them the next time they are in your store to purchase records. The chances are that you can at least make sales of records if you approach the matter in a tactful way, such as suggesting musical numbers most suitable to the occasion.

At last the divine form and divine music have been brought into accord. While talking machines have been used for some time in schools for physical culture exercises, there has been very little effort made to sell them for home use. There is nothing more difficult to that physical culture exercises are not used. Talking machine music, to a large degree, will both stimulate enthusiasm in the exercises and keep company with the person taking them as well. Get the physical culture experts of your city to make a statement in regard to the advantages of taking up exercises to music. Print these recommendations in large letters on a white cardboard and place them in your window with photographs of the instruments. To the left of the window place a small model machine with a small card on it bearing the inscription that it is the ideal talking machine for such use. To the right of the window mount a large number of band records which have a definite value. Near them, mount a card with wording to the effect that they are the ideal records for such use. A window of this sort will attract attention and broaden the field for sales both in machines and records.

ONCE upon a time there lived a king and because he could not visit all parts of his domain all of the time, people in different localities began to forget him. The king then conceived the idea of having a painting of himself hung in the meeting place in all the hamlets of this kingdom with the words under it "I am king. I give justice to all." So, the people came to know him, love him, and cherish the privileges under his reign. A fitting parallel of this story may be applied to the reign of music in this country. Although there are over a hundred million people in this country, among these hundred million there are probably ninety million who enjoy music. Yet, of this vast number, the greater majority overlook it and are denied its pleasures because of the fact that it is not brought to their attention enough. It is essential that the beauties, refinement, pleasures, comfort, and other qualities of music be brought to their attention. In this way the countless millions who enjoy music, yet who pass it by, or who have forgotten its powers, may be enlisted as true supporters of the art. Such supporters become logical buyers of talking machines and records. In other words, if you can continually keep the public interested in music and continually present to it the great value of music, the potential buying field will increase manifold. Therefore, see to it that wherever and whenever possible, news items pertaining to music appear in your newspaper. If necessary, write them yourself when you send them in. If you are an advertiser, you will find it less difficult to get in touch with the newspaper using your "copy" and having the editor interested in the news material you supply, by giving it to his best advantage. It is better to give the matter which they are, as long as they dwell on music and its innumerable advantages as a civilizing, uplifting force in the community.
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 August World

THE STERNO MANUFACTURING CO.
19 CITY ROAD LONDON, E. C., ENGLAND
Here's Nora Bayes with two new kinds of songs—the sort that mean large and lasting sales. The semi-oriental "Tea Leaves" by the authors of "The Japanese Sandman" is almost a classic already, and "Wyoming" is the latest lullaby. If you care for sales, stock up. A-3416.

Columbia Graphophone Co.
NEW YORK

CHARLES A. O'MALLEY HEADS THE SILENT MOTOR CORP.

Pioneer Talking Machine Motor Plant of Brooklyn Passes Into New Hands Without Discontinuance

The Silent Motor Corp., recently organized for the purpose of taking over the Phonograph Motor Mfg. Co., of 321-5 Dean street, Brooklyn, N. Y., has been capitalized at $100,000 and one of the pioneer talking machine motor manufacturing plants has now passed into new hands without discontinuing operations.

The new organization is headed by Charles A. O'Malley, one of the leading real estate men of Brooklyn, N. Y., formerly city real estate appraiser, who has associated with him the following nine prominent Brooklyn business men: Jesse H. Wasterman, formerly general manager of the International Tobacco Co. of New York and president of a Brooklyn automobile accessory manufacturing company, vice-president; Samuel W. Fromm, treasurer of the Specialty Knit Goods Manufacturing Co. and one of the family of the same name who have been pioneers in the knit goods industry, secretary and treasurer. The other officers include James P. Kelly, president of the Knightsway Realty Corp. and of the Kelly-Rafter Co. and vice-president; Solomon Fromm, president of the West End Bank and president of the Specialty Knit Goods Mfg. Co.; Solomon I. Bairstow, vice-president of the West End Bank; Lewis H. Laven, vice-president of the Lawyers' Title and Trust Co.; Israel Frankenstein, of Frankenstein Bros., and Samuel O. A. Ullmann, treasurer of the Specialty Knit Goods Mfg. Co.

The Silent Motor Corp. has also closed negotiations with Maximilian Well, the well-known mechanical and electrical engineer, who has devoted particular interest to the phonograph industry, to become consulting expert for the company. Mr. Well, whose offices are at 100 Broad street, New York City, will act as advisory engineer. The company is reorganizing its production and plans have been arranged to care for the mechanical and electrical needs of the silent-motor industry and the future of the industry in this respect. Mr. Well will consult with the new regime, will come up to the same high standard which prevailed under the old management.

The Silent Motor is produced in two designs, one of which plays three 10-inch records and the other five 10-inch records, both with a single winding, with an exclusive governor control and adjusting device and a special feature which insures rigidity of the turntable spindle. Charles A. O'Malley, president of the company, in speaking of the general business conditions and the future of the industry in his product, said: "There is already much improvement in the general business situation and further progress can be looked for from month to month throughout the balance of the year. We have been receiving heavier and heavier orders during recent weeks and special attention and pains have been given these. We propose to be a live contestant for the industry's patronage and with a product equal in finish and performance to any on the market, quoted at a moderate price, and with some exclusive features, we can look forward to a healthy business. In fact, indications are already pointing in that direction."

Thousands of the original company's motors have gone into active service during the past several years. No attempt, at that time, however, was made to serve over five manufacturers. The policy of the new organization will make the product available for the entire industry, consistent with good selling policies and delivery schedules. In addition to the present Dean street building, the company controls the plot to the rear of its present location which is available for future plant expansion.

Hear ZANELLI Sing
MADRIGAL OF MAY
VICTOR RECORD 64972
RENATO ZANELLI
LITTLE SHAWL OF BLUE
ACKNOWLEDGED THE NEW IRISH LOVE BALLAD
IF YOU WERE THE OP'NING ROSE
INTERNATIONAL BALLAD SUCCESS
A HIT IN LONDON—PARIS—NEW YORK
Published by EDW. B. MARKS MUSIC CO.
NEW YORK

OTHER HITS FEATURED BY LEADING RECORD & ROLL CO'S
Jazz Me Blues
VICTOR RECORD 5046
HAWTHORNE JAZZ BAND
Moonbeams
VICTOR RECORD 5046
A-STAR TRIO
Baby's Hands
VICTOR RECORD 5046
HENRY BROWER
Honolulu Honey
DON WASHBURN BAND
Swimmin' Hole
HENRY BROWN
Who'll Be the Next One
To Cry Over You?
GITT By FUMBERS
ZANELLI
Introducing **AMORITA**

"The Pride of the Harem"

9 INCH SIZE
RETAILS $2.50

13 INCH SIZE
RETAILS $3.50

A sensation wherever displayed. Not only a window attraction that will stop the crowds, but a wonderful addition to any department and something that will enhance the sale of your phonograph.

NO STRINGS OR MECHANISM TO GET OUT OF ORDER. A BEAUTIFUL DOLL MADE OF WOOD FIBRE WITH WIG AND DRESSED IN ATTRACTIVE COSTUME.

**AMORITA**
The New Dancing Doll

Who will dance her way into the home of every owner of a talking machine and whose price is within every one's reach. AMORITA is made in 2 sizes—9-in. and 13-in.—and does the Shimmie and Hula Hula at the same time. Simply set her on any make phonograph and AMORITA will shimmie and shake her hips in rapid succession to the tune of any lively dance or jazz record. A steady and continuous fun maker combined with an amusing lot of riotous laughter.

ORDER FROM YOUR JOBBER
We want to hear from live jobbers in all territories.

**DANCING DOLL CO., INC.**
115 E. 18th St.
New York City
HOPKINS ELECTED VICE-PRESIDENT

General Sales Manager of Columbia Graphophone Co. Honored by Board of Directors—
Deserved Tribute to His Executive Ability

At a meeting of the board of directors of the Columbia Graphophone Co., held at the executive offices on July 7, George W. Hopkins, gen-

eral sales manager of the company, was elected a vice-president, taking the place of E. N. Burns, who has resigned from that office. With Mr. Hopkins' election the Columbia Graphophone Co. now has three vice-presidents, the others being C. W. Woddrop, who is vice-pres-

ident and treasurer, and H. L. Willson, who is vice-president.

Mr. Hopkins' election as vice-president of the company, was elected on an extended trip to Europe. Mr. Bensinger plans to visit all of the principal European countries, and although his visit will combine both business and pleasure he will probably spend quite some time in the interests of the Brunswick phonograph division. It is expected that upon his return several important an-

ouncements will be made relative to various matters closed abroad.

DEATH OF MEYER GORANSKY

Meyer Goransky, for over twenty years pro-

ducer of the Yonkers Talking Machine Co., Yonkers, N. Y., died in Bellevue Hospital, New

York City, on July 8, as the result of heat pro-

stration. Mr. Goransky, who was fifty years old,

opened his first Yonkers store in 1900 and ten

years ago he opened a branch store at 245 South

Broadway, near one of the most prosperous residential sections of the city. He leaves a

widow and eight children.

Carrie Keeley, manager of the Edison depart-

ment of the Kent-Long drug store, at Beloit,

Kans., attended the Edison-convention in Chi-

cago as the result of his success as a salesman.

His expenses were paid by the Edison Phono-

graph Co., of Kansas City, as a price for selling

the greatest number of machines during a recent

contest conducted by the company.

INTRODUCES RED SEAL CLOCK

Reinecke-Ellis Co. Features New Sales Help—
Victor Dealers Regard It Favorably

Cicero, Ill., July 8. The Reinecke-Ellis Co.,

which for many years has introduced timely

sales helps and novelties for Victor dealers, has

just completed plans for a campaign featuring a

wall or window clock, the face and dial of which are made as an exact reproduction of a

Red Seal Victor record. Everybody looks at a
clock, and this one is not only attractive, cur-

Queen Anne Console $225

A Phonograph Which Meets Present Day Demands

You will probably agree that business today is done on an entirely dif-

ferent basis than a year or two ago.

The buyer wants to know where he can get the greatest value for the

least money.

Does your present line answer these requirements?

Dealers who have taken on the Jewett line have been able to make

immediate sales because there is no other instrument on the market

which will compare with the Jewett at the price.

Compare the Jewett consoles, for instance, with similar quality lines.

You will find them priced at least one-third less.

Those who have heard the Jewett say it cannot be surpassed for
tanal quality, and as for beauty in design and finish it represents the
finest craftsmanship.

We shall be glad to send literature and tell you more about the ad-

vantages of handling the Jewett line.

The Jewett Phonograph Company

General Sales Offices 958 Princess Building

Detroit, Michigan

Adam Console $195
MEETING OF VICTOR DEALERS OF COLORADO IN DENVER

Notable Members of the Trade Participate in Convention Held Under Auspices of Knight-Campbell Co. July 14-15—Many Important Topics Discussed

Dayton, O., July 15: The Victor trade of Colorado truly participated in a successful dealers' convention, held yesterday and to-day, under the auspices of the Knight-Campbell Music Co., Victor wholesaler of this city.

The program started Thursday afternoon at the Knight-Campbell headquarters with an address of welcome by E. A. Bryady, manager; J. A. Frye, sales manager, followed with a talk on the object of the convention; J. M. Spank spoke on "Organizing the Sales Campaign," H. M. Williston, advertising counsel, discussed "Fighting for Business," J. A. Frye spoke on "Victor Business From the Wholesaler's Stand point."

An open discussion then ensued, after which all attended a banquet at Lakeside Park, subsequent to which Paul Whitman's Orchestra played for the dinner.

The session the morning was opened by H. H. Williams, Well Known In Trade, as General Manager of New Company—Will Produce Envelopes and Kindred Products.

O. H. Williams, who is well known in the wholesale and retail trade, has become treasurer and general manager of the Halstead Williams Corp., which has opened offices at 815-817 Monroe street, Brooklyn, N. Y. This company will specialize in the production of dealer service specialties, etc., concentrating its activities on the production of stock record envelopes, string button delivery envelopes, corrugated cardboard for shipping records and similar products.

A special feature of the company's activities will be a monthly record supplement service, whereby the dealer will be relieved of all the detail incidental to preparing his mailing list each month, and may turn over the entire product to the Halstead Williams Corp. The supplement will be placed in an attractive mailing envelope and addressed to the dealer's mailing list, the complete list then being returned to the dealer for mailing.

This plan has already been inaugurated, and many dealers in the metropolitan district have asked Mr. Williams that they will use this service regularly during the year. Quantity orders have also been received for stock record envelopes and string button delivery envelopes, and judging from all indications this company is equipped to give the dealers a service that they can use to splendid advantage during all seasons of the year.

Mr. Williams' previous experience in the talking machine industry covers a period of many years, and for several years he was a traveling representative of the Victor Talking Machine Co., covering the Middle West and Western States. He then became associated with the Buffalo Talking Machine Co., Bullalo, N. Y., Victor wholesaler, doing excellent work for this company over a period of five years. He was later associated with the dealer service department of the New York Talking Machine Co., New York, Victor wholesaler, where he gained a perfect knowledge of the dealer's requirements from a service angle.

During the year Mr. Williams served in the United States Navy Intelligence Department, and after the close of the war received civilian life, being appointed production manager for the New York division of the Remike Ellis Co. He resigned from this position to form the Halstead Williams Corp., and his associates in the new company include several prominent Brooklyn business men who are conversant with every phase of the paper and printing industry and who will give Mr. Williams invaluable cooperation in his new venture.

J. L. Vessel, of Greenwood, Wyo., recently opened a talking machine shop and is handling Columbia goods exclusively.
DISSERT IN HONOR OF W. W. CHASE

New President of Pathé Co. Entertained by His Co-Workers of That Organization

On Wednesday evening, July 6, a dinner was tendered to W. W. Chase, the new president of the Pathé Frères Phonograph Co., New York, N. Y., by his co-workers in that organization, the affair being attended by every executive, which included not only the officers and department managers, but foremen and assistant foremen in the factory. The affair was held at the Charendon Hotel and was a decided success from every angle.

Eugene A. Widmann, the former president of the Pathé organization, and now elected chairman of the board of directors, cordially welcomed Mr. Chase and formally introduced him to the Pathé executives. Mr. Chase heartily responded and expressed his appreciation of all the fine spirit already manifested. He also expressed his pleasure at being a part of the great Pathé organization and his enthusiasm over his new duties. Although he knew that the cooperation of the entire staff was his, he emphasized its importance in the successful carrying out of the important work which was theirs. Mr. Chase is an indefatigable worker and has already surprised the night watchman by appearing at the office ready for work as early as 7 o’clock in the morning. He has already assumed his duties and is energetically working toward the future success of the Pathé organization.

"AMORITA" MAKES HER DEBUT

New Dancing Doll Being Introduced to the Trade by the Dancing Doll Co., Inc.

Amorita, the "Pride of the Harem," as she has been described by her creators, the Dancing Doll Co., Inc., New York City, has made her debut in talking machine circles this month. Amorita is a dancing doll who performs upon the turntable of the talking machine. Her accomplishments are dual, for it is claimed for her that she can do the tango and the bulshula at the same time. This dancing doll is made in two sizes and is in every sense of the word a table dancer. The mechanism is entirely hidden from view and has been perfected to the extent that the manufacturer unhesitatingly guarantees the doll. Production has just been accomplished, but samples of Amorita have been shown to the manufacturer unhesitatingly guarantees the doll. Production has just been accomplished, but samples of Amorita have been shown to

COLUMBIA FACTORY CHANGES

T. C. Roberts, assistant to the president of the Columbia Graphophone Co., who made his headquarters at the factory in Bridgeport, Conn., resigned from this position July 4, his resignation being accepted by the board of directors. The resignation of W. T. Birdsall, superintendent of the East plant, has also been accepted. It is understood that the position of works manager will be temporarily filled by T. C. Credington, and no announcement has been made as to the appointment of an assistant to the president.

T. C. HOUGH PASSES AWAY

Minneapolis, Minn., June 27—T. C. Hough, who formerly operated three retail talking machine stores in the Twin Cities, died here today in the Swedish Hospital. Mr. Hough was seventy-nine years old at the time of his death. He is survived by his widow and three daughters, Mrs. Orie Stickeney, Mrs. H. F. Wath and Miss Edith Hough, all of Minneapolis.

JOINS KIMBERLEY SALES STAFF

Geo. M. Wilson, for ten years associated with the Columbia Graphophone Co.’s sales staff, has been appointed special sales representative of the Kimberley Phonograph Co., New York. Mr. Wilson will be in charge of New York, Brooklyn, and New Jersey territories, and will supervise the preparation of sales plans covering this important section.

Mr. Wilson’s previous experience has brought him in close touch with the dealers in the metropolitan district, and his thorough knowledge of their problems should enable him to give the Kimberley line invaluable representation. Sales and publicity plans are now being completed and will be announced by Mr. Wilson in the near future.

The Ridgewood Talking Machine Co., Ridgewood, N. J., has been sold by Joseph Donnel, the former owner, to Harry Jaffe, a well-known New Jersey pianist. A piano department will be added. Robert G. Gendiek has been placed in charge of the business.

Cabinets made of mahogany 3 and 5 ply. Double spring guaranteed motor; large size Universal tone arm; automatic stop; all wood tone chamber; shelves in record compartment.

Singer Talking Machine Co.
575-579 Market Street
Milwaukee, Wis.
CRITIONA RECORDS

SEVEN ACHIEVEMENTS

1. Fidelity of Reproduction.
2. Full Value of Overtones.
3. Natural Volume of Sound.
5. No Blasts.
6. Elimination of all "Metallic" and "Tubby" tones in Orchestra and Voice.
7. Surface Noises reduced to minimum.

Write for Catalogue and Sales Proposition

CRITERION RECORDS, Inc.
1227 Broadway
New York City
SURVEY OF THE CONDITION OF TRADE IN CINCINNATI

Record Demand Has Slowed Up—New Store for Abbott—A. H. Bates Expresses Himself Optimistically Over Business Outlook—Granby Progress—Tells of Edison Popularity—Other News

CINCINNATI, O., July 6—Talking machines have been taking care of themselves in Cincinnati during the last two months and dealers there announced they will transfer some of their energy from the selling of machines to records. The records do not seem to be keeping up to what local men had hoped and dealers are determined that if this same thing happens next month it will not be because they did not get behind them and push. Rolls for player- pianos have taken a hard fall during the month and dealers are at a loss to account for it. No special plans have been put forth as to just what local men should do and dealers have been told that a new salesman on this end is necessary. The serious shortage of rolls, rolls for player-pianos have been in short supply, and dealers are determined that if this same thing happens next month it will not be because they did not get behind them and push. Rolls for player-pianos have taken a hard fall during the month and dealers are at a loss to account for it. No special plans have been put forth as to just what local men should do and dealers have been told that a new salesman on this end is necessary. The serious shortage of rolls, rolls for player-pianos have been in short supply, and dealers are determined that if this same thing happens next month it will not be because they did not get behind them and push. Rolls for player-pianos have taken a hard fall during the month and dealers are at a loss to account for it. No special plans have been put forth as to just what local men should do and dealers have been told that a new salesman on this end is necessary.

The Cincinnati Edison Co., reports a fair month with prospects bright and it does not surpass them. The store men attribute the successful business to the new line, and looks very bright and he is highly confident that he will meet with success here. Mr. Clark has had many years' experience in music and he believes that he has the goods. He is counting on his biggest success when he tackles the small surrounding towns. H. H. Sehmfutter, general manager of the Western territory for the Granby line, is singing at the Cincinnati Reds ball club. Greek Evans, who has made several records for the Victor people, is singing at the Cincinnati Zoo during the opera there.

Spraytone Phonograph Co., P. O. Box 192, RIDGECOOD, N. J.

W. R. LEWIS APPOINTED MANAGER

Succeeds Bibighaus as Manager of the Elyea Talking Machine Co. in Atlanta

ATLANTA, GA., July 9—Announcement is made of the appointment of William R. Lewis, as manager of the Elyea Talking Machine Co.

Mr. Lewis, it will be remembered, joined the staff of the Elyea Talking Machine Co. last year as a traveling representative. This was at the time when the company instituted its new service department and idea shop.

A. L. JEWETT IN NEW YORK

A. L. Jewett, traveling representative of the Story Piano Co., Richmond, Ind., giving especial consideration to the phonograph interests of the company, was a visitor to New York last week. Mr. Jewett's many friends in the metropolis were glad to greet him and to find him as happy as ever and in such fine spirits.

Many small profits make one big profit.

THE SECOY COMPANY

Piqua, Ohio
PHONOGRAPH MANUFACTURERS

We are offering unusual terms to the Maker of Phonographs who recognizes the necessity of a record under his own label. Quotations upon request.

210 FIFTH AVENUE
NEW YORK CITY

AUGUST OKEH WINDOW DISPLAY

The August Okeh window display is worthy of comment because of its striking brilliancy and the wide range of appeal it seeks to various musical tastes. As indicated in the photograph, it covers nearly every phase of American music. From order also includes one for the Plymouth record-carrying cabinets. These cabinets were sent filled with records in order to test the company's contention that they protect the records absolutely against breakage.

ENDORSE E. G. BROWN'S CANDIDACY

Well-known Music Dealer of Bayonne, N. J., Seeks to Head New Jersey Elks

E. G. Brown, well-known piano and music dealer of Bayonne, N. J., is still keeping up a strenuous campaign for election to the presidency of the New Jersey State Elks Association. A recent folder issued by Mr. Brown includes among other endorsements those of George W. Powod, general counsel of the Music Industries Chamber of Commerce, and past elected order of Lockport Lodge of Elks, and E. L. Denis, secretary of the National Association of Music Merchants.

The Jackson Phonograph Co., Jackson, Tenn., exclusive Brunswick dealer, has moved its business from 117 East Lafayette street to 111 Market street.

PHONOGRAPH MANUFACTURERS

We are offering unusual terms to the Maker of Phonographs who recognizes the necessity of a record under his own label. Quotations upon request.

210 FIFTH AVENUE
NEW YORK CITY

AUGUST OKEH WINDOW DISPLAY

The August Okeh window display is worthy of comment because of its striking brilliancy and the wide range of appeal it seeks to various musical tastes. As indicated in the photograph, it covers nearly every phase of American music. From order also includes one for the Plymouth record-carrying cabinets. These cabinets were sent filled with records in order to test the company's contention that they protect the records absolutely against breakage.

ENDORSE E. G. BROWN'S CANDIDACY

Well-known Music Dealer of Bayonne, N. J., Seeks to Head New Jersey Elks

E. G. Brown, well-known piano and music dealer of Bayonne, N. J., is still keeping up a strenuous campaign for election to the presidency of the New Jersey State Elks Association. A recent folder issued by Mr. Brown includes among other endorsements those of George W. Powod, general counsel of the Music Industries Chamber of Commerce, and past elected order of Lockport Lodge of Elks, and E. L. Denis, secretary of the National Association of Music Merchants.

The Jackson Phonograph Co., Jackson, Tenn., exclusive Brunswick dealer, has moved its business from 117 East Lafayette street to 111 Market street.

PROTECTION

Against Delivery Damage Built On Quality Lines

Not just another delivery cover but a moving cover built along distinctly new lines—and made right—a cover that will effectively protect the four finish of the most expensive and highly polisher machine—a cover that can be easily adjusted by one man.

The BRUNS DELIVERY COVER is well made throughout—the general construction, finish and material of the highest quality. BRUNS covers are made in two grades—Extra Heavy Klondike or Durable Brown Duck—padded well and fireproof hard. Can be had to fit any standard or special size machine.

The use of BRUNS DELIVERY COVERS increases 1918 protection for phonographs during delivery period—they yield under pressure and are therefore economical—they cool a trolley notes—you know why. The prices are as low as can be consistent with the highest type of workmanship and best material.

Priced on request. Jobber co-operation invited.

A. BRUNS & SONS
Manufacurers of Anything Made of Canvas

One Man Delivery Cover

Leon Tobias, secretary of Van Veen & Co., Inc., reports that he has recently closed for him a number of large contracts for Van Veen equipment, which have been completed or are now in the process of construction.

Among recent installations made by Van Veen & Co. in a new store for E. W. Bush, Penn Yan, N. Y., also one for the Colonial Music Shop, 111 Guernsey street, Auburn, N. Y.; an installation of six rooms was made in the New Farm Furniture Shop, a new store, which will be very shortly opened in Westchester Village, a

working on a number of propositions which give evidence that the trade is reviving and that will probably be back to normality, and finds that people who have been holding back on improvements and necessary expansion are now beginning to inquire for prices and ideas.

A BRAUN & SONS

One Man Delivery Cover

Leon Tobias, secretary of Van Veen & Co., Inc., reports that he has recently closed for him a number of large contracts for Van Veen equipment, which have been completed or are now in the process of construction.

Among recent installations made by Van Veen & Co. in a new store for E. W. Bush, Penn Yan, N. Y., also one for the Colonial Music Shop, 111 Guernsey street, Auburn, N. Y.; an installation of six rooms was made in the New Farm Furniture Shop, a new store, which will be very shortly opened in Westchester Village, a
ANNUAL CONVENTION OF SONORA JOBBERS IN SAGINAW

T. M. Griffith, of Newark, Elected President—Interesting Address by F. J. Coupe and Others—G. E. Brightson Presents Griffith With Silver Cup—Sonora Co. and Jobbers Well Represented

The annual convention of Sonora jobbers was held at the Saganaw factories of Saginaw on July 7, 8 and 9. The morning of the first day was devoted to a trip through the plant, which gave the jobbers an intimate idea of the magnitude of the efficiency and the extraordinary manufacturing facilities of the factory.

In order to conserve time the Sonora Jobbers' Association held luncheon and F. J. Griffith, of the Sonora Piano Co. of Philadelphia, spoke.

At the start of the business meeting Frank J. Coupe, vice-president of the Sonora Phonograph Co., gave an interesting address, during which he said: "You may know you are Sonora's sole outlet and we must depend upon you to move the output of this large factory. Many of you have never seen the plant before and possibly you did not realize its enormity until today. We brought you to Saginaw to show you the size of the plant we have and to impress upon you that without the proper effort and cooperation on your part we cannot carry on together.

"Jobbers who have used Sonora as the backbone of their business have turned in big sales. Some distributors have doubled remark and their business has turned in big sales. On your part we shall carry on together.

"The Sonora factories were represented by the following: Wm. J. McDonald, Wm. K. Schubert, J. L. Jackson, T. F. Groshand and Geo. Groshand, of Saginaw, Mich., and W. H. Lincoln, of Columbus, Ind.

COLUMBIA GETS OFFICIAL SONG

"Hall, Chicago," Prize winner in Chicago Pagant of Progress Contest, Will Be Recorded by Columbia Co.—J. Kipp Important Factor in Handling and Consuming Details

COLUMBIA, July 10.—In connection with the Pagant of Progress, which will be held in this city from July 30 to August 14, $10,000 in prizes were offered by the Chicago Herald Examiner and local business interests for the eight best songs to be submitted by local composers. Ten judges, all of whom are prominent in musical circles, were selected by the committee in charge of the pagant musical arrangements, which are under the supervision of Milton Seligman, who was appointed by Mayor Thomson for this event.

After initial compositions were submitted to the judges and the first prize of $2,000 was awarded to a composition entitled "Hall, Chicago," which will be the official song of the Pagant of Progress. When the judges convened for their final session J. Kipp, of the record service department of the Columbia Graphophone Co., Chicago branch, was present and after the judges had decided upon the actual prize-winners he left immediately for New York, arriving there on July 9.

After a conference with the Columbia executives work started at once upon the recording of "Hall, Chicago," which will be sung by Columbia artists and the Criterion Quartet. On the reverse side of this selection will be an instrumental number, played as a march by Prince's Band, which was the second prize in the contest, a $1,500 oil painting.

The official song record will be autographed by Mayor Thomson and will be retailed for eighty-five cents. It will be merchandised exclusively by the Criterion Quartet. The Columbia Graphophone Co. is to be congratulated upon its initiative and proactivity in securing the sole rights to the official pagant song. The record will be placed on sale on the opening day of the pagant.

FREE OFFER

This attractive metal and glass counter case given free with 3 cartons at $3.30, total $9.90

MAGNEDO

THE OLDEST AND FASTEST SELLING TEN-PLAY NEEDLE

Seven years of constant advertising has developed an ever-growing demand from all over the country for MAGNEDOS solely because of merit. Magnedos offer substantial profit to Jobber and Dealer.

Retail at 10c. a box

Dealer's price $3.30 carton of 60 boxes

MANUFACTURED BY SUPERTONE NEEDLE WORKS

18 WEST 20th STREET NEW YORK
DEPARTMENT NOW ON EIGHTH FLOOR

John Wanamaker Talking Machine Department Moves From Second Floor—Will Have Greatly Increased Facilities

The talking machine department on the John Wanamaker store, New York, is being moved from the second floor, where it has been located for many years, to the eighth floor. In its new home the department will have greatly increased facilities, together with a far more attractive layout.

A considerable section of the eighth floor has been set apart for the talking machine department and is now being translated. When completed it will be one of the most attractive talking machine departments in the country and will form a fitting background for the Victrola, Columbia, Cleo and Brunswick lines, which are handled in this department.

PLAN TO ERECT $30,000 BUILDING

Rogers & Fischer, Victor wholesalers, at 1113 E. street, N. W., Washington, are planning the construction of a large warehouse and stockrooms at 1219 I street, N. W. The new building, which is about three blocks from the store, is centrally located and will cost about $10,000.

SHOWS PROCESS OF RECORD MAKING

A window exhibit which is attracting attention is that of the Brunswick Shop, of Tacoma. The display, which shows the various processes in record making, was loaned by the Brunswick factory and the methods shown are those used in the manufacture of Brunswick records.

INSTALL COLLECTION OF RECORDS

The library of the University of Paris is to have a collection of talking machine records containing reproductions of the voices of the greatest men of modern France.

FIVE ESSENTIALS OF ADVERTISING

Ernest C. Hastings Points Out the Elements of Retail Publicity That Appeal to the Public and Interest the Average Reader

The advertisements of a retail store, to obtain and hold the interest of the reader, must do five things, according to Ernest C. Hastings, managing editor of the Dry Goods Economist, New York, who addressed the retail section of the Associated Advertising Clubs at its recent convention in Atlanta, Ga. He said:

1. Acquaint people with unfamiliar goods.
2. Remind people of things they need.
3. Give information about goods wanted.
4. Direct people where to get the goods.
5. Educate people how to use the goods.

Translating this into terms of the store, he continued, it means:

(1) More goods out of the store by telling people you have what they want.
(2) Stimulate interest in different kinds or similar goods.
(3) Sustain people's interest in the store between purchases or between visits.
(4) Develop a sense of value in the customer's mind.
(5) Multiply the customer's buying impulse.

That is, induce the buying of merchandise which will leave so favorable an impression that customers will come back to your store for their other needs or wants. To the preparation of advertising copy, he said, department managers and others could make their advertising more interesting by following an outline like this:

1. Tell how you got the merchandise.
2. What it is.
3. What it is used for.
4. What it is made of.
5. What colorings.
6. How trimmed or ornamented.
7. What sizes.
8. Prices.
9. Any other information that would help in telling an interesting story to the public.

CARAVAN RESTS IN VANCOUVER

Great Edison Convention Closes Most Successful Tour—Attended by Thousands

The Edison Caravan Convention, which started in New York and wandered its way to New Orleans and Chicago, closed its sessions most successfully in Vancouver, B. C., June 27 and 28. There was a good talk and a large gathering of dealers from the Pacific Coast and Canada at this gathering, and the program was substantially the same as that in New York and other cities, excepting, of course, that local dealers participated in the discussions in the topics set forth in the program.

A NEW MUSIC STORE FOR WAPIPETON

Proprietor Devises Clever Plan to Gain Public Attention—Children Included

Wapeton, N. D., June 26.—David Kopelman, formerly on the musical comedy stage, will open a modern music store here on the 2nd of July. The store will be in charge of Mr. Kopelman and his sister, Miss Rose Kopelman, of Fargo, and will be the headquarters of the Kopelman orchestra, formerly of Fargo. A complete line of musical instruments will be handled, including talking machines.

Mr. Kopelman has devised a plan which will immediately place his establishment before the public. On the opening night Rudolph Redd, widely known throughout the Northwest as a pianist, will give a concert and Mr. Kopelman will entertain the guests with some musical comedy skits.

NOT STRONGLY REPRESENTED

Grand Rapids, Mich., July 9. Talking machine manufacturers were but sporadically represented at the great furnishing exhibition which is now under way in this city. This is not surprising inasmuch as the past twelve months has shown a gradual falling off of interest in the talking machine on the part of furniture manufacturers—at least in a manufacturing way.

PLANNING FOR A BIG FALL TRADE

Richmond, Va., July 8.—The C. B. Haynes Co., of this city, Edison distributor, reports to The World representative that Edison dealers throughout the Southern territory which they cover are earnestly giving their attention to the creation of sales. Every energy is being devoted towards making the Fall a big season.

NEWS BRIEFS

J. Kapp, the hustling and wide-awake member of the Columbia branch in Chicago, was a visitor to The World sanctum the past week. He was in New York in connection with the recording of Chicago's famous song, 'to which reference is made elsewhere.

Volo, Ill., now boasts of an exclusive Columbia agency which was recently opened by J. Melchior.

The Columbia line of Grafonolas has been installed in the store of N. T. Drake, Madison, Indiana. A new music shop, known as the McLeod Store, has opened at Middletown, Ky., and handles the Brunswick line.

Brunswick phonographs are now being handled by the Hursey Music Co., of Shinnston, W. Va.

The salesman who can sink "sell" sufficiently to seek his customer's good and will win that end in view needs no spur to enthusiasm. Whole troops and regiments of ideas rush to his aid, and he transmits them with power and conviction.

WARNING

Wall Kane Needles Are Being Imitated

WALL KANE NEEDLES are the standard, trade-marked needles of the phonograph industry. They are guaranteed to play ten records without injuring the grooves, the last record playing as clear as the first.

Beware of Imitations

Inquire for our new jobbing proposition

The Greater New York Novelty Co.

3922 14th Avenue

Brooklyn, N. Y.
Announcement

THE SIEMON HARD RUBBER CO.

[...]wish to announce to the trade that they are about to enter the Phonograph record field.

The Siemon Co. have at their Bridgeport Plant a capacity at the present time of twenty-five thousand records per day. This output will be doubled within a short time. The Siemon plant at Albany will be available for an equal number of pressings when needed.

Our recording laboratories are situated in New York and Brooklyn, and our recordings are guaranteed to be unexcelled in tone, volume, artistic arrangement, quality and surface, standing the most critical examination from every standpoint.

Our laboratory experts are men of great skill and experience. Our plating are made under the latest nickel steel process, which gives the finished record great detail as well as clearness, volume and long wearing qualities.

Our stock is of the finest materials money can buy, and being made by experts of many years' experience on records, in our own factories, gives the highest finish, quality and wearing surface possible to a record.

The Siemon Co. have pressed for years, records for the largest companies in this country and by entering into the field for themselves are not new to the art.

The Siemon product is guaranteed from every angle. The Siemon Co. will manufacture the complete records under your own label, furnishing you with a monthly release made up of the latest and best selections to be had.

The Siemon Co. can also furnish you with a list of high-class standards. Any special records, Foreign or English, can be made for you. Before placing your order for recordings or pressings look into our proposition.

SIEMON HARD RUBBER CO.
C. F. SIEMON, Pres.

SALES OFFICES:
662 SIXTH AVENUE, NEW YORK

Factories:
Bridgeport, Conn.
Albany, N. Y.

Laboratories:
New York, N. Y.
Brooklyn, N. Y.
IMPORTANT RECORD COMBINATION

Siemon Hard Rubber Co. and Jones Recording Laboratory John Forrest—Will Produce Records for Entire Trade—Factors Well Equipped and Personally Well Known

It was announced this week that the Siemon Hard Rubber Co., of Brooklyn, has completed arrangements whereby they would operate as one unit for the purpose of manu-
ufacturing talking machine records for the entire trade. According to present plans, the records will be recorded at the Jones Laboratories in New York and Brooklyn and will be pressed at the Siemon Hard Rubber Co.'s plant in Bridgeport, Conn., and Allouey, N. Y.

Paint and color are used instead of the customary fungous industrial concerns, having for many years specialised in the manufacture of hard rubber products. It has produced these specialties in tremendous quantities, making im-
portant products of many industries.

For a number of years the company pressed records for one of the leading manufacturers in the talking machine industry and its pressing plant is remarkably well equipped in every de-
tail. At the present time the factory has a capacity of 25,000 records per day and arrange-
ments are now being made whereby this produ-
tion will be doubled in a few months.

H. P. Fay, who has been identified with the talking machine industry for numberless years, will be in charge of sales and distribu-
tion for the phonograph division of the Siemon Hard Rubber Co., making his headquarters at the company's temporary sales office, 626 Smith avenue, New York. Mr. Fay for many years was connected with well-known talking machine concerns, specializing in various phases of the technical and factory divisions. He is a thor-
oughly familiar with the record business from every angle and will be in a position to co-
operate with his company's clientele along prac-
tical lines.

The Jones Recording Laboratory is well known to the talking machine trade, and the head of the concern is Parke V. Jones, who has been associated with the recording field for eighteen years. For many years Mr. Jones was a member of the Columbia Graphophone Co.'s recording staff, doing excellent work in this position. He has contributed important develop-
ments to the recording art and his association with the Siemon Hard Rubber Co. should prove advantageous to those concerns who will take ad-
tantage of the combined resources of this im-
portant organization.

TOY CABARET READY FOR TRADE

Unique Dancing Toy Introduced This Week—Has Several Interesting Features

A new and unique dancing toy novelty has just been placed on the market by the Phonotone Cabinet, Inc., 5 Columbus terrace, New York, and it has already attracted considerable attention from the dealers and publicists in the leading trade centers. This novelty consists of a set of attractively cut dolls, each one of which dancers on a platform that is placed on the turntable and the music. This plat-
form has a silver finish and in its completed form represents a stage setting that is most attractive. Through the use of a string, the doll performs pleasing and effective dance steps that change with each performance, thereby relieving the thought of any monotony.

Each outfit is furnished with two dolls in costume, and the complete set consists of twelve dolls, packed three in a box.

This unique toy is the invention of L. J. Berents, who has invented a number of successful nov-
ities and who has been elected president of the Phonotone Cabinet, Inc.

The band, at the conclusion of the parade, gave a concert in front of a building occupied by one of the local papers.

Clever Publicity Stunt

GALVESTON, TEX., July 12—A parade through the streets of this city was the recent publicity stunt inaugurated by the Deluxe Co., to announce the sale of Brunswick machines. The parade followed a full-page an-
ouncement in the local papers and as a result a substantial crowd watched the procession, which was led by mounted policemen. A solid block of automobiles and trucks, even typifying some feature of the Brunswick sale, followed a twelve-piece band. The band, at the conclu-
sion of the parade, gave a concert in front of a building occupied by one of the local papers.

PARADE OF COLUMBIA MACHINES

Five trucks loaded with Columbia grapho-
phones were recently paraded through the streets of Tampa, Fla., by the firm of Hodge & Shleman as a publicity stunt. The machines constituted a carload shipment which had just been received. On the first truck popular selec-
tions were played on one of the machines. A Magnavox amplifier was used to increase the carrying power of the music.
The Stephenson Almanack
1921 JULY, Seventh Month 1921

<table>
<thead>
<tr>
<th>1</th>
<th>T</th>
<th>S</th>
<th>S</th>
<th>M</th>
<th>T</th>
<th>S</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td></td>
<td>F</td>
<td>S</td>
<td>M</td>
<td>T</td>
<td>S</td>
</tr>
<tr>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Manufacturer's Calendar

Prepare now the marketing plans for fall.

The Spring and the Spring-drum in the Stephenson Precision-Made Motor form a unit. Thus, a spring is changed by simply substituting a new drum. It is unnecessary even to remove the motor from the board. This is an exclusive feature with the Stephenson Motor.

When affairs are slack the buyer is more particular in his choice. The Stephenson Precision-Made Motor meets the requirements of the most exacting buyer.

Experience keeps a dear school but fools will learn in no other, says Poor Richard.

**STEPHENSON**

**DEPARTMENT**

DEPARTMENT OF STEPHENSON DIVISION

One Hundred and Seventy Pennington Street
Newark, New Jersey

Manufacturers of the Stephenson Precision-Made Motors and Tone Arm and Sound Box
EUROPE'S BIGGEST DANCE HIT

MON HOMME

( MY MAN )

Featured by Miss Fanny Brice
in the new "Ziegfeld Follies"

MAURICE YVAIN'S WONDERFUL MELODY IS NOW WINNING
AMERICA AS IT HAS ALREADY WON EUROPE

IMPORTANT BRANCH CHANGES

Columbia Graphophone Co. Merges Indianapolis and Cincinnati Branches—New Haven Branch Discontinued—Movers Made in the Interests of Better Service—Some Interesting Details

The general sales department at the Columbia Graphophone Co., New York, announced this week that effective July 1, the company's wholesale branch at Indianapolis had been merged with the Cincinnati branch. This step was taken in the interests of better service, as more efficient and satisfactory co-operation can be offered to dealers in this territory through the Cincinnati branch. In Cincinnati the Columbia Graphophone Co. occupies one of the most up-to-date wholesale establishments in that part of the country, with exceptional facilities for giving the dealers maximum service. A model shop was recently installed in this branch, and under the able direction of Manager Woodford, the Cincinnati sales staff is doing excellent work that is keenly appreciated by the dealers.

F. L. Scott, Jr., manager of the Columbia branch at Indianapolis, will take up special work in the general sales department with headquarters in New York, and incidentally Mr. Scott is enthusiastic regarding the work that will be placed in his hands under the new arrangements.

In the interests of more efficient service to the dealers the Columbia Graphophone Co. has discontinued its wholesaler branch at New Haven and the territory formerly handled by this branch will be served by the New York and Boston branches. Fairfield and New Haven counties will be handled by the New York branch, and Hartford, Litchfield, Tolland, Windham, Middlesex, and New London counties will be handled from Boston. H. E. Morey, formerly manager of New Haven, will take care of the New Haven territory, making his headquarters at Bridgeport, where his house is located. In this capacity Mr. Morey becomes a representative of the sales staff of the New York branch.

ARNAUT WITH RICHMOND CO.

Richmond, Va., July 9—K. A. Arnault, formerly in charge of production at the factory of the Pathe Freres Photographe Co., Brooklyn, N. Y., has joined the organization of the Richmond Photographe Co., of this city. The Richmond Photographe Co. has energetically taken up its duties as Pathe distributor and is already achieving considerable success with Pathe instruments and records.

MORSHACH TAKES ON VOCALION LINE

L. P. Morshach, of 1602 West Passyunk avenue, Philadelphia, recently took on the Vocalion line and is greatly enthused over the progress that the Vocalion is making with his customers. The record made by Lient. Kieler, recently issued by the Aedolion Co., is proving exceptionally popular. This record has the "Iron Division March" on one side and the "Buckeye State March" on the other. It was through Mr. Morshach's efforts that Lient. Kieler was persuaded to record for the Vocalion.

ENLARGE VICTOR DEPARTMENT

Gosper, Inc., July 11—Rogers & Wilson, who conduct one of the oldest exclusively music shops in northern Indiana, have just moved their Victor department from the rear of their establishment to the front. They have entirely reorganized this department, and now have ample record room, as well as a new service counter. This department is supervised by J. V. Rossone, one of the partners of this concern, who has the reputation of being one of the most astute Victor lads in that section of the country.

The Goldberg Furniture Co., Madison avenue and 148th street, New York, has opened a Victor department and installed a complete line of machines and records.
NEW BUILDINGS FOR GRANBY CORP.

Growth of Business Necessitates the Leasing of Additional Manufacturing Quarters

Granby, Va., July 7.—The Granby Phonograph Corp., of this city, and with factories in Newport News, Va., is materially increasing its daily production and has added almost a hundred additional skilled workmen to its force. The corporation has leased the entire building known as the Pabst Building, on Twenty-sixth street, between the railroad and Virginia avenue, Newport News, and, in addition, has secured the Royal warehouse and the second floor of the Holloway Building, on Twenty-fifth street. The Pabst Building will be used as a stock assembling plant. This is in addition to its group of factory buildings. With this new space, and the extra area obtained by tearing out the old of the factory buildings, the Granby Phonograph Corp. will considerably increase its capacity.

Granby phonographs are being sold in all the big distributing centers of this country and the sales records attest their popularity. Their reproducing value, the beautiful period styles in which they are manufactured and the excellent workmanship which characterizes this product are given as reasons for their steadily increasing popularity.

TO "MAGNET"IZE THE TRADE

Boston, Mass., July 8.—The Lansing Sales Co., of this city, is planning to send, each month, to jobbers and dealers, a newsletter entitled "The Lansing Magnet." The Lansing Sales Co. distributes a large list of talking machines and piano accessories and it is planned to feature one certain accessory in each monthly issue of The Magnet.

The Abelowitz Phonograph Co. has made a number of improvements in its already attractive warerooms, 1353 St. Nicholas avenue, New York City. An entire new front has been installed which is very imposing.

STATEMENT FROM A. L. VAN VEEN

No Outside Interest or Capital Invested in His Company—Explains Some Reports

Arthur L. Van Veen, president of Van Veen & Co., Inc., strongly denies the rumor which has been circulating throughout the trade that any outside interest or capital has been invested in Van Veen & Co., Inc. In speaking to The World, Mr. Van Veen stated: "This is emphatically not so. It is a fact, however, that several big phonograph manufacturers have placed their seal of approval on Van Veen equipment. This is probably the basis upon which the rumor was founded. This approval was only given after a comparative test had been made and they were so well pleased with the model showrooms which we constructed that they have also recommended Van Veen equipment to their dealers. The Van Veen organization is entirely separate and independent. We are building and will continue to build equipment for every dealer who desires Van Veen equipment. The present officers of the company are Arthur L. Van Veen, president; H. A. Dalley, vice-president; Charles H. McCaffrey, treasurer, and Leon Tobia, secretary.

New Victor warerooms have been opened in Sheepshead Bay, N. Y., by Herbert Thiel, who has had many years' experience in both the wholesaling and retailing of talking machines.

The Brunswick line was recently taken on by M. A. Schilling, El Dorado, Ark.

85¢ NEW CARDINAL RECORDS 85¢
NOW READY FOR DELIVERY

NEW CARDINAL RECORDS
ALL HITS

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist/Orchestra</th>
</tr>
</thead>
<tbody>
<tr>
<td>2037</td>
<td>Stack of Barley—(Irish Jigs)</td>
<td>Played by Flanagan Bros. (Accordion-Banjo)</td>
</tr>
<tr>
<td>2038</td>
<td>The Gladstone—(Irish Waltz)</td>
<td>Played by Flanagan Bros. (Accordion-Banjo)</td>
</tr>
<tr>
<td>2039</td>
<td>Ain't We Got Fun?—Fox-trot</td>
<td>Lamin's Roseland Orchestra</td>
</tr>
<tr>
<td></td>
<td>The Phonograph With The Tongue</td>
<td>In a Boat for Two—Fox-trot Lamin's Roseland Orchestra</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Marimba—Fox-trot</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cherry Blossoms—Oriental Fox-trot</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lamin's Roseland Orchestra</td>
</tr>
</tbody>
</table>

Jobbers and Dealers—Write for Information

CARDINAL PHONOGRAPH CO.
106 EAST 19th ST., NEW YORK CITY

FACTORIES — NEWARK, OHIO — ZANESVILLE, OHIO — PT. PLEASANT, N. J.
Soss Invisible Hinges

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

Write for Catalogue

SOSS MANUFACTURING COMPANY

718 Bergen Street,
Brooklyn, N. Y.

DOROTHY JARDON AS A COMPOSER

Miss Jardons rise in the musical world may be attributed to the tenacity, patience and persistence with which she pursues her art. She has been a dedicated student of music from an early age and has cultivated her talent through rigorous training.

Confers With A. E. Landon Regarding Foreign Language Records

R. F. Bolton, sales manager of the foreign language record department of the Columbia Graphophone Co., spent a few days recently at Toronto, Canada, where he conferred with A. E. Landon, Canadian branch manager, relative to the expansion of foreign language record activities in Canadian territory.

NEW DOUBLE-BARRELED TONE-ARM

William Phillips, president of the William Phillips Phonograph Co., New York City, has started shipments on a new double-barreled tone-arm which is being made for one of the largest manufacturers of talking machines in the South. This tone-arm is not only exceptional in design and appearance, but is proving its high plane in the conveyance of sound. Mr. Phillips has also developed a new tone-arm particularly for the portable machines, which are so popular at the present time.
WORLD’S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, a rate of 15c per line. Replies will also be forwarded without cost. Additional space will be at the rate of 25c per line. Bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

POSITION WANTED—Man with five years' experience in record manufacturing in all its branches wishes to connect with record manufacturer as superintendent of a record manufacturing concern. Address Box 971, care The Talking Machine World, 373 Fourth avenue, New York City.

WANTED—Salesman to sell talking machine record cleaners as a side line. Must have an established trade and be a man who can get results. State territory covered and goods you are selling. E. T. Gilbert Mfg. Co., Rochester, N. Y.

LIVE-WIRE RETAIL SALESMAN wanted to co-operate with our dealers in Pennsylvania. A splendid opportunity for a hard working man to produce good sales. State age and give list of all employees during past ten years. Weaver Piano Co., Inc., Pathé Jobbers, York, Pa.

WANTED—3 or 4 good salesmen for a large Western manufacturer of pianos, phonographs and records, established over 50 years. Must be of good address and unquestionable ability and records. Established over 50 years. Western manufacturer of pianos, phonographs and records, 1920-1921, inclusive. Address "Box 925," care The Talking Machine World, 373 Fourth avenue, New York City.

EXECUTIVE POSITION WANTED—Experienced executive and mechanic and executive with twelve years' experience in the manufacture of disc records with some of the largest plants in the world. Fully understanding the installation and maintenance of the necessary equipment along with the most up-to-date methods and systems for progress, efficiency and economy. The most profitable thing you can do is to know. Therefore, write us with the standard of perfection that others have taken years to acquire. An interest in the company is more desirable to me than the salary. For further particulars apply Box 928, care The Talking Machine World, 373 Fourth Avenue, New York City.

SALESMAN—A firm making a phonograph of reputation, with an established trade in New York City and State, is in need of a salesman for territory mentioned. None but experienced phonograph salesmen need apply. An unusually good offer to the right party. Apply Box 929, care The Talking Machine World, 373 Fourth avenue, New York City.

WANTED—Phonograph salesman, clean cut, aggressive and experienced live wires. We require salesmen for Alabama, Florida, Georgia, Mississippi, Arkansas, South Carolina, South Carolina, Tennessee, Virginia and West Virginia. This is a real opportunity to grow with a fast growing manufacturing institution, with a financial return dependent entirely upon your ability. Tell us your story in detail at once. Confidentially, Granby Phonograph Corporation, Norfolk, Va.

WANTED—Sole distributor in United States for Panhellen brand of Greek and other foreign language records. Over 200,000 Panhellen records were sold last year, and our factory has since been more than doubled. Organization is expanding and this is an unusual opportunity for a progressive jobber or a responsible individual who is equipped to take care of the distributing branch of our business. Panhellen Record Co., 152 West Fourteenth street, New York City.

WANTED—Experienced salesmen for period model phonographs. Apply Monarch Phonograph Co., 2074 Second avenue, New York City.


A SIDE LINE WITH SUBSTANTIAL PROFIT. Men now selling phonographs or benches will find it entirely profitable to sell our popular line of pianos and players. Fine as side line. Address Opportunity, "Box 988," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Repoman and secretary. Young man with a sound knowledge of all整车 work will please write to Box 935, care The Talking Machine World, 373 Fourth Avenue, New York City.

WANTED—An executive of phonograph department to manage our entire phonograph department. This department is expanding and this is an unusual opportunity for a progressive jobber or a responsible individual who is equipped to take care of the distributing branch of our business. Panhellen Record Co., 152 West Fourteenth street, New York City.


POSITION WANTED—Distributor and catalog engineer, to act as salesman and also to superintend the catalog and record manufacturing department. Address "Box 935," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Vice president, 12 years experience wholesale and retail in import business. Key man the Hat. Address "Box 936," care The Talking Machine World, 373 Fourth Ave., New York City.

EXECUTIVE OPEN FOR ENGAGEMENT. An executive with broad business experience and thorough knowledge of phonograph business from executive, manufacturing and selling ends, capable of directing and getting results where sales forces desire to change from present position in banking business. Character, ability and integrity will stand most exhaustive inquiry. An American, forty-five years of age. Communications strictly confidential. Position must be capable of paying at least $10,000 per year with possibility of big increases according to ability and results. Would prefer Eastern territory. Address "Box 909," care The Talking Machine World, 373 Fourth Ave., New York City.

RECORDING ENGINEER of ability and experience wanted by established manufacturer. Salary $5,500 to start. Address Box 983, care The Talking Machine World, 373 Fourth Avenue, New York City.

SELL MORE RED SEAL RECORDS

HERE’S HOW

We now offer a space of classifying records will produce results. We guarantee same will be sold and paid for the first 14 days. If you want an object of two dollars, it appears.

1. Address 100 W. 36th St., Kew York City, New York City.

WANTED

1,900 Makers. Will pay cash at a price. Who will give us trouble or credit are not wanted. Chicago Phonograph Realization 1427 Carroll Ave., Chicago, Ill.

FOR SALE


FOR SALE

2,000 high grade solid bone horns and reproducers at lowest prices. Chicago Phonograph Realization 1427 Carroll Ave., Chicago, Ill.

FOR SALE


CASH


FOR SALE


CABINETS

Beautiful, exclusive design, Mahogany. With flip lid, will effectively show tone and modify; very desirable for travelling shows. Write today.

COLUMBIA MANUFACTURING CO.

175 Powers St. Brooklyn, N. Y.

FOR SALE


FOR SALE


EXECUTIVE OPEN FOR ENGAGEMENT

An executive with broad business experience and thorough knowledge of phonograph business from executive, manufacturing and selling ends, capable of directing and getting results where sales forces desire to change from present position in banking business. Character, ability and integrity will stand most exhaustive inquiry. An American, forty-five years of age. Communications strictly confidential. Position must be capable of paying at least $10,000 per year with possibility of big increases according to ability and results. Would prefer Eastern territory. Address "Box 909," care The Talking Machine World, 373 Fourth Ave., New York City.

Consult Page 180 for Further Classified Advertisements
SACRIFICE Sale of 25,000 Standard Phonograph Records

WANTED
Dealers and distributors in every state to sell the Supreme line of phonographs. The Supreme line is the best selling line of phonographs in the world. We pay cash on the spot. Address Box 986, The Talking Machine World, 373 Fourth Ave., New York City.

BUSINESS OPPORTUNITY
WANTED-Salesmen to sell a line of record machines to record dealers and manufacturers all over the world. No salary, commission paid on all orders. Can be handled in connection with any line. Write for preliminary information, Cosmopolitan Manufacturing Co., Detroit, M. I.

CABINETS

RECORDS PRESERVED
With or without your stock
STOCK ROLLED or BLANKED or BOTH
Brooklyn, N. Y. Plant now prepared to accept additional contracts, large or small. Denate Products Mfg. Co., 311-313-315 Ellery St., Brooklyn, N. Y.

SALESMEN-Sale men, all territories. New novelty sells easily wherever demonstrated. Chance to make big money if you are a hustler. Big advertising campaign. State territory and lines carried. References. Strictly commission basis. Dancing Doll Co., Inc., 115 East 18th St., New York City.

WANTED-To hear from phonograph manufacturers and wholesalers, together with samples of record needles and anything pertaining to the phonograph business for retail trade. Chic. Koenneman, 305 East Spring street, Streator, Ill.

MOVIE FEATURES PORTABLE
In response to the request of Sonora dealers everywhere, the advertising department of the Sonora Phonograph Co. has prepared a movie slide, featuring the Sonora Portable phonograph.

To quote you as our experience along this line has proven a profitable adjunct to the Victorline, in that it is being rushed to our dealers and will be to all intents and purposes tried out in each store. The new "Scirce" phonograph, which is the subject of this slide, was designed by one of our best known sculptors, and is being marketed at a low price to make it possible for every salesman to demonstrate the machine to his prospects. The "Scirce" phonograph is made in mahogany and walnut, and is being sold at a low price to make it possible for every salesman to demonstrate the machine to his prospects. The "Scirce" phonograph is made in mahogany and walnut, and is being sold at a low price.

PHONOGRAPH RECORD LABELS
That will meet the requirements of the manufacturers of Records. Our experience along this line assures you of the best of results, quality as well as artistic in design. We make record labels for some of the largest record manufacturers.

If we are not making any of the following Specialties for you we would be pleased to quote you as our experience enables us to give you the desired results.

KEYSTONE PRINTED-SPECIALTIES COMPANY
321-327 Pear Street
SCRANTON, PA.
Important Accomplishments at British Music Industries’ Convention—Trade Agreement Discussed—Gramophone Dealers’ Association Discusses Problem of Record Stock—Interesting Discussion—Otto Ruhl Honorary Discharged—New Record Introduced by Wireless—A Talk on Sound Boxes—S. H. Sheard Returns From South African Trip—New Film Record Synchrophonization—Other News

London, Eng., June 19.—The accomplishments of the British Music Industries’ Convention, held at Ramsgate May 24 to 30, inclusive, which was attended by members of every branch of the industry except music publishers, is still a subject of much interest in the trade here. The president of the Federation of Music Industries, Alexander Dow, opened the convention with a brilliant address, in the course of which he reviewed general conditions and particularly urged that British manufacturers give more attention to export trade.

An interesting feature of the convention was the discussion of a proposed trade agreement, designed to eliminate a number of evils, including the practice of giving away music stocks, free music lessons, etc., to influence sales, the granting of excessive commissions to teachers and professional musicians, the making of excessive allowances on instruments taken in trade, and other matters of like importance. A draft of the proposed agreement, including ten clauses, was presented and adopted, and is to be forwarded to the members of various associations for ratification.

The question of manufacturers opening their own retail shops in competition with retailers was also discussed, as was the question of establishing sole agencies for various products. The live-purchase question also came up for consideration, and it was strongly urged that dealers stick to the terms that were prevalent during the war. It was suggested that 20 per cent of the purchase price be demanded at the outset and that the second be cleaned up within the year, with 10 per cent interest charged on deferred payments. Trade credits also received much attention.

Gramophone Dealers Meet

To readers of The World probably the meeting of the Gramophone Dealers’ Association will prove of greatest interest.

F. T. Stokes, in opening a discussion on “Should dealers be allowed to sell obsolete records at reduced prices?” said: “The problem of record stock is undoubtedly providing many gramophone dealers with food for anxious thought. Many phases of the problem have been referred to at our committee, and various suggestions made for solving it, with requests that we give it serious consideration. I propose to give as briefly as possible a statement embodying the various communications, complaints and suggestions that have been made to us on the subject. The principal causes of anxiety to dealers appear to be:

1. The continually increasing size of record catalogues and consequently increasing stocks on dealer’s hands.

2. Disposal of surplus stock.

3. The unsatisfactory working of the two or three basis of exchanging deleted and old records.

The following proposals have been made for dealing with these points:

1. To limit the size of the record catalogues by deletions more in proportion to the new records added; these deletions to be made regularly—say every three months.

2. Disposal of surplus stock. A system of exchange by which dealers are entitled to return surplus stock for full credit up to an agreed percentage of their yearly purchases, without an immediate covering order.

3. Deleted records to be returned on the same basis, the total returns of both kinds not to exceed an agreed percentage of the year’s purchases.

There is certainly room for improvement in the method of conducting the record business. While the trade has grown enormously during the past few years, the same machinery for handling it has remained in use, and is proving quite inadequate for satisfactorily carrying on the business of to-day, and will doubtless prove more or less for the increased record business must of us believe not before us. Any solution of the difficulty must naturally be equally fair and equitable to all branches of the trade—manufacturer, factor, and dealer—and I personally think the above proposals, while certainly an improvement for the dealer, would not be acceptable to the manufacturers. Besides, they do not go far enough.

What, in a few words, are the conditions that want altering? The necessity of ordering on the

(Continued on page 152)
FROM OUR LONDON HEADQUARTERS—(Continued from page 181)

The difficulty of disposing of unsaleable stock.

The manufacturer, therefore, that would be mutually workable and profitable to all branches of the trade should be welcomed, and I think we have one in another proposition that has been made. This is to form a new category which shall be labeled with a special and distinctive label and sold at a reduced price—say two-thirds or half the original. Such a scheme is likely to prove much more useful and present many difficulties.

Anything in the nature of indiscriminate or individual reduction or price-cutting is naturally to be opposed. But this scheme does not mean price-cutting, nor the selling of records as job lots or second-hand. It means the formation of a new category of records to be sold with the definite authority of the manufacturers and under their own special label. Its success would depend upon the manner in which it was worked. A method that has been suggested is that the makers issue on each monthly record supplement any numbers which they wish to delete from their lists every record that is unsaleable. Returns of records which are destined to be scrapped must be very expensive transactions to the large companies, which is doubly the reason why hundreds of absolutely dead and unsaleable titles remain on the catalogs. To delete all such on the present method, would mean two to one or three to one, and the result would be quite impossible either for the manufacturer or the dealer. A solution, therefore, that would be mutually workable and profitable to all branches of the trade should be welcomed, and I think we have one in another proposition that has been made. This is to form a new category which shall be labeled with a special and distinctive label and sold at a reduced price—say two-thirds or half the original. Such a scheme is likely to prove much more useful and present many difficulties.

Anything in the nature of indiscriminate or individual reduction or price-cutting is naturally to be opposed. But this scheme does not mean price-cutting, nor the selling of records as job lots or second-hand. It means the formation of a new category of records to be sold with the definite authority of the manufacturers and under their own special label. Its success would depend upon the manner in which it was worked. A method that has been suggested is that the makers issue on each monthly record supplement any numbers which they wish to delete that month. Dealers, on receipt of this list, would, on the company a certified return of the quantity of such records they have in stock, and receive per return the requisite quantity of labels to affix to them, when they would be placed on sale in a special rack or receptacle kept for this category. It should be distinctly understood that no record was to be sold in this category without the maker's label, and this label must not be affixed to any record not authorized by the makers, who would obviously have the same power of enforcing their regulations regarding these records as any others.

The matter was very thoroughly discussed, one of the speakers being Louis Sterling, who pointed out that, although the dealer had through the taking back of obsolete records, the loss to the manufacturer was much heavier. They would find now that the dealer's stock was not so much in excess of what it was ten years ago, compared in the increase in the rate of business during the ten years. He believed something should be done to limit the number of records a dealer had to carry. There were about 7500 dealers in the gramophone industry, and it was very difficult at short notice to fix any sort of a policy which would be for the good of all. He suggested that the dealers should discuss the matter more fully and then appoint a committee to meet a committee of the manufacturers, and see if they could not get some system which would be equitable to all. Ernest Marshall thought that some scheme should be adopted whereby the manufacturers could arrange for the records to be sold cheaper, because there was no doubt the obsolete records did entail a considerable loss on the manufacturers, to take back, especially if it was a one-to-one exchange.

Ottom Ruhl and Fonotopia Record

Before Albert and John Bell at the Guildhall, London, Ottom Ruhl was summoned under the machinery market act for, it was alleged, unlawfully applying a false trade-mark, i.e., Fonotopia, to records sold by him. The complainant was the Hertford Record Co., Ltd. According to counsel, prior to 1914 a number of German companies were interested in the sale of gramophone records here, and among these were Carl Lindström (London), Ltd., and Fonotopia, Ltd. An amalgamation of these two firms came about, with Mr. Ruhl as managing director. During the war,.ModelAdmin the Trading With the Enemy Act, the assets of Fonotopia, Ltd., were sold at the instance of the Board of Trade. The purchaser was the Hertford Record Co., Ltd, who afterward registered the trade-mark Fonotopia. As a result of inquiries, defendant was found to be selling records labeled "Made in Germany" and bearing the word "Fonotopia," which word, it was claimed, was the property of the Hertford Record Co., Ltd. Evidence was given by H. Mat Lenoun, managing director of the Hertford Co.; Wolfe Linden, manager of the United Talking Machine Co., Ltd. and others.

At the resumed hearing of the case Mr. Ruhl was committed for trial, but released on his own recognizance.

The trial took place on June 10 before the coroner (H. F. Dickson, Esq. K. C.) at the Central Criminal Court. In reply to the clerk Mr. Ruhl pleaded not guilty. It developed during the course of the action that after a search warrant had been issued and a stock of some hundreds of records held by Ruhl...
ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

Cable Phonokino, London.

TEN INCH
DOUBLE SIDED
NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artists, Instrumentalists, Orchestras and Bands of the British Empire.

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH:

FROM OUR LONDON HEADQUARTERS—(Continued from page 182)

Horn, Hornless and Table-Grand GRAMOPHONES FOR EXPORT

Please State Your Requirements.

REX GRAMOPHONE CO. 2 Elizabeth Place, Birington Street, LONDON, E.C. 2, England.

Cable Address: "Lemanc, London."
The present invention relates to supports for parts provided with two stylus holding means and to further embody with this type of sound box a means for holding the sound box at such relative positions.

A still further object is to provide a stylus bar of the type indicated with one of its stylus carrying parts provided with two stylus holding means and to further embody with this type of sound box a means for supporting the weight of the box during the duration of the same with the sound record for the purpose of eliminating unnecessary wear.

Figure 1 is a side elevation of a reproducer arm having the invention applied thereto: Fig. 2 is a vertical section view taken on the line 1-1 of Fig. 1; Fig. 3 is a sectional view on the line 2-2 of Fig. 1; Fig. 4 is a transverse sectional view on the line 3-3 of Fig. 1; Fig. 5 is a transverse sectional view on the line 4-4 of Fig. 2; Fig. 6 is a sectional view on the line 5-5 of Fig. 2; Fig. 7 is a sectional view on the line 6-6 of Fig. 6; Fig. 8 is a transverse sectional view on the line 7-7 of Fig. 4; Fig. 9 is a sectional view on the line 8-8 of Fig. 4; and Fig. 10 is a transverse sectional view on the line 9-9 of Fig. 6.

In the drawings, reference to the figures...
connection to the record plate or other moving part of the record-playing device, and in general to provide a new and improved construction of the character above referred to.

In the drawings, Figure 1 is a fragmentary perspective view, partly broken away, showing the device in use; Figure 2 is a fragmentary top plan view partly in section in the vicinity of the mechanism; the arm being adjusted substantially to the position of the arm in Figure 3; Figure 3 is a vertical section on the line y-y of Figure 2.

The object is to provide an inexpensive device which may be used to raise one edge of type. In the preferred form of the invention comprises a thin flexible strip adapted to fit over the spindle and lie flat across the top of the turntable. Preferably it is of metal, and has one or more ends extending beyond the edge of the table. The strip is slotted longitudinally so as to provide yielding jaws for engaging the spindle.

Figure 1 is a plan view of the turntable with one form of device embodying the invention and showing a record in place; Figure 2 is a side view of the same, but showing the record in section and filled with means of the type. Figure 3 is a plan view of one form of attachment; Figure 4 is a plan view of a modified form of device having a single lifting arm.

The invention relates to supports for hinged cabinets of talking machines, and Figure 1 shows a side elevation of the lid support holding the lid closed as attached to a portion of the cabinet of a talking machine, and Figure 2 shows an elevation of the lid support holding the lid in the raised position. The lid support comprises a plurality of independent elements, each of which may be bent over into independent clamping relation with said body member.


The object of the invention is to provide an improved stylos bar mounting for sound boxes of talking machines, which will be so constructed and balanced that it will more effectively and accurately transmit vibrations from the reproducing needle to the diaphragm than other devices for this purpose which have been made prior to the present invention.

Figure 1 is a front elevation of a sound box having a stylos bar mounting made in accordance with the present invention; Figure 2 is an enlarged fragmentary view taken on the line 2-2 of Figure 1; Figure 3 is a section view taken on the line 3-3 of Figure 2; and Figure 4 is a fragmentary sectional view taken on the line 4-4 of Figure 2.
ADVANCE RECORDS FOR AUGUST
(Continued from page 421)

MAGNAVOX AT DEMпсиFIGHT

Once more the Magnavox proved its worth as a sound amplifier in sending out to the vast known world news and events from the center of the ring.

W. R. Davis, sales manager of the Magnavox Co., New York headquarters at 207 Seventh Avenue, in conjunction with J. O. Morris, Eastern distributor, installed the instrument in the vast arena and made arrangements for its use during the boxing match. The voice of the announcer, through the use of this instrument, was distinctly heard in all parts of the arena and was keenly appreciated, especially by the many thousands of spectators who sat some distance from the ring.

William J. Weyland, formerly with the Aeolian-Vocelion Co., is planning to establish a talking machine business in Jamaica Plain, Mass.

MAGNAVOX AT DEMPSEY FIGHT

Once more the Magnavox proved its worth as a sound amplifier in sending out to the vast known world news and events from the center of the ring.

W. R. Davis, sales manager of the Magnavox Co., New York headquarters at 207 Seventh Avenue, in conjunction with J. O. Morris, Eastern distributor, installed the instrument in the vast arena and made arrangements for its use during the boxing match. The voice of the announcer, through the use of this instrument, was distinctly heard in all parts of the arena and was keenly appreciated, especially by the many thousands of spectators who sat some distance from the ring.

William J. Weyland, formerly with the Aeolian-Vocelion Co., is planning to establish a talking machine business in Jamaica Plain, Mass.

NEW TYPE OF CASH REGISTER

National Cash Register Co. Makes Important Announcement—New Register Will Prove of Great Assistance to Retail Merchants

Announcement has been made by the National Cash Register Co. that a new cash register designed to fill a long-felt want of thousands of merchants has been placed on the market. The new machine, which is called the Class 1100, is a low-priced, high-grade register that issues a receipt with every transaction.

In the past many merchants who were starting in business, realizing the great value of receipt-printing cash registers, felt that they could not afford machinery of that type because of their higher price. To fill the needs of these merchants, the National Cash Register Co. determined to put a receipt-printing register on the market at a price that would be within the reach of everyone.

The company's corps of inventors set to work and a model was built and given severe tests to make sure that it was up to the high standard set by other registers manufactured by the company. Then the register was placed in actual operation in stores, and met every requirement with success.

The new register is built in several different models, adapted for use in varied lines of business. At each operation of the register a receipt is printed and issued. This receipt shows the merchant's name and address, the amount and number of the transaction, and the date. This receipt is printed on a paper with quarters, (or every sale in the order in which it occurs.

It assures a square deal to everyone concerned in all transactions, making satisfied customers, and thereby increasing leads and profits. It guarantees an accurate printed record of every transaction between clerk and customer, making satisfied customers, and thereby increasing leads and profits.

This gives the merchant a history of the day's business—a permanent record of everything that occurs. The register is connected with a large number of other registers by a wire, and it is possible for the merchant to have these registers in his store. The register is connected with a large number of other registers by a wire, and it is possible for the merchant to have these registers in his store.

One of the most important features of the new register is its ability to tell at about what time the transaction was made. The receipt is also a great protection when children or servants come to the store to make purchases.

The new register has other valuable features that are to be found in all high-grade cash registers. When money is registered on the Class 1100 machine the amount is immediately shown on the indicator at the top of the register. A paid-out department. The figures of the register are there so that the total at any time can be read. These two features give publicity to every transaction, enforce records and remove temptation by making everyone in sight of the register an inspector of the sale.

At the same time the register prints on a paper roll, called the detail-strip, a permanent record of every sale, and there is no tampering with the paper roll. This gives the merchant a history of the day's business—a permanent record of everything that happens in his store.

Adding wheels within the register show the amount of money that has been taken in. These figures are under lock and key, available only to the proprietor, and can be reset at the end of the day, week or month, as the merchant desires.

Key arrangements of the machines vary to suit the needs of different lines of business. The number of "No Sale," "Paid Out," "Charge" and "Received on Account" transactions are recorded, together with the total number of all transactions made. These are valuable records for inventory control.

Printed and added records in the register show the merchant how much money should be in the cash drawer before the contents are turned over to the register. The register gives the merchant a continuous record of the money that has been taken in, and thereby increases his security. The register is practical and useful to every merchant.

A modern music shop for the exclusive sale of Victor products has been opened in Chester, Pa., by M. E. W. Martin. The store is located in the Edgemont Building, in the heart of Chester's busiest section, and is thoroughly up to date in equipment.

Arnold Croll, proprietor of the Record Service Shop at Manitowoc, Wis., recently opened a branch store in Two Rivers, Wis. He will deal in talking machines, records and supplies and has added an imposing line of these products.

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in...
Some Leading Jobbers of Talking Machines in America

TEST IT.
OUR VICTOR
Record Service
has a reputation for efficiency.
Suppose you try it.

E. F. DROOP & SONS CO.
1200 Q. STREET, WASHINGTON, D.C.
231 N. HOWARD STREET, BALTIMORE, MD.

Where Dealers May Secure
COLUMBIA
Product
Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States.

Distributors
Atlanta, Ga., Columbia Graphophone Co., 811-13 Whitley Bldg.
Baltimore, Md., Columbia Graphophone Co., 131 South Howard St.
Boston, Columbia Graphophone Co., 1000 Washington St.
Buffalo, N.Y., Columbia Graphophone Co., 271 Maple Ave.
Chicago, Ill., Columbia Graphophone Co., 525 W. Jackson Blvd.
Cleveland, O., Columbia Graphophone Co., 217-221 West 8th Street.
Columbia, Mo., Columbia Graphophone Co., 1212 East 30th St.
Dallas, Tex., Columbia Graphophone Co., 210 North Front Street.
Denver, Colo., Columbia Stores Co., 1005 Glisan Ave.
Detroit, Mich., Columbia Graphophone Co., 115 East 4th St.
Indianapolis, Ind., Columbia Graphophone Co., 209 W. Washington St.
Kansas City, Mo., Columbia Graphophone Co., 2004 Wyandotte St.
Los Angeles, Calif., Columbia Graphophone Co., 800 S. Los Angeles St.
Minneapolis, Minn., Columbia Graphophone Co., 14th St. 3rd St.
New Haven, Conn., Columbia Graphophone Co., 2004 Florence St.
New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.
New York City, Columbia Graphophone Co., 121 West 85th St.
Omaha, Neb., Columbia Graphophone Co., 811-813 First Ave.
Philadelphia, Pa., Columbia Graphophone Co., 48 N. 61st St.
Salt Lake City, Utah, Columbia Stores Co., 221 South West Temple.
San Francisco, Calif., Columbia Graphophone Co., 1130 Blaine Ave.
Seattle, Wash., Columbia Graphophone Co., 911 Western Ave.
Spokane, Wash., Columbia Stores Co., 116 South Post St.
St. Louis, Mo., Columbia Graphophone Co., 1127 7th Ave.
Tampa, Fla., Tampa Hardware Co.

Wholesale Exclusively
EASTERN TALKING MACHINE CO.
85 Essex Street, Boston

VICTOR DISTRIBUTORS

COLUMBUS, OHIO

The PERRY B. WHITSIT CO.
Distributors of Victorolas and Victor Records
Omaha, Nebraska
Des Moines, Iowa

Victor Distributors

Every selling machine jobber in this country should be reminded that the customer has to be satisfied, whether he is in your town or your state. The sold is right and the advertised is great.

ARTICLES OF INTEREST IN THIS ISSUE OF THE WORLD

Ready Reference for Salesmen, Dealers and Department Heads

Important Principles Which Govern Window Display 3
Selling Machines to Vacationists 3
Questions to Test the Progressiveness of the Talking Machine Dealer 4
Summarizing the Business Situation 4
The Tremendous Growth of the Talking Machine Industry 8
Where Active Association Work Is Needed 8
Summary of New Record Filing System for Dealers Suggested to Aid Salesmen and Increase Sales 10
Why Correspondence Should Be Watched 15
Pertinent Suggestions on Stimulating the Sales of Monthly Record Releases 19
Helping Business by Capitalizing the Popularity of Recording Artists 21
Details of New Canadian Copyright Act Passed by Parliament 25
Don't Wait on Folks-Sell Them 27
How Albums Can Be Used to Stimulate Sales of Talking Machine Records 33
Some Sales Stunts of Prominent Dealers That Merit Special Commendation 37
The News Value of Advertising 49
Music Industries Chamber of Commerce Seeking Co-operation of the Trade 53
Edison Caravan Convention in Chicago 56-59-60

The Value of Lawn Concerts as a Selling Force 61
Why Salesmen Should Keep on "Scratching" 64
Figures on Talking Machine Exports 65
Edison Caravan Convention in New Orleans 83
To Form Talking Machine Unit of National Association of Music Merchants 97
Fordney Tariff Bill Reported to the House 99
On Threshold of Convention of National Association of Talking Machine Jobbers at Colorado Springs 110

On Threshold of Business Revival, Says A. A. Troscler 120
The Mid-West Point of View 130
How the Talking Machine on a Side Street May Win Trade 143
Survey of Trade Conditions in Canada 145
Sheet Music and Record Sales 147
Rest vs. Rumpus—A Constructive Story for the Dealer 156
Recent Tariff Rulings of Trade Importance 157
Robert Gordon's Page of Practical Merchandising Ideas 166
The Talking Machine Situation in Europe 181

Late Patents of Interest to the Trade 184-185
Advance Lists of August Bulletins of Talking Machine Records 186-187
OLYMPIC RECORDS

ALL THE LATEST HITS
ALL THE BEST ARTISTS

Less Surface Noise    Clearness of Diction

Olympic Records Make the Talking Machine
Into a Musical Instrument

LOOK FOR THIS STATUE

Olympic Artists
Percy Hemus - Baritone
Greek Evans - Baritone
Elliott Shaw - Baritone
Al Bernard - Baritone
Henrietta Wakefield - Soprano
Gloria Petles - Soprano
Aileen Stanley - Soprano
Jane Bartlett - Soprano
Charles Harrison - Tenor
Sam Ash - Tenor
Arthur Fields - Tenor
Charles Hart - Tenor
Hugh Donovan - Tenor
Victor Fletcher - Monologue
Victor Churchill - Baritone
Lewis James - Tenor
Harold Wiley - Baritone
Margaret McKee - Whistler
Stellar Quartette - Vocalists
Merry Melody Men - Dances

Olympic Artists
Lanin’s Roseland Orchestra - Dances
Bennie Krueger’s Orchestra - Dances
Waldorf Astoria Orchestra - Dances
Palace Trio - Dances
Rudy Wiedoeft’s Californians - Dances
Green Brothers’ Novelty Band - Dances
Van Eps Quartette - Dances
Bernard Altschuler - ‘Cellist
Helen Lee - Violinist
Louise & Ferera - Instrumentalists
Philharmonic Trio - Instrumentalists
Earl Fuller’s Orchestra - Dances
Honolulu Orchestra - Dances
Michael Donovan - Violinist
Emanuel Balaban - Piano

OLYMPIC DISC RECORD CORPORATION
1666 Broadway
New York, U. S. A.

We Are Appointing Distributors
If the Excise Tax on phonographs is increased, the price of Edison Phonographs must be advanced.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY

JOBBERS OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

CALIFORNIA
Los Angeles—Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.
COLORADO
Denver—Denver Dry Goods Co.
CONNECTICUT
New Haven—Pedro Ellinger Co., Inc.
GEORGIA
Atlanta—Phonographs, Inc.
ILLINOIS
Chicago—The Phonograph Co., W. H. Law (Amberola only)
INDIANA
Indianapolis—Kepf Phonograph Co.
IOWA
Des Moines—Hopper & Black
LOUISIANA
New Orleans—Diamond Mount Co., Inc.
MASSACHUSETTS
Boston—Pedro Ellinger Co., Inc.
MICHIGAN
Detroit—Phonograph Co. of Detroit
MINNESOTA
Minneapolis—Laurel H. Lutzer
MISSOURI
Kansas City—The Phonograph Co. of Kansas City
ST. LOUIS—Albany Phonograph Co.
ONTARIO
Montreal—The Phonograph Co. of Montreal
NEVADA
Las Vegas—The Phonograph Co.
NEW YORK
Albany—American Photograph Co.
New York—The Phonograph Co. of Mechanic Street
Staten Island—Frank E. Bowry & Sons
H. H. Andrews Co. (Amberola only)
OHIO
Cincinnati—The Phonograph Co. of Cincinnati
The Phonograph Co.
OREGON
Portland—Edison Phonograph Co.
OREGON
Seward—Edison Phonograph Co.
PALESTINE
Philadelphia—Girard Phonograph Co.
PITTSBURGH—Birch Phonograph Co.
W. M. Myers Co.
RHODE ISLAND
Providence—J. A. Price Co. (Amberola only)
TEXAS
Dallas—Texas-Oklahoma Phonograph Co.
UTAH
Ogden—Porlauf Sporting Goods Co.
VIRGINIA
Richmond—The C. B. Hayes Co., Inc.
WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee
CANADA
Montreal—A. E. Williams & Sons Co., Ltd.
St. John—W. E. Thomas & Co., Ltd.
Fort Erie—R. S. Williams & Sons Co., Ltd.
Winnipeg—A. E. Williams & Sons Co., Ltd.