

The **TALKING** *W*
MACHINE *W*
WORLD *W*

*For the
 makers &
 sellers of
 talking
 machines*

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

Victrola

REG. U. S. PAT. OFF.

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

Landay

BROS.

HEADQUARTERS FOR VICTROLAS
NOW ALSO HEADQUARTERS FOR



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. We need not descend to comparisons. 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 36th Street

YONKERS
11 North Broadway

23 West 42nd Street
OPEN EVENINGS

NEWARK
75 Broad Street

945 So. Boulevard
Near 163rd Street

The Talking Machine World

Vol. 17, No. 7

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Price Twenty-five Cents

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 solve an unusual problem. He had just been approached by several young men from the mountain regions and asked if he would help them to secure music for a dance 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 boast of 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 flatly 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 their village with plenty of records. He looked up his demonstrator Magnavox and soon convinced the boys that their problem was solved.

The sale problem was another serious question, for it was found that while the boys were able to get enough money together to hire 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 completed, 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 the latest records. They agreed to bring the 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 the complete 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 of the Same Function—That of Securing

Governing Advertising Because Both Must Per-
form for the Man Conducting the Store

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 Schönfelder, 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 event. The means employed in planning a display are different, but the successive psychological steps which every salesman, whether in print or in person, learns in the very primary grade of selling technique are the same—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 proceed somewhat along the sequence of first getting attention, then arousing interest, developing interest into desire and intensifying desire to the point where action results.

"The same keen appreciation of news-value and timeliness and appraisal of the worth of a 'stunt,' the same clarity of expression, the same knowledge of the principles of art, the same

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 finished plans for a number of apartment houses in which he had provided for talking machines being "built in" the same as closets 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 long before we should have homes with the talking machine built in can be taken as a prophecy by the thoughtful, if they wish. It is not as grotesque as it appears on first glance. Perhaps it will not be the talking machine but something else equally remote as a permanent feature. The trend of building is that way.

"There are many houses still standing in this 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 includes in his plans conduits for telephone wires.

"A bath-tub in a room especially constructed for bathing purposes, with connections to a constant supply of water and means of providing hot water at any time, would have seemed something like a Jules Verne tale not so many generations ago, while the proposition of building an ice box into a house would have appeared idiotic in the bygone days of most men of middle age at present.

"Architecture, taking so 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 cannot be beautiful is vanishing. When we get back to 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 salesman'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 yourself.

"The second absolute essential is to know your goods.

"The third necessary qualification is to know your customer.

"The fourth big punch 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 entering to the desire of that part of the public which is going away for the Summer. A sure profit and quick stock turnover of 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 existing depression in general trade.

Dealers who are thinking of taking advantage of this opportunity must not expect that profits will be realized by waiting for the public to come in and buy. Such is emphatically not the case. On the contrary, the dealer should utilize every possible medium of bringing his wares to the attention of the people he desires to reach. If proper advertising and other methods of gaining publicity are employed, the expenditure of effort and money will be amply rewarded by a greater volume of sales, and consequently a larger profit.

Advertising should bring out the fact that the machines are especially convenient for vacationists; that they can be easily carried in the automobile or canoe; that they take up but little space in the tent or bungalow, and that added enjoyment will be realized 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 record without the usual needle and sound box. One would consider from the way this matter is seriously described in the papers that some abstruse 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 caution their customers against this misuse of records. Nothing of value can be gained by these experiments, which are of little purpose other than curiosity.

ADLER BUYS LEVINGER STOCK

Adler Music Co. of Baker, Ore., Secures Victrola and Victor Record Line, 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 Rexall Store, Sanford Adler, of the Adler Music Co., becomes proprietor of one of the largest talking machine businesses in eastern Oregon. In addition to the Victor line Mr. Adler retains the Edison and Columbia lines, thus giving him a very comprehensive line of instruments and records to appeal to 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, and feels that it has gotten into good hands through his sale to Mr. Adler. The money consideration was in the neighborhood of \$7,500.

NEW YORK FIRM INCORPORATES

The Cosmopolitan Record Corp., talking machine dealer 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. Maxfield, C. Fechner and J. L. Corke.

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 outside?

Wouldn't the doing of this be quite sure to give me new ideas and to show me places where I could better the store to the end that I would get more business?

Am I open to suggestions or am I inclined to feel that no one knows how to run the store quite as well as I do or that no one could have

Wouldn't it be a mighty good plan for me to get busy and do these things at once?

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 shop regularly in my store?

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

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

While 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 trimmings 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?

(Continued on page 6)

Analysis of the Store and Its Conduct Will Be Found a Profitable Investment by Most Enterprising Dealers

any good ideas about running the store except myself?

What new things have I done in the store during the past year or the past five years for the purpose of bettering the store and securing more trade?

What other things have I had in mind to do for the store during the past months or years which I have been putting off from time to time until I felt more like doing them?

Knight-Campbell
Music Co.
1608 Wynkoop St.
Denver-Col.

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.

VICTOR JOBBERS Colorado's cool canons, her inviting trout streams and healthful air all bid you COME!
radiant welcome to the Victor Jobbers' Convention at Colorado Springs on July 11-13.



Victor
Dealers

A QUIZ FOR TALKING MACHINE MEN

(Continued from page 3)

Do folks ever comment favorably on my window displays?

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

Do I hook up store arrangements and the goods shown in my counters with the display in my show window?

For instance, when there is a display in the show window of some certain talking machine records, do I feature those 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 machine in my show windows do I see to it that there is a good, prominent display of the same machines 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 window?

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 best little thing to hook up my display inside the store with the goods shown in the window?

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

For 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 windows and in my counters?

Am I making my newspaper advertising just as effective as I possibly could make it, or do I dash off something and pay for having it published without considering it from every angle as to whether or not it will really help me sell more goods?

Do I use the electric furnished me by main

tenance and distributor, or am I inclined to forget that the ads thus furnished are were prepared by skilled advertising men and that their insertion by me is sure to help me sell larger quantities of the goods mentioned in the advertisements?

Do I check up on my ads so as to know just which ads create the most business for me and just which ads are the least effective?

And do I then try to frame future ads along the lines of those ads which have brought me the most business?

VICTROLA MUSIC ON CITY PIERS

Talking Machine Meets the Emergency When Funds Are Not Available for Hiring Bands

Despite all the statements by various officials of New York City from the Mayor down regarding not only the desirability but the absolute necessity of music for the public, it appears that city coffers are so depleted that there is no money available for the hiring of bands to play on all the recreation piers. The result is that some of these piers have been opened simply as breathing spaces for residents of the populous districts.

It is interesting in the talking machine trade, however, to know that once again the talking machine has come to the rescue, for it has been arranged to have a Victrola equipped with a Magnavox juke concerts on the various piers on different evenings during the week. It is believed that the talking machine will serve temporarily at least in fill the public desire for music until provisions can be made for hiring a band.

SWISS CUSTOMS DUTY TRIPLED

It is reported that the new Swiss Customs Tariff, which went into effect on July 1, provides for a duty of sixty francs per hundredweight on talking machines and phonographs, as compared with the old duty of twenty francs.

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

Are the records I am selling those which have the biggest appeal to the trade I am entering to?

Ask yourself these questions, Mr. Talking Machine Dealer, and give careful, 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, Mich., July 3.—Announcement is being made by P. J. Gordon, district manager in the talking machine department of the Brunswick-Balke-Clendenen 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 devoted 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 bill 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 Barney Ashe Music Store and will carry a full line of Victrolas and Victor records as well as Guitars, brass 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.



NYOIL

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 or 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.



NYOIL is put up in the following sizes:

No. 1 Bottle 1 quart
No. 4 " 3 quarts
No. 9 " 3 gallons

DEALERS

In Talking Machines should see that every customer is supplied with NYOIL.

EDISON

NOTE: "We have thoroughly tested NYOIL and find that it is suitable for use on our phonographs."
Thomas A. Edison, Inc.



Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$75
Mahogany or oak



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



Victrola XI, \$150
Mahogany, oak or walnut



Victrola XIV, \$225
Mahogany, oak or walnut



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



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

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

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

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

Victor Talking Machine Co.

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

The TALKING MACHINE WORLD

For the makers of
sellers of
Talking
machines

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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NEW YORK, JULY 15, 1921

TREMENDOUS GROWTH OF THE INDUSTRY

THE report of the Bureau of Census regarding the talking machine trade in 1919 and comparing the condition of the trade in that year with the situation in 1914, 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 \$27,116,000 in 1914 to \$158,548,000 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, hand instruments, musical merchandise, etc., showed a growth in value of products from \$96,198,000 to \$176,141,000, 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 1914 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 vanished. In the face of this, however, the value of the products will be found to be pretty close to the 1919 level.

As it stands now, or as it stood in 1919, the value of talking machine products came pretty close to representing 50 per cent of the total value of all musical instruments and parts manufactured in the country, for they represented a total of \$158,000,000, as compared to \$176,000,000 for all other products. These figures are indeed significant and should provide a fitting answer to those who, year after year, for the past decade, have pretended to see the passing of the peak of the talking machine demand. The fact remains that the industry stands well among the other industries of the country and is of sufficient magnitude to insure permanence and a certain measure

of growth for many years to come. The talking machine is no longer a passing fad or fancy, for the public of the country do not absorb fads at the rate of \$158,000,000 a year.

THE BUSINESS SITUATION SUMMARIZED

THE popular business slogan of the day, "Hard times are not coming but soft times are going," sums up in a few words the actual conditions as they are regarded by the business men of wider vision. There is a wide difference between the business depression under which industries have been laboring and hard times as they have been known to exist in this country, but there is no question regarding the fact that to keep business moving at all an unusual amount of effort is required.

The talking machine trade, taken as a whole, is fortunate in that it has suffered less than the majority of the industries of the country. It was one of the last of the trades to feel the weight of depression at all, and at one time has the industry been at a standstill. The worst that has happened is that there has been a falling off in demand, and the abnormal conditions that existed during the past few years have given place to a situation that demands salesmanship and careful business management.

The chief handicap under which certain talking machine dealers are operating is that they have not heretofore been called upon to exert any great amount of selling ability. With most of them this ability existed, although it had for a long time been more or less dormant, and in the emergency it was a comparatively simple matter to develop the selling end along the recognized lines. There have been a number, however, who have become so used to having the business come to them that they have been unable to meet the new situation successfully and have suffered accordingly. In view of the close co-operation offered by the various leading manufacturers, however, including the advertising and sales helps supplied to the dealer, he is free from most of the worry of planning the selling campaign and is simply called upon to go out directly and sell. The man is indeed lacking in energy or the ability to apply the principles of good business if he cannot get results from the material thus placed at his hands.

The distribution problem in the trade has changed from that of "sit and take it" to "go and get it" when it comes to business. There is nothing fundamentally wrong with the industry. There is no really tangible buyers' strike such as was reported in other lines of trade. It is simply that the public instead of buying is in a frame of mind where it demands to be sold. It will be found that the retailer recognizing this principle is not going to have much time to complain that business is gone to the dogs.

SUCCESS OF CARAVAN CONVENTION IDEA

THE Edison Caravan Convention which opened in New York so successfully as The World went to press last month closed its sessions, after visits to New Orleans and Chicago, in Vancouver on June 27-28 in a blaze of glory. The various sessions brought together a great body of enthusiastic and optimistic dealers and wholesalers, and the sessions were, as a whole, most inspiring and stimulating. The program was original and excellent in quality; the sales talks and the many interchanges of views arousing not only confidence but a new spirit of enterprise among those present.

The various gatherings again demonstrated the success of the Edison Caravan Convention idea, and the fact that an ambitious program, such as that represented at this convention, could be successfully presented in four cities in widely separated sections of the country, before more than five thousand dealers, is in itself a tribute to the ability and foresight of those responsible for the development and execution of the idea.

The thought back of the Caravan Convention is that instead of taking several thousand dealers from their businesses and bringing them across the country for one general convention, it is better to reverse the process and bring the convention to the dealers, hence it is that in New York, New Orleans, Chicago and Vancouver Mr. Maxwell's plan and the program that accompanied it served to arouse the enthusiasm of audiences that in each city exceeded a thousand in number. It is but natural that the Edison Caravan Convention idea should attract attention from many other industries who see in the plan a solution of the problem of maintaining contact between manufacturer and retailer successfully and, according to the general standard, economically.

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 must be paid to publishers and composers by record makers that heretofore has 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, 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.

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 hired, 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 message went out that the Legislature would probably ignore the bill entirely unless the trade showed some signs of life that any organized effort was made to push the bill through.

Even though the Legislature was moved to act favorably, the Governor in the absence of any definite and strong trade arguments for the measure saw fit to veto it. It is understood that the landlord and real estate interests of the State were more active in seeing that the bill was vetoed than the talking machine men were in seeing that

the bill was passed. As the matter stands now, a talking machine that has been sold on instalments may be seized for rent in Pennsylvania, even though the title in the instrument rests with the dealer. It may be that the MacDade Bill, or a similar measure, will be introduced again, but that means that the work must be done all over again, and unless the trade shows more interest than it did in the last bill the effort will be futile.

Experience has proven that legislators, and even State executives, are very prone to give heed to the suggestions made by live trade organizations. The fact that representatives of such organizations speak for several thousand merchants, and that these merchants have some measure of political power, is an argument that the average office-holder will listen to with respect.

The various divisions of the music industry are called upon at frequent intervals to defend themselves against obnoxious measures or to support legislation that promises to prove beneficial, and effective action can only be taken by well-defined organizations. It would seem that talking machine dealers in various States, regardless of trade affiliations, should form representative organizations able to represent the trade in the State Legislature and on occasion in matters of national scope. The incident in Pennsylvania shows the results of the lack of such a State organization.

SELLING PROBLEMS DISCUSSED BY JOBBERS

THE announced plan of the National Association of Talking Machine Jobbers to make 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 that 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 relegate 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 mopping 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.

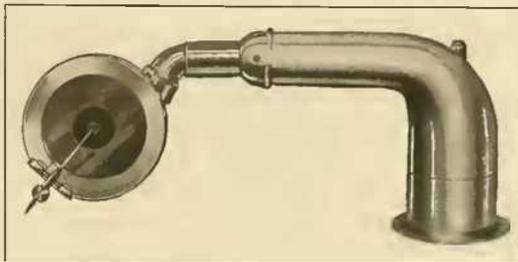
The question that faced the jobbers incidentally was not one of disposing of surplus stock, but rather one of evolving a sales plan in preparation for the future—of looking ahead and anticipating the business demands that may be expected to develop the coming year.

BIG VALUE IN BOTH TONE AND PRICE

7½ inches
and
8½ inches
centre to centre

Large size sound
box

Mica diaphragm



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

Suitable for Portables

Send for sample

The William Phillips Phono Parts Corp.

145 West Forty-fifth Street

New York City

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



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 J. C. Lincoln

Marketing Manager, News Photograph Co.

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 back of 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 similar statements, invariably secures 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

wishes to make a change an advertised brand is usually the one chosen. People will say they "never heard" of this or that article. They really mean they never had seen it advertised.

A man, for instance, may never have bought a package of breakfast food in his life, may never have talked about breakfast food with anyone, 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 some other dealer obtains 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.

Profitable Advertising Does Not Simply Attract Attention but Gets Satisfactory Results in Matter of Sales

you will have made less money or are in no so substantial a 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, from the fact that grocers and druggists do not advertise brands that are nationally advertised that it is not necessary for them to do so. They fail to consider that there may be several grocers or druggists in a town selling the same brand of goods and the number of dealers selling Sonoras, for example, is limited to one or two. Grocers and druggists are well aware that it is the advertised article that is in great demand, and this is why you will find well-known brands on the shelves of every successful grocer or druggist.

You will notice, too, that when a clothier sells a certain brand of clothing he advertises extensively in the newspapers regardless of the fact that this brand is widely advertised by the manufacturers. This is because clothing stores secure exclusive selling rights similar to those prevailing in the talking machine trade and clothiers advertise to let the people know that certain brands may be obtained from them.

A man or woman may buy a certain brand of hat, shoes, clothing or other commodity for years, and when for some reason he or she

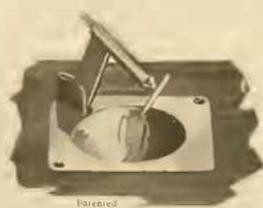
FEATURE GODOWSKY PIANO RECORDS

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 that carried by the Brunswick-Balke-Clendenen Co., of Chicago, in the Saturday Evening Post of June 18, 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 "Marche Militaire," concert paraphrase, and Macdowell's "Witches' Dance." The text of this advertisement was devoted to the Brunswick method of reproduction and its bearing 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.

DON'T PRICK YOUR FINGERS



THE BEN HUTCHES
"PICKUP" NEEDLE CUP
 Is Adapted to All Makes of Cabinets

DEALERS: Send for prices.
 MANUFACTURERS should equip their machines with this attractive feature.
 JOBBERS' applications now being received.

HUTCHES ENGINEERING ASSN. 451 East Ohio Street, CHICAGO

What About the Fall Season?



This is the Peerless trade-mark—the sign of the quality album.

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!



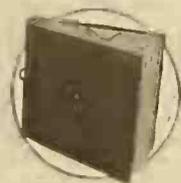
We are the originators of the album interior for Victrola No. 80.

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.



We are the patentees of the original Peerless wooden and metal back albums. See letters patents.

Phil Ravis, Pres.

Peerless Album Company

636-638 Broadway

New York

Atlanta Office, 74 Forsyth St.

Boston Office, 20 Sudbury St.

Chicago Office, 21 E. Van Buren St.

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 artist is greatly facilitated. "Should a customer approach a salesman for a Gluck record, for instance," said Mr. Alpers, "the salesman by the use of my system could readily pick out two or three Gluck records from the shelf without being obliged to spend time looking through the catalog for certain numbers only to find some of them out of stock. It is natural to assume that a person who asks for a record by a special artist will be interested in other records made by that particular artist, and thus the salesman finds the opportunity for placing before the customer at the psychological moment some of the lesser known but nevertheless well worth-while records.

"There is no question but that the delay occasioned by hunting through the catalog for the records of a certain artist and then going from one part of the store to another to pick out

from the shelves the records that happen to be in stock means loss of sales, for the customer is likely to become impatient. With the records all together this delay is avoided, for a glance at only one shelf tells just what records are in

under the old system, he is likely to be interested in pushing these 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 keeping 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 prevent the lesser known records by prominent artists in a manner and at a time that should mean sales. One of 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 15)

Artist	Symbol	Followed in Numerical Order			
Alta Records	Al	Al ₁ 101100	Al ₂ 201100	Al ₃ 301100	Al ₄ 401100
Boni Records	Bo	Bo ₁ 101100	Bo ₂ 201100	Bo ₃ 301100	Bo ₄ 401100
Caruso Records	Car	Car ₁ 101100	Car ₂ 201100	Car ₃ 301100	Car ₄ 401100
DeGogorza	DeGo	DeGo ₁ 101100	DeGo ₂ 201100	DeGo ₃ 301100	DeGo ₄ 401100
Elman Records	El	El ₁ 101100	El ₂ 201100	El ₃ 301100	El ₄ 401100
Farrar Records	Fa	Fa ₁ 101100	Fa ₂ 201100	Fa ₃ 301100	Fa ₄ 401100
Galli Curci	Gal	Gal ₁ 101100	Gal ₂ 201100	Gal ₃ 301100	Gal ₄ 401100

Chart of New Record Filing System

stock. It means something to the salesman, too, for he is generally inclined to push the more popular records at the expense of the lesser known because it means commissions to him to save time. If he can present two or three records by a favorite artist in less time than is usually consumed in finding one record

WIDE-A WAKE 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

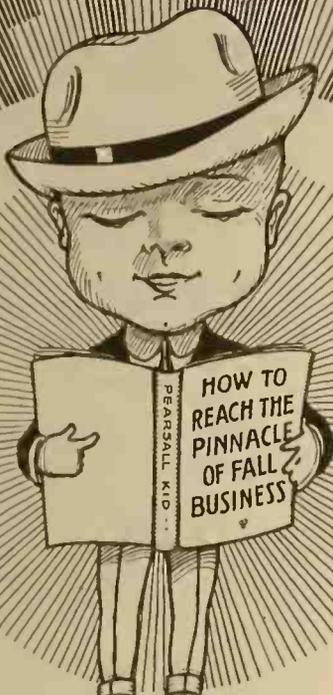
Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS

Full Tone

Three for 30 cents (40 cents in Canada)

Medium Tone



PEARSALL SERVICE!
 Ask Any Pearsall Dealer

Desire to *Serve* *Plus Ability*

10 EAST 39th ST.



NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

Lucy Gates sings two songs that will never grow old, just as everyone wants to hear them sung. "I Dreamt That I Dwelt in Marble Halls" and "The Last Rose of Summer" will sell now and always. A-6186.

**Columbia Graphophone Co.
NEW YORK**



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 adopted for the handling of dance records by the popular organizations such as Whiteman's, Benson's, Isham Jones' or the Waldorf-Astoria 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. Alpers 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 lull that may develop in record demand other than that for the current popular hits.

NEW BRUNSWICK SHOP IN DALLAS

Rosser-Macon Co. Opens Second "Bungalow House" at 1211 Elm Street, That City

DALLAS, TEX., July 1. The Rosser-Macon 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 1818 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 householders 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

Formal Opening of New Exclusive Victor Store in Jackson, Mich., Success—Eight Thousand People Attended—Great Musical Program

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 boughs placed in festoons, gracefully drooping vines and potted geraniums added to



Jury-Rowe Co.'s Window

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 throughout Michigan.

Mrs. Frederica Brown Rogers, with her usual ability to charm and please, gave several numbers in a most enjoyable and artistic manner, while R. M. Shurtz also contributed to the pro-



View of Interior of Jury-Rowe Co. Store

gram several numbers of merit, which won spontaneous applause from the listeners. Mrs. I. M. Burdick accompanied the singers. Other delightful numbers were given by Max Helmer on the violin, accompanied by Miss Gladys Springetti, and his offerings were greeted with enthusiastic applause. A touch of variety was added to the program by the selections of a more popular vein given by Dana's Society Orchestra.

Eight thousand people passed through the department and more than a thousand were turned away. C. F. Sternburg, 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 Machine Co., and department employees.

Out-of-town guests included F. F. Suddards, representative of the Victor Talking Machine Co., Camden, N. J.; C. H. Grinnell and G. F. Martin, of Grinnell Bros., wholesale department, Detroit, Mich.; C. W. Hyde, of Chicago Talking Machine Co., Chicago, Ill.; W. B. Cannon, of Toledo Talking Machine Co., Toledo, O.; H. D. Rowe, vice-president, and A. J. Jury, secretary of the Jury-Rowe Co., Lansing, Mich.

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 her 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 correspondence. Do not use the phrase "Dictated 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 meted out the sort of punishment to discourage them from continuing their practices. The courts have begun to substitute jail sentences for fines, and it cost 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 Hill, 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

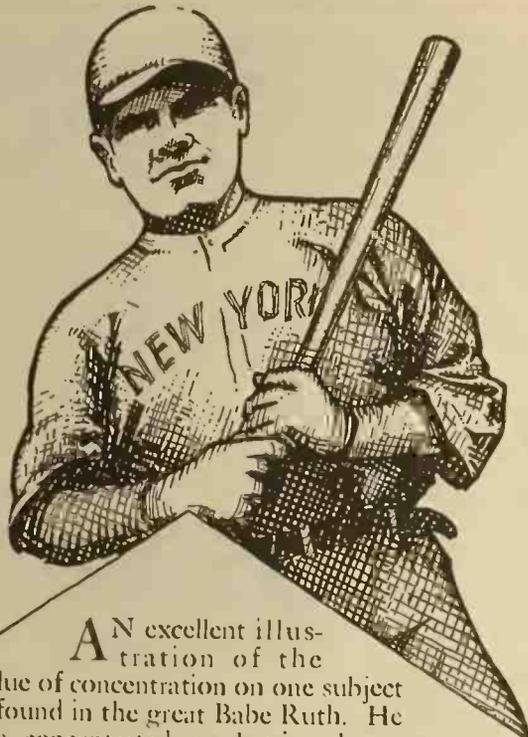
Let us figure on your requirements

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.



ORMES INC.
VICTOR EXCLUSIVELY

103 EAST 125TH ST., NEW YORK

THE

IMPORTANT TO THE TALKING MACHINE TRADE



SELECTING THEIR FAVORITES

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

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.



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. Window 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 Neier, 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 position to coordinate 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 attention of the salespeople and the equipment of the store for rendering the best of service have contributed no little in this respect.

NOW BURNHAM PHONOGRAPH CORP.

LOS ANGELES, CAL. July 6.—The Burnham Phonograph Mfg. Co. has changed its name to the "Burnham Phonograph Corp." J. C. Belding, 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 Victrola for use at a fête held in that city recently by the school children. There were over 1,500 children in 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 school, and Mr. Rusch is co-operating with the school authorities in planning the most advantageous uses for these machines.

H. JAFFEE HEADS MUSIC CONCERN

H. Jaffee has been appointed president and general manager of the Ridgewood Talking Machine Co., Ridgewood, N. J., succeeding J. Donlan, its former owner, who is now running the Dyckman Music Shop, 551 West 207th street.

Mr. Jaffee is a well-known pianist, having studied under that prominent teacher, Hans Steifert, 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

MALDEN, MASS., June 20. Something 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 closes 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 can be 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. Roark Estate, 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 trade-marks, and at the same time offered a list of six features of excellence in Victor machines and records.

MASTER WAX

BUSINESS BLANKS

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.

Telephone Mulberry 1176

TWO NEW STYLES OF VICTROLAS

Portable Model and New Cabinet Machine Announced by Victor Talking Machine Co.

CAMDEN, 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 tone 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



Victrola, Style No. 50

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



Victrola, Style No. 300

years identified the instruments made by the Victor Co. The top is designed in such a way as to make it impossible to place bric-a-brac, 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-furniture purposes.

WICKLIFF BUYS PIANO BUSINESS

C. T. Wicklipp, 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 Perth Amboy, N. J., has recently been elected Grand High Priest of the Grand Chapter, Royal Arch Masons of New Jersey.

CURTAINING 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 also.

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

"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 Furitan*.

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 Manophone

—for Any Home

The Dealer who handles the Manophone is able to satisfy the musical desires of every class of homes.

A more beautiful instrument can not be found than the Manophone Style "L,"—a Colonial Table model suitable for the finest homes. Six other models graduating down to our Model "M" enable the Manophone Dealers to accommodate every taste—and every price.

Plays Any and All Disc Records

All models of Manophones will play any and all Disc Records with surprising smoothness and clearness, including Records for Jewel point needles. This feature opens every musical record library to the Manophone owner.

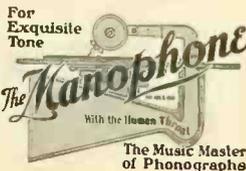
Write today for complete particulars concerning our Business Building Plan for Dealers.

The Manophone Corporation
Adrian, Mich.



The Wonderful Tone of the Manophone

The secret of this remarkable accomplishment lies in the unique and original design of the tone chamber, as featured in our Trade-Mark "The Human Throat"—carved from solid wood, greatly amplifies and softens the tones, giving richness, fullness and the clear bell-like 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

THEN FEATURE

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.

4318	}	JELLY ROLL BLUES - - - - -	Norfolk Jazz Quartette
10 in.		SOUTHERN JACK - - - - -	Norfolk Jazz Quartette
85c.			
4345	}	MONDAY MORNING BLUES - - - - -	Norfolk Jazz Quartette
10 in.		STANDING ON THE CORNER - - - - -	Norfolk Jazz Quartette
85c.			
4366	}	PREACHER MAN BLUES - - - - -	Norfolk Jazz Quartette
10 in.		WIDE, WIDE WORLD - - - - -	Norfolk Jazz Quartette
85c.			

Okeh Records

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.

"This is a poor time for increasing the sales force," says the average dealer. True enough, but the little sales stimulator or stabilizer, as you will, which we have in mind, is ready to be employed for little or nothing; in fact, employed or not, he is to be found somewhere about the average talking machine establishment, restless and chafing under the neglect or underestimation of his ability by the proprietor.

Sometimes he is restricted to a position of comparative insignificance in the store, where customers, the more inquisitive ones, find him out and after the first pleasant contact wonder why the "boss" is so unkind of so capable and interesting a salesperson.

At times our little friend is given more consideration and is allowed to go out amongst the prospective local buyers, but usually he struggles along entirely on his own hook, without so much as an introduction from headquarters and with little or no encouragement and support from that point.

Under the above circumstances the best of salesmen would find progress extremely difficult, which brings us to our point.

The "Monthly Record Supplement Booklets," prepared and printed in attractive style by every large manufacturer of records and furnished to most dealers for little or no cost, are indeed capable little salesmen. They tell the sales stories regarding the current releases in a manner possible only for the most keenly developed critic of music and musical merchandising. They put the points across briefly and decisively. They establish a warm, friendly feeling between the reader and the artist and a relative atmosphere which contribute to the records. Yet too often they are misused in that they are not employed to the best advantage.

The maximum results can be obtained from the distribution of the supplement booklets when the dealer is unmistakably identified as an important factor in the progress of the artist and important to the ultimate audience. In the very imprinting of the dealer's name and address in the space usually allowed for that purpose a

slightly raised stamp impression reflects most unfavorably on the store whose name it bears and breaks the happy charm, so to speak, of the otherwise delightful little misstep.

Some dealers have considerably developed this detail by having the name and address neatly imprinted together with the store trade mark or slogan. A most 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

probably read 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 enliven 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 martial selections by lland, 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 enclosure, reaching "Dear Patron," was properly introduced, stepped in unobtrusively, and standing on its own feet said its little say. If there was the tiniest spark of buying fire in friend Patron you can betcha Music Store got the business.

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

COVERS TRADE IN CALIFORNIA

H. E. Metcalf, Publicity Director of the Magnavox Co., Tells of His Extensive Trip

OAKLAND, CAL., July 2 H. E. Metcalf, publicity director of the Magnavox Co., of this city, returned recently from an interesting trip during which he obtained complete information about the Magnavox situation in California. In the course of his trip Mr. Metcalf gave a demonstration of Magnavox music and voice Telemegafone 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.

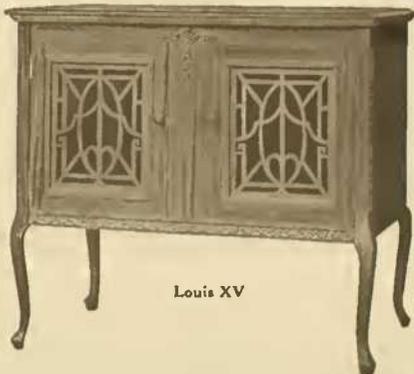
The Celina Cabinet Represents Unusual Value

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



Louis XV

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

☒ N O R F O L K - V I R G I N I A ☒

.. Factory - Newport News..

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 and in other ways hook up with the event. There is no question but 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 safe 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

fact that the Benson Orchestra, which makes the Victor records plays regularly in the Stevens Building Restaurant during noontime.

If the inclination of these outside interests to profit by the popularity of artists won 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.

It would seem that there is a way open for live record dealers to keep track of opportunities for persuading managers of restaurants, theatres and amusement places generally, where orchestras and artists who have made records appear regularly to give publicity in that fact on the theory that enough friends have been won through the medium of records to make a direct appeal to these particular people well worth while.

If fifteen hundred or more people in a small city will pay substantial prices for the privilege of hearing a group of a half-dozen or more artists in a regular entertainment, it is but natural to assume that there are some hundreds of people who will be inclined to patronize a restaurant, theatre or amusement resort where recording artists hold forth regularly. The talking machine companies have spent hundreds of thousands of dollars in giving publicity to these artists and to the places where they came, and it would seem that turn about is fair play, especially when it is liable to mean increased business for the other fellow.

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

EDMONTON, ALTA., June 26.—Igloo musicales and 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"—mammy songs, hula songs, ragtime love, the gamut of blues 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 beans, its first real taste of canned music. Anoktok and his fur clad henchmen will turn the midnight blubber over the pages of "Moon 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 hoist. In his power hoist he scouts far and wide on hunting expeditions along the Arctic coast. The old-fashioned kayak made of rawhide is too crude for him. Anoktok is an up-to-the-minute Eskimo.

Don't he afford to talk turkey in the form of dollars and cents now and then

How Prominent Chicago Restaurant Advertiser artist with whom they have become more or less familiar through those records.

It is quite a common thing to see in the windows of talking machine stores announcements to the effect that this or that artist is to appear at a local auditorium on a specified day, and that the artist records exclusively for the company whose products the dealer represents. It is common, too, to find the dealer sending out special literature calling attention to the artist's appearance and to his records, or to see those records prominently displayed in the show window.

It is now apparent, however, that outside interests have become cognizant of the personal appeal that the artist can make to the talking machine owner, and have been convinced of the fact that this "record acquaintance," as it were, can be turned to definite advantage from a publicity standpoint.

The Benson Orchestra is distinctly popular in Chicago, especially among those given to the enjoyment of modern dancing, and the Stevens Building Restaurant in that city, where that orchestra holds forth, is a very popular rendezvous. The manager of the restaurant, however, has realized that the Benson Orchestra has added materially to its popularity with the public through the fact that it has recorded a number of records for the Victor Talking Machine Co., and the result has been a series of large ads in the Chicago daily papers calling attention to

Increased Record Business Is Here

You Will Get It With

Okeh
Records

The Record of Quality

KIEFER-STEWART CO.

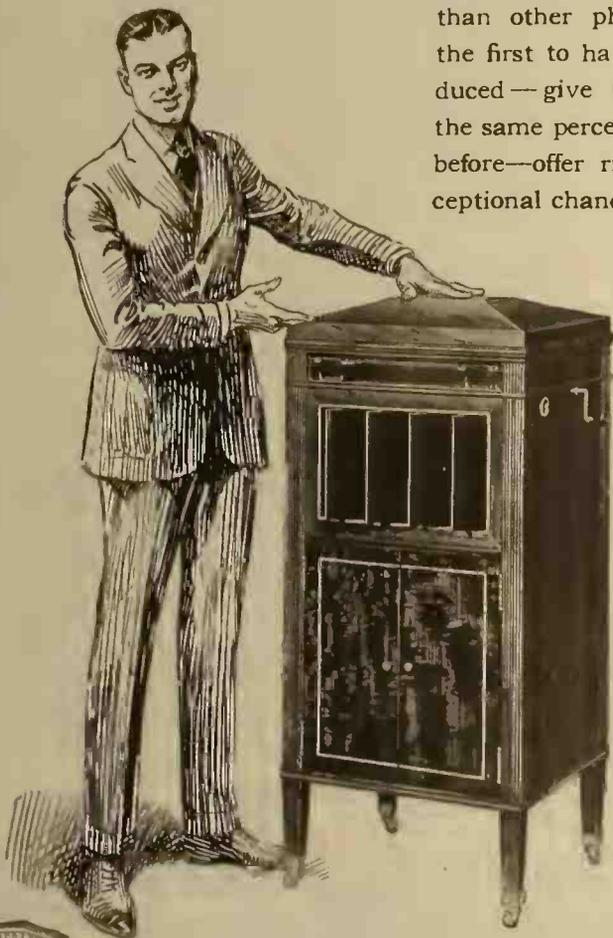
Distributors of Okeh Records

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?



COLUMBIA

for a Quick Turnover



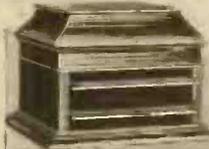
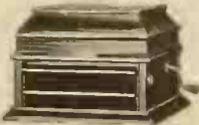
DO you realize that all the latest model Columbia Grafonolas with their many modern *exclusive* improvements now sell for *less money* than your customers would have to pay for older designs of phonographs without any of these improvements?

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



CO-OPERATING WITH GRANBY TRADE

Harry Coplan, Through His Knowledge of Merchandising Conditions, Big Aid in Granby Progress in Ohio and in Other States

Norfolk, Va., July 3. Harry Coplan, of the Granby Phonograph Corp., is at present in that part of Ohio which is under the supervision of the Kennedy-Schultz Co., representative of the



Harry Coplan

Granby Phonograph Corp. The Kennedy-Schultz Co. has lately established a Granby office and warehouse in Cleveland. Mr. Coplan is giving characteristic and intensive Granby co-operation in that territory.

Harry Coplan, although one of the newer members of the phonograph industry, is one of the oldest members of the American Home Corp., the controlling company of the Granby Phonograph Corp. The success of the Granby

phonograph to-day is largely due to Mr. Coplan's zeal and efforts, as he superintended the building of the Granby factory, at Newport News, which is 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 tutelage of Miss Edith Rhettis, 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 Rhettis 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 Hobson, of the Stewart educational department, was thorough in her explanation of the many different text-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. Bunnage recently opened a new talking machine store on Azusa avenue, Azusa, Cal., where he has been handling the Columbia line of Gramofones and records. The store has met with considerable success since its establishment in that section.

CRYSTAL EDGE MICA DIAPHRAGMS

The Standard of Quality

PHONOGRAPH APPLIANCE CO.
171 Wooster St., New York

LARGER QUARTERS FOR DOCTOROW

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 very 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 customer. Give him a straightforward, manly, true selling talk, and leave the bluff, bunk, etc., to the man who has neither the goods nor the personality.

BELL HOOD *Semi-Permanent Needle*

THE NEEDLE WITH TONE QUALITY

THE BELL HOOD

PAT. MAY 4, 1920

SEMI-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.

Gennett

RECORDS

"The difference is in the tone"



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—Kharminie (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-Lentz)

Harry Raderman's Orchestra—85c

4725—In a Monastery Garden (Ketelbey)

Cavalleria Rusticana (Mascagni) (Inter-

mezzo)

Gennett Symphony Orchestra

P. Florida, 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.

Columbia Graphophone Co.
NEW YORK

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 flat royalty of two cents upon each playing surface of records or music rolls. This point was rightly 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 definite 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 parts of the new copyright law are as follows:

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

Copyright shall subsist for the term hereinafter mentioned in records, perforated rolls and other contrivances by means of which sounds may be mechanically reproduced, in like manner as if 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 reproduced shall be fifty years from the making of the original plate from which contrivance it was directly or indirectly derived.

For the purpose of this Act, "copyright" means the sole right to produce or reproduce the work or any substantial part thereof in any material form whatsoever, to perform, or 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 produce, reproduce, 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 performance in public or otherwise;

(d) in the case of a literary, dramatic or music 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 as 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 sums 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 lawfully 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

Rogers & Fischer, Victor Wholesale, Will Occupy New Quarters in Washington on October 1—Will Afford Needed Facilities

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 1219 I 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 occupation 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 F street N. W. The provision for these greatly increased facilities clearly visualizes 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 sixteen 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.



SOUTHERN DISTRIBUTORS
Pathé PHONOGRAPHS
and RECORDS



GRAY & DUDLEY CO.

Write Today for Agency Proposition

NASHVILLE

TENNESSEE



IROUOIS

IROUOIS SALES CORPORATION
BUFFALO, N. Y.

Wholesale Distributors



Okel Records

OPERA HEARD 800 MILES AWAY

Wireless Telephones Carry Strains of "Madam Butterfly" Over Germany

The strains of "Madam Butterfly" were distributed over a radius of 800 miles of Berlin, Germany, recently by means of wireless telephony. Microphones were placed on the stage of the Opera House, which transmitted "Madam Butterfly" by telephone to the wireless station at Koenigswusterhausen, fifteen miles away. From there the opera was transmitted by wireless telephones to all the big wireless stations on the Continent.

CATALOG AND SUPPLEMENT BINDER

The Victor Talking Machine Co. has recently issued a new catalog and supplement binder. This enables the Victor trade to keep the Victor



Victor Catalog and Supplement Binder record catalog and monthly supplements all together. It also keeps them clean and in a highly accessible form. The cover on this new binder is especially beautiful, as may be seen from the reproduction herewith.

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 current releases.

When customers enter your store and ask to hear a number of records and you usher 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 employes 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 out 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 dealers' bulletin.

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 drains after a rain. The supply is practically inexhaustible. The peculiarity of Ceylon graphite is its remarkable purity.



HONEST QUAKER
MAIN SPRING

TEMPER-LENGTH-WIDTH
GUARANTEED

E.T.M. Co. Phila.

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				
	6	12	25	50	100
No. 32 1" x .020 x 13 1/4 feet. For small Victor, pear shape hole	\$.54	\$.52	\$.50	\$.48	\$.45
No. 48 1" x .020 x 15 feet. Bent arbor for Victrola No. 4A	.65	.63	.60	.55	.50
No. 43 1 1/4" x .020 x 9 feet. Bent arbor for Victrolas Nos. 6A and 8A	.55	.53	.50	.45	.40
No. 44 1 1/4" x .020 x 9 feet. Bent arbor and bent up end for Victrolas Nos. 6A and 8A	.55	.53	.50	.45	.40
No. 45 1 1/4" x .020 x 12 feet. Bent arbor for Victrolas Nos. 14A, 80 and 90	.67	.65	.62	.57	.52
No. 46 1 1/4" x .020 x 17 feet. Bent arbor for Victrolas Nos. 9A, 10A, 11A and 16A	.75	.73	.70	.65	.60
No. 47 1 1/4" x .020 x 17 feet. For old-style Victors and Victrolas, pear shape holes	.72	.70	.67	.62	.57
No. 49 1-5/16" x .031 x 12 feet. For Edison Home, pear shape hole	.95	.93	.90	.85	.80

TERMS.—To customers with satisfactory commercial rating, 2% 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 PHILADELPHIA, PA.
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 veneer, 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-Art Reproducing Piano Foremost 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 a pronounced success. Alterations and improvements have made this establishment one of the most attractive in the city.

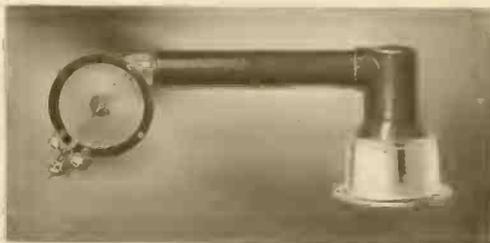
Charles Dickinson and D. A. Little, who have had a wide experience in the talking machine and record business, will assume charge of the enterprise. A complete line of Columbia gramophones will be carried, together with the largest and most complete stock of Columbia records in the city.

SALES CLOSING A HIGH MARK

Ray Belcier, 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. Joz. C. Hladik has met with considerable success selling Pathés in fumed oak finish, which is an appropriate wood for the Summer, 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 Shekerjan, 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.



Scotford Tonerarm and Superior Reproducer

Illustrated STYLE 1 FINISH
A combination of Japanned and Plated Parts
Simple Priced, \$7.00 Nickel—\$9.00 Gold
Quantity Prices on C^d application



Superior Specialties for Phonographs
BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

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 turn toward the artistic. All forms of musical instruments, from one piano 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, show-white glass letters 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 KAIL STREET BUFFALO, N. Y.

PETMECKY NEEDLES



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

AT 34th STREET

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

347 FIFTH AVENUE,
NEW YORK

AT 34th STREET

SUITE 610

Canadian Distributors: The Musical Md.e. Sales Co., 79 Wellington St. W., Toronto
 Foreign Export: Chipman Ltd., 8-10 Bridge St., New York City

How Albums Can Be Used to Stimulate Sales of Talking Machine Records

By Phil Ravis
Pres. *Records Albums Co., N. Y.*

Although it is generally admitted that the present so-called "condition of trade" is purely psychological—that is, that there is nothing the matter with the purchasing power of the people of this country except that they are holding on to their money in hopes of soon realising on lower prices, it is certainly a pertinent and important matter for manufacturers to come forward and lead all the possible selling assistance within their means to the dealers. While it is true that business has already shown a firm reaction to the slump of last November, some retailers 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 our files and reviewed accumulated matter on the subject of selling stunts which have proven successful in some quarters of the country, and therefore seem worthy of a more general application. In going over this bulk 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 aptitude to collect and preserve choice articles and mementos of other times, as is attested to by the large libraries in even ordinary homes, the fine pictures on the walls and the curio cabinets containing shells and colored stones, relics and trophies. People have in recent years extended their collections in 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 pride of possession

in large and intelligent, not to say admiration-inspiring, collections was always handicapped by limitations of an adequate classification and filing system. The album, as a ready answer to the question of properly handling large numbers of records in the home, has, therefore, developed to a point where the average dealer finds that albums really do sell records by offering an invitation to the owner to enlarge his collection,

how he starts his operatic customers off on a record-buying spree that sometimes results in a sale amounting to \$25 or \$30 within a few days. He puts in what he calls an "album window." One of his clerks is handy with the amateur paint brush and he has lum letter the backs of a dozen albums with such suggestions as 'Aida,' 'Faust,' 'McCormack,' 'Caruso,' etc. These he displays in the foreground of the window with the consequence that the public grasp the thought immediately and, already in possession of perhaps quite a few of the suggested classifications, flock in and purchase the designated albums. It naturally follows that, once a customer owns an 'Aida' album, he is never satisfied until the 'Aida' score is complete and the album filled.

From a dealer in New England I get this self-service idea: Rather than go to the expense of putting in an elaborate fixture for the display of records which the waiting customer may play himself, this dealer uses albums with profitable results. He places an album containing twelve records he wishes to move in each record hearing room within handy reach of the visitor. This has the double purpose of disposing of records on the spot and demonstrating to the customer the value and utility of the album.

Reaching the Rural Customer

An Oregon dealer who has among his clientele many farmers in remote districts finds considerable advantage in the parcel post system of record trials in the home. He sends a dozen of the latest records every month or so to a selected list of patrons—shipping them in an album. A letter follows explaining that the records were sent in the album as a precaution against breakage, but, for the price of the album remitted along with the check for the records accepted, it need not be returned. Under this plan about one-half of the number of albums sent with records remain, and, as it often follows that the farmer wishes to return four or five of the dozen records, he will request a dozen more from which additional selections may be made to fill the album. Dealers are cautioned, however, to keep strict account of the sending of albums so that it will not occur that a customer receives more albums than are welcome. It is well to be careful not to overdo the parcel post plan.

A Complete Proposition Helps to Close Sales

More than ever the necessity for the one-price system and plainly marked goods in the window and throughout the store is made apparent by the present conditions. To quote an inquiring customer \$50 for a talking machine, \$1 each for popular records, and 10 cents per hundred for needles is to encourage thoughts of expense which put the average purchaser in a state of confusion. How much better it is to say: This outfit, consisting of the talking machine, six popular records and three hundred needles, only \$56.30. It is equally true that cabinets and photographs with shelves for albums should be quoted complete, with the necessary albums. There should be left no room for doubt in the customer's mind as to what the expense of the whole equipment will amount to. Incidentally, all shelf talking machines and shelf cabinets on the sales floor should be shown with albums.

Making Salesmen of Repairman and Collector

It is not a new idea to have the repairman and collector take along a few records to demonstrate on each call. But to take these in an album is a suggestion which will not only make the impromptu demonstration easier but will further demonstrate the great care and systematic way in which the product from your store is handled. On the other hand, if the repairman or collector can leave the album with the cus-

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 growth, with every assurance that the selections, 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 door to greater record 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: "Glowy is alive to every little opportunity. He showed me



KICHLER VALANCES

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

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

THE L. A. KICHLER CO.

717 Lakeside Ave. N. W.

(Dept. W)

CLEVELAND

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

Widdicombs

PHONOGRAPH
The Aristocrat of Phonographs

Backed by a Well Financed and Long Established Organization

A message of vital importance to phonograph merchants who have a right to know the facts.

FIFTY-SIX years ago, in 1865, The Widdicombs 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 fore rank 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 enlightenment and beauty to the home.

In other words, it saw the necessity for phonographs of fine cabinet design—such cabinet design as Widdicombs 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 Widdicombs cabinet makers, worked for two years before the first Widdicombs 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 Widdicombs 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 Widdicombs users have pronounced it the finest machine on the market, both in appearance and total qualities.

At present the Widdicombs 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.

The Widdicombs Furniture Co., Grand Rapids, Mich.



The New-Day Phonograph

The picture illustrates the Widdicombs console phonograph of modern period. Merchants know that today the trend is toward better and more artistic furniture. This development can only be expected from master craftsmen at the cabinet maker's art. It is, therefore, natural that the Widdicombs Furniture Company, the furniture designers since 1865, should be the leader of this new-day type of phonograph. Widdicombs models range in price from \$25.00 to \$225.00. Let us send you the Widdicombs catalog having the complete list.

WIDDICOMBS FURNITURE COMPANY
Grand Rapids, Michigan

The Widdicombs Phonograph plays all records. Our tests show that it plays all records better. This is a claim that the Widdicombs can back up by actual demonstration. The new Widdicombs Vibrationless Amplifier (patented) gives the Widdicombs supremacy of tone. This tone chamber eliminates vibration and metallic harshness. It does full justice to the lower as well as the higher musical notes and reproduces with equal prominence the deeper and richer tones of orchestral records. Let us tell you more about it. Write for our new catalog.

TO STIMULATE SALES OF RECORDS

(Continued from page 32)

tomer along with three or four records a permanent invitation to fill the album with more records has been planned.

Records Make an Ideal Gift

The large sales at Christmas time are sufficient proof that records are among the more popular articles of presentation. But various other festive days throughout the year are quite as suggestive of records as gifts. For instance, there is St. Valentine's Day, Easter and Thanksgiving, not to mention other occasions of all-year round celebration, such as the birthday, the week end party and the wedding anniversary. It is rather impossible to have just records put up in an ordinary envelope, but to present them in the convenient album lends a charm and value to the gift which attaches continued interest to it. Besides, when three or four records are given in an album opportunity is extended the recipient to complete the set, to fill the album eventually. It is, therefore, quite to the advantage of the

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS
STONE ARMS
REPRODUCERS

CASTINGS (TURNABLES
MOTOR FRAMES
TONE ARMS
and Brass for) **PISTONS and THROATS**

Stylus Bars
Screw Machine Parts
Talking Machine Hardware

Direct Quantity Importations On

EASTERN REPRESENTATIVE
HERRINGTON MFG. CO.
IRONCLAD MOTORS

D. R. DOCTOROW

JEWEL and STEEL (Bulk or Packed)
PHONOGRAPH NEEDLES
GENUINE RUBY BENGAL MICA
Vanderbilt Ave. Bldg.
31 East 32nd St., New York
Tel. Vanderbilt 5402

dealer 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 home 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 feature of your business and bind the old customers to you for their exceptional service. One dealer in the South makes it a rule to accept any old album in exchange for a brand-new one if the customer will buy a dozen records or more. The cost of the new album is easily absorbed by the profit on one twelve-inch record and no suggestion of price cutting or bonus offer is made. Of course, the old albums have no value to the dealer aside from rejuvenating the consumer interest in the phonograph outfit and the consequent record sales. Other alluring offers of albums to stimulate records 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: "... Unlimited capacity in the larger types most certainly leads to record sales. The fact that the consumer has a definite place 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."

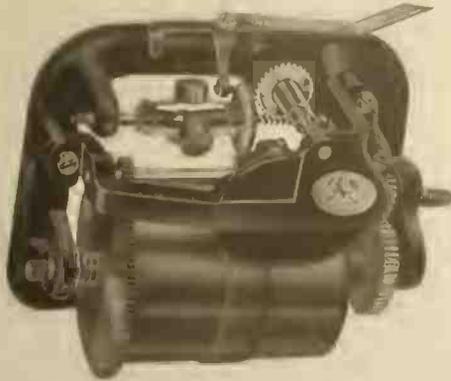
The problem before us in 1921 is not one of limited possibilities due to stock shortages and belated deliveries. From all accounts there will be an abundance of talking machine and accessory material available from many sources. But all this talk of "saturation points," absorption, etc., is ridiculous in the face of comparisons with similar and more highly competitive industries. Sewing machines, for instance, have been on the market for more than twice as long 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.

The SPHINX MOTOR



The only real advance in Phonograph Motor
Construction

Better Designed
Better Built
Better in Operation

SPHINX GRAMOPHONE MOTORS, Inc.

21 EAST 40th STREET, NEW YORK



The Brunswick Uttona playing
a Brunswick Record

\$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-COLENDER CO.

General Offices: 623-633 South Wabash Avenue, Chicago

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

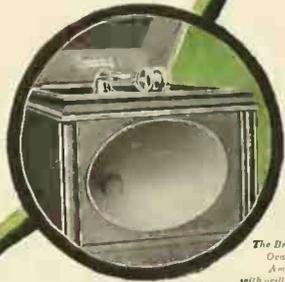
New England Distributors:

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

Canadian Distributors:

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

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



The Brunswick
Great Tone
Amplifier,
with grill removed

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 "Rexonola." 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 HOME OF MR. AND MRS. IRWIN KURTZ, 1980 SEVENTH AVENUE. HER HAIR IS RED AND HER EYES ARE BLUE AND HER NAME IS TERMAINE LENA, AND HER WEIGHT IS SEVEN AND A HALF POUNDS.

The Rialto Music Co., Columbia 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 woods.

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. Gernsback, 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.

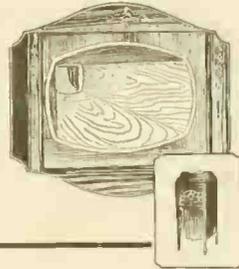
The article is profusely illustrated with en-

larged 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 not 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.



HARPONOLA

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

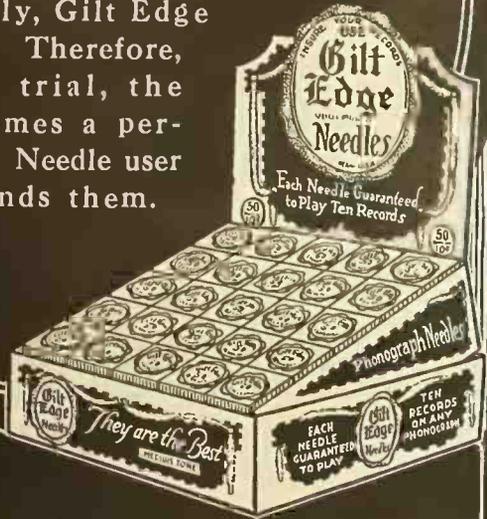
101 MERCELINA PARK CELINA, OHIO
Edmund Brandts, President

Harponola Cabinets are built by the Merzmen Brandts Brothers in a separate up-to-date factory.



Not
Premiums—
But
Recommendations!

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.



Write
for Samples
and Prices

REFLEXO PRODUCTS CO., Inc.

347 FIFTH AVENUE

At 34th Street

New York City

Suite 610

Canadian Distributors: The Musical Mfg. Sales Co., Toronto
Foreign Export: Chipman, Ltd., 8-10 Bridge St., New York City

Some Sales Stunts of Prominent Dealers That Merit Special Commendation

By W. Bliss Stoddard

Under the auspices of the dealers in builders materials and house-furnishings of Cincinnati, O., a comprehensive display of all that goes toward the making and furnishing of the modern home was made at Music Hall recently. Music has become recognized as one of the necessities of modern life, and, accordingly, it is as necessary to own a talking machine 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 cozy flat where music abounds.

The Harrison Mfg. 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 encaased in wicker, with panels of cretonne to match the upholstery.

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

The Alms & Doepke Co. likewise installed a talking machine as a prominent part of the 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 had a window that called instant attention to the records and talking machines by its air of refinement. Curtains of black velvet in the rear were draped back to show a small Victor dog on a stand. An Oriental rug partially covered the floor, and at one end was a Victrola, beside which stood a lighted music lamp. At the other end was a wicker arm chair in which lay a national magazine, open at a Victor ad. On the stand beside it were several records, while an open book of records was shown on the floor. Suspended from the ceiling was a large cardboard arrow pointing to the machine, on which was lettered "One hour is all the time we need to place this Victrola in your home."

Featuring the Portable Machine

This is the season when the vacationist hires himself to the woods and the lakes to commune with Nature—but he also takes along with him

many of the comforts of civilization, not the least of which is the portable talking machine. This, then, is the time to feature this lightweight, pleasure-giving instrument. Thos. Goggin & Bro., Galveston, Tex., took a half page in the local papers to tell their patrons that they were selling this type. Their snappy ad, surrounded with plenty of white space, showed a large cut of the portable, calling it The Summer Companion, and saying: "It is light, compact, sturdily built, occupies little space in the car, 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 at 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 Nike-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 undoubtedly 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, before 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 Bulhite Victor 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 Advertises Phonographs

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 dull, and, knowing 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. He secured a boy to attend to the machine, change the records and see that no one interfered with the dancing doll. Beside the machine was a large card set in a wire rack: "You Can Learn to Shimmie as Well as Cleopatra if You Have One of Our Phonographs and a Supply of the Latest Dance Records. Save Money by Bringing Your Damaged Talking Machines for Repairs to Glick's." This machine was kept in operation from 12 to 2 p. m. each day for a week, and succeeded in acquainting scores of business people who passed that way with the fact that there was an up-to-date phonograph and repair shop on the second floor, within convenient distance of their offices.

Talking Machines for the Summer

Grinnell Bros., who operate a series of branch establishments in a number of Ohio and Michigan towns, have recently been pushing Victrolas for Summer camps, and their stores in Toledo, Detroit, Jackson and Battle Creek have all been showing the same scene with variations—according to the tastes of the window decorators in the various branches. The floor is covered with

sand and at one end is a Boy Scout's tent, before which is a small campfire, over which is placed a folding stove and coffee pot and skillet. In the corner are packing boxes which have held portable Victrolas and on top is one of the machines, while several records are scattered on the ground. Beside the machine is set a card: "The Victrola—No other musical instrument gives such pleasure as a small portable Victrola for the Summer home or camp."

A charter 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. B. DuBois and J. E. Hall.



Delivery Envelopes

Art Series New Designs

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

We Will Be Pleased to Play Any of Them for You

1015	1016	1017	1018
1019	1020	1021	1022
1023	1024	1025	1026
1027	1028	1029	1030
1031	1032	1033	1034
1035	1036	1037	1038
1039	1040	1041	1042
1043	1044	1045	1046
1047	1048	1049	1050
1051	1052	1053	1054
1055	1056	1057	1058
1059	1060	1061	1062
1063	1064	1065	1066
1067	1068	1069	1070
1071	1072	1073	1074
1075	1076	1077	1078
1079	1080	1081	1082
1083	1084	1085	1086
1087	1088	1089	1090
1091	1092	1093	1094
1095	1096	1097	1098
1099	1100	1101	1102
1103	1104	1105	1106
1107	1108	1109	1110
1111	1112	1113	1114
1115	1116	1117	1118
1119	1120	1121	1122
1123	1124	1125	1126
1127	1128	1129	1130
1131	1132	1133	1134
1135	1136	1137	1138
1139	1140	1141	1142
1143	1144	1145	1146
1147	1148	1149	1150
1151	1152	1153	1154
1155	1156	1157	1158
1159	1160	1161	1162
1163	1164	1165	1166
1167	1168	1169	1170
1171	1172	1173	1174
1175	1176	1177	1178
1179	1180	1181	1182
1183	1184	1185	1186
1187	1188	1189	1190
1191	1192	1193	1194
1195	1196	1197	1198
1199	1200	1201	1202
1203	1204	1205	1206
1207	1208	1209	1210
1211	1212	1213	1214
1215	1216	1217	1218
1219	1220	1221	1222
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1287	1288	1289	1290
1291	1292	1293	1294
1295	1296	1297	1298
1299	1300	1301	1302
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1799	1800	1801	1802
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1839	1840	1841	1842
1843	184		

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 wood-crafter'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

Steger Building, CHICAGO, ILL.

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

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



Model
306
\$295.00



Model
305
\$220.00



Model
502
\$145.00



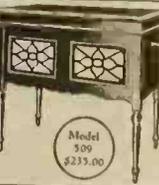
Model
504
\$200.00



Model
303
\$165.00



Model
501
\$115.00



Model
509
\$235.00



Model
500
\$95.00



Model
510
\$290.00

OPENS ATTRACTIVE DEPARTMENT

Los Angeles Boasts Addition of New and Attractive Grafonola Parlors

LOS ANGELES, CAL., June 28.—Careful planning and skillful execution by Manager L'Anglaise, of Renick's Song and Gift Shop, of this city, converted a disreputable cellar and catch-all into a beautiful and attractive Grafonola Shop. The Grafonola department formerly occupied the rear end of the store and piano music and songs were apt to interfere with record dem-



Grafonola Department at Renick Shop

onstrated. The question arose, in cutting out a stairway that would lead from the street to the new department, as to how the alteration could be made without spoiling the song shop. The alteration was made by raising a ramp for the stairway and placing a platform and piano above; this had the effect of improving the appearance of the song shop and at the same time preventing the usual crowding around the piano, where songs were being demonstrated.

The new department, which is under the management of J. A. Wittstein, 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.

CELEBRATES 19TH ANNIVERSARY

Reynolds Music House, Mobile, Ala., Marks Occasion in a Fitting Manner

MOBILE, ALA., July 1.—The Reynolds Music House, well-known Victor wholesalers, with an establishment at 167 Dauphin street, this city, recently celebrated the nineteenth anniversary of the founding of the business. The second floor of the building has been remodeled and turned into a commodious recital hall, and advantage was taken of the anniversary celebration to hold a formal opening of the new hall.

The anniversary was celebrated by an elaborate concert given in the recital hall of the Reynolds store. The program was one of unusual excellence and attracted a large and fashionable audience.

W. H. Reynolds, founder and head of the business, paid tribute to the staff who have been working with him by carrying full-page advertisements in the local newspapers in which portraits of every member of the force appeared, from Mr. Reynolds himself at the top to "Uncle Jim," the genial colored porter.

Mr. Reynolds took occasion in connection with the advertisement to announce that arrangements had been made for Red Seal record recitals at regular intervals throughout the Fall and Winter with a special children's hour every Saturday morning.

Mr. Reynolds has been very active in trade affairs, not only locally but nationally, and has been associated with the talking machine business from its infancy. He stands high in the councils of the industry, and has for several years acted as treasurer for the National Association of Talking Machine Jobbers. A host of friends join in congratulations to Mr. Reynolds on his record as a business man, and bespeak many future celebrations which will testify to the progress of his business.

Work is a good thing and so is play; they only become harmful when mixed.

KAEMMERER'S MUSIC SHOP TO OPEN

One of the Handsomest Music Stores in St. Louis Will Handle the Serenado

St. Louis, Mo., July 7.—Math Kaemmerer, the well-known phonograph man, has bought the music store at Vandeventer and St. Louis avenues and will open one of the most complete stores in the city, just as soon as extensive remodeling is completed. The entire establishment is to be done in white enamel, with about six feet of the walls paneled so as to break the monotony of the flat surface. This panel will be topped with a yellow molding, upon which the record hits can be fully displayed.

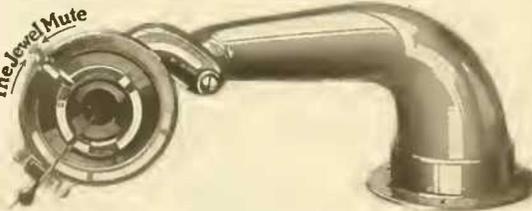
The four booths which are now being installed to start with will be equipped with the latest ventilating, cooling and lighting devices, and comfortable, white-enamel chairs will be provided. These booths will have the unique feature of built-in record racks, containing three shelves—one for the records which have been bought by the purchaser and one each for the records which are to be played and those which have been refused.

Mr. Kaemmerer states that many people come in to hear records without any idea of the particular numbers which they desire and that with this arrangement the salesman can be readily supplied with the lists of the month, as well as some of the better music records which will never grow old.

The whole store will be heavily carpeted in neutral colors to insure that the models of the Serenado talking machine, in all of the finishes, may be displayed to advantage. Racks and devices for records and music rolls are being installed and some unique features will be disclosed for the first time when Kaemmerer's Music Shop has its formal opening. The Serenado line of talking machines will be handled.

The James & Holmstrom Piano Co., of New York, is featuring the Brunswick machines in its new talking machine department.

The Jewel 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.

PLAYS ALL RECORDS
No. 2 Round Tone Arm and Reproducer



KNOWN the country over for its excellent quality of tone and natural, life-like reproduction of all musical tones, and its great volume. This tone arm on your machine spells success, because of its high standing in the Phonograph World.

Made only in 8 1/2-inch length. Can be furnished with or without Mute Tone Modifier, with Mica or **NOM-Y-KA** diaphragm.

THE JEWEL MUTE

CONTROLS volume just like the human throat. Built in the reproducer and functions in such a way that the length of vibrations is minutely regulated and the tone reproduced to a softness and clearness that is remarkable.

Operates by means of a thumb-screw and is instantly adjustable. Tone has free and unimpeded passage throughout tone arm and chamber—Not "Muffled" or "Choked" with ordinary type of tone modifier.

Perfect regulation without in any way changing character of tone.

JEWEL PHONOPARTS COMPANY - 154 W. Whiting St., Chicago

OKeh Records

Service



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 OKeh Records.

The policy behind OKeh 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 OKeh.

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.

Consolidated Talking Machine Co.

OKeh Record Distributors

227 W. Washington St.

Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.



"Oh! Dear," "Ain't We Got Fun?" Furman & Nash sing the first selection and Van & Schenk syncopate the second. There'll be ragtime ringing of your cash register when you put this record on sale. A-3412.

**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 Boardwalk" Style Show, which recently closed, was the largest and most successful event of this sort ever organized by our local business men. It was expected that about 100,000 persons would visit the show, but the final gate receipts showed the numbers to be about 150,000.



Exterior of Weyand's Cheney Exhibit instead. The show was held in the St. Paul Armory under the auspices of the Civic and Commerce Association, and all business concerns in the city were asked to participate.

One of the most striking exhibits seen in the show was that of the Weyand Furniture Co., of

Minneapolis, whose booth was taken up with an exclusive demonstration of Cheney talking machines. This exhibit was supervised by Gregory



Interior of Weyand's Cheney Exhibit

Weyand, who has the reputation, according to many business men in this section of the country, of being one of the liveliest wires and most enthusiastic Cheney dealers who ever tackled a prospect.

The Weyand Furniture Co., prior to taking on the Cheney line a year ago, was an exclusive furniture dealer, but since it inaugurated its talking machine department it has been giving more and more attention to this branch of the business. During the show Mr. Weyand had added several hundred new names to his prospect list and was successful in closing quite a number of sales.

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

RAY HANSON PASSES AWAY

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

The many friends of Ray Hanson, well-known young business man and owner of the Hanson Music Shop in the Holst Hotel Building, Boone, Ia., 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.

"Ever 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 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 symbolical of force."

NEW VICTOR STORE IN DAYTON

COLUMBUS, O., June 30.—J. F. Smith is in charge of the new Victor Department of the Rike-Kumler store in Dayton, which has just been installed by the Perry B. Whitsitt Co.

The department is one of the largest and most attractive talking machine departments in the State, and has a sales force of trained music people.

W. C. LARREW OPENS MUSIC STORE

W. C. Larrew, of Knox, Ind., recently opened a new music store. The establishment is modern in every respect and a complete line of musical instruments and supplies will be handled. Victor talking machines will be featured.

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

The Greatest Value on the Market

IMMEDIATE DELIVERIES IN ANY QUANTITY



New Model "E"

Plays All Makes of Records

Superior Tone Quality

Write for our Proposition

The General Phonograph Mfg. Co., Elyria, Ohio

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, Col. La Junta is a division point on the Santa Fé 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 all get back Thursday nights with eight contracts and an empty Ford.

Some time ago the cattlemen 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., 1264 Library avenue, is one of the city's oldest dealers in point of



An Artistic Strasburg Window

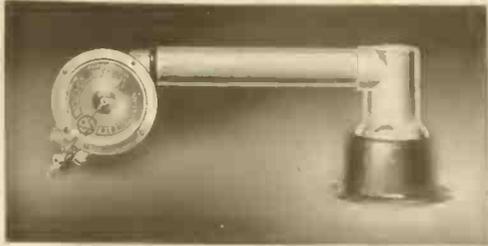
service and results secured, withal he is absolutely up to date in every way that insures a splendidly equipped store and attractive window displays. He is a great believer in using his windows as a vital part of his sales service, and this is evident from a recent window display which we illustrate 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 Skinner 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.

The Allen & Woodworth Co., Greenfield, Mass., has been incorporated with capital stock of \$25,000, to handle musical merchandise.



Scottford Tonearm and Superior Reproducer

Illustrated STYLE A FINISH
A combination of Japanned and Plated Parts
Sample Priced, \$7.75 Nickel—\$10.00 Gold
Quantity Prices on Application



Superior Specialist in Phonographs
BARNHART BROTHERS & SPINDLER
Monroe and Thross Streets CHICAGO

VISITORS FROM SWITZERLAND

Fred 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 F. 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 when 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, 2209 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 *Oké*

MAMIE SMITH

We have her latest 4351 10 in. \$1.00 { Dangerous Blues What Have I Done?

Norfolk Jazz Quartette

We have their latest 4366 10 in. 85c. { Preacher Man Blues Wide, Wide World

EVERHART & BROWN

Ours Is the Service That Never Stops

1705 East Broad St.

Richmond, Va.

Emerson

10-INCH GOLD SEAL RECORDS
PHONOGRAPHS
PICTURE RECORDS
FOREIGN LANGUAGE RECORDS

Emerson Wholesale Distributors

Alexander Drug Co.
Oklahoma City, Okln.

Carpenter Paper Co.
Omaha, Nebr.

Emerson Products, Inc.
Syracuse, N. Y.

Emerson Philadelphia Co.
Philadelphia, Pa.

Emerson Phonograph Co.
315 So. Wabash Ave.
Chicago, Ill.

Emerson Ohio Co.
Columbus, O.

Hessig-Ellis Drug Co.
Memphis, Tenn.

Collins Talking Machine Co.
418 N. Capitol Ave.
Indianapolis, Ind.

Lansing Sales Co.
Eliot and Warrenton Sts.
Boston, Mass.

Marshall Wells Co.
Duluth, Minn.

Murmann Phonograph Co.
St. Louis, Mo.

Northwest Phonograph Jobbers
Inc.
Spokane, Wash.

Rountree Corporation
Richmond, Va.

Southern Drug Co.
Houston, Tex.

Southern Sonora Co.
Atlanta, Ga.

George W. Stolte Co.
Dallas, Tex.

Strevell-Paterson Hard-
ware Co.
Salt Lake City, Utah

Tri-State Sales Co.
Kansas City, Mo.

Emerson Phonograph Co.
206 Fifth Ave.
New York City

R. K. Currie & Co.
Detroit, Mich.

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.



Emerson
Records and
Phonographs

Play EMERSON RECORDS on

THE Emerson Phonograph

WITH THE EMERSON MUSIC MASTER HORN

EMERSON PHONOGRAPH COMPANY, Inc.

HOUSE-TO-HOUSE DRIVE A SUCCESS

Jesse French & Sons Piano Co., Montgomery, Ala., Sell 100 Grafonolas as Result of Drive—Campaign Well Planned in Every Detail

MONTEGOMERY, 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, Columbia dealer. This concern is one of the largest and most enterprising firms



Campaign for Business Started by Mr. Parsons 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



Window Display During "The Drive"

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 bona fide sale in his hand. On the driver's seat 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 signs 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.

ESTABLISHES NEW ACCOUNTS

Jewett Phonograph Co. Making Rapid Progress in Opening New Accounts—Company's Plans for Future Along Progressive Lines

DETROIT, MICH., July 5.—The Jewett Phonograph Co., manufacturer of the Jewett phonograph, is making rapid strides in the establishment of progressive and active dealer accounts. This company is to be congratulated upon its aggressiveness and energy, for the results attained by the Jewett sales organization indicate that there is profitable business to be secured in the talking machine industry, provided adequate methods are adopted to go after it.

A. A. Fair, sales manager of the Jewett Phonograph Co., stated recently that the following new Jewett accounts had been established in the course of a week: L. P. Henderson & Co., Redford, Mich.; The Sterling Music Store, Benton Harbor, Mich.; Moyer Music Store, Buchanan, Mich.; Parrish & Post, Coldwater, Mich.; Moon Bros., Detroit, Mich.; Edward H. Jeffery, Detroit, Mich., and W. W. Emig, Marina City, Mich.

Commenting on the company's plans for the future, Mr. Fair said: "Our product has always been good, but we want the trade to know we are constantly improving it. No matter how good a phonograph we may be able to produce, we will never be completely satisfied, but we will be constantly on the alert to improve it."

"We are increasing our production at the plant and every dealer who has arranged to handle the Jewett line seems to be imbued with genuine optimism. Practically every one of our representatives advises us that the line is easy to sell, and it is gratifying to know that our readers are co-operating with our sales plans in every possible way."

Business is no longer a barter. Business is service. The salesman who shows his customer how he can serve him disparms suspicion, puts distrust to flight and creates confidence.

VAUGHN DE LEATH WITH OKEH

Popular Contralto to Make Okeh Records Exclusively—Well Known as a Composer

The recent announcement by the General Phonograph Corp. that Miss Vaughn De Leath had signed a contract to make Okeh records exclusively was received with considerable favor by Okeh dealers, as this popular artist is well



Vaughn de Leath

known in musical circles throughout the country. Miss De Leath is an accomplished musician and is a composer of considerable prominence, several of her selections having been recorded for the Okeh library.

Miss De Leath's voice is an exceptionally rich contralto which lends itself admirably to recording, and her first Okeh selections have been enthusiastically praised by musical critics. In addition to her recording activities, Miss De Leath is one of the composers on the staff of Irving Berlin, music publisher, and several of her numbers have attained considerable success.

It's pleasanter to say "I mist" than to listen to some other fellow saying "You mist."



PERIOD MODELS

Queen Anne and Louis XVI

A High Grade Phonograph and Library Table Combined

Two-thirds of top is stationary. No need to move anything when playing phonograph. Fully equipped to play all disc records. Your satisfaction guaranteed. Large percentage of reorders indicates satisfied dealers. Write for Prices and Discounts.

Immediate Delivery in Mahogany Burl Walnut Golden Oak



No. 5207 Librola applied for. To retail at \$250 (usual discount to dealers)

48" long, 28" wide, 31" high. Finished all around Oak, Mahogany or Walnut

SEABURG MANUFACTURING COMPANY
JAMESTOWN, NEW YORK

Pacific Coast Representative—J. W. ROE, 1711 E. Harrison St., Seattle, Wash.



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.

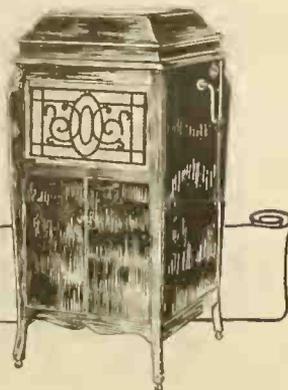
The Dalion is a well-rounded line of instruments that for actual, intrinsic value and true tone worth are not excelled in the field. Back of it all is a progressive sales policy that is pushing all the time. Why don't you investigate the very real advantages our selling franchise offers? Write that letter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

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 discontinuance 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 JOBBERS' STAFF

E. 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. VESEY HONORED

J. R. Vesey, 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 CANINES

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

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 Infield Music Store opened its new quarters in that city and placed a large papier mache Victor dog on the sidewalk at the entrance. The effect on the local canines was reported in a local paper as follows:

"A large hound, owned by the Infield Music Store, which had failed to terrorize Hamilton canines, 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 listening to his master's voice, which had stood in front of the store here.

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

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

NEW COLUMBIA WINDOW EXHIBIT

"Curzyus" Being Featured With Excellent Results in New England

Columbia dealers in Connecticut have received unusual publicity from the use of a novel display entitled "Curzyus." This display has already made its appearance in New Haven, Dan-



"Curzyus" Display at Roy Ward Co.'s Headquarters

bury, Waterbury, Bridgeport, and the dealers are enthusiastic regarding its value.

Wherever Curzyus appears crowds flock around, and Columbia dealers have secured the names of many prospects as the result of the display. Curzyus performs automatically, and its power to withstand the dangers of electricity would make it seem as if it could not possibly be human.

The Roy Ward Co., of New Haven, in whose establishment the accompanying photograph was taken, secured 2,500 names for its prospect list as a result of the display. At the Grafonola Store in Waterbury more than 3,000 names were added to the prospect list in connection with the Curzyus window, and the George B. Clark Co., Bridgeport, Conn., increased its prospect list by 4,000 names after Curzyus had made his appearance.

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.



The Controla on a Victor

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-SET** 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?

ILSLEY'S GRAPHITE PRONO SPRING LUBRICANT

It is essential to the proper functioning of all parts of a motor, dry up, or become sticky or rigid. Remedy is the original ILSLEY Lubricant. Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 1-gallon cans for retail at 25 cents under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

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

POPULAR IN FOREIGN FIELDS

U-Sav-Your Cleanser and Dressing a Favorite in Honolulu and Cape Colony as It Is in the United States—Some Large Orders Placed

The U-Sav-Your cleanser and dressing, made by the U-Sav-Your Manufacturing Co., of Warren, Mass., has entered foreign fields and is proving popular wherever introduced. Two energetic houses in the Hawaiian Islands are selling U-Sav-Your polish. The Bergstrom Music Co., of Honolulu, reports large sales of U-Sav-Your and in a recent letter to B. D. Perkins, manager of the company, states that the new product is meeting with instant sale and that repeat orders are very frequent. Another highly complimentary letter was received from the Hawaiian Sales Co., of Honolulu.

In Africa Edwin & Co., of Cape Colony, have just placed a large order with the U-Sav-Your Manufacturing Co. for the new package. They had previously placed a trial order and reported that they find it ready sale for the U-Sav-Your cleanser and dressing in the local market.

OPPORTUNITY FOR FOREIGN TRADE

Spanish Firm in the Market for Fifty Complete Talking Machines

Under the head of Foreign Trade Opportunities in the June 13 issue of Commerce Reports is listed the following: "A mercantile firm in Spain desires to purchase from twenty-five to fifty complete gramophone machines without cabinet or frames. Quotations should be given f. o. b. New York. Cash to be paid."

Information may be obtained from the Bureau of Foreign and Domestic Commerce in Washington, D. C., or its district and co-operative branches, by duly registered firms and individuals upon written request. Information concerning "Opportunity No. 35017" should be requested.

DALION AUTO-FILE FEATURED

Milwaukee Talking Machine Co. Describes Dalion Features in Attractive Pamphlets

MILWAUKEE, Wis., July 5.—The Milwaukee Talking Machine Co. is deriving much publicity from the distribution of an attractive folder which illustrates and describes the features of the Dalion line. Among the features shown is the Auto-File, an exclusive improvement which solves the problem of record filing. Each compartment of the Auto-File consists of a series of compact sections, each containing two record compartments. The sections tilt forward to deliver the records and only one section can be pulled forward at a time. This eliminates every chance of mixing up records.

"The Dalion gives you every subtle shade and expression of famous voice and difficult instrument—and it breathes into this reborn music a mellow beauty that enriches the original creation," says the folder.

There is a reproduction of the Dalion guarantee. This not only warrants the machine against all imperfections of material and workmanship but protects the buyers against all mainspring breakages for the period of one year. In addition to the Queen Anne period console model, nine styles are shown ranging in price from \$95 to \$265. The designs include "William and Mary" and "Louis XVI." The machines are put out in mahogany and golden and fumed oak.

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 Atlanta recently. Since advertising is news, he said, 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 to keep in touch with store advertisements as for any other purpose. Interesting 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 the news pages of a newspaper are printed and will be read with the same attention. We are tending 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, namely, how to spend 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 result will be 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 no larger than eight point (the size in which news matter is usually set) and with all

the present competition in the matter of display 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 subordinated to its proper position, secondary to quality. Illustrations will improve from an artistic point of view, and will really illustrate. Headlines will have to say 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 guide 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. "There 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 vigilance committees of advertising clubs to see that all advertisements are truthful, he said, because business men will recognize that untruth is a waste in the long run. The economic value of truth in business will be taught in the schools, he believed, and, therefore, news rarely grow 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 Wellburn-Bell Piano Co., Memphis, Tenn., which conducts a talking machine department, has arranged a very interesting window display showing records at various stages of manufacture, from the original substances to the finished product.

VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.

Boulevard
VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

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

ESTABLISHED 1845



A CROONING MELODY SONG IN WALTZ TIME

Mammy's Little Sunny Honey Boy

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

TALKING MACHINE MEN MEET

Hold Regular Monthly Luncheon and Business Session at Café Boulevard on June 15—Discuss Sunday Closing and Other Problems

The monthly luncheon and meeting of the Talking Machine Men, Inc., was held on Wednesday, June 15, at the Café Boulevard.

President Irving Kurtz, who some time ago inaugurated the policy of inviting music publishers to address the meetings, has demonstrated that this arrangement has produced gratifying results in getting a large attendance.

In recent months the Association has taken some active measures in an effort to keep talking machine stores in the metropolitan district closed on Sundays. Theodore Arison, acting as a committee, has presented to the Association a number of methods by which it is hoped to eradicate what is termed the present evil.

Louis Bernstein, head of Shapiro, Bernstein & Co., Inc., the well-known New York publishing house, addressed the gathering on "Co-operation." He stated that the record companies and the music publishers were working closer and closer together and this has been the means of greatly increasing record sales. He pointed out that where dealers had surplus stocks of records on hand it was possible, with the aid of the publisher, to make a special drive on the goods with the assistance of theatres and other amusement centers in the dealer's locality. He cited

an example of such a situation arising in the Middle West where, when the publisher found the dealer was overstocked, he authorized his branch office to make a special drive in the territory. Thus through the theatres and orchestras the goods were quickly moved.

Mr. Bernstein said it has been proven that a talking machine record dealer handling sheet music did not decrease his record sales, but invariably they showed added activity. He encouraged the dealers to stock sheet music of the current hit type. In this way they could handle such goods without involving large expenditures and give it only limited space.

President Kurtz called attention to the fact that he had installed sheet music racks in his store some three months ago and the result is not only additional profit from the sale of the sheet music but in many cases it has increased the sale of records.

Under the direction of Thomas Hughes a number of songs to be featured by the sales and professional departments of Shapiro, Bernstein & Co., Inc., were sung. These included "Mimi," a new number by Con Conrad, composer of "Margie" and "Talestena," and a Mary Earland Ted Fiorio number called "Isle of Paradise," a ballad entitled "Honey Rose" was sung by William Tracey, who is the writer of the lyrics. A novelty song called "I Ain't Nobody's Darling" was also introduced. This is a typical "ginger" song and at the encouragement of the singer the entire gathering sang the chorus several times.

The entertainment committee, composed of Messrs. Brown, Larama, Galuchie, Berlow, Kurtz and Davin, reported on the plans for the annual outing of the Association, to be held on August 17, at the Terra Marine Hotel, New Dorp, Staten Island.

NOVEL METHOD OF BOOSTING HITS

Publishing House in Los Angeles Uses Magnavox to Stimulate Publication Sales

LOS ANGELES, CAL., July 4.—One of the latest uses 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 Ell & Ell Publishing Co., with headquarters in the Smerba Theatre on Broadway, placed the Telemegafone and horn out 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 its 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 passersby an opportunity of hearing both the vocal and instrumental arrangements. Considerable interest was manifested by the public, and the idea proved invaluable as well as a booster for the new song.

NORTH CAROLINA DEALERS ARE BUSY

GOLDSBORO, N. C., July 6.—Royall & 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 Okell records and needles, reports that its business in both records and needles is keeping up and that a recent improvement has been noticeable.

Joseph Isaacs, retailer of both the Victor and Edison lines in this city, reports that the 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, misstatement and evasiveness create distrust, and no business is big enough to stand out against it.

The KENT MASTER ADAPTER



plays ALL RECORDS at their best
on the
EDISON DISC PHONOGRAPH



Write for particulars concerning this, the best known and largest seller of its kind in the market. Attractive prices and terms will be quoted you.

WE specialize in attachments for Edison and Victor machines; also soundboxes, diamond, sapphire and steel needles. Drawn brass tone arms made to order. Tube and pipe bends of all kinds successfully executed.

F. C. KENT CO. :: Specialty Manufacturers
IRVINGTON, N. J.

whose phonograph accessories "win their way by their play"

Factory
Representative

LOUIS A. SCHWARZ, INC.

1265 Broadway
New York City



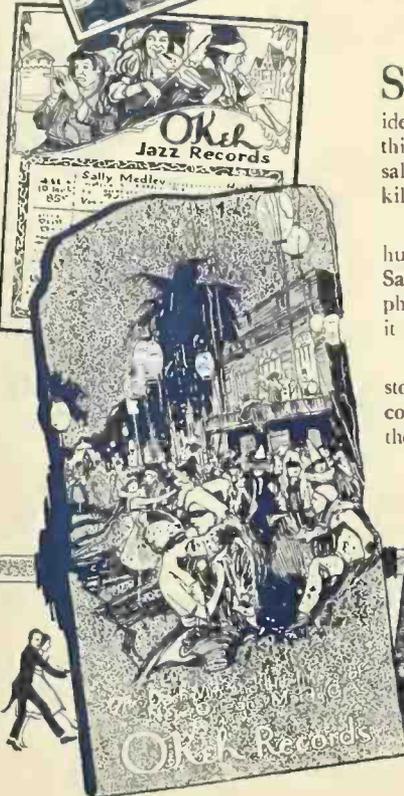
Snapshots of Okeh Record Salesmen

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 Okeh 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.



Gentlemen:

Please send me, without any obligation on my part, complete information regarding the Okeh Salesman.

Name _____

City or Town _____

State _____

THE GENERAL PHONOGRAPH CORPORATION, 25 West 50th Street, New York City

VOCALION JOBBERS 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 37 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 acquaintanceship 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 Aeolian 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 Lameman Bros., of Marinette, Wis., which has succeeded far beyond all expectations.

LILLYN BROWN MAKES BIG HIT

Miss Lillyn Brown, popular Emerson artist, and her Jazz-bo 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.

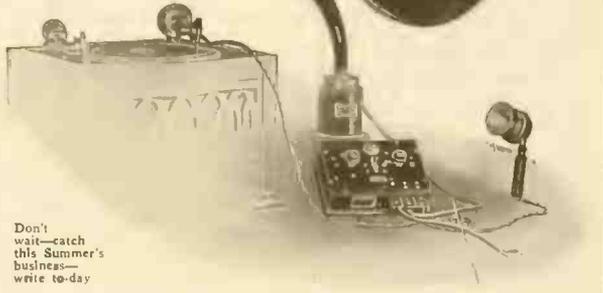
WRITE AT ONCE FOR DEALERS' PROPOSITION

DISTRIBUTORS:

- | | |
|--|--|
| I. Montagnes & Co.
Toronto, Canada. | Southwestern Drug Co.
Wichita, Kansas. |
| J. W. Sankle Co.
123 East 31st St.
Dayton, Ohio. | Suenor Distributing Co.
Dallas, Texas. |
| Kiefer-Stewart Co.
Indianapolis, Indiana. | Monroepolis Drug Co.
Monroepolis, Minn. |
| Telephone Maintenance Co.
17 No. La Salle St.
Chicago, Illinois. | |

or

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



Don't wait—catch this Summer's business—write to-day

GRAFONOLA FOR "HELLO" GIRLS

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

SELMA, ALA., July 6.—The girls in the local telephone exchange wanted a talking machine for



Miss Buell After Closing a Sale

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 Lankering 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 Summer 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 8

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 worn-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.



The Sonora Is

*"The Highest Class Talking Machine
in the World"*

Because of the following important features that have earned 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 muddling, no blurring of sound when transition from loud to soft is made.
4. The Sonora Tone Arm is all brass—not a porous, 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 aids 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 $\frac{3}{4}$ " thick rather than $\frac{1}{2}$ " 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.



THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



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 unequalled 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.,

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

Hessig-Ellis Drug Co.,

Memphis, Tenn.
Arkansas, Louisiana, Tennessee, Mississippi.

Kiefer-Stewart Co.,

Indianapolis, Ind.
Entire State of Indiana.

Lee-Coit-Andreesen Hardware Co.,

Omaha, Nebr.
State of Nebraska.

M S & 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.,

616 Mission St., San Francisco, Cal.

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

Sonora Phonograph Co., Inc.,

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

Southern Drug Company,

Houston, Texas.
Southeastern part of Texas.

Southern Sonora Company,

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

Southwestern Drug Co.,

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

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 5 counties of N.E. Oklahoma.

Strevell-Paterson Hardware Co.,

Salt Lake City, Utah
Utah, western Wyoming and southern Idaho.

C. J. Van Houten & Zoon,

Marquette Bldg., Chicago, Ill
Illinois and Iowa.

Yahr & Lange Drug Co.,

Milwaukee, Wis.
Wisconsin, Upper Michigan.

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 except that lying east of Broadway, Brooklyn; counties of Westchester, Putnam and Dutchess, south of Poughkeepsie and all Hudson River towns and villages on the west bank of the river, south of Highland.



REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodia

Information Anent the Brunswick Reproducer

Providence, R. I., May 20, 1921.

Talking Machine World:

"Gentlemen—I have used my Brunswick machine now for over a year, and, up to about a month ago, it played very well, but now, when I turn the sound box to the position for playing a Pathé record, it sounds harsh and seems to rattle. When I play a Victor or Columbia record on it, however, it seems to sound as good as usual. Could you tell me where to look for the trouble? Very truly yours, James Conway."

Answer: The large double diaphragm sound box of the Brunswick machine is perhaps a little more complicated than the average type sound

box. Made in such a manner that each particular make of record is played in the precise manner in which they were intended to be reproduced, it is in fact a combination of three sound boxes built into one frame.

On one side of the frame is the individual box for playing Edison disc records. An extra large mica, cushioned between two rubber tubes, is used as a diaphragm, attached to its center is a silk cord which connects with the diamond point setting, hung in a frame, projecting from the side of the box and out over the center of the diaphragm. The action in reproducing is the same as in the Edison disc sound box. The box, turned face downward, brings the diaphragm parallel to the record, and the weight of the box resting on the diamond point causes the silk cord to be pulled taut, which in turn carries the vibrations along to the diaphragm.

The opposite side of the sound box frame contains a similar mica diaphragm, but has a combination needle arm swung on pivots between legs cast on the edge of the frame. The Victor and Columbia and all lateral cut records

are played with the sound box in the usual position. When the Pathé sapphire cut record is played, the box is turned face down to the record and twisted around to the right, so that the needle arm is brought into correct position. The part of the needle arm which holds the sapphire needle is made at such an angle to the record surface as to insure getting the best reproduction from the record.

To get down to your trouble in playing Pathé records, I suggest that you examine carefully the setting of the needle bar in the pivots, it should fit good and snug; also examine sapphire setting, be sure it is good and tight. Things that might cause trouble are the connection point of the needle bar and mica, and see that the mica is shellacked to the gasket, so that it does not touch the frame at any point. Of course, there is also the possibility that some connection joint of the tone arm proper is loose, and vibrates. The entire tone arm should be examined, all connections vaselined and tightened.

Formula for Recording Wax

Scranton, Pa., May 25, 1921.

Andrew H. Dodia, care of Talking Machine World:

"Dear Sir—Could you inform me where I could get a formula for mixing the wax for making an original disc record? Very truly yours, H. S. Bayley."

Answer—One of the most satisfactory compositions, which has the merit of being cheap and easy to prepare, is embodied in the following formula: S. stearine, fifty-six parts; caustic soda (98 per cent pure), three and one-half parts; dissolved in water, about fifteen parts; red lead, three parts, paraffin wax, sixteen parts, and Japan wax, two parts.

The stearine is melted in an enameled vessel for preference. The caustic soda is dissolved in the water, after which the saponification is proceeded with. The precaution as to adding the lye slowly must be remembered, and when every trace of water has been slowly evaporated, on the completion of the saponification, the lead, which is in the form of powder, may be thoroughly mixed with a small quantity of molten soap in order to facilitate its absorption by the mass. It can then be very slowly added to the mass by means of a small ladle, when its chemical absorption will be gradually apparent by the mass changing color from a bright red to that of a light limpid gamboge. As this takes place, a further addition of the red lead mixture can be made to the mass, until the whole is properly incorporated. As soon as this process is completed, the addition of the paraffin and Japan waxes may be made, and, when thoroughly amalgamated, the composition is ready for straining and moulding.

This formula is specially applicable for blanks of the cylinder type and the disc type requiring to be recorded by the cylinder method. The Victor type of record requires a somewhat softer medium, and the proportions of the tempering waxes should be accordingly increased.

JUNE BUSINESS VERY ACTIVE

JAMESTOWN, N. Y., July 5.—The Seaburg Mfg. Co., of this city, manufacturer of the Librola talking machine, is making excellent headway in the production and merchandising of its product, notwithstanding the comparative business depression throughout the country. In a chat with The World, E. J. Seaburg, president of the company, stated recently that the company had scored a larger number of inquiries and sample orders during June than any previous month this year. The new trade-mark adopted a few months ago is now in general use, and Librola dealers are featuring this trade-mark to great advantage in the publicity which they are getting out.

Mary Potter has been appointed receiver of the American Camera Exchange, Inc., dealers in talking machines and photo supplies, New York City.

Prominent Displays Bring Real Sales—

Dealers who make prominent, attractive window and counter displays are selling

BUBBLE BOOKS "that Sing"

BUBBLE BOOKS
"that Sing"
are
a year 'round
proposition.

in quantities.

You can make steady profitable sales by taking advantage of our 1921 dealer service plan.

Metal display racks--attractive window displays--litho-

graphed cut-outs--counter cards--circulars for your mailing list--ready to run advertisements in electros and mats, have been prepared to increase your sales.

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--turnover is rapid--profit liberal.

Write today for
our 1921
proposition



This lithographed window display "cut-out" stands 14 inches high and is 19 inches wide. It tells the Bubble Book story at a glance and is so designed that you can put a real Bubble Book in place of the lithographed illustration if you care to.

HARPER & BROTHERS

Bubble Book Division

130 WEST 42nd STREET

NEW YORK

The Modernola

DISTINGUISHED
for
TONE, BEAUTY
& UTILITY—



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 MODERN-OLA 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. Every one seems to desire a fine floor lamp, but again there comes the question of space.

Here then comes the MODERN-OLA 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"



You will be interested in the Special Offer we are making at the present time. The quickest way to find out is to address Department D.

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 Made of Vancouver

CHICAGO, Ill., July 5. The Edison Caravan Convention, which scored such a success in New York and later in New Orleans, was opened in this city on June 20 at the Blackstone Theatre. The program was substantially along the same lines as that in the two cities mentioned. Fol-

lowing Mr. Farnsworth William Maxwell's four-act comedy with music, entitled "The School for Salesmen," was introduced and its striking points aroused considerable favorable comment and enthusiasm. Between the acts an open forum was held on the

Maxwell's play. It was well received. This closed the proceedings for Monday.

The Meeting on Tuesday

On Tuesday morning Albert's Orchestra opened the proceedings with a very admirable selection of popular music. The first speaker on



Panoramic View of Edison Dealers, Jobbers, Officials and Artists Who Attended the

program was J. W. Scott, a veteran employe of the Hill-on Co, who spoke on "The Diamond Amberloid." He was followed by Mario Laurenti, baritone of the Metropolitan Opera Co, New York, who made an interesting address on "What It Means to an Artist to Have His Art

subject of "What My Banker Thinks of My Edison Business and Me," which was opened by A. M. Corbus, of the Corbus Drug Store, Ottawa, Ill., and participated in by other dealers. Between the second and third acts of the play there was an address made by E. C. Boykin, of the Phonograph Corp. of Manhattan, on "Tie a Good Man's Name to Every Edison." He was followed by Helen Payne, general stage manager

of the program was J. W. Scott, a veteran employe of the Hill-on Co, who spoke on "The Diamond Amberloid." He was followed by Mario Laurenti, baritone of the Metropolitan Opera Co, New York, who made an interesting address on "What It Means to an Artist to Have His Art



Two Interested Convention Visitors

J. A. Blong, Phonograph Co. of Cleveland, and R. B. Alling, Phonograph Co. of Detroit.

Lacey, of the Diamond Disc Shop, Peoria, Ill., as chairman of the Chicago meeting. He was followed by J. B. Gregg, who made an address on "Advertising Service," and then Prof. Charles H. Farnsworth, of the department of music in Teachers' College, Columbia University, New York, read an interesting paper on the Edison



Ready for a Stroll

A. F. Odell, Quincy, Ill., Mr. and Mrs. A. C. Odell, Rockford, Ill., E. E. Brock, Indianapolis, Ind.

for Charles Erdman, Inc., who spoke on "If Salesmen Were Actors." This talk which, by the way, appeared in last month's World, fitted in most happily with the thought set forth in Mr.



Edison Representatives, Artists and Guests

J. B. Gregg, E. J. Leonard, Edw. R. Dunning, Helen Payne, Miss Felice Doun, Prof. Charles H. Farnsworth, Miss Cecil Andre, B. E. Wheeler, Mrs. Charles Edson. Truly Perpetuated for All Time by Edison's Genius." Mr. Laurenti was succeeded by Edward R. Dunning, of the Crowell Publishing Co., New York, who told "How Magazines and Farm Papers Interlock With Edison Newspaper Advertising." The talk was illuminating and stimulating and pleased the delegates in attendance.

The Needle of The Century

A Near Permanent Needle

A CACTUS NEEDLE
THAT
SELLS ITSELF

Produces clear, natural tones;
eliminates surface noise;
brings out all subtle details of
the music and preserves the
records.

Needles can be repolished on
sharpeners enclosed in package, so
that each needle will play an in-
definite number of records.



ATTRACTIVE INDUCE-
MENTS 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 Parlors, Kellogg, Drake & Co., Galesburg, Ill., and W. O. Hopkins, of the Edison Shop, Indianapolis, Ind., and a number of other dealers. Miss Cecil Arden, contralto 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 Space for It," the speakers being C. W. Sower-

principal speakers on these subjects were B. C. Humphreys, Haines & Essick, Decatur, Ill.; Harry Shroyer, Shroyer Music Co., Bethany, Mo.; E. C. Johnson, Hildreth, Neb.; W. L. Eshelman, Eshelman Music Shop, St. Joseph, Mo.; A. L. Heggland, Pierre, S. D.; W. H. Hugg, George E. Rhine, Massillon, O.; J. A. Reinmund, J. A. Reinmund & Co., Marseilles, Ill.; and A. C. Odell, Odell's, Inc., Keosauk, Ia.

Harry Breen a "Riot"
The second day of the Edison Caravan Convention wound up with a delightful specialty by Harry Breen, in which he expatiated on "Your Virtues and Your Faults in Rhyme." This was cleverly done and Mr. Breen's hits directed at

and the music was furnished by Albert's Palmer House Orchestra, which supplied the general music for the convention. The banquet proved a most unusual affair, especially as regards the general program, the menu and the exceptional entertainment provided for those in attendance. The eight vaudeville acts introduced during the evening were selected from the Keith shows being given at the Palace and State-Lake theatres—all headline acts. These were supplemented by numbers from the leading music comedies now playing in Chicago. Among those who appeared were: Sam White and Ella Rooney, of "The Passing Show"; the Okura Japs, Kellan and Odare, H. J. McDermott, Bailey and Cowan,



Second Annual Edison Caravan Convention, Held in Chicago on June 20 and 21

wine, Huntington, Ind.; Edwin Burkart, Covington, Ky., and L. W. Muir, Norton, Kan.

The next number, entitled "My Cornet Proves What Fibbers They Are," introduced Miss Felice Dann, who gave a most remarkable cornet comparison with an Edison Re-creation. Following Miss Dann there was an open forum on "How to Increase the Sale of Re-creations," the chief speakers on the subject being E. Sensesbrenner,

those in the audience were received with considerable hilarity. The entire gathering was most successful and interesting, 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.; Wm. H. Lyons, Chicago, Ill.; Kipp Phonograph Co., Indianapolis, Ind.; Harger & Blish, Des Moines and Sioux City, Ia.; Laurence H. Luckner, Minneapolis, Minn.; The Phonograph Co. of Kansas City, Kansas City, Mo.; Silver-

Gene Green, the Hillis Sisters and others. These artists appeared on a miniature stage, with superb electrical effects, which was especially



From Iowa—and Proud of It

H. H. High, Des Moines; L. R. Howler, Clinton; L. Sullivan, G. C. Silver, Des Moines; Mrs. G. Baker and G. Baker, Okmoo.

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 pay—100 cents on (Continued on page 60)



Nebraska—Four to One!

I. M. Sanger, Minton, Neb.; E. C. Johnson, Hildreth, Neb.; H. J. Beckler, Colmer, Ia.; J. J. Merris, Weeping Waters, Neb.; W. A. Gourlay, Lincoln, Neb.

Circleville, O.; P. Sydney Tuttle, Edison Phonograph Shop, Winnipeg, Man., and H. T. Costello, the Baldwin Piano Co., Louisville, Ky. F. E. Nixon, 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 stereoscopic views. Following his address there were two open forums, one on "Sitting and Waiting, or Going Out and Getting," and the other on "Does Sales Aid Service Really Pay?" The



Phonograph Co. of Kansas City Prize Winners

F. M. Munson, Wakeeney, Kan.; W. A. Vawter, Marshall, Mo.; J. D. Van Antwerp, Scott City, Kan.; W. E. Cahill, Windsor, Mo.; D. E. Brown, Fayette, Mo.; Charles D. Barred, Pola, Kan.; C. B. Keeley, Detroit, Kan.; Stone Music Co., St. Louis, Mo.; Schultz Bros., Omaha, Neb.; The Phonograph Co., Cincinnati, O.; The Phonograph Co., Cleveland, O.; The Phonograph Co. of Milwaukee, Milwaukee, Wis.; The Phonograph Co. of Detroit, Detroit, Mich. The banquet was held in the large ballroom.

"BLACK DIAMOND" GRAPHITE Spring Lubricant
The Lubricant Supreme

Guaranteed not to dry up or become sticky or rancid; retains its elasticity smooth, silky to touch intelligently. Prepared in just the right consistency to entrap the tubes; 1/2, 1, 2, 10, 25, 50 lb. cans.

Manufactured only by
HARTZELL CRUCIBLE CO.
North Side, Pittsburgh, Pa.
Manufacturers' Representatives
LOUIS A. SCHUBERT, INC.
1225 Broadway, New York City
21 West Van Horn St., Chicago, Ill.
275 Forsyth Bldg., Atlanta, Ga.
FOR SALE BY ALL LEADING JOBBERS

SUPERB STYLUS
EMI-PERMANENT
The TALKING MACHINE NEEDLE
SUPERB

PLAYS 100-200 RECORDS
NO SCRATCH—NO HISS
LOUD MEDIUM SOFT
4-25c.
Send for Sample and Discounts
MELLOWTONE NEEDLE CO., Inc.
ANSONIA, CONN.

EDISON CARAVAN CONVENTION IN CHICAGO—(Continued from page 59)

the dollar. Following the concert there was dancing until the wee sma' 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

Thursday 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. Eckhardt, sales manager, The Phonograph Co., Chicago; F. D. Hill and E. A. Saffin, travelers for this company; W. H. Lyon, Chicago, from the Kipp Phonograph Co., of Indianapolis,

Cincinnati; P. H. Oehlman, vice-president; from Phonograph Co. of Cleveland; Ben 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; E. E. Nixon, J. H. Greig, D. E. Wheeler, E. H. Phillips, D. Babcock, Victor Young, E. Krantwein, J. W. Scott, C. S. Gardner and J. J. Callahan. T. J. Leonard, who expected to accom-

pany 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. Eckhardt, sales manager, The Phonograph Co., Chicago; F. D. Hill and E. A. Saffin, travelers for this company; W. H. Lyon, Chicago, from the Kipp Phonograph Co., of Indianapolis,



The Youngest Delegate to the Convention

Little also from Anderson and Her Parents, Mr. and Mrs. H. C. Anderson, Indianapolis, Ind. Present, and L. A. Bloom, vice-president; from Wisconsin, Phonograph Co. of Milwaukee, Wm. S. Schmidt.

TO PREVENT MISREPRESENTATION

WASHINGTON, D. C., July 9.—Senator Lodge has introduced a bill in the Senate, the intent of which is to prohibit the manufacture, sale or distribution through interstate commerce of misbranded, misrepresented or falsely described articles.

The Kimberly Phonograph Co. of New Jersey, located in Elizabeth, has incorporated under the laws of that State to make talking machines, with a capital of \$100,000. E. M. Woelzel, V. E. Husbands, both of Elizabeth, and Leo Jacobson, of Perth Amboy, are the incorporators.

The finest phonograph is appropriately encased in

AMERICAN
WALNUT
"The Cabinet-wood Superlatives"

PRE-EMINENT Walnut characteristics are: matchless color, texture and figure, as well as strength, stability, and durability to a degree unapproached by any other cabinet-wood.

For these good and sufficient reasons, Walnut is always the first choice of manufacturers

For Phonograph Cabinets

In the hands of a clever artisan, Walnut provides a cabinet-wood worthy of his best craftsmanship.

"Goods Well Made Are Half Sold."

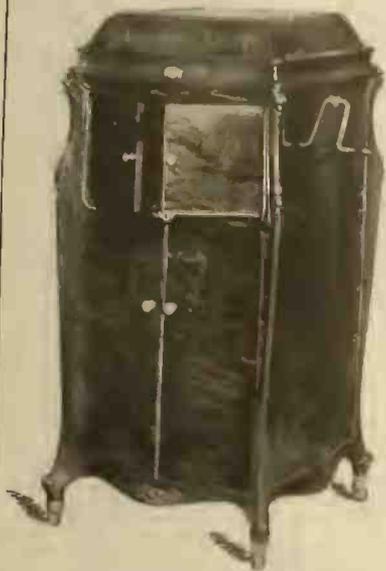
Our National advertising is carrying to the consumer this message:

"Be Sure Your Walnut Is Walnut"

It's up to you to cash in on this message.

Send for our valuable data for manufacturers—or data for dealers. Also the worthwhile Walnut Book for your salesmen. Address the producers of American Walnut Lumber and Trimmers, the

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION
Room 1022 616 So. Michigan Boulevard Chicago



NOTE THE BEAUTIFULLY FIGURED VENER IN THIS AMERICAN WALNUT TALKING MACHINE CABINET OF ELEGANT DESIGN

WHY NOT FARM LAWN CONCERTS?

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

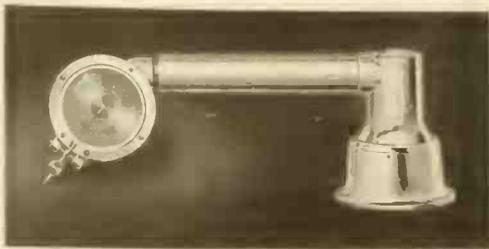
An interesting and profitable campaign, which included a series of Victrola farm lawn concerts, was launched recently by the Pontiac Music Shop, Pontiac, Mich. The concerts were advertised with the aid of well-arranged Victor concert programs and are proving a tremendous success. A letter from F. J. O'Conner, of the Pontiac Shop, to the Putnam-Page Co., Peoria, Ill., 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 Greater New York to make tone tests at various points where Edison dealers are established. Miss Arden's tour will begin in September.



Scottford Tonearm and Superior Reproducer

Illustration STYLE 3 FINISH
All Parts Plated

Sample Prepaid, \$8.50 Nickel—\$11.00 Gold
Quantity Prices on Application



Superior Spectralizer Phonograph
BARNHART BROTHERS & SPINDLER
Marion and Thoop Streets CHICAGO

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 Grafonola, 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 to house 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 had the pleasure of selling one record by long-distance telephone this week. This, 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 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.

Sherman, Clay & Co.
Pacific Coast Distributors



**Victor Victrolas
Victor Records
Victor Accessories**

Main Wholesale Depot:
741 Mission Street, San Francisco

Branch Wholesale Depots:

444 So. Broadway, Los Angeles, California
45 Fourth St., Portland, Oregon
Oceanic Bldg., Cor. University and Post Sts.,
Seattle, Washington
427 West First Ave., Spokane, Washington



Charles Haekett 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 world is that of hopefulness. Crop experts tell everyone 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 their worries will disappear soon after September 1. Just now, however, the life of the dealer in talking machines is not particularly profitable.

Bathé dealers in the Northwestern territory are making the best of the dull season, according to E. Summers & Co., Northwestern distributors. In the larger cities the demand for Bathé machines and records, 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 patrons are in good spirits," remarked George A. Ahois, head of the Victrola department of W. J. Dyer & 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."

William Lowy, manager of the Minnesota Phonograph Co., which retails Edison products in Minneapolis, proudly proclaims that his totals so far this year are ahead of the corresponding period of 1920. Any retail dealers in the State will tell the world that such a record is an enviable one. In the wholesale line things are moving along very satisfactorily.

The Herkwith-O'Neill Co. finds that the country dealers are in a more hopeful and cheerful mood than the city dealers. Victor goods are still in demand, however, and wherever talking machines are being sold the Victorians continue to hold their share of public attention.

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

Montana 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, which 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 North-

west, says E. L. Kern, Northwestern director for the Brunswick-Balke-Collender Co. Dealers are buying from "hand to mouth," but they are selling machines right along and hence the Brunswicks continue to move, although not in carload lots. The Brunswick records have become a great vogue in the Northwest, much to the delight of Mr. Kern and his assistants. 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 recognized as the most successful



Leon Errol

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 extraordinary, and his selection of an Adam model Sonora for his personal use is a gratifying tribute to this instrument.

INCREASED DEMAND IN NEW JERSEY

Callings & Co., who distribute U-Say-Your polish in New Jersey, report good business and a steadily increasing demand. This report is proved through the large re-orders 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 office, New York. Mr. Lorenzo spent considerable time conferring with the Dealer Service department here in the interest of the nation-wide Columbia campaign.

Ward's Khaki Moving Covers



Cover "D" Cover with

No. 3 Straps

THE C. E. WARD CO.

(Well-Known Ladies Regalia House)
101 William Street New London, Ohio
Also Manufacturers of Mating Covers
and Gait Covers for the Wounded

Distributors

BRISTOL & BARDER, INC.
3 E 16th St., New York City
YANK & LANGE DRUG CO.
107-213 E Water St., Milwaukee, Wis.
SONKIN & RUDEK, INC.
Washington, D. C.
BECKWITH-O'NEILL CO.
Minneapolis, Minn.
STREVELL-PATERSON HARDWARE CO.
Salt Lake City, Utah
O. L. MARSHALL CO., INC.
Oakman Bldg., Des Moines, Ia.
Oulter Bldg., Ostrail, Mich.
THE NEED CO.
237 Fifth Avenue, Pittsburgh, Pa.
O. J. VAN ROSTON & ZOON
110 E. Delaware St., Chicago, Ill.
SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas
KNIGHT-CAWPOWELL MUSIC CO.
1808 Westing St., Denver, Colo.
CHAS. H. YATES
111 Leavenworth Bldg., San Antonio, Tex.
W. O. & O. N. ANDREWS
Dulles, Va.
SACHS & CO.
425 So. Wabash Ave., Chicago.
SHERMAN, CLAY & CO.
741 Madison St., Salt Springs, Ill.
JOHN A. FUTCH CO.
33 Auburn Ave., Atlanta, Georgia.
1100 South Broadway, Charlotte, N. C.
830 Washington St., Jacksonville, Fla.
ORTON BROTHERS RUBBER HOUSE
Delta, Mich.
ORAY & DUDLEY CO., Nashville, Tenn.
ASSOCIATED FURNITURE MFAB.
St. Louis, Mo.
W. J. OYER & BRO. 81 Paul, Miss.
AMERICAN PHONOGRAPH CO.
Washington, D. C.
JOSEPH BARNETT & CO., Cedar Rapids, Ia.

U-SAV-YOUR



HERE IT IS, GENTLEMEN

Big beautiful package that retails for 30c 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 50c each, twenty-four to the case. Assorted sizes if desired. You can create immediate business with this package. Try it—Now.

U-SAV-YOUR MFG. COMPANY, 33 Perkins Ave., Warren, Mass.

EVERYBODY LOVES—

Peggy O'Neil

An adorable Song about a charming girl.

You can HEAR IT and BUY IT HERE!

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



"MUSICAL FOREST" GETS BUSINESS

A. Weiler & Co., Edison Dealers and Jewelers, Use Clever Display to Increase Sales

A "musical forest" is the result-getting innovation recently inaugurated by A. Weiler & 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 accoutrements 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. Rows of chairs 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 59 years old, had invented and patented several labor-saving devices used in phonograph manufacture.

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

MARY STAFFORD SCORES HIT

Series 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 dusky natives of the Ozarks, where she made her home, has a voice particularly adapted



Mary Stafford

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 mammy to understand, instead of being a native of Missouri.

The Sonora Phonograph Co. declared a 2 per cent quarterly dividend on its preferred stock, which was paid July 1 to stock of record June 20.

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

CELANO RAPIDS, IA., July 5.—"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 so full of customers that they are pushing them off their easy chairs. Moreover, we have found that in almost every town there is at least one merchant who has kept right on scratching and who is reporting business right along—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 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
2 1/2 inch HORN

MAGNAVOX

TYPE V-2 FOR VOICE ONLY

This type of magnavox is in great demand as a big improvement on the megafone. It is much louder and will supplant the megafone for calling, announcing, directing in all locations.

It is somewhat less expensive than Type MV-1

See Page 51
for list of distributors

Write to the nearest one for further information.

TELEMEGAFONE THAT REPRODUCES MUSIC AND VOICE FAITHFULLY

SPEAKING TRANSMITTER

TWO WIRES CONNECTED TO 6-VOLT STORAGE BATTERY

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 aggressive selling policies, are able to report a fair demand for talking machines. The cabinet and period models seem to be in greater demand, indicating that 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. A. Trine, 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 861 Broad street has evolved an effective 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 chart parties have also contributed to the steady sales of this progressive house and concerts given to firemen and policemen in their headquarters have proved effective in implanting the Edison product on the minds of these prospects.

J. A. Bliesnick, manager of the talking machine department of the Hahn 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 869 Broad street has added the Granby to its line. This firm also handles the Columbia Grafonola.

A number of dealers have already signified their intention of adding the Granby to their line. Aeolian Hall reports 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 this store at present, says E. B. Proitoff, manager.

To attract the attention of passersby to the store, the Chalmers Victrola Shop has placed a machine under a coal manhole 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. 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. Whitelaw. Features of the establishment are the thirteen Unico booths, installed by the Unit Construction Co. of Philadelphia, and a large concert hall on the second floor designed for Victor concerts.

J. De Witt, of the Goerke 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 in enticing crowds into the Broad & Market Street Music Co.'s store at 163 Market street. This has been the means of creating a demand for both records and sheet music.

TALKING MACHINE EXPORTS DECLINE

Exports, Including Records, for Eleven Months, Ending May, 1921, Total \$5,768,417

WASHINGTON, D. C., July 5.—In the summary of exports 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 listable imports of talking machines and parts during May, 1921, amounted in value to \$61,370, as compared with \$80,073 worth which were imported during the same period of 1920. The eleven months' total ending May, 1921, showed importations valued at \$733,520, as compared with \$721,658 worth of talking machines and parts during the same period of 1920.

Talking machines to the number of 2,564, valued at \$115,000, were exported in 1921, as compared with 6,006 talking machines, valued at \$335,106, sent abroad in the same period of 1920. The eleven months' total showed that we

exported 65,330 talking machines, valued at \$2,931,283, as against 70,560 talking machines, valued at \$3,217,401, in 1920, and 45,186 talking machines, valued at \$1,367,641, in 1919.

The total exports of records and supplies for May, 1921, were valued at \$212,986, as compared with \$231,129 in May, 1920. For the eleven months ending May, 1921, records and accessories were exported valued at \$2,817,134; in 1920, \$3,574,846, and in 1919 the exports were valued at \$2,653,319.

NEW MODEL OF AUTOMATIC STOP

Piqua, 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 Fall 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. Secoy is president and general manager, S. D. Palmer is vice-president and S. N. Arni is secretary and treasurer.



ODEON

RECORDS

Out With FINE NEW HITS

DANCE RECORDS

	10" 85c	
04 20041—My Man (Manrice Trani) Fox Trot.....	American Odeon Orch.	
Who'll Be the Next One to Cry Over You—Fox Trot (Johnny B. Black)	American Odeon Orch.	
04 20015—Havana Moon (Walter Smith)—Waltz.....	Julius Lanzberg's Harmonists	
Dolly (Intro. "Who's Who With You" from "Two Little Girls in Blue")—Fox Trot	American Odeon Orch.	
04 20016—Dinny Danny (The Irish Yuck! Hula) (Alma Baden-Stone Carl)—Novelty Fox Trot	Leisberg's Harmonists	
Oh Me! Oh My! (Intro. "Dolly"—"Two Little Girls in Blue") (Vincent Youmans)—Medley Fox Trot.....	American Odeon Orch.	
04 20017—The Clock of Love (King Hager)—Fox Trot.....	Janis's Hawaiian Orch.	
I Call You Sunshine (Intro. Chorus of "Den Me") (Silvera)—Medley Fox Trot.....	Leisberg's Harmonists	
04 20050—Do You Ever Think of Me (L. Hartnett)—Fox Trot (Intro. Waldorf Astoria Dance Orch. Where the Lazy Mississippi Meets a Kalle de France)—Waltz	Harry Hudson's Jazz Orch.	

VOCAL RECORDS

	10" 85c	
04 20048—Who Feels to Speak of Easter Week, Baritone with Orchestra.....	Cathal O'Hare	
The Felous for Our Land, Tenor with Orchestra. (Arranged by J. J. Johnson)	Shuni O'Malley	
04 20049—God Save Ireland, Baritone with Orchestra. (Arranged by Alfred Moffat)	Patric Landon	
The Harp That Once Tare Tara's Halls. (Eugene Stone) Tenor with Orchestra.	Emmet O'Toole	

SPECIAL **SPECIAL**

XYLOPHONE WITH ORCHESTRA 12 in., \$1.25

Frank Krueger And 27002—THE MILL IN THE BLACK FOREST (Eiseberg)

THE MERRY COPPERSMITHS (Grunow)

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: EHEESEA 026



THE VICTROLA *The Universal Educator*

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 VICTROLA *The World's Greatest Educator*



The instrument chosen by the greatest artists

All these great artists
sing records for
the Victor



The Victrola is to music what gold is to commerce

Standard of value. When,
present for your home,
Victor records
your

Victrola



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

It isn't possible for every one to go to
the parks and auditoriums where the famous
bands play to vast audiences, so the Victrola
brings the bands to you.

It's
us's Band, Conway's Band, Pryor's
Vessella's Band, U. S. Marine Band,
Diamonds Band of London, Garde
Bilecaine Band of France—all the
greatest bands.

With a Victrola you can have a concert
of the same great bands in your home at
your own choosing—and you can arrange a program
of records \$25 to \$1500. New Victor
records demonstrated at all dealers in
products on the 1st of each month.



Buy the Victrola and the harmonium
and you'll have the most complete
and most beautiful set for all the home
Victrola records in America.
Catalog No. 2

Victor Talking Machine Co.
Camden, New Jersey

Victor advertising keeps the
Victrola in the public mind,
and keeps business moving in
the direction of Victor retailers
everywhere. These advertise-
ments in the current magazines
are right now impressing the
public with the superiority of
Victor products and bringing
customers to your store.



Victor Talking Machine Company, Camden, N. J.



"HIS MASTERS VOICE"

This trademark and the trademarked word "Nipper" identify all our products. Look under the lid! Look on the label!
VICTOR TALKING MACHINE CO., Camden, N. J.

Victor dance records present the orchestra which are the biggest dance attractions before the public today. Nothing can compare with Victor dance music except those same famous orchestras which the Victor presents. Paul Whiteman and His Orchestra, The Benson Orchestra of Chicago, All Star Trio and Their Orchestra, Joseph C. Smith

Victor Talking Machine



Orchestras are the 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.

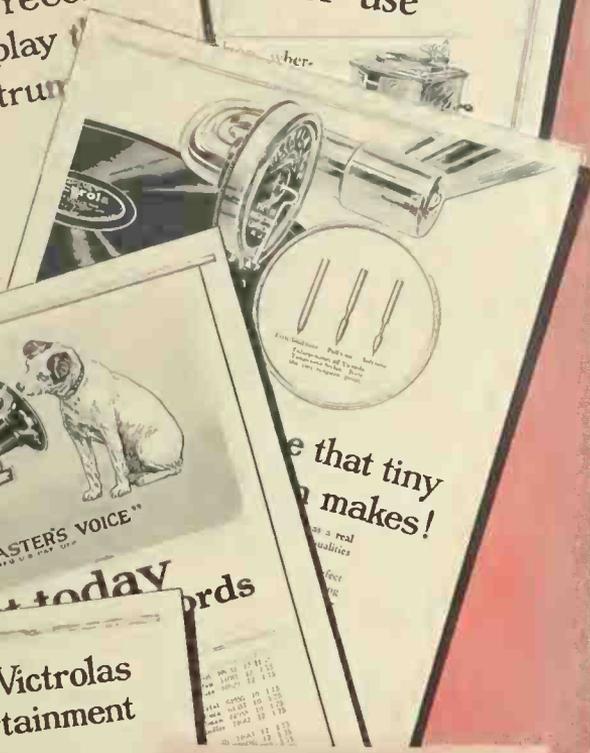
There is only one way
to hear Victor records
at their best - play
on Victrola instrument

Victor records and Victrola instruments are specially made to be used together. They are scientifically synchronized, and that is possible only because both are the products of the Victor Talking Machine Company.

The need for this harmonization is so apparent to the great artists who make Victor records that they exercise its slow care in cooperating with the scientific and engineering of the Victor organization to achieve the perfect result.

It is only when you play Victor records on a Victrola instrument.

Victrolas for
summer use



Get one of these Victrolas
for summer entertainment



Victrola IV, \$24



Victrola VI, \$35

There are so many places and so many times when one of these portable Victrolas fits right in with the occasion. They not only meet the need for summer entertainment, but meet it anywhere that need arises. Besides giving you the best music whenever you want it, they enable you to take it wherever you want it—indoors or out. And they play any of the more than 5000 records in the Victor Record Catalog.

New Victor Records demonstrated at all dealers in Victrola products on the 1st of each month.

...that tiny
...makes!

Victor newspaper advertising is the big side-partner of Victor magazine advertising. Both are constantly working together, and the advertisements shown here in miniature are appearing in newspapers throughout the country. And every Victor retailer enjoys the benefits of the extensive Victor advertising.

Victor Talking Machine Company, Camden, N. J.

The Trade in BOSTON and NEW ENGLAND

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

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 thus 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 taken in getting down there and back.

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. Hanrahan, who was Mr. Moore's assistant. Another change in the Columbia staff is that of Arthur Champagne, lately supervisor of orders and inventory, who has been assigned to the Rhode Island and southern Worcester territory, succeeding D. A. Ingalls, resigned. Mr. Champagne in his former post has been succeeded by J. J. 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, manager of the New York office of the Columbia Co., both of whom sat down to luncheon at 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 Steiner Employees

One hundred and twelve of the employees of M. Steiner & 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 women 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 songs, Irish folk dances by Miss Esther Walsh, of the Victor department, and impersonations and hick-and-ving dancing by "Shad" Pleuty, the dusky elevator man at the Victor headquarters, who is always good at his sort of work. There was an exciting baseball game between the Victor and piano departments, the Victor crowd, of course, winning 14 to 10, as was expected. Those worthy of special mention for their clever work are: Robert Steiner, who did some marvelous pitching; Charles Van Ewe, 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 Steiner, 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 Steiner outing were in the hands of Messrs. Haldeli, of the Arch street store, and Cheney, of the Boylston street establishment.

Reports Business Improvement

E. B. Shiddell, of the F. B. Shiddell 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, seen primarily in a disposition to place larger orders than in some time past. This condition is gratifying.

Congratulations!

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

(Continued on page 69)

EASTERN SERVICE

"NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS"

Service Does "come in packages!"

What you get from your jobber in merchandise and how you get it vitally affects your sales.

Eastern Service renders a personal aid of unquestioned value.

We take a very keen interest in the success and progress of our dealers.

EASTERN TALKING MACHINE CO.

Victor Wholesalers Exclusively.

85 Essex St. Boston, Mass.

Steinert Service erves

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

AT YOUR COMMAND
ANYWHERE IN NEW ENGLAND



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 67)

agement has been announced of Miss Marguerite K. Taylor, who has been secretary to R. O. Ainslie, of the Pathé, and Stephen A. Colahan, who is connected with the wholesale end of the New England Pathé distribution. Miss Taylor has been with the Pathé several years. She is a graduate of the Chelsea High School and took a course in business administration at Boston University. Mr. Colahan is the son of Dr. and Mrs. Thomas P. Colahan, 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 Worcester, and he has also been located in Hartford, Conn. He is a world war veteran and served with the 105th Machine Gun Battalion in France for twenty-two months. He is a talented pianist and can sing well, and has appeared often in amateur theatrical performances in Brooklyn. As Mr. Colahan'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. Silliman, 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., store every so often, always going over the road in his car. Mr. Silliman feels confident that conditions are on the mend and reports he gets from large and small places within his territory are of a more encouraging character than in some time.

Herbert Shoemaker Married

Herbert Shoemaker, general manager of the Eastern Talking Machine Co., was married on the afternoon of June 25, his bride being Miss Dorothy Bacon, daughter of Arthur L. Bacon, of Arlington. Mr. Shoemaker, who is a graduate of the University of Pennsylvania, class of '15, was attended by his brother, Louis J. Shoemaker, who came over from Philadelphia. The bride was unattended. The ceremony was performed in the New Church Chapel (Swedenborgian), in Cambridge, by Rev. William L. Worcester, 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 Winnepesaukee, N. H., and later they planned to go to the White Mountains. Mr. Shoemaker has taken quarters at 90 Pine street, Belmont, where he and Mrs. Shoemaker will be at home to their friends after October 1. Here's heaps of congratulations for Mr. Shoemaker and his bride.

New Vocalion Records Pleased

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 easily distinguishable. The groundwork is a light cream and the wording this shows 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 1, he took his family up to Brookfield, Vt., 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 record department of the Vocalion, was called in town toward the end of June. Ray has many friends in Boston, male while he was associated here with the Emerson line several years ago.

Plans Western Trip

Joseph Burke, local manager of the Musical Supply & Equipment Co., is starting West in a few days, to be away ten days. He planned to visit Chicago and go on to Saginaw, Mich., to make a study of cabinet making at first hand. Mr. Burke says he is reasonably well-pleased at the improvement that is seen in the Sousa dis-

tributor and he thinks that conditions are shaping up for a healthier situation early in the Fall. Friend Burke is, as usual, spending the Summer at Nantasket, on the south shore, and has leased a cottage at Neumeterns. Tom Burke, his brother, has just returned from a trip through Manager Burke's territory and he found the trade is in a better frame of mind than in some time. He was out during some dreadfully sultry weather that Boston and other parts of New England rarely experienced and, Oh, boy! It was some hot!

Granby Line Going Well at Widener's

Quite a spurt in business is reported from Widener's, now located at 23 West street, and it is daily becoming more and more manifest that it was an excellent move for this warren to get onto a ground floor. The interior is tastefully finished in old ivory and there are ample demonstration booths. With the advent of this store onto West street it took on the Granby line and Manager McNeal reports that this machine is being frequently inquired for, not only here at the Boston store, but at the other Widener stores in Worcester, New Haven and Newark, for which territories Widener's 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

Ernest A. Cresary, 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

(Continued on page 71)

KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

Brunswick

PHONOGRAPHS AND RECORDS

Brunswick tells the people why Brunswick Phonographs and Records are superior

The success of Brunswick dealers has not been the result of a superior product alone. It is also due to the constant Brunswick policy of letting people know about it.

Brunswick advertising has always been educational. It has explained how their tone is obtained and made people realize that there is a difference in phonographs.

It has told over and over again, through every kind of advertising medium, about the exclusive Brunswick Method of Reproduction and its principal features—the Utton and the Oral Tone Amplifier.

Brunswick proceeded on the theory that while people are very quickly interested in anything new and better, they must, of course, be told about it.

This policy of creating public demand for The Brunswick and Brunswick Records instead of waiting for public acquaintance is one of the secrets, if it is a secret, of the rapid rise of The Brunswick to its present high position.

And the new Brunswick dealer is armed from the beginning with the power of this advertising. It gives him an advantage which money could not buy for he knows not only money but time and labor as well to build up a national reputation such as that now enjoyed by The Brunswick.

KRAFT, BATES & SPENCER, Inc.
1265 Boylston Street - Boston, Mass.

Steel Needles	Albums	Record Brushes	Khaki Covers
Tonafone	Matrola	Victrolene	Record Flashers





VICTOR SERVICE



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.

VICTOR DEALERS

OLIVER DITSON CO.
BOSTON

CHARLES H. DITSON & CO.
NEW YORK

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 69)

onto the ground floor of this Boylston street establishment.

Bostonians at the Jobbers' Convention
George A. Dodge, of the Eastern Talking Machine Co., when he 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 Ditson Co., and Kenneth E. 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 a 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, who is one of his friends. 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

HORTON-GALLO-CREAMER CO

NEW HAVEN



CONNECTICUT

VICTOR SERVICE SPECIALISTS

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 sojourn here are added prospects for the Victor dealer. Let us help you make the most of the opportunity.

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 Framingham store, now opened less than a year, is proving very popular in that town. 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.

(Continued on page 72)



A COMPLETE CURRY INSTALLATION

FRANK B. CURRY, Talking Machine Wareroom Equipment, 72-74 E. DEDHAM STREET BOSTON, MASS.

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 luncheons and he says the class dinner, at which Secretary Charles E. Hughes was a special guest, was an unusually pleasant occasion.

Robert Steiner, one of the Dartmouth College alumni, went to Hanover, N. H., for conference exercises, remaining there several weeks.

Marketers of Victrolene Polish

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

Many New Curry Installations

Frank B. Curry, manufacturer of talking machine wareroom equipment in this city, reports that he is buying on a number of new installations. Among recent installations was a large one in the Victor warerooms of Kaplan Bros., New Bedford, Mass. This equipment consists of seven talking machine booths, our player

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

Where They Are Summering

Walter Gillis, Victor distributor in the Henry F. Miller Co.'s Boylston street warerooms, managed to take a week away from business and motored up to the White Mountains. Having sent his family to Islesboro, Me., he hopes to be able to join them for a short time later in the season.

C. Hovey Dodge, 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 Roman square, Cambridge, has lately changed owners. Aliz Barrish, 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. Hough, 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

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 to 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!

"PERFECTION ATTACHMENTS" FOR EDISON, VICTOR AND COLUMBIA PHONOGRAPHS



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

NEW ENGLAND TALKING MACHINE CO. MANUFACTURERS

16 BEACH STREET

BOSTON, MASS.

Factory Representative

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

LANSING KHAKI COVERS

The Pioneer Moving Cover



High
Grade

Government
Khaki

Dealer's Prices NOW:

\$6.00 medium size
43"x20"x23 1/2"

\$6.50 large size
49"x23"x24 1/2"

\$7.35 extra large
52"x22 1/2"x23 1/2"

Fitzall Leather or No. 3x Strap
\$2.50

Piano Moving Covers \$18.00

SLIP AND RUBBER COVERS
FOR PHONOGRAPHS AND PIANOS

Lansing
SALES CO.

Eliot and Warrenton Sts.
BOSTON, 11, MASS.

campaign Mr. Hough has sent out to his trade a number of interesting sales letters. Mr. Hough is a firm believer in specialization and has confined his energies exclusively to these two well-known lines. From his offices, located in Boston, he covers a territory extending throughout all of New England. Through his personality and the service which he has rendered Mr. Hough has built up a large clientele throughout this territory. Mr. Hough reports that business has improved remarkably throughout the territory within the last two months and that the Peerless set of albums, built for the new Victrola 80, has proved very popular throughout New England. A large number of these sets were ordered before the first sets were actually manufactured.

"Nameplates With a Personality"

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

E. V. YUELL CO., Malden, Mass.

When You'll Think of Nameplates
You'll Think of Yuell.

TWO POPULAR RECORD RECEPTACLES



Words and Music by

L. W. HOUGH, Factory Representative
20 Sudbury St. Boston, Mass.

NEW U-SAV-YOUR PACKAGE

Excellent Results Obtained From Attractive Carton and Concomitants Which Interest the Public in This Noted Cleanser and Dressing

WARREN, MASS., July 5.—The U-Sav-Your Mfg. Co. of this city, reports that its May business was the largest in its history and that the statistics for June, while not yet completed, would indicate that June has even passed a trifling ahead of May. E. D. Perkins, manager of the company, is enthusiastic over the results being obtained from the new package which was recently created. One of these new packages has been sent to every talking machine jobber in the United States. One of the many distinguishing features of the package is that polishing cloths are furnished, free, inside the carton. The box is made of extra heavy cardboard and is attractive to a high degree.

Mr. Perkins is a firm believer in the sales advantages of attractive packages when displayed in the dealer's wareroom and refers to a recent research made by one of the large advertising agencies in this country which conclusively bears out his opinions on the matter. In a recent communication he has urged all dealers to make good use of the display advantages of his new package. In discussing the selling of accessories with *The World*, Mr. Perkins said in part:

"If everyone fully realized the splendid profits to be made supplying the continuous needs of the talking machine owners, the accessory line would be counted as the main line with every dealer. Owners now realize that it is absolutely necessary to maintain the beautiful finish on their cabinets. Therefore, it is comparatively easy for every salesman to sell U-Sav-Your, which I believe is the highest class cleanser and dressing made. It is also proven that when a customer has used the contents of the bottle he will return for another package. Believing it to be a great advantage to the housewife, we are now supplying polishing cloths free with each package, thus making the article a most practical one, ready for immediate use. This gives an added selling point to the salesman.

"If a salesman will know his line thoroughly he is able to make sales. Therefore, we urge every salesman to know all about our product. In some localities we do a tremendous business and upon investigating the cause we find it is in the salesmanship.

"Most everyone who purchases a Victrola asks the question, What material shall I use to maintain this beautiful finish? This is the salesman's opportunity. Or if the question is not asked a suggestion on the part of the salesman is in order.

"The selling of accessories that give satisfaction is an investment in salesmanship that will show profits in reorders for years to come."

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.

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 availing 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 carry 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-Creaner 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 big sales campaigns. The Hamilton Shop of Norwalk, Conn., which is served by the Horton-Gallo-Creaner Co., recently had Unico equipment installed, which will give it one of the most attractive warerooms in the State.

Victor · Victor · Victor · Victor · Victor · Victor

Sales Problems We Have Met

It has been our privilege to co-operate 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

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



STANDARD MODEL



THE LUXE MODEL

Permits use of tone-regulating doors of Victrola same as in Standard model.

Lundstrom CONVERTO

PATENTED DEC. 11, 1917

Talking Machine Cabinet

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



SETTING THE MACHINE IN CABINET

- | | | | |
|---------------------|--------------------------------|------------------|-----------------------------------|
| Albany, N. Y. | Waverly Music Co., Inc. | Wilmington, Wis. | Ranger Talking Machine Co. |
| Allentown, Pa. | Elgin Talking Machine Co. | Wash. D. C. | Wm. H. Reynolds |
| Baltimore, Md. | Phillips & Fine Music Co. | Wash. D. C. | Collins A. Co. |
| Birmingham, Ala. | Urban & Hughes Inc. | New York City | Phillip Warren, Ltd. |
| Boston, Mass. | E. F. Irving & Sons Co. | Chicago, Ill. | Emmett Bass |
| Burlington, Vt. | Talking Machine Co. | Chicago, Ill. | Ubbro & Associates Co. Inc. |
| Butte, Mont. | Carl N. Andrews | Chicago, Ill. | Salsberberger Talking Machine Co. |
| Canton, Mass. | American Photograph Co. | Chicago, Ill. | Reas P. Curtis Co. |
| Cincinnati, Ohio | Lynn & Stein | Chicago, Ill. | Muzal Bros. Co. |
| Cleveland, Ohio | Burling Whitman Co. | Chicago, Ill. | Platinum Page Co. |
| Columbus, Ohio | Universal Talking Machine Co. | Chicago, Ill. | C. J. Hopp & Son |
| Dallas, Texas | The Perry B. Whitall Co. | Chicago, Ill. | Evans Phonograph Co. |
| Denver, Colo. | Ranger Inc. | Chicago, Ill. | B. A. Watson & Son, Inc. |
| Des Moines, Ia. | The Knight Campbell Music Co. | Chicago, Ill. | Stahlman Talking Machine Co. |
| Elmira, N. Y. | Muzal Bros. Co. | Chicago, Ill. | Conner & Allen, Inc. |
| El Paso, Tex. | Emile Arms Co. | Chicago, Ill. | The Curtis Co., Inc. |
| Houston, Texas | W. G. West Co. | Chicago, Ill. | W. Z. Hunt & Rec. |
| Indianapolis, Ind. | The Talking Mach. Co. of Mass. | Chicago, Ill. | Waller & Gray Co. |
| Jacksonville, Fla. | Victrola Talking Machine Co. | Chicago, Ill. | W. B. Andrews Co. |
| Kansas City, Mo. | Florida Talking Machine Co. | Chicago, Ill. | Wento Talking Machine Co. |
| Los Angeles, Cal. | W. H. Irving & Sons Music Co. | Chicago, Ill. | Urban & Hughes, Inc. |
| Memphis, Tenn. | Schlesinger Co. | Chicago, Ill. | C. F. Irving & Sons Co. |
| Minneapolis, Minn. | A. K. Howard Piano Co. | Chicago, Ill. | |
| Mobile, Ala. | | Chicago, Ill. | |
| Montgomery, Ala. | | Chicago, Ill. | |
| Newark, N. J. | | Chicago, Ill. | |
| New Orleans, La. | | Chicago, Ill. | |
| New York City | | Chicago, Ill. | |
| Omaha, Neb. | | Chicago, Ill. | |
| Peoria, Ill. | | Chicago, Ill. | |
| Philadelphia, Pa. | | Chicago, Ill. | |
| Pittsburgh, Pa. | | Chicago, Ill. | |
| Portland, Me. | | Chicago, Ill. | |
| St. Paul, Minn. | | Chicago, Ill. | |
| San Francisco, Cal. | | Chicago, Ill. | |
| Savannah, Ga. | | Chicago, Ill. | |
| Tulsa, Okla. | | Chicago, Ill. | |
| Washington, D. C. | | Chicago, Ill. | |

SECURES NORFOLK JAZZ QUARTET

The General Phonograph Corp. announced recently that arrangements had been closed whereby the Norfolk Jazz Quartet would record



The Norfolk Jazz Quartet

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 is 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 W. 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., Manor, 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



Just Received!
A Big Importation
of Superb
Oscar Herman Seidel Violins

A big variety of popular styles, ranging from \$18.00 to \$50.00.

It seems good to see such violins again. Pre-war quality, every one of them—beautifully modeled and superb in finish and tone.

And every one a surprising value at the cost. These are violins that your customers want—that you'll be proud to sell. They are instruments that sell themselves on quality and stay sold.

We'll be glad to send you detailed descriptions and prices of the different models. A postcard request brings you full information. Better send it to-day, while it's fresh in your mind.

If you haven't our Confidential Trade Price List, send for a copy. It's a buying-guide to profitable Musical Merchandising. Mailed promptly upon request. (Free of course.)

The Fred. Gretsch Mfg. Co.
Musical Instrument Makers Since 1883
64 Broadway Brooklyn, N. Y.



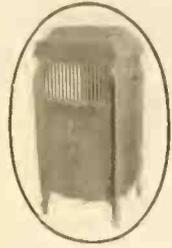
C. W. Bowers

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 Amphion 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 road 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 and his New York orchestra is one of the most popular dance organizations 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, Store, Emerson and Olympic record libraries.



BLANDIN

DEVELOPMENT of the Blandin Phonograph was based on one all-important object—the elimination of blarish, crunching sounds or "phonographic" noise. This has been accomplished and the result is perfect reproduction.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.



MAX STRAUSS SAILS FOR EUROPE

Max Strauss, managing director of Carl Lindström, Ltd., Berlin, Germany, sailed Saturday, July 2, on the "Ryndan," of the Holland American Line. Richardson Seligsohn, who is also a managing director of this famous house, sailed for Europe a week previous on the maiden trip of the steamer "America" of the American Line. Both of these well-known talking machine men had made their headquarters at the offices of the American Odeon Corp., New York, conferring with this company's executives.

Enthusiasm is a lubricant that makes the wheels of trade go round; a growth is said in the bearings. Enthusiasm, like factory melancholia, is catalling.



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

APPEARS BEFORE MERCHANTS' ASS'N

Alfred L. Smith Represents Music Industries Chamber of Commerce at Tax Hearing—J. Newcomb Blackman Among the Sprinklers

As a very important step in the campaign of the Music Industries Chamber of Commerce against the present wartime excise taxes and for a commodity sales tax, Alfred L. Smith, general manager, appeared at a hearing of the Merchants' Association and public revenue of the Merchants' Association of New York, on June 23, and presented the views of the music industry.

The hearing was called to enable the members of the Merchants' Association to air their opinions previous to the registering of the vote of the Association on Resolution No. 36 of the Chamber of Commerce of the United States.

In view of the importance of the Merchants' Association in the community and the Nation, the Chamber urged all members of the music industry who are also members of the Association to be present or to authorize the Chamber's general manager to represent them.

J. Newcomb Blackman, of the Blackman Talking Machine Co, was present in person and spoke, and among the companies which specifically authorized Mr. Smith to appear for them were: Bengeleisen & Jarabson, Jacob Dull & Sons, J. & C. Fischer, Fred. Gretsich Manufacturing Co., Haddrell Plano Co., Krauch & Birch, Kohler & Campbell, Inc.; Pathé Frères Phonograph Co., Steinway & Sons, Sonora

Phonograph Co., Inc., and Waterson, Berlin & Snyder.

In his talk Mr. Smith dwelt upon two points—the bad features of the excise taxes and the merits of the commodity sales tax. The excise taxes, he said, were a war expedient, and the designation of the industries for taxation was made without principle. These taxes, proper at the time, have since become burdensome and grossly discriminatory.

Six or eight months ago, Mr. Smith said, there were a great many objections to the sales tax which sounded reasonable even to the student of sales. All of these, however, have now been answered after an exhaustive investigation by the Chamber and other organizations. There is now only one serious situation and that is that Congress may fear that there is some truth in the assertion that the sales tax would transfer the burden from business to the consumer. Mr. Smith said his hearers, as business men, knew the absolute fallacy of this, and the general public, through the publication of editorials in the newspapers and otherwise, is gradually coming around to a sane view of the matter.

It is suggested that members of the industry everywhere make it a point to appear in person before local organizations considering the tax matter as the general manager of the Chamber did in New York.

Stephanek & Van Dratek of Cedar Rapids, Ia., have just put on a delivery truck to take care of their country trade.

GOES AFTER SALES AND GETS THEM

S. B. Lewis, of Northumberland, Pa., Closes Sixty-seven Sales from a Truck In Six Weeks

That there is business to be had by the salesman who really goes after it with the proper energy is indicated in the case of S. B. Lewis, of the sales staff of Meisers' Music House, Northumberland, Pa., who some time ago started a selling campaign from a truck, covering territory within 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 fifty-one for talking machines. Meisers' Music House features the Bjur Bros. line of pianos and players, together with Victrolas and records.

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 offices 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 cloaks from wagons and they had a term for people who took up their time without buying. 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 canvass. Discover if you cannot warm them up. Otherwise discard them and go after some new ones."

TO MAKE NEW REPEATING DEVICE

Two, O., July 6.—The Melodee Co. of this city, will soon place on the market a new repeating device, according to H. W. Hunt, 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 motor and can be adapted to all standard types thereof.

WANAMAKER ON TAX REDUCTION

In one of the signed editorials which individualize the advertisements of John Wanamaker in the New York daily 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 merchandisers 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

RECORDS CARRIED INSIDE
WATERPROOF CASE COVER



ELECTRIC LIGHT, SEE HOW TO PLAY
ANY RECORD IN 10 AND 12 INCH

Dealers and Salesmen Wanted Everywhere. Write Us.

PORTABLE PHONO CO., Inc.

1017 McGEE
KANSAS CITY, MO.

The Trade in PHILADELPHIA and LOCALITY

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 Buchn, of the Louis Buchn 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, Chicago and home.

T. E. Barnhill, of the Penn Phonograph Co., is also planning an extended Western trip this month with Mrs. Barnhill. They will go to Buffalo, from there over the Great Lakes to Duluth, and then over the Canadian Rockies to Vancouver, Portland, Glacier National Park, and, returning, will go to Denver via Yellowstone Park and home. H. F. Miller will represent the Penn company at the Colorado Springs convention, leaving here with Mrs. Miller on the 7th of July. They will visit Yellowstone Park and go on as far as the Pacific Coast, expecting to reach home early in August.

Recent Trade Visitors

Among recent visitors calling on the Phila-

delphia trade were: E. Youngjorns, of Norristown, Pa.; Max Hocht, of Hocht & Ludlow, Vineland, N. J.; A. C. Rosenberger, Millville, N. J.; Paul Butz, of the Muegaleo Music House, of Reading, Pa., and Mr. Hamilton, of the S. Hamilton Co., of Pittsburgh.

Wurlitzer Co. Moves

The Wurlitzer Co., toward the end of June, closed its 1017 Chestnut street store and moved everything to its newly acquired and handsomely renovated store at 809-11 Chestnut street. It has three-fourths of the spacious storerooms arranged in booths and has built a long counter and additional racks for the handling of records. The company has about disposed of the stock it purchased when it took over the Philadelphia Talking Machine Co. and hereafter will be exclusively Victor dealers.

Blake & Burkhart's New Sign

Herbert E. Blake, of Blake & Burkhart, reports that his firm is very well satisfied with the volume 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 Vocalion 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 Grafonola Co. has started to job the Granby machines at all of its nine stores. There is a full line of these attractive machines at the Philadelphia store, 1109 Chestnut street, and the company has begun advertising them extensively here. H. H. Schumaker, of the

Granby Co., Norfolk, Va., spent considerable time here early in the month. The Heath firm has given up the handling of these instruments.

New Victor Store in Toms River

A new exclusive Victor dealer has just opened at Toms River, N. J., the Talking Machine Co., of this city, having made the installation. The firm is known as the Traco Theatre Co. and has just recently built a \$40,000 theatre building at Toms River. The Unit Construction Co. fitted up the two stores on either side of the entrance to the theatre with attractive linoleum, racks, etc. The opening was attended by H. A. Ellis, the general manager of the Talking Machine Co. Mr. Ellis states that his company has started hard work on the development of the wholesale end of the business, and he is spending all the time he can visiting the branch stores and the dealers' firms that are supplied from headquarters.

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 Mohican Clubhouse at Morris-on-the-Delaware on Wednesday, June 22. It was a stag affair. The committee in charge was Harry A. Ellis, of the Talking Machine Co.; Robert McCarthy, manager of Gabel Brothers' department; L. F. Quinby, of the Estey Co.; Homer C. Davis, of 3930 Lancaster avenue, and H. Royer Smith, of 928 Walnut street.

The party started from the Victor factory in Camden, N. J., after they had a group picture taken. The sports consisted of a fat man's

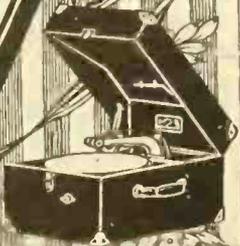
(Continued on page 79)



VICTOR SUPREME

has been and is the slogan of our organization. The Victor dealer that has followed it has found it well worth his while. Concentrating all your energies on Victor exclusively is an excellent way of insuring good Fall business. Our wholesaling facilities are unsurpassed. Weymann Service insures the dealer best results.





J. A. Weymann & Son, Inc.
1108 Chestnut St.
Philadelphia, Pa.

The Best in Electrolong Musical Since 1882

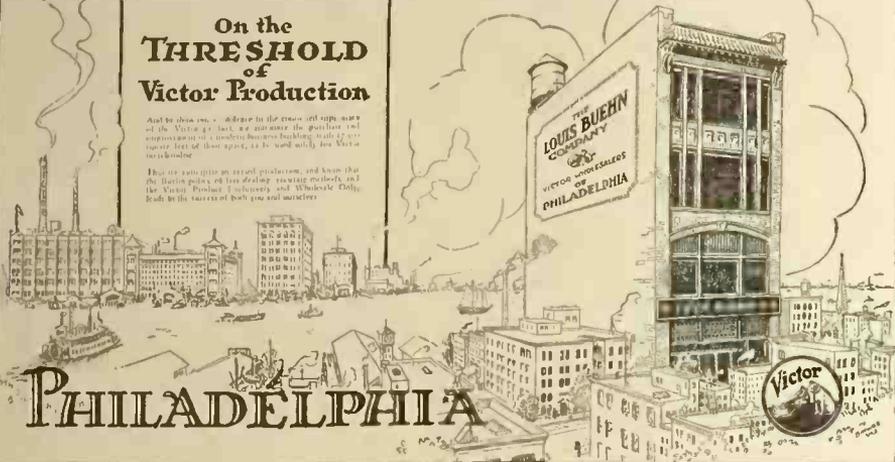
Write for our special stock list. Get your name on our mailing list.

THE LOUIS BUEHN Co

On the
THRESHOLD
of
Victor Production

And to those who adhere to the course of expansion of the Victor Co. Inc., we guarantee the greatest and most profitable of business building results of any nature that of their type, to be used with the Victor microphone.

But we guarantee an actual production, and know that the Victor policy of free delivery, reasonable prices, and the Victor Product Engineers and Wholesale Dept., leads to the success of both you and ourselves.



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

ECALCOMANIA

Name Plates for Talking
Machines, Pianos, etc.

High Class Workmanship

Write us for further information

National Decalcomania Co.
220-230 N. 60th St., Philadelphia, Pa.

race, a three-legged race, a 100-yard dash, a wheelbarrow race, sack race, etc., including a baseball game. The supper was served at 6 o'clock by Kugler, the well-known Philadelphia caterer, and a colored jazz band furnished instrumental and vocal music. There were more than 100 present.

The fat man's race was won by Ralph Clark, of the Penn company; William Nolan, of the Bueh's sales force, won the sack race, and Mr. Butterfield, of Chester, won the potato race. The baseball team captained by Ralph Wilson beat the team captained by Charles Miller, but Miller protested the game, claiming a draw for the reason that when the Wilson team had a slight lead they opened a new keg of beer at the end of the fourth inning and the Wilson team made a dash for it, and neither manager could prevail upon their teams to return to the contest.

The Columbia Holding at Aleyon Park

The Columbia forces held their annual picnic this year on June 16 at Aleyon Park, Pittman, N. J. It was an all-day affair, the management and all the employes going down in automobiles about 8 o'clock in the morning, and they did not return until late in the evening. "Some picnic" is what they all say.

The events were as follows: 100-yard dash, 50-yard dash, 200-yard relay, 200-yard relay three-legged race, shoe race, shoe and cigarette race, egg and spoon race, push-mobile race, water race, rescue race and wheelbarrow race. The baseball game was played between the men and women employes, the girls wearing bloomers and middy blouses and the men female attire. Handsome prizes were awarded the winners of all the events.

W. J. Lorenzo, of the Dealer Service department of the Columbia Co., had a busy month of it. Aside from training for the events at the picnic he spent considerable time among the dealers up the State, and had a very successful meeting of the Columbia sales force in the Model Shop.

Frank Heimback, a Columbia dealer at 2645 West Lehigh avenue, was held up at his store by a footpad and was seriously blackjacked. The robber escaped without getting any loot.

Celebrate Keifer Week

In June we had a Keifer Week here. Keifer is the leader of the municipal band and he wrote two marches which were played by himself and band for the Vocalion records. L. P. Morsbach, a dealer of West Passyunk avenue, alone sold 3,600 records during the first ten days. The Philadelphia Show Case Co., the distributor of the Vocalion product in this city, reports that it has been doing very well during June. Oscar W. Ray, manager of the Red record de-

WE BUY AND SELL RECORDS WE BUY AND SELL

Mr. Dealer—We can supply you with records by the World's Most Famous Artists

Also Latest Monthly Issues at attractive prices.

Keen Talking Machine Supply Co.

49 N. 10th ST., PHILADELPHIA, PA.

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

partment of the Vocalion Co., was in Philadelphia during the month. Graham French, the head of the Philadelphia Show Case Co., spent several days in Pittsburgh.

A Budget 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. Weymann & Son, Inc., are already preparing to have a sufficient stock of Victrolas on hand during the Summer season for all dealers for Fall shipment. 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 department attended the recent outing of the Philadelphia Victor Retailers' Association, which was a decided success.

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

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

Enjoyed Fishing Trip in Canada

G. Dumbiar Shewell, the Philadelphia jobber of the Cheney, spent a week on a fishing trip in Canada during the month.

Reports Business Improving

The Penn Phonograph Co. reports that business was unusually satisfactory in June. The firm has been running ahead of last year. T. Ralph Clark, of the sales force, is at present away on his vacation, which he is spending with his family at Ocean City, N. J.

A. J. Heath & Co. Report Developments

A. J. Heath & Co. say that business is picking up. They have undertaken the handling of a small case phonograph, the Canora, made by the Canora Talking Machine Co., of this city. It is encased in aluminum, the advantage of which being that the weather will not affect it. There are two styles, the plain aluminum and aluminum covered with leather.

Progress of the Emerson Line

Harry E. Morris, sales manager of the Emerson, was in Philadelphia the last week in June for several days and brought with him very glowing reports from the home office. The business of the firm here has been increasing in a most satisfactory way in June and they attribute it to the firm's course of advertising in the local papers. Irving Lieb, Mr. Fox states, is meeting with good success in firmly establishing the Emerson line in eastern Pennsylvania; Marsden Cooper is covering the State territory assigned to him and is listing the dealers up in good shape. Joseph Wesler, with the infectious smile, is winning new friends for the Emerson in Philadelphia.

Byron Winders has resigned his connection with E. V. Martin, 52 Irving street, and has accepted a position with the Cole Talking Machine Co. at 6018 Market street, one of the most prosperous of the West Philadelphia stores.

Informative Unico Folder

Through the means of an attractively prepared folder the Unit Construction Co. of this city, is combating the mistaken idea that Unico equipment necessitates a very large investment. While Unico equipment can be ordered as elaborately as desired, there are described in this folder four excellent complete plans which may be installed at a price within the reach of the smallest dealer. It has been a policy of the Unit Construction Co. to supplement its large catalog with smaller folders, which are undoubtedly proving their value.

Open Warerooms in Wayne

Appell's, Victor retailers of this city, who have been established for many years at Ardmore, have opened attractive new Victor warerooms at

Wayne which they will conduct in addition to their store at Ardmore. The opening took place on July 1 and was well attended. One of the features of the opening, and which was well advertised in the daily press beforehand, was the distributing of 1,000 of the well-known "Peanut" Victor dogs to those who attended.

Model Shop Stimulates Interest in Stores

The Model Shop, which was recently installed in the local wholesale branch of the Columbia Graphophone Co., on the second floor of the building at 40 North Sixth street, is attracting the general attention of the trade. In fact, it is the center of interest to the Philadelphia branch and is always the first department in the establishment that a dealer visits when he calls at the branch. In the Model Shop there are always on display the latest sales ideas and Dealer Service material. Mr. Lorenzo, Dealer Service supervisor of the Philadelphia branch, is co-operating with the dealers in every possible way in order that they may utilize to advantage the

(Continued on page 81)



**KEEP COOL
BUT—
KEEP GOING
AFTER
BUSINESS
WITH**

**Oké
Records**

**AND YOU
WILL GET IT**

**SONORA
COMPANY OF
PHILADELPHIA**

1214 Arch St., Philadelphia

PHILADELPHIA, PA.

Penn Phonograph

penn co. inc.



Victor
Distributors
Wholesale
Only

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:

Hutch-Holts Inc. Inc.	J. W. Jenkins Music Co.
Eden Talking Machine Co.	Beckwith-P'Nell Co.
Dohra & Hughes.	Win. H. Besenale.
J. F. Drupp & Sons Co. Inc.	The Barton-Hall-Cramer Co.
Talking Machine Co.	Callahan & Co.
Oliver Wilson Inc.	Philip Werlich, Ltd.
Eastern Talking Machine Co.	Kunsmul Brand.
The M. Stelzer & Sons Co.	F. Bruno & Son.
American Talking Machine Co.	Charles H. Dillan Inc.
E. T. Williams Co.	Krieger-Schroder Talking Machine Co.
Buffalo Talking Machine Co.	New York Talking Machine Co.
American Phonograph Co.	Hines, Inc.
Dolina Bros.	Silas E. Pearson Inc.
Chicago Talking Machine Co.	Leola A. Schwanz, Inc.
Ohio Talking Machine Co.	Wheeler Bros.
Cleveland Talking Machine Co.	H. A. Weisman & Son.
The Kelpce Music Co.	W. F. Friedrich Piano Co.
The Knight-Campbell Music Co.	Crosby & Allen, Inc.
W. G. Wain Co.	The Lacey Co.
Indiana Area Co.	K. J. Chapman.
Bergstrom Music Co., Ltd.	Kuebler-Brown Inc.
Stewart Talking Machine Co.	W. J. Dyer & Bros.
Florida Talking Machine Co.	The Toledo Talking Machine Co.
Hoark Piano Co.	Bobl. C. Rogers Co.

Dealers not served by any of these distributors will be sold direct by us or we will charge through your preferred distributor if so requested.

Victor

Victor

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 79)

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; T. H. Bear, York, Pa.; Brody Bros., 2710 Girard avenue, Philadelphia; W. L. Lichtenwalner, Allentown, Pa.; S. W. Lowry, Berwick, Pa.; R. J. McClelland, 3152 Frankford avenue, Philadelphia; S. J. Phillips, Bethlehem, Pa.; Kennard-



Model Grafonola Shop Front

Pyle Co., Wilmington, Del.; Philadelphia Piano Co., 2626 Kensington avenue, Philadelphia; J. W. Williams, 1703 Snyder avenue, Philadelphia; Falls Hardware Co., Ridge and Midvale avenue, Philadelphia; Frankford Music House, 4646 Frankford avenue, Philadelphia; B. Lander, 1601 Christian street, Philadelphia; Melchiorri Jewelry & Music, Inc., 4928 Lancaster avenue, Philadelphia; B. Polikoff, 2828 South Seventh street, Philadelphia; H. Propper, 2060 Richmond street, Philadelphia; Reisman's Book Store, Scranton, Pa.; Winner Bros., Williamsport, Pa., and Yards, Inc., Trenton, N. J.

The Snyder Music Co., Wilkes-Barre, Pa., which conducts one of the most attractive retail music stores in this section of the country, is enthusiastic regarding the value of the Columbia Model Shop, having adopted it as the standard in the construction of its new establishment.

LATEST UNICO LITERATURE

Attractive, Well-written Booklet on Unico Equipment for Record Departments Just Issued

PHILADELPHIA, Pa., July 6—One of the latest pieces of literature produced by the Unico Construction Co., of this city, is devoted entirely to the subject of the record department, although the products of the company extend to all other equipment used in the talking machine warehouse. Through the profuse use of half-tone engravings the Unico equipment for the record department of the talking machine dealer is visualized. Five different styles of counters for the department are shown, as well as the Unico rack units which correspond in design to Unico demonstrating equipment. These units can be added with increasing record stock and the rearrangement of the department can thus be made without loss. The booklet consists of six pages and is printed on calendared stock, and its elongated shape is decidedly distinctive.

MUSIC CHEERS CONDEMNED MEN

Prison officials relieved the daily monotony of the existence of 1,200 prisoners and thirty-four condemned murderers in the death house at Sing Sing on the Fourth of July by conducting, among other things, a series of talking machine concerts. The prisoners were granted a holiday and for the most part the concerts were thoroughly enjoyed.

Prosperity not earned is like good cheer gotten from drink and drugs.

RECENT UNICO INSTALLATIONS

Unico Construction Co. Activities Indicate Interest by Dealers in Store Equipment

PHILADELPHIA, Pa., July 6.—The Unico Construction Co., of this city, manufacturer of Unico talking machine warehouse equipment, reports increased interest manifested on the part of the dealer in having his warehouses efficiently equipped. Installations have been made by the Unico Construction Co. in widely separated parts of the country. Several installations have been made in stores of dealers in Summer resorts. The Tusting Piano Co., of Long Branch, N. J., and the Tiaco Theatre Co., of Toms River, N. J., have had attractive Unico equipments installed. Other installations have been made in the new Victor warehouses of Simon Gordon, of Washington, D. C., and Leon Douglas on the Pacific Coast. In the case of the Hamilton Shop, Norwalk, Conn., an excellent example of Unico serv-

ice was given. The order for this installation was received at Unico headquarters on a Monday and the very next day the entire equipment had left the factory. The model installation being constructed in the headquarters of C. Bruno & Sons, Inc. Victor wholesalers of New York City, has been completed and is an excellent example of modern warehouse equipment.

PENNSYLVANIA FIRM INCORPORATES

The Minnelli 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 Rizzio and Gaetano Lunetta.

Salesmanship is the art of changing "no" into "yes"—transforming of the buyer's "I won't" into "I will."

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.

A New Fox-Trot-Melody "ONE KISS"

Will fill your heart with bliss

*"You can't go wrong
with any 'feist song'"*

GRANBY JOBBERS IN INDIANAPOLIS

Wideners' Doing Well With Latest Addition to the Line—R. D. Duffy Sales Representative

INDIANAPOLIS, Ind., July 8. The Granby phonograph, for which Wideners' Grafonola Shops, Inc., of this city, became the distributing point for Indiana and part of Kentucky the first of last month, is being well received, according to W. G. Wilson, manager of Wideners'. Robert D. Duffy, who is sales representative of the Granby Phonograph Co. in the territory, reports encouraging business, with retail dealers optimistic over the prospects 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 Kaufman-Stevens Co., handling the Columbia and Edison machines.

In 1917 Mr. Duffy was made assistant manager, under Ben 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 William Kroll Co., box manufacturer of Cincinnati. He resigned that position to re-enter the phonograph field.

"I am satisfied that such an excellent instrument as the Granby 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 Granby is not only moderate in price, which particularly suits the smaller dealers, but it has exceptionally fine cabinet work, an unexcelled tone and real durability. These are points I am finding the dealers very much interested in."

"CONTROLA" OFFICES ARE MOVED

The Phonograph Control Corp. Locates 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 demon-

stration. 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



The Plant of the Phonograph Control Corp., Newark, N. J.

stration 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 so much favor that it has required our factory to work at full capacity in order to fill the de-

mand. Graphophone Co. was a visitor at the Columbia headquarters last week, spending her time in familiarizing herself with the many details of Columbia branch office business. Miss Throw has made an exceptional record with the Columbia Co. and is one of the best-known persons connected with any of its branch offices.

Put your business first or it will be a poor last



Size: 12½ x 11½ x 6

"Take Your Music With You"

"CIROLA," the only PORTABLE Phonograph without sound chamber; has twin spring motor; highly nickeled metal parts; is finished like a Piano; built like a Battleship; folds like a suitcase; weighs 16 lbs.; plays all records better because the good fresh air is its sound amplifier. Write for our proposition quickly. Enterprising dealers everywhere are rapidly stocking these Spring and Summer Whirlwinds. Covers may be had if desired.

CIROLA DISTRIBUTING CO., Inc.

Distributors of the

CIROLA PHONOGRAPH

PROMPT
DELIVERIES



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 Arouses Great Enthusiasm in Crescent City— 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,

lian Maxwell's play, "The School for Salesmen," a four-act comedy with music which had an intrinsic value that appealed strongly to the phonograph men. Between the first and second acts of the play an open forum was held on "What My Banker Thinks of My Business and Me," the speakers being H. S. Hutchinson, of the Phonograph Co., Okmulgee, Okla.; G. C. McKinnon, Bonifay, Fla., and J. B. Neuber, Crowley, La. Between the second and third acts there was an address by E. C. Boykin, vice-president of the Phonograph Corp. of Manhattan. Between the third and fourth acts Iden Payne, general stage director for Charles Frohman, Inc., delivered his noteworthy address on "If Salesmen Were Actors," and presented facts which made a distinct impression.

The convention opened with the delivery of a personal message from Thos. A. Edison by T. J. Leonard, general sales manager of Thos. A. Edison, Inc. H. Chester Marvel, of Waycross, Ga., acted as chairman of the convention here, which was held at the Tulane Theatre. Among the speakers were J. B. Gregg, advertising manager of Thos. A. Edison, Inc., who talked on advertising in service, and J. W. Scott, veteran Edison employee, who spoke on the Diamond Amberola.

The second day's session opened with a talk on the Edison School Research by Prof. Charles H. Farnsworth, of the Department of Music, Teachers' College, Columbia University, followed by a most interesting address by Mario

Laurel, Metropolitan Opera baritone, 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.

An open forum on Mood Change Parties was participated in by Jonathan Cox, Houston, Tex.; J. L. Blight, Diamond Disc Shop, New Orleans; and W. D. Samuel, W. H. Raiford Furniture Co., Tuscaloosa, Ala. Another open forum on the use of the turntable was led by C. F. Greene, Loveman, Joseph & Loeb, Birmingham, Ala., and A. E. Scott, Aberdeen, Miss., and still another on "How to Increase the Sale of Recreations," by S. E. Lawrence, Columbia, Miss.; J. E. Powell, Powell & Son, Evergreen, Ala., and C. M. Methvin, Eastman, Ga.

N. W. Cottingham, M. Koehler Co., Lawton, Okla.; C. C. Miller, L. W. Pace Piano Co., Beaumont, Tex., and E. T. Woolfolk, Glolie Furniture Co., Baton Rouge, La., led the forum on "Sitting and Waiting or Going and Getting," and L. E. Lide, Columbus, Miss.; E. R. Girardeau, Jr., The Phonograph Shop, Galveston, Tex., and W. P. Stagg, McLellan & Stagg, Frederick, Okla., were the speakers in the forum on "Does Sales Aid Service Really Pay?"

During the session Miss Cecil Arden, contralto of the Metropolitan Opera Co., gave a tone test; John Lee Mahin, director of the Federal Advertising Agency, talked on "Interlocking Newspaper Copy," and Harry Breen offered some interesting comments in rhyme.

The Caravan Convention ended with an elaborate banquet, held at the Grunewald Hotel, on Wednesday night, when the visiting dealers were the guests of the Southern Edison jobbers, including the Diamond Music Co., Inc., of New Orleans; Phonographs, Inc., Atlanta; Silverstone Music Co., St. Louis; and the Texas-Oklahoma Phonograph Co., Dallas. Wm. Maxwell was the principal speaker at the banquet, taking occasion to snuff up the lessons learned during the two days.



Delegates to Edison Caravan Convention Held in New Orleans

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 many surprises.

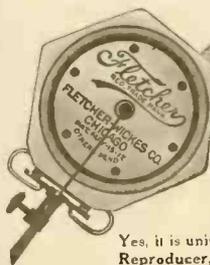
The piece de résistance, of course, was Wil-

BINGER ASSETS SOLD AT AUCTION

By order of the United States District Court, the assets of the Binger Co., of 43 West Thirtieth street, New York, were sold by Chas. Shongood, United States auctioneer, on Friday, July 8. The sale included all of the raw materials, machinery, office fixtures, etc., in the company's plant at the above address.

The excellence of every work depends upon the intensity with which it is followed—the enthusiasm that is brought to bear—making all difficulties vanish, melting hardships into nothingness.

**SOMETHING ENTIRELY NEW IN TONE ARMS
THE FLETCHER "STRAIGHT"**



**STRAIGHT INSIDE—Taper Outside
BALL BEARINGS THROUGHOUT
NEW DESIGN NEW CONSTRUCTION**

Yes, it is universal and equipped with the Regular Fletcher Reproducer, giving the same natural tone quality as hithetofore.
Made in two lengths, 8" and 9" SEND FOR PRICES AND TERMS



FLETCHER-WICKES COMPANY

6 EAST LAKE ST.

CHICAGO



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.

Famous-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.

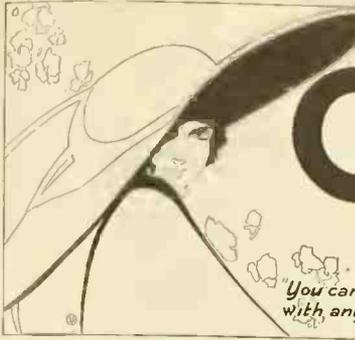
Selrex—we like it—our customers like it—which means that it has fully earned its place here.

The Service Shop,
8 W. Washington St.
Chicago, Ill.

MADE IN FOUR SIZES

6 ft. Counter: 2 Machine Compartments.....	\$200.00
8 ft. Counter: 3 Machine Compartments.....	265.00
10 ft. Counter: 4 Machine Compartments.....	325.00
Quarter Circle Counter 3 Machine Compartments.....	325.00

BECKWITH—O'NEILL
MINNEAPOLIS, MINN.



The Quickest and Biggest Hit of the Year

CHERIE

"You can't go wrong with any 'Cherie' song."

OPENS 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, OKLA., July 11.—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 Victor merchandise from the Selmeizer 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 Unico 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 1,400 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. Renner and H. L. Seltzer of the sales department and Morton Engle, who has charge of the repair department.

Those who are beavelling business conditions could well follow the example of Mr. Edgar, who has clearly demonstrated that to the man with foresight 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 nightly 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 placing 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 machine manufacturers in France, including firms which assemble the machines, are protesting, 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

DETROIT, 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 Okkeh line of records exclusively. This concern is one of the biggest drug companies in the State of Michigan and operates a considerable chain of drug stores in that territory and plans are under way to equip all of its drug stores with an Okkeh department. The deal was consummated by A. P. Miller, manager of the Consolidated 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 busy yourself to-day 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—Salesrooms 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 Goner; M. L. Clevinger and Dr. Glen V. Johns.

The trouble with a whole lot of smart people is that they aren't smart enough to keep their smartness to themselves.

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.

New Jewel Automatic Stop

Simplest and most effective 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



Unico Equipped Store of Ponce & Muttshy, Alexandria, Louisiana.

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 call 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 200 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 invitations it must still 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 in sales figures under any circumstances.

Figuring on Stock for Fall and Winter
Much attention is being paid by dealers to calculations of probable requirements of instruments for the Fall and holiday season. Existing stocks in retailers' hands on July 1 were considerably smaller than a year ago, although it is true that last year there was an unusual accumulation of machines. This has been steadily reduced to a point where most dealers are proceeding with only a small surplus, making it necessary and desirable to begin to work upward in order to avoid being caught short when

business resumes its customary briskness with the arrival of cooler weather and thoughts of holiday gifts.

While local dealers look forward to no great boom in trade in the coming Fall, nevertheless there is none who refuses to predict a bigger volume than at the end of last year. At that time the felt sharply upsetting calculations and leaving a rather unusual quantity of goods on hand for carry-over into the new year. Even if business in the last three or four months of 1921 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 dealer 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."

Brunswick Records in Great Demand

Thomas I. Kidd, manager of the local branch of the Brunswick-Balke-Coller Co., 275-279 West Water street, is one of the most enthusiastic men in the local jobbing trade as the result of good business. Brunswick records have

been selling in great quantities, while machines are in good demand and Brunswick dealers throughout this territory are placing orders of good size for immediate and future delivery. Dance records have established sales marks which make volume of former years look truly insignificant in comparison. "Things are already moving rapidly and we are confident that we shall make this the best year we have ever had since the company launched its talking machine and record business," said Mr. Kidd. "I cannot understand why there should be any calamity howlers—in fact, that species is rapidly disappearing with the utter lack of substantiation of fear and apprehension over the future."

Sonora Expansion With Yahr & Lange

The Sonora continues to achieve new and greater honors in sales under the vigorous representation this line is receiving at the hands of the Yahr & Lange Drug Co., 207-215 East Water street, exclusive distributor in Wisconsin and Upper Michigan. Fred E. Yahr, president of the company, who is in personal charge of the large music instrument and supply business built up by this old-established wholesale drug and sundry concern, has added several more assistants in order to properly handle the increasing volume of trade. Milwaukee dealers representing the Sonora report an unusually active Summer.

Edison Trade of Healthier Proportions

In the Wisconsin and enthusiastic territory Edison trade is of healthy proportions and the Phonograph Co., 49-53 Oneida 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 dealer in a manner that has made business excellent in

(Continued on page 89)

The PLYMOUTH PORTABLE PHONOGRAPH

*Big in Tone
Durably Built
Fool Proof*



This shows the machine open and playing, the tone arm in place and the crank inserted in the case—the sound cover acting as a sound amplifier to the horn which opens below.



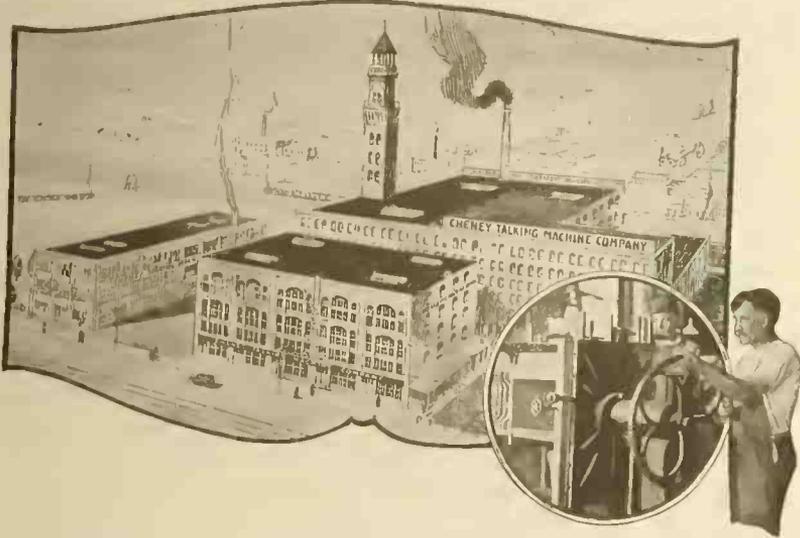
This shows the instrument closed and ready for carrying, all parts inside securely fastened and protected from the jostle and mishandling incidental to transportation.

RETAIL PRICE IN WOOD \$37.50

Liberal discounts to dealers and distributors

MANUFACTURED BY

PLYMOUTH PHONOGRAPH CO. :: Plymouth, Wis.



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' Summerfans, with their reasonable pictures and list of records, will make Columbia Record "fans" so fast 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 boom 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., 293 Milwaukee street, distributor of the Paramount in five Middle Western States, reports a decided revival in business with the dealer trade, which is commencing 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 Luritan, 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 respect 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 dwellers 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 the design of W. H. Thompson, 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 Blair, furnished a real treat and a mighty instructive event for its members by presenting H. N. Tolles, vice-president of the Sheldon School, Chicago. Mr. Tolles 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. Warner and Secretary R. H. Zinke are both leaders in the local talking machine trade, both being Victor dealers. They also are prominent in the councils of the Milwaukee Victor Dealers' Association, which is doing excellent work in behalf of the talking machine trade in general.

Dance in Honor of Employes

C. Niss & Sons, Edison dealers, 697-709 Third street, recently entertained employes and their families at a dinner-dance in honor of two veteran employes, William Kulesendorf and Edward Luebeck, who have completed a quarter of a century of service to the house. Appropriate gifts were presented to them by Clarence C. Niss. Herman V. Niss 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 Dinkel has moved his talking machine shop at Sheboygan, Wis., to new and larger quarters at 425 North Eighth street.

Victimized by Swindler

The Frank Press Co., 1216 Walnut street, representing the Edison and the Columbia, recently was victimized out of a \$250 instrument and \$50 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 offender.

Acolian-Vocallon Merchandising

The J. B. Bradford Piano Co., 411 Broadway and 596 Mitchell street, has been accomplishing some big things in merchandising the Acolian-Vocallon in Milwaukee and vicinity. It also is a prominent Victor and Sonora retailer and through its broad organization, covering both the downtown and the South Side districts, is making the Vocallon and Avolian-Vocallon records an exceedingly popular line.

NEW BRUNSWICK AGENCY IN OMAHA

OMAHA, NEB., July 8.—One of the biggest deals recently perfected in this section is that closed by the Brunswick Co.'s Omaha 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 Brandeis 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 lousy-egg 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
OTTO SCHULZ, President
General Office: 318 MILWAUKEE AVENUE CHICAGO
Southern Wholesale Branch: 1306 CANALEY BLDG. ATLANTA, GA.



VICTOR DEALERS

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

QUALITY
HANOVER, PA., U.S.A.

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.



Sheraton



Colonial



Loui XV



Chippendale



Hepplewhite

USES ARTISTIC WINDOW DISPLAYS

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.

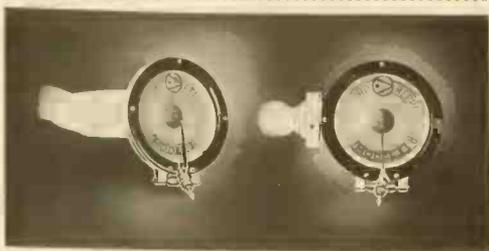
The manager of the Columbia department of the Crowley-Milner Co. is L. W. Dow, who has had five years' experience in the talking machine business. When Mr. Dow became manager the department was doing a comparatively small business and, in fact, was merely an adjunct



Crowley-Milner's Window Display

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 faculty of discovering the 'psychological moment'—in everyday language, how can I become 'lucky'?" says a writer in the Chicago Tribune. "By trying to make clear to myself the great or small consequences of each business event."



Scotford Model I Reproducer on Victor and Columbia

Plays Only Hill-and-Dale Records, but Plays Them at Their Best
 Scotford Model I Reproducer 1-7 for Victor—Sample Prepaid to Dealer
 \$3.95 Nickel \$4.75 Gold—Retail \$6.00 and \$7.50
 Scotford Model I Reproducer with 1-C Columbia Connection—Prepaid
 to Dealer, Nickel \$4.95; Gold \$5.50—Retail \$6.75 and \$8.75
 Quantity Prices on Application



Superior Specialists for Phonographs
BARNHART BROTHERS & SPINDLER
 Monroe and Third Streets CHICAGO

NEW MANOPHONE MODELS COMING

New Designs Will Be Principally of the Console Type and Shown Along Original Lines—Business Shows Steady Betterment

ADRIAN, 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 dip-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.

Because every type of music may be heard on OKeh Records, they are sure and quick sellers. The greatest salesmen are working for you on OKeh Records.

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

BRUNO



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 DEALERS OPTIMISTIC OVER THE OUTLOOK

Hendricks Discusses Conditions—Tribute to the Pathé—Stewart Educational Classes—New Kimball Agencies—Collins Succeeds Jewel Co.—Number of New Agencies—News of the Month

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 Victrolas, 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 Victrolas last year, when the company sold in May more Cheney phonographs than any other make. He 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 heavily 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 the business adjustment that was bound to follow close after the war."

F. W. Fromm, of the Baldwin-Miller Co., distributor of the Dailon phonograph, reports that business is looking up in his territory.

Pathé Actuelle for Professor Lowell

A noteworthy Pathé sale was made last week when the Pathé shop delivered an Actuelle H to Russell C. Lowell, director of manual training in the Indianapolis public schools. Professor Lowell said he had spent four months looking over the various machines and deciding which one he should buy. His decision in favor of the Actuelle, he said, was based on personal investigation from both a scientific and musical viewpoint, which convinced him that the mechanical principle of the instrument is correct. Professor Lowell is not only a skilled mechanic and cabinet maker, but is likewise a finished musician. In deciding on the purchase of the Actuelle he declared to Edgar Eskew, manager of the Pathé Shop, that he was willing to go on record in a published statement as to the perfection of the instrument. Mr. Eskew is preparing advertising copy to contain the endorsement.

"It is such sales as that one that are most gratifying," said Mr. Eskew in reference to the transaction. "Just now we are entirely out of the Actuelles. There seems to be a slight improvement in business generally the last two or three weeks."

C. O. Mueller, manager of the Pathé department of the Mooney-Mueller-Ward Co., distributor, reports very quiet trade throughout the State. Among the visitors last month who brought him news of the outlook among the smaller stores was Henry L. Snyder, Pathé dealer of Tell City.

To Sell the Pathé Line

B. A. Jacobs, of Columbus, has re-entered the furniture business and has taken on a contract to sell Pathé talking machines in that city. A year ago Mr. Jacobs decided to retire from business and therefore he sold out to John Houk. Mr. Houk did not continue the Pathé agency. Mr. Jacobs is starting a new business in competition with Mr. Houk.

Encouraged Over the Outlook

"Unless we fall down miserably," said C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., "our business this June will beat our business of June last year. Taking on the Brunswick line has increased the amount of business this month very materially. The business of the month is better in dollars and cents rather than in the number of machines sold. April has been the only other month this year to show an increase over the corresponding month of last year. Just now our record business is slower than usual, due to excessively hot weather."

Important Consolidation

Increase of business in the Emerson phonograph machines and records has caused the Lathrop-McFarland Co., Indiana distributor, to consolidate its phonograph department with the Jewel Phonograph Co., according to an announcement just made. After 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.

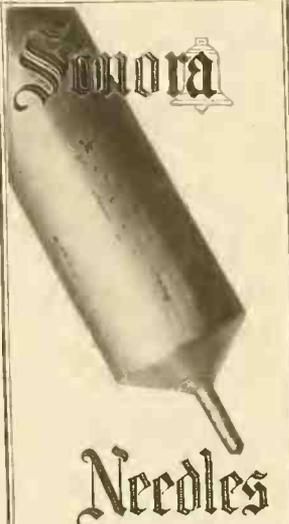
Important Speakers at Educational Classes

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 Sauder & 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 three 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. Killgore, 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 depart-

(Continued on page 94)



Sonora

Needles

SEMI-PERMANENT

Keep Customers Coming

The profit on the sale of a card of Sonora Semi-Permanent Needles is, though attractive, not the most important consideration. Every time you induce someone to try Sonora Needles, you gain a steady customer for your store.

Sonora Needles play many times, sacrificing neither the surface of the record nor the quality to the sound.

Carry complete stocks.

Light—Medium—Soft

Sell for

25 cents per card of 5
(40 cents in Canada)

CAUTION! Beware of similarly constructed needles of inferior quality.

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTON, President
279 Broadway New York

Canadian Distributors
I. MONTAGNES & CO.
Toronto



Free!

TINTED PHOTOGRAVURE of McCORMACK

or your choice of any of the following Victor artists' portraits: GALLI-CURCI, KREISLER, SCHUMANN-HEINK. A limited quantity of these tastefully-colored likenesses, suitable for framing in drawing room or demonstration booth.

Send Postage ONLY

These photogravures are FREE to Victor Dealers, who send request on firm stationery and enclose 8 cents in stamps to cover mailing. They are being sent free to introduce our three-dollar set of Famous Victor Artist portraits. Requests for free photogravures will be filled as long as a limited supply lasts. **Send immediately.**

STEWART
TALKING MACHINE CO.
Victor Jobbers
INDIANAPOLIS



INDIANAPOLIS DEALERS OPTIMISTIC

(Continued from page 93)

ment, gave a demonstration of repair work. A music memory contest was conducted by Miss Caroline Hobson and a demonstration of folk dances was given by eight small girls from one of the city schools.

Geo. 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 found it necessary 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 goods—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 Kimball

R. H. Jarrard, manager of the talking machine department of the Capital Paper Co., Kimball distributor, will return to the city next week, after spending five weeks placing new agencies in West Virginia and Michigan. He has been reporting exceptionally good business from West Virginia, which is virgin territory for the Kimball talking machine products. C. F. Kahn, manager of the Capital Paper Co., says the new Grey Gull records just placed on the market are selling very well.

Says Selling Continues Good

O. C. Maurer, manager of the Sonora department of the Keifer-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. Hecherer, 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 Kipp 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 bit of the convention was the four-act playlet written by Mr. Maxwell and entitled 'School for Edison Salesmen.' Our business is holding its own," continued Mr. Anderson, "although the hot weather of the last three weeks has made it easier to find than work. We are expecting increased sales of records now that the Edison laboratories are producing Re-creations 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 Brunswick

The Schneider Music Co., of Vincennes, 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 Quarters

The Spirel Music Co., of Ft. Wayne, Brunswick and Sonora dealer, is moving this month to new quarters in a remodeled building at 1308 Calhoun street.

New Columbia Agency

Manage Scott, of the Columbia Graphophone Co., returning last week from a trip over his ter-

ritory, reported business to be showing a marked tendency toward improvement, despite exceedingly hot 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

Spir-a-Graf Well Received by Victor Trade—Has Several Interesting Mechanical Features

INDIANAPOLIS, Ind., July 6.—The Spir-a-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, weighing 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 until the sound box, approaching the end of a record, touches the disc in the center. This slight contact lowers a wheel to the surface of the record and this wheel, traveling in an opposite direction to the revolutions of the record, carries the sound box back to the beginning. When the repeating function is not desired the small disc is simply lifted from the turntable spindle and there is no need to remove or change the small wheels attached to the sound box.

Each Spir-a-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 Victor trade, and interesting circulars to the public have already been prepared for the dealers' use.

WONTALK PORTABLE SPORT MODEL



Size 8" x 12 1/2" x 13". Weight 13 pounds



Selling "to beat the band"

Order samples at once

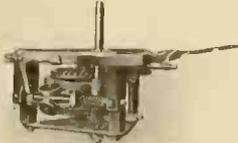
In two colors Black or Brown

Dealer's Price, \$12.00

F. O. B. South Norwalk, Conn.

Mr. Dealer: This is the biggest little proposition you ever heard of.
PLAYS 10" and 12" RECORDS

New models, new designs. Designed for quality as well as economy by an expert of over 20 years' experience in designing phonographs.



The WONTALK Motor can be furnished to the trade in any quantity
Dealer's Price \$3.50



The WONTALK XXV
To Dealers \$8.40
F. O. B. South Norwalk, Conn.

Colonial mahogany finish cabinet, hand rubbed. Base and top wood, sides metal with vertical grill. Size, 9 1/2 inches high over all, 14 inches wide, 14 inches deep. Ten-inch turntable. Nickel-plated WONTALK Sound Box, non-infringing tone arm. Brake, speed regulator and winding crank.

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

Industry Well Represented at Outing and Dinner at "The Pines"—Optimism Regarding Business Grows—Interesting Reports From Leading Members of the Trade Made to The World

PITTSBURGH, PA., July 7.—It remained for the Talking Machine Dealers' Association of Pittsburgh to stage one of the most successful picnics 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.

Managed by President John H. Phillips, Vice-president Herman Lechner, who acted as field marshal, and A. R. Meyer, the amiable secretary, the talking machine cohorts assembled at the Hotel Chatham at noon, where luncheon was served. Shortly afterward the entire party took automobiles for the run to "The Pines." The entire afternoon was spent in games of various kinds and topped off with a baseball game, which was a "howling success." George H. Rewbridge, the happy distributor of Victrolas for the W. F. Frederick Piano Co., umpired the ball game. While many of his decisions were questioned and he was the target for a volley of verbal bombshells George stood his ground and bossed the job like a veteran.

The two baseball nines were headed by H. E. Young, manager of McCreery & Co.'s Victrola department, and Henry Wood, manager of the talking machine department of Boggs & Buhl. The teams did some fine ball playing and at the end of nine innings victory perched on the standard of the Young players to the score of 14 to 12.

The stellar event of the outing was the dinner. There were chickens and waffles 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. Lechner 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. Lechner, Thomas T. Evans, Fred J. Drake, Mr. Rewbridge and Joseph Bombers.

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 traverse is that of the slump in the iron and steel industry. It is probably not pleasant to state disagreeable truths, but never in the history of the steel industry of this section has the productive capacity been at a lower ebb. This, naturally, brings in its train consequent unemployment and makes the conditions in industrial sections rather undesirable, due to the lack of money being circulated.

Notwithstanding this condition some of the talking machine dealers report that their sales in June showed an increase, not large, over the same month a year ago.

John Henk, the well-known manager of the Columbia Music Co., an exclusive Columbia Grafonola shop, said: "While business conditions are not as good as any sane business man would like to see them, from my viewpoint there is a great deal to be thankful for. Our business for June showed a gain over the same month a year back and this past week we had four days in which we did a very satisfactory business, both in Columbia Grafonolas and Columbia records. I feel that in due time, with the revival of industrial activity, the talking machine business will regain its wonted power and strength."

Thomas T. Evans, the live-wire manager of the wholesale Victrola department of the C. C. Mellor Co., who returned a few days ago from a business trip through West Virginia, has a most optimistic and hopeful view of the Victor

trade in the territory that his company serves. Mr. Evans said: "I have found a very hopeful attitude among all of our retail dealers and they are ready for the return of good business, which I feel is almost at hand. The Pittsburgh territory, with its immense industries, is too large and too influential to remain in stagnation for even an iota of time. I am convinced that there is bound to be a very speedy return to normal business conditions and that the talking machine dealer who is prepared 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."

A. A. Buehn, treasurer of the Buehn Phonograph Co., who attended the Edison Caravan session at Chicago, returned from the meeting with plenty of enthusiasm and is of the opinion that business can be obtained by patient and consistent effort on part of the retail dealer, supplemented by intelligent co-operation from the jobber and wholesale dealer. Mr. Buehn believes that as soon as a normal condition is reached in the industrial situation here a marked revival in local business conditions will follow and that the talking machine business will share in the prosperity that will ensue.

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Graphophone Co., said: "We are now in the doldrums, but it is merely a condition that is caused by the general state of the industrial world. That a change for the better is bound to come is sure and I see no reason why there should be any feeling of depression on part of the average talking machine merchant. The way to get business is to pre-

(Continued on page 96)

**C. C. MELLOR
COMPANY**

**1152 PENN. AVE.
PITTSBURGH, PA.**

**Prudent Distribution—
Practical Selling Aid**

One department of our business is intensely interested in making an intelligent distribution of Victor Merchandise among Victor Dealers. Another department is devoted exclusively to the creation and development of plans for assisting Victor Dealers in selling Victor Merchandise to the American Public. Both departments are operating with manifest efficiency.

H.K. Lorentzen

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

PITTSBURGH ASSOCIATION OUTING

(Continued from page 95)

pure for it and when the proper time comes on after it. The preparation period is now and the live merchant will get ready for the revival in time that undoubtedly must come before long and then people will resume buying as before."

H. Milton Miller, of the Sonora Phonograph Co., Sonora distributor, emphasized the fact that his sales did not show any material falling off and that he and his staff were preparing for big business this Fall. He said: "The Sonora dealers in my territory are keenly alive to the possibilities of well-conducted sales campaigns and we are co-operating with them in every possible manner to push sales of the Sonora."

George R. Madison, of the Cleuey Phonograph Co., with headquarters in Cleveland, O., was on a business visit to Pittsburgh the past week. Mr. Madison expressed himself as well satisfied with the outlook for Cleuey sales this coming season.

The National Phonograph Co., manufacturer and distributor of the Ultraphone, has opened a large and attractive talking machine shop at 633 Liberty avenue. A large number of booths and demonstration apartments have been installed and a corps of efficient sales people are in charge. The company also handles the Aeolian-Vocalion and the Brunswick phonographs, and Columbia, Brunswick and Okeh records.

Harry H. Dierks, son of W. C. Dierks, of the C. C. Mellor Co., sailed on July 5 from Quebec on the steamer "Empress of Britain" of the Canadian Pacific Railway. Mr. Dierks, who is a graduate of the Carnegie Institute of Technology, will continue the study of architecture abroad.

That "the Victrola has done a great deal more for the cultivation of music than any other similar agency" was the statement made at a semi-public gathering of musicians and music merchants of the Steel City by Harvey B. Gault, a prominent musician and church organist.

H. J. Iremann, manager of the Pittsburgh Talking Machine Co., Pathé distributor, returned from a business trip to New York a few days ago and announced that he was working on plans for an intensive campaign to be started shortly to popularize the Pathé phonographs and Pathé records. He said that he anticipated some large sales in his territory as a result of the work of the roadmen and that while at present there is a slow-down in business it is his opinion that a marked revival is at hand.

Miss Lillian A. Wood, director of the Victor educational department of the C. C. Mellor Co., was one of the speakers at the outing held at Kenneywood Park of the welfare workers of the Carnegie Steel Co. Her topic was "Music Appreciation" and was illustrated by use of the Victrola and Victor records. Miss Wood is now at her home at Bradford, Pa., on vacation.

E. J. Condon, one of the roadmen of the Buick Phonograph Co., is spending his vacation at Portland, Ore.

J. A. Scanlan, Jr., manager of the Brunswick phonograph department of the Brunswick-Balke-Collender Co. in the Pittsburgh district, spent several days in Cleveland on business. Mr. Scanlan stated to *The World* representative that he was very optimistic concerning the future trade of the Brunswick line in this section. Mr. Scanlan believes that there will be an increase in sales during the Fall period and that persistency and consistency will bring results.

J. C. Roush, French Nestor and Wallace Kussell, of the Standard Talking Machine Co., were hosts to several Victor dealers at a delightful outing held at the St. Clair Country Club the past 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 as to participate therein. Among the dealers there were: T. E. Shortell, of the S. Hamilton Co.; Henry Wood, of Boggs & Buhl; George S. Hards, Messrs. Kulp and Johns and H. Menzer.

Miss Marilla Jones, who was formerly connected with the retail Victor department of the C. C. Mellor Co., is now with the Edison Shop, 513 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.

Messrs. Roush, Nestor and Russell, of the Standard Talking Machine Co.; W. C. Dierks and Thomas T. Evans, of the C. C. Mellor Co., and George H. Rewbridge, of the W. F. Frederick Piano Co., all Victor jobbers, composed a pleasant party that left for Colorado Springs to-day for the convocation of Victor Jobbers.

Miss Hildegarde Wehrle, one of the pleasing members of the sales staff of the talking machine department of the S. Hamilton Co., is spending her vacation at Akron, O.

SOMETHING FREE! OUR SERVICE!

We gladly give the best in Service to any Okeh Dealer. We aim to co-operate by quick delivery on all orders. Try us once, you will never change.

Now is the time to sign up for an Okeh Dealership. September is the big record month. Be prepared.

We can ship immediately the latest popular dance and vocal hits. They are your rapid sales boosters.

Sterling Roll & Record Co.

BIG DISTRIBUTORS OF

Okeh Records

Pittsburgh, Pa., 434-4th Avenue

Cincinnati, Ohio, 137 West 4th Street

TO FORM TALKING MACHINE UNIT OF MERCHANTS' ASS'N

M. V. DeForeest, President of National Association of Music Merchants, Appoints Committee of Eleven to Bring Together the Retail Talking Machine Dealers of the Country

M. V. DeForeest, 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 unit of the Music Merchants' Association. The appointment of such a committee was decided upon at the convention of the Merchants' Association in Chicago in May.

In presenting the names of the committee which he has appointed to work for the bringing together of the talking machine trade, President DeForeest says in a general letter:

"Our recent letter to local associations requesting nominations of members of a talking machine committee did not bring the character of response I had hoped for.

"Instead of representatives whose interests are

principally in the talking machine field, we have a majority of names of men who have always been active members in our general association work.

"Under the circumstances, I think it would be unwise to proceed as we originally planned and have a committee duly elected from the list of nominees submitted from the various local associations. However, I do think we should follow this matter up carefully and to this end I have appointed a special committee, as far as possible consisting of members of our Association, who themselves are directly interested to 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 added activities of our Association, or similar activities to be requested of the Music Industries Chamber of Commerce, which will be of particular interest to our mem-

bers in connection with the phonograph end of their business.

"I have asked the following to serve on this special committee:

"R. G. Brice, Barker-Gardner Co., Charlotte, N. C.; Southern Victor Dealers' Association.

"Jos. Friedman, 170 Livingston street, New York, United Phonograph Dealers' Association, Inc.

"Grant Smith, Euclid Music Co., Cleveland, O.; Talking Machine Dealers of Northern Ohio.

"J. W. Hootner, Barker Bros., Los Angeles, Cal.; Music Trades Association of Southern California.

"Irwin Kurtz, 135 Broadway, New York City.

"E. G. Brown, 799 Broadway, Bayonne, N. J.; Talking Machine Men, Inc.

"Julius A. J. Friedrich, Friedrich Music Co., Grand Rapids, Mich.; Grand Rapids Music Dealers' Association.

"T. Anushary Goodl, Goodl Bros., 1367 Main street, Buffalo, N. Y.; Talking Machine Dealers' Association of Buffalo.

"R. H. Zinke, Zinke Music Co., 425 Milwaukee street, Milwaukee Wis.; Milwaukee Association of Music Industries.

"Jno. F. Ditzell, Famous & Barr Co., St. Louis, Mo.; St. Louis Music Merchants' Association.

"Chas. L. Hamilton, S. Hamilton Co., 815 Liberty avenue, Pittsburgh, Pa.; Talking Machine Dealers' Association of Pittsburgh."

FORDNEY 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 Fordney 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 Chairman Fordney, 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, gramophones and parts thereof at the rate of 30 per centum ad valorem. Special duties are provided on steel springs, graphite, pumice stone, 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 exportation 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 return a revenue of about \$700,000,000 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.



Kimball Style J Mahogany Walnut

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 1867

Kimball Bldg., 306 S. Wash. 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.

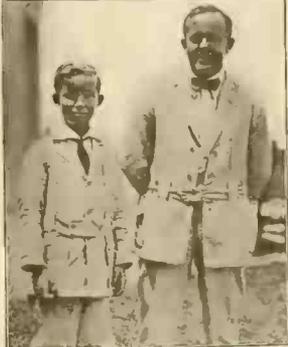
National Association of Talking Machine Jobbers Holds Convention

Fifteenth Annual Gathering at Hotel Broadmore, Colorado Springs, July 11-13 Attracts Large Numbers—Jobbers Enjoy Hospitality of Pittsburgh, Chicago, Kansas City on Noteworthy Trip West—Spirit of Optimism and Confidence Dominates Convention—Louis Buehn Elected President—R. L. Freeman's Interesting Address

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-



Marquette A. Healy, of Lyon & Healy, and Son partition reservations in Car 228, for instance, were kept on the anxious seat for about three-quarters of an hour until an extra car could be obtained to meet requirements. Although late leaving New York the engineer, realizing that there was a dollar an hour to be refunded, saw to it that the train pulled into Pittsburgh right on time.

At the first stop out of New York at Manhattan Transfer, G. T. Williams, of Brooklyn, with his wife and daughter, joined the party. At Newark Mr. and Mrs. L. W. Collins climbed aboard; at Philadelphia Louis Buehn and family, Harry Miller and A. C. Weymann and wives were picked up, and at Harrisburg W. A. Eisen-

brandt and family, together with Mr. and Mrs. R. C. Rogers, made the connection from Baltimore and Washington.

A Motor Trip in Pittsburgh

The day was suffocatingly hot, the thermometer standing at 88 in the cars, even under the electric fans, and, therefore, a telegram received at Altoona from J. C. Roush, of Pittsburgh, asking the passengers of the special to let the guests of the Pittsburgh jobbers on a short automobile trip through the "Smoky City" and environs was received with much satisfaction. Upon arriving at Pittsburgh the automobiles were found waiting and the jobbers and their families had a very pleasant hour and a half touring the boulevard and park system of the city.

Whiteman's Music Breaks Monotony

The big feature of the trip, and one that served to break the monotony most charmingly, was the presence of the famous Paul Whiteman



Louis Buehn and Family

himself, together with ten members of his Ambassador Orchestra. A piano had been placed in the observation car and both in the afternoon and evening there were given concerts of the genuine Whiteman brand of music. Despite the heat the musicians were very free in their response to demands for encores.

It is very probable that Whiteman dance records will be in great demand among employes

of the Pennsylvania Railroad, especially those that served the special train en route. While the orchestra was playing every porter on the train found an excuse to spend some time on the observation car, with his feet moving nimbly, and the rightful porter of the car made one berth up three times in order to find an excuse



A Pittsburgh Quintet—W. C. Dierks, J. C. Roush, Wallace Russell, T. T. Evans and Geo. Rewbridge

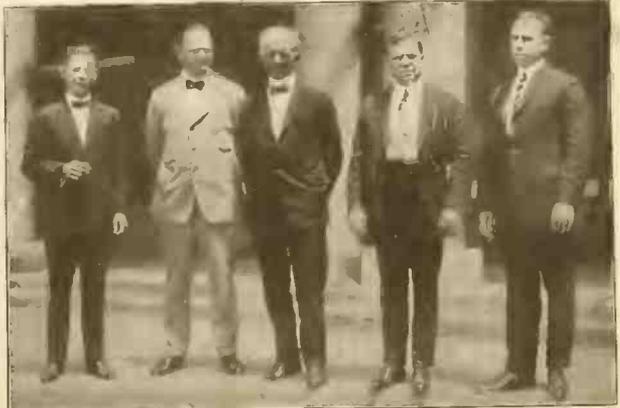
to hang around and listen. All the brakemen and the conductor left the front of the train to take care of itself, while they crowded to the rear. As one jobber remarked, it was fortunate that the engineer and fireman couldn't hear the music.

Between times when the orchestra was not playing and there was no eating to be done the members of the party willied their time playing such games as casino, dominos and top spinning. It was hinted that at times even the spirit of gambling made itself evident.

Lloyd Spencer's Good Work

Lloyd L. Spencer, who looked after the arrangements for the special train, was indefatigable in his efforts to see that everybody was properly and comfortably settled and, doubtless, wore off several pounds of excess weight in running from one end of the train to the other, straightening minor tangles. W. E. Eastman, passenger representative of the Pennsylvania

(Continued on page 101)



Victor Co. Delegation—R. L. Freeman, E. J. Dingley, E. John, J. S. Macdonald, F. A. Delano



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 warerooms 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

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 99)

Railroad, accompanied the party as far as Chicago and saw to it personally that nothing that would tend to their comfort was overlooked.

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

and Mrs. Abram Davego, the Knickerbocker Talking Machine Co., New York; Mr. and Mrs. L. W. Collings, of Collings & Co., Newark, N. J.; Mr. and Mrs. E. C. Gallo, the Horton-Gallo-Creamer Co., New Haven, Conn.; Mr. and Mrs. E. M. Siero, of the Talking Machine Co., Philadelphia; I. Son Cohen, Cohen & Hughes, Inc., Baltimore, Md.; Charles Jacob and Miss Jacob, of New York; Jerome Harris, C. Bruno & Son, Inc., New York; H. A. Winkelman, Oliver Ditson Co., Boston; W. H. Barker, of American Talking Machine Co., Brooklyn, N. Y.; Mr. and Mrs. P. E. W. Carlson and son, Charles H. Ditson & Co., New York; C. L. Price, Ormes, Inc., New York; W. C. Dierks and Thomas Evans, C. C. Mellor Co., Ltd., Pittsburgh, Pa.; J. C. Roush, French Nestor and Wallace Russell, Standard Talking Machine Co., Pittsburgh, Pa.; George Rewbridge, W. F. Frederick Piano Co., Pittsburgh, Pa.; Kenneth Reed, M. Steiner & Sons Co., Boston, Mass.; Raymond Bill and B. B. Wilson, of The Talking Machine World, New York; Paul Whittemau and ten members of his inimitable orchestra, which afforded such delightful entertainment on the trip.

The Entertainment in Chicago

Upon arriving in Chicago on Friday morning the members of the party wandered about the

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



Wiswell Helping Start Crowd for Country Club the visitors, together with those jobbers who joined the convention party in Chicago, were carried by automobiles to the Santa Fe station to embark on the second stage of the journey, with Kansas City as the next stop.

Those Who Joined the Party in Chicago
Those who joined the party in Chicago included Mr. and Mrs. Curtis N. Andrews, Buf-



The Three Bostonians—Kenneth Reed, Geo. A. Dodge and H. A. Winkelman
falo, N. Y.; V. W. Moody, Buffalo Talking Machine Co., Buffalo, N. Y.; W. D. Andrews, W. D. Andrews Co., Syracuse, N. Y.; H. A. Goldsmith, Badger Talking Machine Co., Milwaukee.
(Continued on page 103)



Entrance to South Shore Country Club

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

Those who arrived in Chicago on the special



Group of Jobbers and Ladies at South Shore Country Club, Chicago

included: George A. Dodge, of the Eastern Talking Machine Co., of Boston, with Mrs. Dodge and her daughter; Mr. and Mrs. W. A. Eisenbrandt, of H. R. Eisenbrandt & Sons, Inc., Baltimore, Md., with their two daughters; Mr. and Mrs. G. T. Williams and daughter, of the G. T. Williams Co., Brooklyn, N. Y.; Mr. and Mrs. Ralph L. Freeman, J. S. Macdonald, Edward J. Dingley, Ernest John and F. A. Delano, of the Victor Talking Machine Co.; Mr. and Mrs. Thomas F. Green and Lloyd L. Spencer, of the Silas E. Pearsall Co., New York; Mr. and Mrs. J. N. Blackman and Albert Blackman, Blackman Talking Machine Co., New York; Mr. and Mrs. Louis Buchn and two daughters and son, Philadelphia; Mr. and Mrs. Harry Miller, of the Penn Phonograph Co., Philadelphia; Mr. and Mrs. H. A. Weymann, H. A. Weymann & Sons, Philadelphia; R. C. Rogers, Rogers & Fischer, Washington, D. C.; H. A. Deach, Unit Construction Co., Philadelphia; Mr.

city until 11 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 Yanks, 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,



ELMIRA ARMS CO

ELMIRA NEW YORK



YOUR VICTOR JOBBER

YOUR Victor jobber should do more than merely sell you merchandise. He should extend his fullest co-operation 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)

waukee; Mr. and Mrs. George Stewart, Stewart Talking Machine Co., Indianapolis; L. C. Wiswell, Lyon & Healy, Chicago, and children; Mr. and Mrs. Fred H. Putnam, Putnam-Page Co., Peoria, Ill.; W. H. Reynolds, Reynolds Music House, Mobile, Ala.; F. J. Towell and Charles K. Bennett, of Eclipse Musical Co., Cleveland; Parham Werlin, New Orleans, La.; Arno B. Reicke, Reicke-Ellis Co., Chicago, Ill.; O. L. Neal, Buffalo Talking Machine Co., Buffalo, N. Y.; Mr. and Mrs. Roy Page, Putnam-Page Co., Peoria, Ill.; W. F. Davidson, Perry B. Whitist Co., Columbus, O.; Mr. and Mrs. A. A. Grinnell, Mr. and Mrs. C. A. Grinnell and C. H. Grinnell, Grinnell Bros., Detroit, Mich.; A. D. Boonc, Talking Machine Co., Birmingham, Ala.; Charles Womeldorf, Toledo Talking Machine Co., Toledo, O.; E. M. Southers and R. C. Cron, Victor Talking Machine Co., Camden, N. J.; J. J. Davin, Reicke-Ellis Co., New York.

Cordial Welcome From Kansans

After a pleasant overnight ride on the Santa Fe, the Victor Jobbers were cordially welcomed in Kansas City, Mo., by A. A. Trostler, of the Schmelzer Co., and M. C. Schoenly, of the J. W. Jenkins' Sons Music Co., together with the members of their staffs. They started immediately on an automobile tour of the city, traversing Coates drive, McGehee trafficway, Lynwood boulevard, Swope park and other interesting sections, finally winding up for luncheon at the Mission Hills Club. It was a crowded three and a half hours for the party and made another most welcome break in the trip.

The Schmelzer Co., of Kansas City, was represented by the largest delegation attending the convention, its representatives including Charles J. Schmelzer, president and treasurer of the company; Arthur A. Trostler, secretary and head of the wholesale Victor department; Walter E. Lyman, manager of the record and machine department; David R. Walsh, manager of the educational service department, and R. M. Gilliam, M. A. Riley, R. P. Van Zile and William C. Junkins, road representatives.

The J. W. Jenkins' Sons Music Co., of Kansas City, was represented by T. B. Jenkins, Jr., E.

Grant Ege and M. C. Schoenly, and the other jobbers who boarded the convention special at Kansas City were Lester Burchfield, of Sauger Bros., Dallas, Tex.; George E. Mickel and Hugo Heins, of Mickel Bros., Omaha, and H. S. Sixsmith, Mickel Bros., Des Moines, Ia.

Visit to the City of Pueblo

The big ten car special attracted great attention all along the route, particularly when the orchestra was playing. As the train was somewhat ahead of time at Pueblo, Colo., there was a

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



Off the Train for a Breathing Spell at One of the Several Stops

stop of several hours in order that the Jobbers might observe the effects of the recent disastrous floods in that city. They were met by H. E. Matthews, of the Knight-Campbell Music Co., and D. Z. Phillips and C. R. Miller, of the D. Z. Phillips Music Co., who escorted the party on an automobile sight-seeing trip that was thoroughly enjoyed and appreciated.

The last leg of the journey was a forty-mile run along the foot of the mountains to Colorado Springs, the convention headquarters, where the train was met by local Victor dealers, together with several dealers from Denver, who escorted the party to the Hotel Broadmoor, through streets bearing the Victor trademark on the lamp-posts and decorated with welcome banners.

Closure of a Great Trip

The entire trip from New York was noteworthy

those previously mentioned: W. D. Adams and Allan C. Robinson, Bergstrom Music Co., Honolulu; W. C. Griffith, Chicago Talking Machine Co.; John E. Clark and F. A. Bain, John Elliott Clark Co., Salt Lake City; Mr. and Mrs. Ross P. Curcie, Helen Curcie and Norman Curcie, Ross P. Curcie, Omaha; Gene A. Mairs, Dyer & Bro., St. Paul; L. U. Plutz, O. K. Houck, Memphis; Mr. and Mrs. C. G. Campbell, Mr. and Mrs. R. A. Bryant and Mr. and Mrs. J. A. Frye, Knight-Campbell Music Co., Denver; Mr. and Mrs. E. C. Routh, Mr. and Mrs. C. B. Gilbert and H. S. Grover, Koerber-Bronner Co., St. Louis; Mr. and Mrs. A. H. Bates, Ohio Talking Machine Co., Cincinnati; J. D. Moore and T. E. Swan, Talking Machine Co. of Texas, Houston; W. G. Walz, G. O. Neville and F. L. Knous, W. G. Walz Co., El Paso, Tex.

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 attendants 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 en 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 optimistic regarding the future of Victor business 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 chairman.

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:

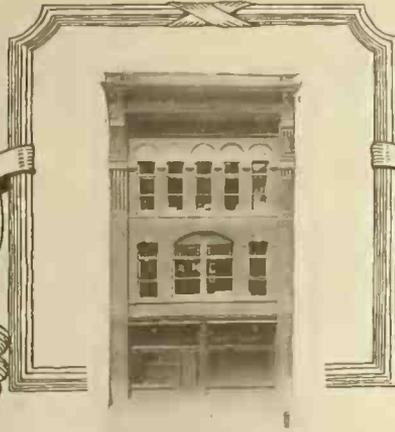
"The hour has arrived, as precedent dictates, for your president to give you an accounting of his stewardship during his term of office just ending.

"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



WHY WE ARE PROUD OF OUR NEW HOME

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

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 103)

assume that there never has been a time in our business when so many serious problems confronted us.

"It would be flirting with the impossible should I attempt, in this report, to correctly diagnose our problems and offer presumably infallible remedies—rather let us, by sane, sound and mature judgment, endeavor to solve our problems as best we can while here gathered together.

The Question of Meeting Existing Conditions

"Economically the whole 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 sufferings 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 employe—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 not due to causes over which we have control nor to our merchandise, for of the latter be it said to the credit of the Victor Talking Machine Co. that they have not departed one iota from

suffered and hundreds of thousands thrown out of employment. This all means a loss of purchasing power and has accelerated the general depression by reducing the demand for products, and I include in this category Victrolas and Victor 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 7 and 8. These latter two meetings were open meetings and were attended, with but a few exceptions, by every member of our Association. I need not elaborate on the accomplishments of these meetings, as they are fresh in your memory and, if I am not mistaken, they were 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 by the 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.

Legislation

"Your legislative committee has been busy, working in the interests of the movement for the elimination of the excise tax of 5 per cent 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. Miesel, chairman

(Continued on page 107)



L. C. Wiswell, Retiring President

their set standards and high ideals of manufacture, no matter how beset with manufacturing difficulties, nor 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

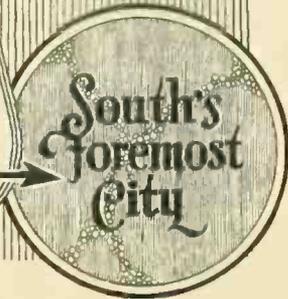


AT YOUR SERVICE



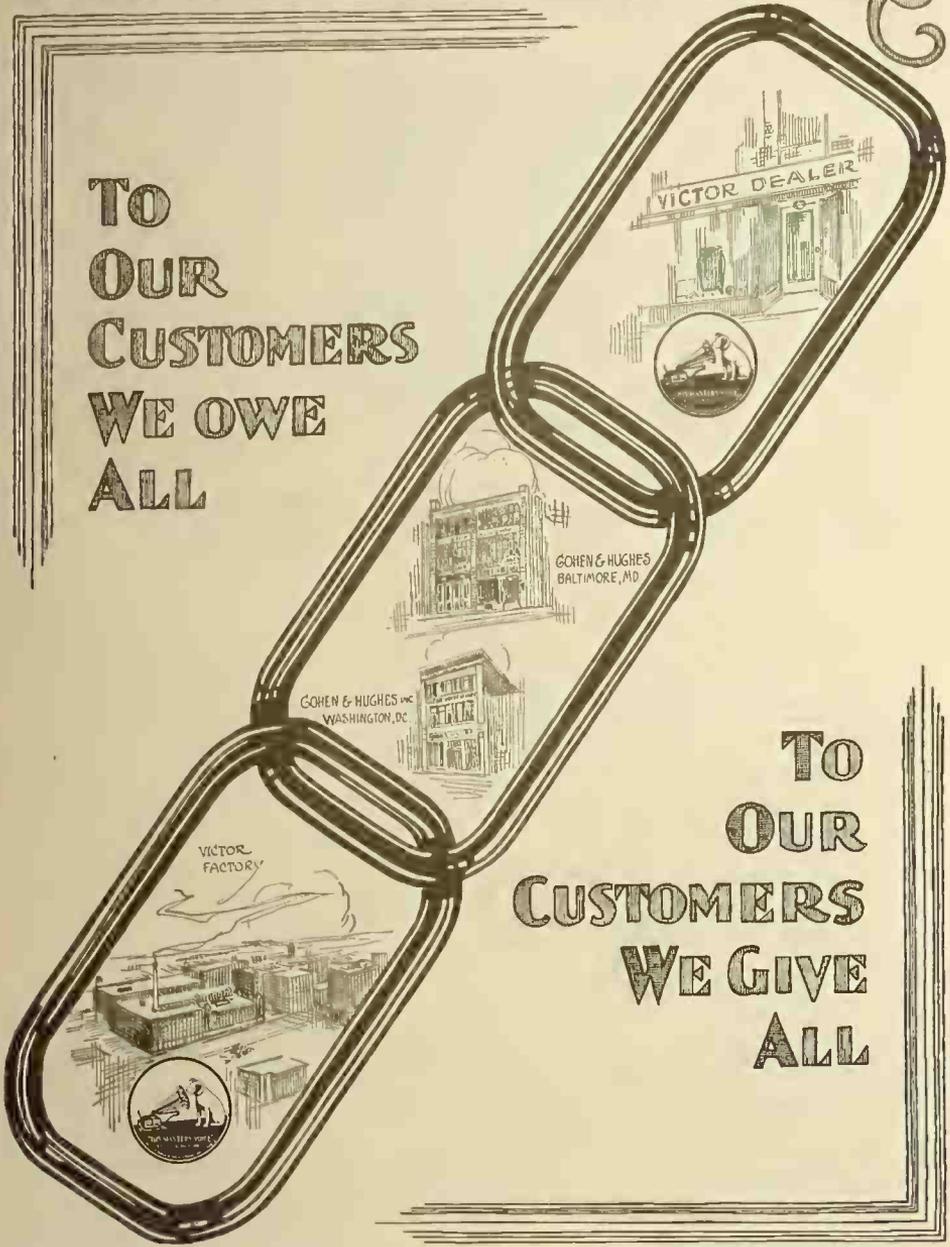
PHILIP WERLEIN LTD.

New Orleans . . . La.



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TO
OUR
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CUSTOMERS
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ALL

COHEN & HUGHES
BALTIMORE, MD.

COHEN & HUGHES INC.
WASHINGTON, DC

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 105)

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 two open executive committee meetings, 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 sell, 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 of an executive nature in 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

mittee, 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 I 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

and our national councilor, who have helped make my administration a successful one.

"Furthermore, I desire to record my sincere thanks to the trade press for the wonderful publicity and help they have extended to our Association during the year.

"I pray that this Association may continue to give maximum service to its members as it has done in the past. I am most certain it shall. Believe me when I say that I sincerely appreciate the opportunity and honor of serving you as your president during the past year and I trust that my efforts in your behalf have been in accord with what you would have wanted me to do."

Report of Secretary Trostler

The next report was that of the secretary, A. A. Trostler, who offered some pleasing facts regarding the membership of the Association



The Pikes Peak Region

Where the Victor jobbers did so much of their sightseeing. (1) Cog Road to Pikes Peak (2) Ute Pass to Cripple Creek. (3) The Polo Field. (4) Golf. (5) Auto Highway to Pikes Peak. (6) Cheyenne Canyon. (7) Pikes Peak itself from a distance.

trade 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-stepped the piano business in the point of sales volume. However, the executive officers of the Chamber are now keenly alive to our 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 councilor, 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 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 sure have done it wisely and well.

Golf

"Mr. J. C. Roush, chairman of the golf com-

mittee, 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 I 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 representation at this convention and the splendid entertainment they have provided for us prove that they are with us. 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 chair-

and its financial condition. His report read: "It gives me a great deal of pleasure to give you a resumé 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 committee men 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.

"To-day our membership reads as follows: seventy-two parent houses and seven branch houses, or a total of seventy-nine members. We have not lost a member during the past year and still call your attention to the fact that

(Continued on page 109)

— Service —

Dependable -- Constructive -- Intelligent

Putnam-Page Co.

Peoria, Ill.






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

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 107)

there is one Victor jobber in the United States who is not 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 have paid their yearly dues. There was an assessment levied at the open executive meeting in April which was passed on unanimously by the members present—all of which have been collected with the exception of one member, and up to this time check for same has not been received.

"President Wiswell has called two executive meetings. The first, a closed executive meeting, November 8, 1920, Commodore Hotel, New York. This second was an open executive meeting for the Western distributors in St. Louis, 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 these 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 over my signature.

"Our national counselor, 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 arrangements 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 \$1,083.25. Since then this office has sent him cash, covering dues received from members, \$7,550—amount received covering special assessment, \$3,725, or a total of \$11,275.

"During the year 1920-21 I have sent out regularly the monthly delinquent report, but received very few returns, therefore found it necessary to issue a delinquent report in November, 1920, carrying with same all delinquent reports referred to me from April, 1920, to November, 1920. Also issued a delinquent report in May, 1921, carrying with it all delinquent names from 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 three terms as treasurer and two terms as secretary and want to say to one and all that 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 is 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."

Report of Legislative Committee

W. H. Reynolds, the treasurer, presented his formal report of the Association's finances, following which George E. Mickel, as chairman of the legislative committee, presented his most important report, in which he took occasion to emphasize the necessity for the Association members to give earnest and active support to efforts being made to eliminate excise and ex-

cess profits taxes and substitute therefor some form of commodity sales tax. In the course of his report Mr. Mickel said:

"Since the last executive committee meeting, held in April, extensive work has been done and a strong effort put forth to bring about the repeal of the excise tax and adoption of the general sales tax.

"That our members may have a clear idea of what was done by the National Chamber of Commerce on Referendum No. 34, which was submitted April 8, of this year, we wish to submit a recapitulation of the action of the Chamber of Commerce on the first six questions.

"Five hundred and seventy-four organizations



Geo. E. Mickel

filed ballots, with a total vote of 1,800. Results were as follows:

	Votes in favor	Opposed
"1—The Excise Profits Tax should be repealed.....	1718	44
"2—Revenue now derived from the Excess-Profit tax should be obtained mainly from taxes on incomes.....	757 1/2	1004 1/2
"3—There should also be excise taxes upon some articles of wide use but not of first necessity.....	1217 1/2	504 1/2
"4—Should a sales tax be levied instead of the taxes mentioned in proposals 2 and 3 above.....	706 1/2	857 1/2
"5—Should a sales tax be levied in addition to such taxes as are mentioned in propositions 2 and 3 above.....	767 1/2	890 1/2
"6—Members voting in favor of question 4, or 5 above are asked to indicate below the type of sales tax they advocate; (vote for one only):		
(a) A General Turnover Tax.....	512	
(b) A Limited Turnover Tax.....	182	
(c) A Retail Sales Tax.....	538	

"You will note that on Question 3 a large majority of the Chamber of Commerce voted in favor of continuing the excise tax on certain classes of articles, under which hearing our business comes direct, and so strongly were those who voted in favor of continuing this that in Proposition 4 they ask, 'Should a sales tax be levied instead of excess profits tax and excise tax?' While a dominating majority voted in favor of repealing the excess profits tax, yet when connected with the excise tax they voted against repealing it.

"Also in Question 5, asking 'Whether or not the sales tax should be levied,' this was lost for the reason that it was connected up with the excise tax, that is had the organizations voted in favor of Question 5 it would have been in favor of repealing the excise tax under which we are now laboring. The analysis of the vote on the six questions very clearly shows that there is a strong sentiment in favor of the excise tax and clearly shows that had the direct question been asked 'Shall we have a sales tax,' without being tied up to any other issue as the case was, it would have carried by a strong majority.

"In submitting Referendum No. 36, sent out by the National Chamber of Commerce June 7, the proposition is put up to us in a more concise form and we as an organization should so far as is possible use our influence to see that the two questions—one of repealing the excise tax and the other, that of initiating a sales tax—are brought about. This is of extreme importance to us, for the National Chamber of Commerce has a big voice in matters of this kind, and unless there is a clean, clear-cut vote in favor of repealing the excise tax and in favor of adopting the sales tax it will not be accomplished. That is the reason that your committee addressed you on June 20 asking for your co-operation in the local chambers of commerce with which you may be connected. See that your local organizations stand right on this. If we can get enough fellows throughout the country to see that this is done, there need not be any fear as to what the ultimate result will be.

"The committee wish to thank our membership for the activities already shown in following the suggestions of the committee during the past few months. In the earlier part of the session of Congress a number of matters were so urgent that, while tariff and taxes are of paramount importance, yet Congress did not seem to give them first attention. However, I note that Mondell,

(Continued on page 111)

The Great Superiority of the Victrola Line

It's undoubtedly here on hand the Victrolas and Records lacking in your stock. TODAY is the best time to send for them and learn how splendidly we can take care of your requirements.

—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.



Building pictured above, located at First and State Streets, Detroit, is the headquarters of our wholesale Victrola and Record business.

Grinnell Bros

*Wholesale Distributors
of Victrolas and Records*

**First and State Streets
DETROIT**

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 109)

Republican House leader, after conferring 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 at all aggressive, that where it is possible to secure 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 co-operation of the Representatives. Write the Representatives from your own districts, and not 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 for discrimination. That the excise tax on music is unjust, unfair and a discrimination. That you cannot stand it. That business won't bear up under that extra strain in these days of evolution and depression."

"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 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:

"Urge upon your Congressmen yourself the necessity and importance of this question.

"See that your dealers follow the same line and

letter of June 20, and I trust have been doing some efficient work. There is still time for you to enlist the active co-operation of other business men."

Report of Traffic Committee

E. C. BARTH, 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 our 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 presented in 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 Instalment Paper

During the Monday session the jobbers devoted considerable time to a discussion of the subject of handling instalment 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, Manitow, to the Cave of the Winds and back to the Steam Falls. Those who participated had a splendid opportunity of getting a close-up view of the wonderful Colorado mountain and canyon scenery, and naturally everyone was most enthusiastic.

(Continued on page 112)



Manitow, at Base of Pikes Peak

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.

"Enlist the active co-operation 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 lines suggested in our

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

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 111)

over the trip, which was admirably arranged and successfully conducted.

Elaborate Dinner Dance at Night

In the evening the entire convention party were the guests of the Victor Talking Machine Co. at an elaborate dinner dance, for which the Whiteman Orchestra furnished the music. Ralph L. Freeman and Mrs. Freeman received the guests and the entire affair proved a distinct

success. It demonstrated further that the members of the Victor Co. are past grand masters in the art of social entertainment. Nothing was left undone to make the evening one of great enjoyment and pleasure and there was a spirit of camaraderie in evidence that made the evening one to be long remembered by those who had the privilege of being present. This dinner closed a day that was notable for its enjoyment.

hobbies 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 Ute Pass



Gateway to Garden of the Gods

along ridges and then switch-back fashion up the sides of the peak itself, the high altitude proving annoying to only a few of the party.

A most unusual and enjoyable feature was a beefsteak barbecue at Glen Cove Inn on the Pikes Peak road after the ascent had been made. Chiefs from the Hotel Broadmoor had charge of the barbecue, which was held in a deep glen surrounded by mountains. The novelty of the affair and the picnic atmosphere made a strong appeal. After the dinner the party returned to the Hotel Broadmoor, covering the last part of the journey by moonlight. The arrangement committee had not overlooked a single detail in making the trip extremely interesting and pleasurable and everyone who participated was

The Second Convention Session on Tuesday

The second session of the convention on Tuesday morning was devoted to general discussions of direct interest to the Victor 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

the Association during the year, and for the generous publicity given the convention plans.

J. A. Manley Makes Interesting Address

The meeting was then thrown open to all who could hear the address made by J. A. Manley, assistant to Vice-president Kealey, of the United Cigar Stores Co. Mr. Kealey was the scheduled speaker on the subject of "Dealer Building and Retail Selling," but, being unable to be present, Mr. Manley took his place and offered a great deal of interesting information regarding the United Cigar Stores methods of merchandising, of handling employees, of selecting the best store locations and other interesting points which have made this concern so widely known.

He emphasized particularly the importance and value of service, which is one of the cardinal principles of the company, and which has con-



Louis Buehn

aid in the consideration and clarification of some of the matters being discussed.

Stephens-Kelley Bill Endorsed

The Association went on record as endorsing the Stephens-Kelley bill, now before Congress, and designed to legalize the maintenance of retail prices on trade-marked articles. This action is entirely in sympathy with the attitude generally of the Association toward this subject.

Vote \$5,000 for Chamber of Commerce

The Music Industries Chamber of Commerce and its activities came in for considerable attention, particularly its campaign aimed at the readjustment of Federal taxes. Its work in this and other directions was warmly approved and the Association voted to contribute \$5,000 in support of the Chamber.

New Officers Elected

The nominating committee, consisting of H. A. Winkelman, C. A. Gilman and G. T. Williams, presented the following slate of new officers:

- President—Louis Buehn, Louis Buehn Co., Philadelphia, Pa.
- Vice-president—A. A. Trostler, Schmelzer Co., Kansas City, Mo.
- Secretary—Charles K. Bennett, Eclipse Musical Co., Cleveland, O.
- Treasurer—George A. Mairs, W. J. Dyer & Bro., St. Paul, Minn.
- Executive Committee—L. C. Wiswell, George E. Mickel, J. N. Blackman, J. C. Roush, Thos. F. Green, Wm. H. Reynolds, George A. Dodge, W. F. Davisson, C. H. Grinnell, Fred H. Putnam.

The suggestion of the nominating committee was unanimously adopted amid enthusiasm. It was also decided to hold the next convention at Atlantic City.

Thanks the Trade Press

The resolutions committee rendered a report thanking the trade papers for the support given



A. A. Trostler, 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 customers 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 auto-



Charles K. Bennett, Secretary

mobiles 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 final, 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 invited 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 present them 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

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 112)

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 goods which really represented the capitalization of the lessons learned through the salesmanship 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 entertain-



ment until the official Association banquet in the evening, so the jobbers and their parties enjoyed at will 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 by the famous Angel

Chorus, 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 aimed at prominent Association members was one of the many features that made the crowd feel at home.

L. C. Wiswell, retiring president, acted as toastmaster in the absence of James F. Bowers, the permanent Association toastmaster, who was unable to be present. First a toast was drunk to Mr. Bowers and at the suggestion of French Nestor a telegram of good wishes was sent to him. Mr. Wiswell acquitted himself admirably as presiding dignitary and introduced as the first speaker Ralph L. Freeman, director of dis-

(Continued on page 114a)

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.
CHICAGO

45 East 34th St.
NEW YORK

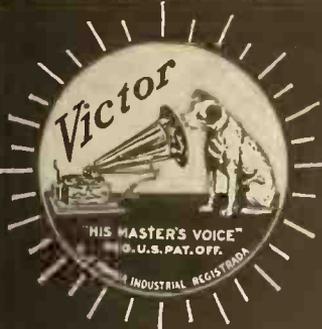
Reincke-Ellis Co? 215 No. Michigan Ave., Chicago:

We are interested in items checked below. Please send samples and information.

- Stationery
- Monthly Supplement Env. Service
- Record Delivery Envelopes
- Monthly Letter Service
- Prospect Letter Series
- Victor Record Blotters
- New Records Magazine
- Victrola Protective Covers
- Tape and Moistener
- Red Seal Record Mfrsrs
- Victor Dog Bangle Pins
- Victor Artist Fans
- Window Display Service
- Red Seal Record Wall Clock

Signed

Address



**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**



NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 113)

tribution of the Victor Co., who amid much enthusiasm delivered the following message:

RALPH L. FREEMAN'S ADDRESS*

"Other representatives of the Victor Co. have addressed your membership on specific matters indicated by your committee on arrangements to be of special interest at this time and, accordingly, my remarks must be brief and along general lines.

"Fourteen wonderful years have passed into history since a meeting of your Association has been held under business conditions comparable in any way to those applying to commerce to-day. There is a fascination about reminiscence, but looking backward can only be made profitable if it is done with the view of preparing for the future through basing one's plans upon accurate knowledge of what has happened and why things did happen time after time in about the same order.

"The all-absorbing question of to-day is 'How is business going to be?' One man's guess is about as good as another's, but we believe it is possible to thoroughly understand the trend of events, compare conditions with those obtaining at other periods of industrial relaxation and arrive at an opinion which will be something very much more reliable than anybody's guess. It is perhaps not too much to say that most of the acute troubles of business men are caused by their failure to prepare for what might have readily been foreseen.

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, allowed 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 reaction 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 history of the past, may be termed the 'Period of Resistance,' in which everyone makes a futile effort to hold his position while all 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 the movement, but the harmony is hard to detect. This state of affairs continues until the utility of such individual experimenting comes to be more or less generally recognized, after which there is a pause for reflection and close analysis of what each line of all classes become 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 normalcy, 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 com-

pletely restored to health. We believe there will be periods of brisk business to meet seasonable demands and relapses in sympathy with unfavorable developments, that each such relapse will be of shorter duration and less acute and that the general tendency will be toward better conditions.

low 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 present position is due to the wisdom of the man who has done more for the industry than any other—our revered president, Eldridge R. Johnson.

"Ignoring the bewildering opinions of 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. To those of us who had been subjected to the full force of the demand for untold quantities of Victor goods Mr. Johnson's words seemed to be ultra-conservative and I know a majority of you gentlemen 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 banner year with the utmost confidence.' At the end of 1920 there were more unsold talking machines in America than had ever before 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 inflation 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 been simply floating 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)



Ralph L. Freeman

pletely restored to health. We believe there will be periods of brisk business to meet seasonable demands and relapses in sympathy with unfavorable 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

WE serve as the medium between the Victor factory and the Victor dealer. We show the dealer how to bring into full play the tremendous force behind Victor merchandise and Victor prestige. To help Victor dealers to be bigger, larger and more prosperous is our greatest effort.

ROSS P. CURTICE CO.
OMAHA, NEBR.

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 114a)

of demand for Victor products. Our sales to date are well ahead of last year. Jobbers' sales for several months just 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 careful in reporting your needs. A shortage is more likely than a surplus. Under such circumstances should

we complain if we have 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."

New President Introduced

The toastmaster then introduced Louis Buche, 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 amid applause, following which Mr. Wiswell took occasion to read telegrams from Louis F.

Grissler and Perry B. Whitsitt, 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 Whiteman's Orchestra.

Echoes From the Colorado Canyons

Lloyd Spencer, of the Silas E. Pearsall Co., declares 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 located in the cars to their satisfaction has been

so to it personally that the piano was in proper shape to contribute its share.

Speaking of Whiteman's Orchestra, even the loud train noise could not drown the melodies

to the Pacific Coast. With San Francisco and Los Angeles only about 1,000 miles away the temptation to follow Horace Greeley's advice and go West proved too strong to be resisted.

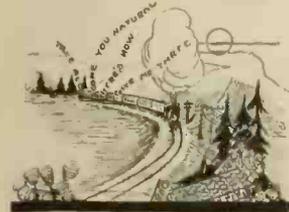
Tom Green declares that the average run of retail merchants can be divided into two classes. The first is made up of the sort of fellows who lack gumption, and, as he expresses it, "have never made two passes in succession in their whole lives." The other class is made up of the determined, aggressive type



Spencer Suffering From Railroaditis

beaten a mile as a problem. For several nights he talked in his sleep almost continually, the one-sided conversation being something like this: "Join me from Compartment B to L." "Two lovers for Smith and have them together." "We can't do it. There are four in that compartment now." "It was some honor but no mean job!"

Fred P. Oliver, of the Blackman Talking Machine Co., although he did some hard work in helping make arrangements for the convention, was unable to arrange his business affairs so



"Oft in the Silly Night"

he could attend the convention personally. He was on hand, however, at the Penn. Station to bid the party Godspeed and went with them as far as Manhattan Transfer to see that they got started all right.

Charles Jacob, of Jacob Bros., was the only one of the party to qualify as a bona-fide piano manufacturer. A Jacob Bros. piano was installed on the train for the use of Whiteman's Orchestra and Charlie took tools in hand and



Kenneth Reed Outfitted 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 Altonna and one of the scribes busied



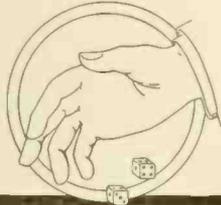
Westward Ho!

himself for an hour in getting dollar bills from the talking machine men in change for fives and tens. Then at dinner everyone got change of fives and tens in paying for meals. Efficiency.

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



Louis Buche Ready for Pikes Peak Climb



Getting Over "Little Joe"

of men, represented by the fellow who in a pinch declares, "If I get by little Joe just this once I'll shoot it all."

Even though close to a mile above sea level Colorado Springs during the day does not always offer that coolness which is so often advertised but so 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

unduly 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 domino must now divide honors with another

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 114b)

medium of the goddess of Chance. "Put and Take," it is called, and for some of them it meant mostly "put."

At the luncheon 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 hardly 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 and to and from the automobiles 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 "worse" half of the family. This particular lady insisted on utilizing the odd hours 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 leave 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, rolling 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 bouillonnieres.

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 cause to plead poverty. It must be said, however, that the Pennsylvania Railroad people cer-



Ladies of Party Holding Baskets of Flowers Presented at South Shore Country Club, Chicago

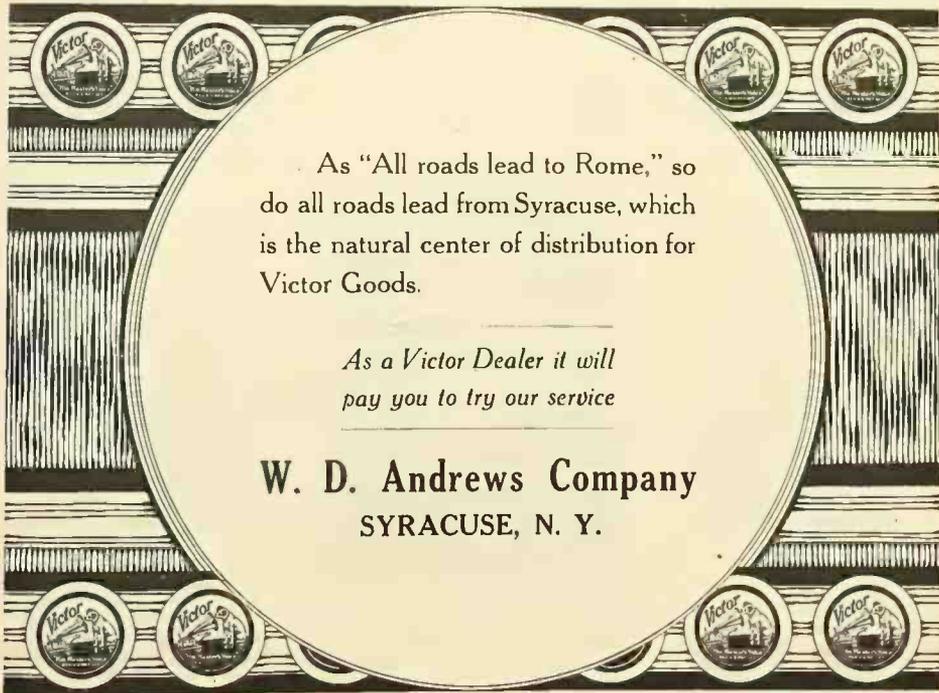
they were to protect visitors or townsmen, but it developed that they were to clear the way for some forty-mile-an-hour speeding which was part of the local reception.

Burton Pierce, of the Jenkins Co., greeted the jobbers at Kansas City, but was unable to get away for the convention. Needless to say, his voice was missed in the annual Angels' Chorus.

The J. W. Jenkins' Sons Co. presented fans to

tamly 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 114d)



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.

NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 114c)

the course in the afternoon in training for tournaments. The real excitement came to those who attended the polo match between teams from East Riley and Colorado Springs, with the latter winning by one goal in a lively contest of plain and fairy riding. As a game, polo makes baseball look admirably tame.

In honor of the coming of the conventioners, the Colorado Springs Sunday Telegraph issued a special supplement, telling something of the jobbers and featuring pictures of Association and Victor Co. officials.

To the Schmelzer Co., of Kansas City, belongs the honor of having the largest delegation at the convention. Headed by Charles J. Schmelzer,



R. L. Freeman and L. C. Wiswell, president and treasurer of the company, and Arthur A. Trostler, secretary and head of the wholesale Victor department, the delegation included Walter E. Lyman, manager of the record and machine department, David R. Walsh, manager of the Educational Service Department, and R. M. Gilliam, M. A. Riley, R. P. Van Zile and William C. Junkins, Schmelzer Co. trade representative.

One of the passengers on the special train, having heard that the majority of the Pullman porters could provide alcoholic stimulants if properly approached, started in at Philadelphia to "work" the porter of his car. He spent three days passing out hints regarding the desirability of a little nip of hooch and intimated that gin would be particularly welcome. He did everything but ask for it directly, and just as the train was leaving Pueblo for the Springs the cook inquired quite casually, "Would you like a little drink of gin, boss? I got a pint here." "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 "ragging," others on the car desiring to know if it took the talking machine man three days to convince the prospect that he was desirous of obtaining an order for a talking machine and some records.

Arno B. Reinecke and J. J. Davin, of the Reinecke-Ellis Co.; P. W. Simon, manager of Eight Famous Victor Artists, and L. J. Unger, manager of the Brillantone Steel Needle Co., were among those seen at convention headquarters.

Dan Creed, of the New York Talking Machine Co., receives a funny 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 tile-lined hutchroom

on Tenth 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 waiter was served in one of those heavy handleless caps familiar in railroad hutchrooms, and minus a saucer. "Don't you use saucers here?" inquired Brother Creed of the gun-observing waitress. "Now," she said, "if we had saucers some hutchrooms 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 Eastman Kodak people.

Ross P. Curtice, of the Ross P. Curtice Co., Omaha, Neb., motored to Colorado Springs to attend the convention.

J. Newcomb Blackman is firm in the belief that there should be a tennis tournament in addition to the golf tournament at the convention. The secret lies in the fact that Blackman, while at his Summer home, Brightwaters, N. Y.—they say he owns the place—winks a wicked racket.

The Hext Music Co., the Knight-Campbell Music Co., Mrs. H. G. Porter and the Peerless

Photograph 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 had thrown off to the folks along the route. The bursting of the balloons by the strong-lunged resembled a test of a rapid-fire gun.

A second baby slaughter 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 lover of sport, whether golf, polo, horse-back riding, fishing, boating, motoring, 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

COLORADO SPRINGS, COLO., 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 handsome prizes, including those presented by President Eldridge R. Johnson, of the Victor Co.; Controller Walter J. Staats, of the Victor Co.; J. N. Blackman, J. G. Corley, Ross P. Curtice, C. A. Grinnell, George E. Mielke, A. G. McCarthy, Joseph C. Roush, C. Alfred Wagner, L. C. Wiswell and the Broadmoor Hotel.

With so many valuable prizes as an incentive



French Nestor

the affair excited considerable interest. There were twenty-eight entrants, as follows: J. S. Macdonald, L. W. Collings, E. J. Dingley, Ross P. Curtice, Louis Buehli, L. L. Spruener, French Nestor, Norman Curtice, R. L. Freeman, Ernest John, W. C. Diecks, E. G. Campbell, A. A.

Trostler, F. C. Raith, Parham Werlein, Kenneth Reed, Wallace Russell, W. F. Davisson, H. A. Goldsmith, G. T. Williams, E. M. Stern, T. E. Swan, Sydney Myers, C. R. Moores, C. A. and A. A. Grinnell, W. C. Griffith and J. C. Roush.

The flag tournament was held in the morning and in the nature of a qualifying round. It was won by French Nestor, who got the C. A. Grinnell trophy for low net score of 76. Louis Buehli was second, with 78, and got the C. Alfred Wagner trophy. C. A. Grinnell was third, with 79, and got the Ross P. Curtice trophy. R. L. Freeman, with 83 net, got the Schmelzer trophy. A succession of heavy showers starting at noon interfered with the playing and served to discourage some, but the balance kept on with the tournament despite the weather. In the play for the Johnson cup French Nestor won out with low net of 76 and will have his name on the cup. Louis Buehli won place for name on the Blackman cup, with low net score of 81. French Nestor cleaned up again by winning the Broadmoor cup for lowest gross score for the day—thirty-six holes in 176. Kenneth Reed won the Mickel cup, with net of 82; Lloyd L. Spencer won the Corley trophy, a handsome silver flask, more ornamental than useful just now, with a low net of 82. Sydney Myers, with a low net score of 83, won the Schmelzer prize, a fine golf club; A. A. Grinnell won the Wiswell cup for low gross score; L. W. Collings won the McCarthy cup for second low gross score. The Roush cup, presented to players from one city who showed best collective score in flag tournament, was won for Detroit by C. A. and A. A. Grinnell.

The tournament, as a whole, proved the most successful and satisfactory in the Association's experience.

The true cost of anything is the sum of the wealth-creating efforts that have gone to produce it.



Best Quality Booths AND YET—

very reasonable in price!
We now make it possible for the merchant desiring to modernize his store to do so at a minimum cost.

We can furnish standard unit booths in any quantity and any finish or will submit special designs and carry out individual ideas.

Although very strong, our booths are easily set up and are furnished with special ventilation devices. Glass is all set in high grade felt and booths are ABSOLUTELY sound-proof.

We have worked in wood for thirty years and are located close to the best sources of lumber, glass and finishing materials. We also have excellent transportation and are willing to share all these advantages.

Send for prices, etc., to the

STEPHEN C. JESSUP PATTERN WORKS
SALEM OHIO

SAN FRANCISCO DEALERS CHEERFUL AND OPTIMISTIC

Business Continues Quiet, but Bettering Labor Conditions Will Help—O'Connor Honored—Starr Company's New Quarters—After Phonograph Thieves—News of the Trade in Detail

SAN FRANCISCO, CAL., 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 seafaring and in the building trades is very large in San Francisco, so no rushing 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.

Sees 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 croaking of the pessimists. The blue front

shops will be better known than ever after the new business drive, which is planned by L. C. Aekley, the San Francisco manager, has been gotten under way. "Back to Normalcy" is the way the Columbia people announce the new reduction 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 remodeled to suit the requirements of the business and is handsomely appointed in both the piano and player 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 confining his merchandising 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 periodical 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

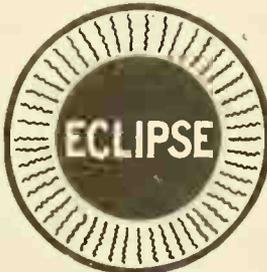
K. H. Niskian, of Fresno, has purchased the music store of W. L. Wilkinson, at 218 West Main street, Turlock, Cal., and will make certain alterations in the store and eventually specialize on talking machines.

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 serves 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, 180 Montgomery street. J. W. Steinkamp, manager of the San Francisco branch of
(Continued on page 117)



SELF-EXISTENT



THE ECLIPSE MUSICAL CO.

Wholesale Only

Cleveland, Ohio



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 5 3/8 x 7 1/2. 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.

*Items marked with asterisk can be shipped within 24 hours after receipt of order.

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
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Name

Address

City

IMICO INDIA RUBY MICA DIAPHRAGMS

INTERNATIONAL MICA COMPANY PHILADELPHIA, PA. YOKOHAMA, JAPAN

WALTER S. GRAY
SAN FRANCISCO, CAL.

ARTHUR A. BRAND & CO.
CINCINNATI, OHIO

INTERNATIONAL MICA CO.
CHICAGO, ILL.

V. T. SCHULTZ
CLEVELAND, O.

RAYBOLD SALES CO.
LANCASTER, PA.

PROVIDENCE PHONO. CO.
PROVIDENCE, R. I.

Write for "IMICO" representation in your territory—domestic or foreign. Special facilities for Export Business.

"IMICO" and "SERVICE" are SYNONYMOUS

SAN FRANCISCO DEALERS CHEERFUL

(Continued from page 117)

the Starr Co., is much pleased with the new location and he is having good results in demonstrating the Starr phonographs. He caters 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 be one of the most attractive music stores in the San Joaquin Valley.

The Sherman, Clay & Co.'s 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 resold, 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 salesmen's eagerness to make a sale." One man, who gave the name of Martin Heinz, was arrested in Oakland on June 23 as he was endeavoring to negotiate a purchase in a local store. The manager became suspicious and when he had him gathered in by a plain clothes man Heinz was found to have contracts for sales in his possession. Three San Francisco dealers later identified him as having obtained talking machines and then disappeared. It is hoped that Heinz will turn State's evidence. The dealers went to Oakland

at the instance of Mr. Bowman, who has been keeping track of the disappearances of talking machines. In another instance a woman, visiting a San Francisco store, stated that in 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 trans-bay store of the firm. It had been brought to the city in a jewelry. The people in whose possession the instrument was found were not arrested, but the Music Trades 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 Carayau 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 Nineteenth 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.

Now Open for Business

The Stradivari Phonograph Shop, at Riverside, is now open for business. The proprietors of the shop are George Strubahr and H. P. Grund.

Hather & Butcher, 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., 105 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 missionaries of the church in the far corners of the world.

C. 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 merchants commented 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, Wolff & Co., is closing out its general line of talking machines and records and will, in future, handle the Sonora 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 Victrola concert in the afternoon and evening. Fit-



Interior of New Waldman Store

ting souvenirs of the occasion were given through the distributing of Penn-Victor dogs to those who attended. This new shop has been very finely equipped with eight demonstrating rooms, attractively arranged, and with a large display room in front. Van Veen equipment in American walnut finish was used throughout.

INSTALL ADDITIONAL BOOTHS

Harold Sugarman, of Hoboken, N. J., is devoting more space to talking machines and in this connection has given up his stationery business and installed a number of additional booths. He now has a very attractive and well-equipped Victor establishment.

HELPS TO PROMOTE SALES

The miniature Victor dogs, made by the Penn Co., of Philadelphia, continue to grow in popularity, and Ludwig & Co., of Wilkes-Barre, and the Seranton Talking Machine Co. have been securing many live prospects and machine sales through the free distribution of this clever facsimile of the Victor trade-mark.

ASSOCIATED No. 70 UNIVERSAL TONE ARM



Model No. 70 Tone Arm for Play- ing 8-Inch and 10-Inch Records

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

Associated Phonograph Supply Co.
Dept. 71 Cincinnati, Ohio

U. S. Player Rolls

At Your Own Price

We are confining our business strictly to Talking Machine Accessories and have several thousand rolls to sell at auction by mail. Will gladly send you a list of numbers on hand. *Make your bid.*

WALTER S. GRAY CO.
942 Market Street, San Francisco

Pathé
 REG. U.S. PAT. OFF.



COSTS NO MORE THAN THE ORDINARY
PHONOGRAPH

**The latest hits by
 the greatest artists:**

Always First on Pathé Records !

**and
 on Actuelle Needle Cut Records**

*Merchants: Send for our
 free book, "The Other 20%."*

34

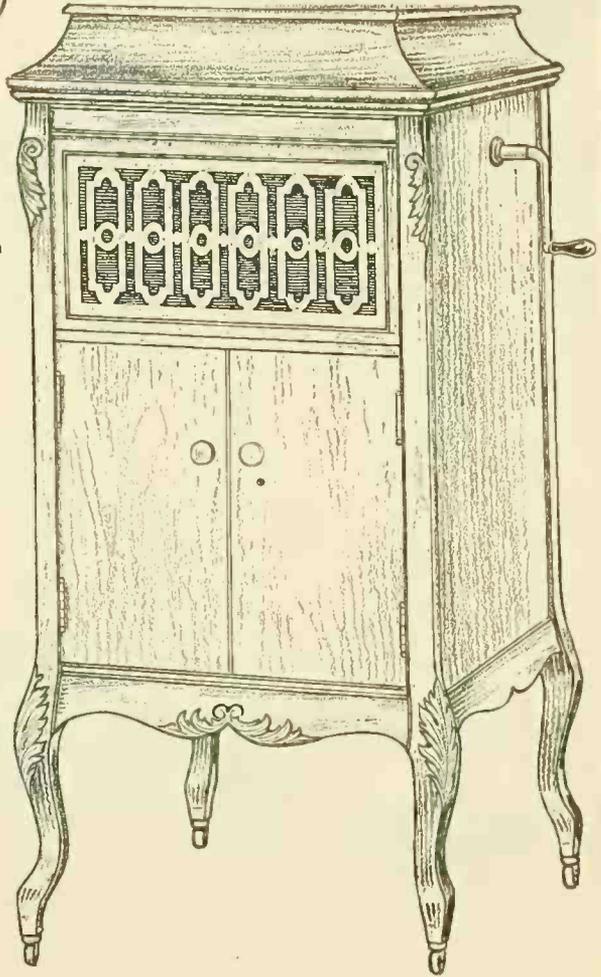


PATHE FRERES PHONOGRAPH CO., 20 Grand Ave., Brooklyn, New York



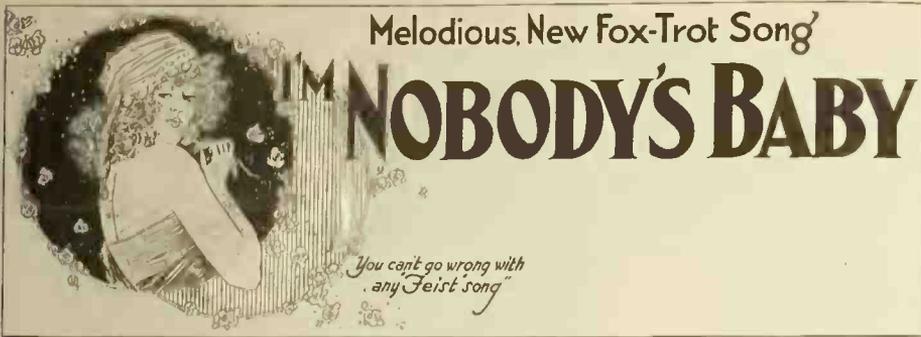
Supreme

- 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



Melodious, New Fox-Trot Song

NOBODY'S BABY

You can't go wrong with any Teist song

ON THRESHOLD OF BUSINESS REVIVAL, SAYS TROSTLER

Secretary of Schmelzer 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. As indicative of the confidence of the Schmelzer 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 feel 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.

"Kansas City and the country at large, in our judgment, is on the threshold of a great revival of business and industry. No dealer or manufacturer will get across, however, unless he works and advertises as he never did before. Conditions are sound—crops are good and harvest is no stagnation is at 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 business came in so fast and without effort on the part of the dealers that many of them forgot how to go after it. That, in a measure, was re-

sponsible 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 his possessors will fall by the wayside.

"We say to you frankly we are strengthened over 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 our trade territory. We have allotted them territory that permits them to spend from one to two days with every dealer, at least every thirty or forty days.

"These men have been thoroughly drilled in order to give accurate information and sure 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 expense (no tuition or any charge 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 care and thought is exercised in making transfers of agencies.

"The message we are receiving 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 at 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 said is completely furnished without a Victor talking machine?

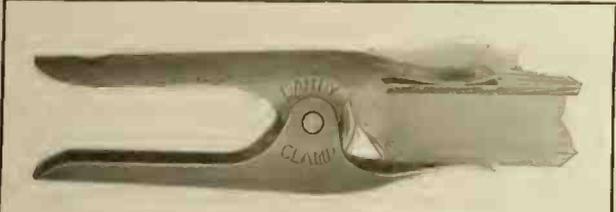
"The above emphasizes our great wealth and is just one of the avenues of potential business that is waiting right there. The farmers are getting out top of the load, getting out from under and are buying. Taking it as a whole, we look for a satisfactory six months' business from now on.

"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 Rudolf 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-fifth street. Among the holders of the notes are the General Phonograph Corp., the Harriman National Bank and the Jamestown Panel Co.

A jolt often helps a man to find his own particular groove.



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.

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 Pathé Business

Wick & Wick, Pathé dealers at Flushing, 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 setting a pace that will show actual sales before the Summer is over. Manager Golden, of this Pathé store, is a firm believer in outside selling methods, and recently, accompanied by five of his salesmen, he started out on an aggressive campaign that sold fourteen Pathé machines in nine working days.

Closes an Unique Victrola Sale

To disprove the belief that Victrolas cannot be sold at all seasons, and especially so during the Summer months, Billy Ross, of the A. I. Ross Music Stores in Astoria, recently made an

VICTROLAS

Right Now Sales

THE Victor retailer can still sell Victrolas if he will locate the prospects for "right-now-sales," for the supremacy of the Victrola forestalls the necessity of persuasion. No other talking machine can be sold with such ease.

The Victor dealer's problem at present is to "dig" out the possible sales. To this end we shall be glad to offer our services.

VICTROLAS

G. T. WILLIAMS CO. Inc.

217 DUFFIELD ST. ~ BROOKLYN, N.Y.

unusual Victrola sale. This customer, who was a deaf and dumb mute, came strolling into the store one Saturday morning and motioned for a pad and pencil, on which he wrote, "I would like to buy a Victrola." 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 mutts can be sold Victrolas 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 Coombs

in the Bayshore section. This shop will be known by the novel name of "The Song and Story Shop." Mr. Coombs will specialize on Brunswick phonographs and records and will carry in addition pianos and sheet music. Mr. Coombs is well known in the talking machine trade, as he made several fine records for the Victor Co. some years ago and has appeared in vaudeville, where he had considerable success. This experience and pleasing personality fits Mr. Coombs 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 & Chaddin, 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 souvenir was a very attractive fan 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 spend considerable time with the dealers in preparing them and their stores for an active outside Summer business. The new Victrola 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 along the shore resorts. Not one channel is being left untried to make the dealer realize that he can cash in on a good Summer business provided he will use every method available. R. 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 123)

AMERICAN TALKING MACHINE CO.

VICTOR WHOLESALERS

BROOKLYN NY

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 postponed time payment machines.

We deliver or you don't pay.

Our yearly "Plate Service" guarantees protection.

Write or telephone us at 2420-5476.

ASTER DETECTIVE SERVICE

108 West 43rd 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.

BROOKLYN AND LONG ISLAND NEWS
(Continued from page 121)

will be prepared to offer their customers an efficient service in their purchases of Victrolas and Victor records.

Pleased With Sales Totals

R. W. Volk, manager of the Edison phonograph department of the Buckley-Newhall Co., 1333 Broadway, Brooklyn, is very enthusiastic and optimistic over the results achieved in his department during the months of May and June. Although business has been more difficult to get than usual, he states that by using aggressive methods he has been able to more than hold his own.

Mr. Volk has a very capable assistant in the person of Miss L. Schuelder, who is well versed in talking machine lore and who has made many friends by the courteous and efficient service extended to talking machine buyers.

Moves Victor Department to Ground Floor

The Pease-Behning Co., at 364 Livingston street, well-known Victor dealer, is planning some radical changes in its store to take place during the coming months. The plans, as drawn

up, call for the removal of the piano section to the second floor of its building, while the Victor department will be comfortably located on the street floor. An entire new set of booths and demonstrating rooms will be installed, while the general interior will be redecorated in a very attractive manner. The Victor department of this company has enjoyed such prosperity in the last few years that this step became necessary.

TRADE OUTLOOK IMPROVES IN AKRON

Activity With Manufacturers Helping Retail Sales—C. S. Dales Co.'s Artistic Store—Formal Opening of Windsor-Poling Co. Store

AKRON, O., July 5.—The upward trend of the tire industry continues with all Akron manufacturers reporting dealers' sales steadily increasing in volume and comparing favorably with normal sales of a year ago. Goodyear's addition last week of approximately 3,000 men and operation of three eight-hour shifts on a six-day weekly basis will carry Goodyear tire production up to in excess of over 2,000 tires a day. This is the first time three shifts have operated since the slump hit Akron more than a year ago, and music dealers say this announcement is the most encouraging since business became depressed several months ago. In two weeks' time dealers claim the improvement in the industrial situation has been reflected in business and without exception retailers are most optimistic.

The George S. Dales Co., whose claim is that it has the "finest Victrola parlors in the United States," is making further improvements in the store. R. A. Porter, who is in charge, conducted the representative of The World through the parlors and explained in detail the expansion program already under way. The Dales talking machine parlors are located on two of Akron's most traveled thoroughfares. The North Main street side is finished in polychrome and all appointments and furniture conform to the interior decorating design.

Alterations to the downtown stairs shop, now under way, will be completed by August 1 and will give considerably more floor space to the disposal of the sales force. It is said that the Dales store expended approximately \$25,000 in its decorative schemes of the talking machine parlors when they were opened about one year ago. The new Howard street shop is being finished in Oriental style, carrying out a Japanese garden effect in the appointments. Twenty-five booths are distributed between the two shops. Victor and Brunswick lines are carried.

The branch store of the Kratz Piano Co., 193 South Main street, has been discontinued. This company will soon erect a modern music house on a site already acquired in South Main street.

The Windsor-Poling Co., of Akron, recently incorporated to sell Victrolas and records, has one of the finest shops in eastern Ohio. It has eight record booths and a large room at the front for the display of machines. Miss Roderick has been placed in charge of the record department. A large life-size reproduction of Evan Williams, Akron's Victor soloist, who recently died, was presented to the company by Mrs. Evan Williams, and has been framed in flowers and hangs in a conspicuous place in the parlor.

At the formal opening of the new store Mrs. W. S. McCullough sang a number of selections, accompanied by Mrs. Erna Howard. A C. Bender contributed several baritone solos. A dinner was held at the City Club the evening of the opening day, at which fifty Victor dealers from all over the State were guests of the Windsor-Poling Co. Officers of the company are E. W. Chamberlin, president; J. F. Windsor, secretary and treasurer; W. T. Windsor, vice-president, and Earl Poling, manager. Mr. Poling has been with the Victor Co. for eighteen years as a traveling wholesale dealer.

Frank Van Seoyoc, advertising manager of the A. B. Smith Piano Co., is quite optimistic over the business outlook. He plans to spend his vacation this month with home folks back in Altoona and Greensburg, Pa., where for many years he was identified with different retail stores.

**MAGNAVOX
POWER
AMPLIFIERS**



Cut showing typical single tele-megafone set for public speaking—speaker does not have to hold transmitter and is free to walk about.

**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.
OR
214 Penn Term. Bldg., New York City



**DUSS BAND
HARMONICAS**

The American Boy's Favorite

30 VARIETIES

EVERY BOY PASSING YOUR WINDOW IS A PROSPECTIVE CUSTOMER. Display a full line that appeals to them. Remember, "The Boy of To-Day is the Man of To-Morrow" that will buy the larger instruments.

Add a few quick sellers

**Ukuleles
Mandolins
Lutes Banjos**

and you know

YOU CAN'T FOOL THE FIDDLE
it must have a good string—Use

DURRO

The string that won the prize at Leipzig

Write for complete lists of
all musical merchandise



Buegeleisen & Jacobson
5-7-9 Union Square
New York



Here's a violin record for which you and the public have been waiting, "Dreamy Hawall," 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 Vocalion Dealers—Columbia Activities—The News in Detail

DETROIT, Mich., July 10.—The first six months of 1921 are over and looking back at the business for the half makes it apparent that things are not half 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. Furthermore, 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 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, boats, races, etc., besides the number that goes into the homes of those who are remaining at home.

Industrially, Detroit has made a great comeback. 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 Michigan-made cars, and auto parts are pouring in with every mail and it sounds good to hear the factories buzzing busily once again.

Some furniture dealers have been advertising steadily unknown makes of phonographs at very low prices, but they have not met any considerable figure. The bulk of the people who do buy prefer to buy a standard make of machine. We find that these stentorian machines are bought only by the poorest classes of people, the thing appealing to them being the advertised reductions.

C. A. Grinnell, vice-president of Grinnell Bros.; A. A. Grinnell, treasurer, and C. H. Grinnell, manager of the Victor wholesale department, left last week for Colorado Springs to attend the annual convention of the Victor 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 "bonds" 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 including Jay Grinnell, sales manager.

Aileen Stanley, well-known singer, who appeared recently at the Temple 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 3,000 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 River, the new part to be devoted entirely to records. When completed this downtown shop will be one of the finest in the country and one of the largest for an individual firm. Manager Quinn is laying 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 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 Middleton, sales-man, 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.

J. Henry Ling, Columbia dealer, who has been conducting a closing out sale for the past few months, has arranged for an extension of his brace for three months longer at least.

The music and talking machine departments of the Crowley-Milner Co., now located in the "Store for Hours," which is directly across from the multi-story building, are very complete and allow for considerable expansion. Larry Dow, 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. B. Alling, 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 twenty-five Michigan and Ohio dealers were also there and came 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 Marigold Gardens, Chicago. The advertising which the Isham Jones records received at the time resulted in a tremendous demand for the dance 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 invitations and general publicity in connection with the visit were admirably handled.

Sam Lind, general manager of the Lind-Marks Co., distributor for the Aeolian-Vocalion, 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 liveliest wires 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 after business in a real business way."

The dealers now handling the Aeolian-Vocalion in and around Detroit are: Gardner, White Co., Galtberg Phonograph Shop, Edward H. Jeffery, Keenan & Jans, Moon Bros., Inc., Robinson & Cohen, W. R. Woodhouse, Walker's Phonograph Shop and John P. Yergens; Calahan Drug Store, Wyandotte; 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 every respect. 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 jobbing station has been opened at 2957 Groat avenue. Mr. Miller has been covering the Detroit territory for several years for the Consolidated, who will job Okeh records and the Bible 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 amount as paid by the company for the preceding quarter. The regular quarterly dividend of 1 1/2 per cent on the preferred stock also is declared payable on July 15.



No. 3247/10 Palm Plant, 4 1/2 in. high, \$2.00 without pot, \$2.50 natural color, available.

Mr. SEARONAULLE CANALIZADO, No. 33, containing illustrations in colors of various flowers, etc., Hanger, Baskets, etc., will be mailed FREE FOR THE ASKING.

Inches	Palm	With	Without
High	Leaves	Pot	Pot
3507/4	24	\$ 8	\$11.00
3507/5	30	8	8.00
3508/7	42	7	1.25
3507/10	48	10	2.50
			3.00

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

NEEDLES
WE MANUFACTURE

Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe

in stock ready for delivery

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

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.

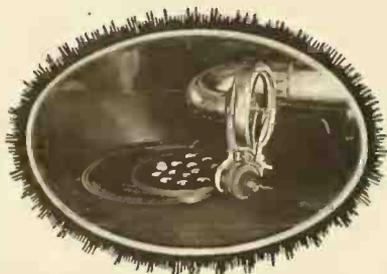
**Not an Experiment
But a Tested Device**

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 unflinchingly 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 \$2 the Spir-a-graf is priced lower than any repeating device on the market.
2. Its soft, rubber wheels glide 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 cease to operate without need of removing records or touching the device itself.
6. Interesting to watch and always works.

The Consolidated Sales Co.
Indianapolis, Ind.

Spir-a-graf

\$3.
AT RETAIL

Spir-a-graf works like a watch and you like to watch it work. Repeating device for Victrolas. \$3 at retail.

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 circulars 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.

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 important 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 country. The new firm will be known as the Kennedy-Schultz Co., and will feature the Granby phonograph and Okeh records. Headquarters and sales and showrooms will be on the fourth floor, Newman-Streit 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 Graphophone Co., and have 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 machine and record sales, one of the first being the installation of electric window signs, which show the Granby trade-mark. A service department will be a feature of the firm, the object of which will be to assist the consumer in obtaining 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, particularly those in the smaller towns, where special 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 B. 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 encouraging as it is unusual, considering that the heated term is generally marked by slower business dealings. At the Cleveland Talking Machine Co. personal investigation conducted by Howard J. Shurtle, general manager, shows that not a few dealers are already anticipating their 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 good picking when the holiday activities set in.

The McMillin Music Co. has put on foot a plan for selling machines and records which, although it has been tried before in other sections of the country, is arousing considerable interest here, the other dealers regarding it with mingled feelings. According to the plan the customer receives a machine upon the purchase of a specified number of records, the size of the machine depending upon the number and value of the records. No further charge is made for the machine provided quantities of records ranging from \$18 to \$200 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 machine purchasers is demonstrated by the plan of the Tri-State Music Co., recently organized by business men and citizens in and near Andover, O. The company, including in its directorate men long identified with the music business, 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 farming

communities. It proposes to cover five counties in this manner. The Starr phonograph will be featured in this enterprise. H. A. Copeland is president and general manager, and S. F. Thompson, vice-president; M. S. Fromme, secretary, and A. E. Collins, treasurer.

Working Against the Excise Tax

First definite step toward seeking the elimination of the excise tax on music instruments has been taken in this State by the Northern Ohio Talking Machine Dealers' Association. In a letter sent out by President Grant Smith to all members and prospective members it is urged that the Chambers of Commerce in the various communities be appealed to. The value of the talking machine in every-day life will be emphasized. The move is synchronized with the apparent effort at Washington to reduce taxation and thereby stimulate business revival.

Among the conspicuous new dealer opening events this month has been that of the Broze Hardware Co., in the southeastern part of the city, where the Edison phonograph will be featured. A large section of the first floor has been transformed into a phonograph salon. On the opening date a departure in compiling a list of prospects was used. A drawing for a range was held and a comprehensive list of names was obtained through this means. Harry Tucker, sales manager, assisted in the opening festivities.

Opening of the Fred J. King Victrola store, at Newton Falls, was assisted in by Ed B. Lyons, sales manager, Eclipse Musical Co., and F. C. Erdman, special Victor representative, this event being held June 11.

Record Exchange Plan a Success

One of the best ails for dealers in Ohio to increase their record business has been put into practical operation—the record exchange of the Northern Ohio Talking Machine Dealers' Association. The method of distribution of any surplus stocks is simple. Lists are sent to record exchange headquarters, 10602 Euclid avenue, this city. These lists are redistributed among all the dealers, all before the fifteenth of the month.

POLYPHON

Imported



RECORDS

Imported

The Best German Records Made

Comprising the Catalogs of the Leading German Factories

DEALERS EVERYWHERE



will welcome this opportunity to obtain **PROFITABLE** and **EXCLUSIVE** territories.



A New List of Records Appears Every Month

ARION RECORD IMPORT

1501 GERMANTOWN AVENUE

PHILADELPHIA, PA.

Sole United States Agents for Polyphone Werke Akt. Ges., Berlin

Art Hickman's Orchestra's two latest fox-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 advise the 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 32,000 records 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 members have been added to the Association because of the practical value the exchange is to them.

Getting After the Home Builders

Personal solicitation by Mrs. Loretta B. Flading, talking machine department manager, is bringing in new machine sales and additional record business at the Aldrich-Howey 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 offer made by Miss Grazella Pulver, educational director, Cleveland Talking Machine Co.

Plans for extending the use of the Sel-Rex device, on exhibition at the Cleveland Talking Machine Co. and Eclipse Musical Co., Victor jobbers, are being considered by those firms. Tests made with this device, especially in department stores, show that it meets all the requirements for an auxiliary means of record selling, as well as being adaptable to regulation counter use when a rush of business in another line than music requires additional space.

Columbia Dealers Plan Model Shops

Columbia dealers in this district are preparing to enlarge or improve their establishments, patterning them along lines similar to those shown in the model shop of the Cleveland branch of the Columbia in this city. Advice on improvements was given personally by H. A. Dalley, vice-president and general manager of the Van Veen Co., who recently toured the territory with J. L. Du Brelin, branch manager of the Columbia. Meanwhile Columbia dealers in all sections are concentrating upon period model sales, using windows and stores to attract public interest. A conspicuous achievement in this

work has been that by the Alhambra Music Co., in combining period model displays with the use of records of all national airs and supplementing the displays with flags of all nations.

Ex-Service Men as Edison Salesmen

There has been much talk in Cleveland, as elsewhere in the country, about practical work for disabled soldiers, but it remains for the Phonograph Co., Edison distributors, to do more than that. Several of these young men have been appointed by the firm as salesmen, first being given a course in salesmanship, as well as instruction in phonograph construction details. All have made good as salesmen instantly, and two of the young men are the best salesmen the company ever had, according to Harry Tucker, sales manager. The plan has been mentioned by William Maxwell, vice-president of Thomas A. Edison, Inc., at the dealers' Chicago convention, with the suggestion that it become a fixture with all Edison distributors.

Columbia Co. Staff Enjoys Picnic

First annual picnic of the Columbia Graphophone Co. branch was held at Willow Beach June 27. About sixty persons attended, members of the staff and their friends. The affair was arranged by George E. Krausliak, record department manager; Miss Florence Turner, Miss Frances Miller and Miss Minnie Pory. Everybody that could took part in the sporting events, and there were prizes for all winners. The 100-yard dash for men was won by Harry Steffens. Marie Kempman won the women's race. Dan Des Foides led the fat folks easily. John Dete and Miss Hazel van Bromer were ready to do some sewing long before anybody else in the needle race. Miss Gwen Tremble won the three-legged race. Miss Tremble and Miss Turner gave exhibitions of fancy diving and swimming in the lake which surpassed the mere men's achievements in that respect. The affair will be repeated later in the Summer, indicating its success.

Association Outing on July 20

Picnic of the Talking Machine Dealers' Association of Northern Ohio will be held July 20 at Cleveland Yacht Club. Ed B. Lyons, Miss Grazella Pulver and Dan E. Bamhough, May Talking Machine Department, are arranging the affair. The outing will start from the Cleveland Talking Machine Co. headquarters.

Among the new store openings in the terri-

tory during the month have been the Windsor-Poling Co., Akron, Victor dealers; Crum's Pharmacy, Liberty Center; J. C. Studer, Whitehouse; J. D. McKenzie, Beloit, Brunswick dealers; the Morehouse-Martens Co., Columbus, and the Scheuer-Frankle Co., Sandusky, Victor dealers; C. S. Halborac, Cleveland; A. R. Fischer, Halft, and J. E. Brown, Sebring, Brunswick dealers; Colonia Music Co., Okch record dealers.

ELUSIVE MUSE WOODED WITH MUSIC

Greenwich Villagers Resort to Talking Machine to Weave Magic Inspirational Spell

The sacred precincts of Greenwich Village, rendezvous for artists and bohemians in New York, have been invaded by the talking machine and to the melodious strains of classic compositions inspiration works overtime. The long-haired futuristic artist wields a mighty brush; the hobbed-haired lady scribbles and the thin-faced poet gazes pensively into space as he argues with the muse, all to the strains of talking machine music.

Strange as it may seem, jazz has been marked taboo as an inspiration producer. One well-known poet in Washington Square reels off Chopin's nocturnes by the hour as he works; a bizarre colorist listens to Russian folk-songs as he splashes the canvas with a conglomeration of color and the writers worship at the shrine of opera for the elusive inspiration. They play by the hour during the day and night and the music never seems to lose its charm or power.

NEW JERSEY DEALERS MEET

The Victor Retailers of New Jersey held a meeting at the Robert Treat Hotel, Newark, N. J., on June 21. The meeting proper was preceded by a luncheon. The Association enjoyed the largest attendance in its history. It was a most interesting session and several matters of importance were discussed. A number of dealers were added to the association's membership.

Fritz Kreisler, the distinguished violinist and Victor artist, who scored such a sensational success in London last month, is going to spend a long vacation in Carlsbad and Vienna, where he will visit friends. His return to the United States is scheduled for late in the year.

Warbltone Record Renewer

Cleans and polishes old records and makes them sound and look like new.

Cleans the grooves and the general surface, removing dust, soil and foreign matter without the least injury to the sound grooves themselves.

This new invention gives new voice and renewed life to records and will positively clarify articulation.

One bottle will last indefinitely. Very simply applied.

Immensely valuable to dealers as well as to machine owners. "2 Dimes is a record."

If your jobber cannot supply you order direct. Price 50 cents per bottle retail. Liberal discounts.

WARBLTONE MUSIC CO.

225 Massachusetts Ave. INDIANAPOLIS, IND.

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.



BALTIMORE DEALERS OUTLINING THEIR PLANS FOR FALL

Summer Conditions Quiet, but Dealers Expect an Active Fall and Winter Trade—Planning Victrola Week—How Heinckamp Sells—Cohen & Hughes to Entertain Dealers—News of Month

BALTIMORE, Md., July 11. With all the seaside resorts and city parks running full blast as a means 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, mid-Summer trade in Baltimore is dull, 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 big 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 campaign which they intend to launch during September.

The Victor Dealers' Association is planning a Victrola Week during the Fall and is making some extensive plans to carry it through. In the first place there will be an extensive billboard advertising campaign launched which will be on a co-operative basis and will have numbers of billboards throughout the city and vicinity 11 1/2 by 55 feet, featuring the Victrola and Victor records. The convention has 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 nature of a demonstration of the Victrola 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 Hiner Waltz has charge of the arrangements. Mr. Waltz who said he was expecting a carload of the Victor portable machines very shortly, has quite a unique sign displayed in his office. It reads: "There ain't No Hard Times Coming: It's Only the Soft Times Going."

The Columbia Graphophone Co. is now signing up dealers for two-terrace window displays, one featuring a dance scene and the other for children, just before bedtime. The company is booked up solidly for the rest of the month, August and September. The displays bring put on are attracting considerable attention.

William Heinckamp, Jr. of William Heinckamp & Sons' music store on 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 firm's convention was being held and it was

impossible to get a store or accommodations of any kind suitable for displaying the machines.

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 the machines on the platform. Receiving permission to do so Heinckamp got lousy and soon had the machines 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.

Hobbie 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 salesmen, is that Hobbie Brothers, by some arrangement with the Horace Oxley 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 Hobbie 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. Durham, 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 —'s (mentioning the name of the closest man for miles around) and sell him a machine? He'll buy one." And the crowd chuckled. Durham 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 all 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 amuse the family by playing them while the machine was there. When he came back the family was so pleased with it that the upshot was that he sold the machine for \$85 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 tip 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 Bruns, of the Gilmer Furniture Co., Charlottesville, Va., Columbia agent, was also here the past week looking over the displays and new models.

When You Handle Nupoint Needles You Get Nothing But



Quality

100 pkgs. to a Carton AND



PROFIT

Medium, Loud, Extra Loud



Order From Your Jobber

JOBBER'S

Some jobbing territories still open. Write for samples and our proposition.

NUPOINT MFG. CO.

1208 W. 59th Street

Chicago, Ill.

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 WORLD, CHICAGO, ILL., JULY 8, 1921. FACTS are facts and no Western Business man we ever heard of wants to make them out to be other than they are. Nor does any one on the Western staff of The Talking Machine World. So this paragraph is certainly not going to be a poem of praise or an ode of joy on 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 worrying 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 department of The World the reader will find various notices of the opening of new stores, of reconstructions 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 these new installations of equipment, out of many others in process of completion in Chicago alone, represent an outlay of upwards of \$100,000. 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 as to all values. When the curve of high prices and over-estimation generally had risen to intolerable heights, there was a natural sudden change. The people stopped buying, for they were disgusted—and, besides, they were afraid. Whatever may be the causes in respect of the great basic industries, the cause in the music industries has been what we state. This state of the public mind is overcome only slowly. But it is being overcome, and the merchants who see so far ahead are making the strictest preparations to be ready for the general resumption which they anticipate in the Fall. In this they are right. If any one still feels uncertain let him remember that when astute observers of the business barometer take the risks which so many Chicago merchants are now taking, by investing heavily in improved equipment, the best thing for the doubter is to go and do likewise.

"The Chicago Victor Wholesalers request the honor of your presence Friday, July 8th." So ran the invitation which every member of the National Association of Talking Machine Jobbers, en route for the convention at Colorado Springs, received as he or she stopped off at the Great Central Market, alias 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 "sonic" entertainment, as the Western staff of The Talking Machine World can amply 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 co-operation 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 than by fighting among themselves. Such a spirit is not at all unusual in connection with the Victor Co., and we wish there were more of it throughout the trade. One thing is always certain: that there are business and 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 representatives are at stake the competitor 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 en 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 financier 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 consoler of the Old Lady of Threadneedle Street. For the amount of knowledge which he seems 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 special 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 spreads Okel records and other salable 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. R. 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 credit situation, or the state of the industrial field, 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 lends point 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 as 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 coming after-the-Summer trade.

It rested all night, 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 spice-laden camels which wind over the w.k. desert. This caravan travels swiftly in trains and when it gets to a caravanerai it starts things moving without delay. They then continue to move, do things, till the Caravan itself has to All-Aboard for another caravanerai. 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 his own salesmanship put on the stage in the shape of a clever comedy—when, in short, one sees before one's own eyes the art 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.

Facts
Are
Facts

Our
Admirable
Crichton

"For You
and Your
Party"

Where Our
Caravan
Has Rested

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 52

EDWARD VAN HARLINGEN

WILLIAM BRAD WHITE

EUGENE F. CAREY

ARTHUR E. HEALY

A. SNOYER

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 1920 and 1919, whereas those who say that business is good are making their comparison with the years 1916, 1917 and 1918. For that reason we believe that the dealers' 'good business' protagonists are right and the 'gloom dispensers' are wrong. As everyone knows, from a business standpoint the turnover of 1919 and 1920 was abnormal, and for this 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 that it didn't make much difference to him, because when he had a prospect that lost his job he merely set that prospect aside 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 to-day'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 recently have 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 projects are under way, announcements 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 in the right, and are due to make a clean-up. In fact, these very men welcome with delight any announcement put forth by their competitors that business is poor, as they look upon it as an invitation to increase their respective trade territories and add a new bunch of live prospects to their lists.

Lyon & Healy Effective Sales Promotion Plans

The advertising department of Lyon & Healy knocked a home run about a year or more ago when they began sending out floor patterns of their apartment grand piano to their dealers.

The results obtained by the piano department through this clever little stunt were phenomenal and recently the advertising department decided to do the same thing for their Victor dealers. Accordingly, they have devised an advertising novelty along similar lines, in the shape of a Victrola wall pattern. This is cut to simulate a Victrola XVI from a single sheet of heavy paper. However, the Victrola wall pattern goes the apartment grand pattern one better. 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 little instrument would occupy in the room. In the Victrola cut-outs, however, the paper is lithographed to represent a true mahogany finish, together with key escutcheons, door handles, casters, etc. Dealers can send these out to their Victrola prospects, with the suggestion that they be fastened against the wall by means of thumb-tacks, which will show exactly how the Victrola will look in the music room.

In conjunction with the wall pattern there is a printed post-card bearing the following text matter: "Please send me, without 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. Name, ——. Address, ——" 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)



Send for sample and prices. Bulletin No. 9 sent upon request.

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.



In position when playing Victor Record

Sterling Devices Company

Manufacturers of the No. 11 Sterling Non-infringing Tone Arm, the Sterling No. 31 Tone Arm with non-set automatic stop and the Sterling No. 41 Non-tapering Tone Arm

534 Lake Shore Drive



Chicago



**Lyon & Healy Store,
Warehouses and Factory**

How We Help Our Victor Dealers

A great many Victor dealers advertise to the public that "it does make a difference where you buy your Victrola." They mean, of course, that their *service* is better; for the price does not vary.

In like manner, Distributors can differ, one from another, only in the support and help they give their dealers. At Lyon & Healy's we strive to give *our* dealers better co-operation and assistance than can possibly be obtained elsewhere.

Sales Promotion Department

Our Sales Promotion Department is conducted for the express purpose of working with the retail dealer to better his business. For example, copies of our own retail advertisements are mailed to each dealer with permission to use any ideas found in them. Very frequently we compose form letters and lay out ads for our retailers. We often furnish urgently needed matrices for illustrations from our own advertising depart-

ment. We assist in closing sales and we supply our dealers located outside of Chicago with the names of many local prospects obtained through our extensive advertising.

Lyon & Healy Dealers' Helps

For the benefit of our retailers, we publish a number of "Dealers' Helps"—original and exclusive advertising in various forms. They include Window Display Cards, Billboard Posters, Ready-made Newspaper Ads, Supplement Covers and Envelope Inserts. All of them are the highest quality, worthy of the wares they cry. In addition, we keep on hand samples of all manner of Victor Sales Helps made by other manufacturers so that we always have an article or service for every need of the dealer.

With immense stock rooms for records and instruments, and unexcelled facilities for handling them, we can give immediate and scrupulous attention to the retailers' wants.

Our dealers will tell you how well we do it

Let Us Serve You

LYON & HEALY

Victrola Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 131)

high price of real estate. It is said that the real estate on that corner runs up to some thousands of dollars per front foot. On the southwest corner of this intersection is located the establishment of Buck & Rayner, one of Chicago's largest drug companies. This very same drug company happens to be one of the biggest boosters for Okch records in Chicago.

Because of the extraordinary "busy-ness" of the corner, plus the high price of real estate, the Buck & Rayner display windows are much sought after by the Jobbers and manufacturers with whom they do business. In fact, there has always been rivalry by all the companies for display space in the Buck & Rayner windows. The choice location is that part of the window which faces both Madison and State streets, and in here for the past few weeks there has been on display an especially prepared showcase containing all of the Okch record hits. The showcase, which is a sort of a wall hanger, measures 36 inches wide by 60 inches high by 4 inches deep, and at the rate real estate is selling at that corner it is estimated that the space value of this wall case is upwards of a quarter of a million dollars. The Buck & Rayner account is looked after by the Consolidated Talking Machine Co., jobbers of Okch records.

Open Many New Accounts

There is keen rivalry among the boys of the Columbia sales forces, 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 Walgreen Drug Co. at 4648 South Ashland avenue. This is one of the largest drug concerns in the city, and operates a chain of more than twenty stores. Some time ago this company opened a small Columbia department in the branch store at Thirty-fifth 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 markets for Columbia goods on the South Side. Another Chicago store handling Columbia goods exclusively is that of E. J. Newman, 4339 Elston 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 Columbia Graphophone Co.'s local office, has just returned from a three weeks' vacation, which he spent with his folks in New York State. During his Eastern visit he visited the New York office and some of the Eastern branches. Before leaving on this trip he had been calling on dealers in the Green Bay country of Wisconsin.

Moves Headquarters

The All-In-One Phonograph Corp. has moved its headquarters from Room 808, Isabella Building, to Rooms 706-7. This concern is under the management of T. J. Cullen, who was recently appointed Western sales representative of the New York Album Co., manufacturers of the Nyaxo album. This company was recently taken over by Mr. Cullen and F. A. Rohler.

Open New Foreign Record Accounts

L. Sebok, manager of the foreign record department of the Chicago branch of the Columbia Co., has just returned from a trip through Wisconsin, where he opened several new Columbia foreign record accounts. Mr. Sebok said that the nineteen new German records recently released by the Columbia Co. have received a hearty welcome from his dealers.

Oro-Tone News Developments

William Tures, secretary of the Oro-Tone Co., has just returned from a vacation, of which he spent the first two weeks in southern Illinois and the other two weeks at Devil's Lake, Wis. He was accompanied on the trip by Mrs. Tures, Lewis Scottford, son of L. K. Scottford, president of the Oro-Tone Co., is now connected with the Oro-Tone Co. as assistant manager. The Oro-Tone Co. has just come out with a

new large-size, thin-model reproducer, which has been named No. 01. This 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 which prevents the stylus bar from being bumped while being manipulated above the record. This is also furnished on their No. LS box.

Cozy Shop's New Owner

The Cozy Music Shop at Sixty-third and Stewart avenue is now being conducted by Edward Olsen, who recently took over this business. This store handles Columbia graphophones and records and was recently equipped with four new booths. It is the intention of Proprietor

Olsen to start a house-to-house canvass in his neighborhood beginning about the first week of the present month.

New Aeolian Dealer

The Schmidt Mfg. Co., retail phonograph dealers, at Sixty-third and Stewart, has been appointed representative for the Aeolian records and Sonora talking machines. This company started in business several years ago to manufacture its own machines, and has recently taken on the Sonora and Aeolian lines and is making great preparations for the extension of its business. The store is now equipped with several new up-to-date-Unico booths. The company has just opened another new store at Sixty-ninth and Westwirth avenue. For delivery the company has purchased a Ford truck, which at present

(Continued on page 134)

The Oro-Tone

QUALITY FIRST

Just Say

"Send Samples On Approval"

For the Edison

No. I-E ORO-TONE

For Playing All Records on the Edison

Reproducers fitted with Special Oro-Tone Diaphragms

Attached in a second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Full rich and glowing, with great carrying power and absence of metallic shrillness and surface noises.

Retail Price, Nickel Plated, \$1.50. Nickel Grade Gold Plated, \$16.50



For the Victor

No. LS-V ORO-TONE

For Playing All Records on the Victor

Reproducers fitted with Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either lateral or hill and dale cut records. **TONE QUALITY**—Deep, rich and mellow, with great volume, eliminating thin metallic tones and surface or needle noises on the records.

Retail Price, Nickel Plated, \$1.50. Nickel Grade Gold Plated, \$7.50



For the Columbia

No. I-C ORO-TONE

For Playing All Records on the Columbia

Reproducers fitted with Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.

Retail Price, Nickel Plated, \$1.50. Nickel Grade Gold Plated, \$7.50



SEND FOR

Copy of the "Oro-Tone" Illustrating the Complete Oro-Tone Line

The Oro-Tone Co.

MADE IN U.S.A.

1000 to 1010 GEORGE STREET
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 133)

is handling the work of built stores, but it is expected that before the year is out an individual truck will be needed for each of the stores.

New Incorporation

The Leader Furniture & Phonograph Co., whose headquarters are at 2510 West Harrison street, Chicago, has just been incorporated with a capital of \$20,000. This new company will manufacture and deal in phonographs, furniture, picture frames, etc. The incorporators are Alexander Friedman, Aaron Friedman and Samuel Friedman.

New Record Boosting Plan

A novel idea that will increase record sales has recently been put into commission by J. L. Clayton, who conducts the Englewood Talking Machine Shop—which, by the way, is the oldest one in that section of the city. Mr. Clayton had his store equipped with a number of demonstration booths of the ordinary size, but when the slump in business came along he decided that it was not going to affect him to any great extent and, therefore, set about thinking how he could increase his business rather than let it die. He therefore hit upon the following plan, which, when put into operation, turned the desired trick for him and brought him many new customers from all parts of the city.

His plan was to increase the size of his booths, which he found on measuring were 5 by 6 feet. He therefore had some of the walls torn out and at present he has only six booths, but the dimensions of them are 10 by 12 feet, which, by the way, is practically the size of an ordinary living room. After tearing down some of the walls he had new flooring put in the booths and waxed. When this was done he let his trade know that they were welcome to come in and do a little toddling to the tune of the latest release. The rooms were also equipped with a new ventilating system and air cooler, and they make an ideal place for the young folk of the neighborhood to come in and do a little of the latest steps. It was not long before he practically recalled the best part of the record business in Englewood, and the reputation of his store has traveled to all parts of the city.

"Let There Be Light"

The corner of Adams and Wabash is now one of the lightest spots in Miami Row. There recently opened on this corner a new big movie house, and its lights made that side of the street too bright to suit the management of the Central Piano Co., Columbia dealers, so they got busy and had erected over their store front a big vertical electric sign which measures 13½ by 4½ feet. This sign is of the flash type with changeable letters, and is now used for the purpose of heralding all of the latest Columbia hits. It is also the first sign that was ever erected on Adams street.

Goes After Business and Gets It

A new way to get business was recently put into effect by the Symphony Music Shop, whose headquarters are at 1020 Wilson avenue. This

W. W. KIMBALL CO.

Wholesale Distributors of

Okeh Records

This "Record of Quality" that is played on any standard disc machine means new business, more business. We offer real service on shipments.

Write for Dealer Proposition

W. W. KIMBALL CO.

Established 1857

Kimball Bldg., 306 So. Wabash Ave.

CHICAGO

company has long ago won the reputation of being the best Columbia account on the North Side, and recently C. B. Cordner, the owner, decided that there was still more business to be had, and therefore made plans to go out and get it.

Accordingly he had built five auto trucks which are veritable music stores on wheels. Each of the trucks receives a full complement of Columbia goods, including several types of machines, a full complement of records, repair parts, needles, oils, albums, etc., and is then sent out over the country. These machines are sent out over different routes, and at present they are covering northern Michigan, Wisconsin, Illinois and Indiana. Each truck has a crew of several University of Chicago students, who have been recruited from that university by Manager S. R. Leuberg. These students receive a thorough training at the hands of Mr. Leuberg before he sends them out, in a thorough knowledge of the Columbia products, both mechanical and musical. The trucks are hitting the small towns, villages and hamlets on the way, especially those which are known as Summer resorts. An auxiliary truck is sent after them at certain intervals for the purpose of replenishing their stocks. One of the features of the store on wheels is that on the sides of the truck are built record racks, which have a capacity of several thousand records.

This is one of the best ideas that has hit the talking machine business for some time, and,

judging from the reports the boys are sending back to headquarters, will be one of the most successful ventures ever put forth by a talking machine man.

Crystal Palace Opens

One of the biggest recent events in the talking machine trade of the northwest side was the grand opening of the Crystal Palace of Music on July 4. This is a new Victor store, located at 2634 West North avenue, owned by Dr. Joseph Chutelet and William Kay. It is located directly across the street from the Crystal Palace, the biggest movie house in that section of town and, like it, is handsomely decorated and fitted up with numerous mirrors on crystal chandeliers. The new shop contains eight record demonstration booths, each six by nine feet, and two machine booths, each nine by twelve feet. This new account was closed for the Murliter Co. by Hans Schoessling. The interior decorations alone of this new talking machine shop cost \$25,000.

Receiver for Chicago Firm

The Central Trust Co. has been appointed receiver for the Venetian Phonograph Co., against which a petition in bankruptcy was filed in June by Frank McKey. The firm, which had its headquarters at 684 Milwaukee avenue, Chicago, was composed of Walter E. Neumann and Paul Hoffman.

Wind Up Nightingale Co. Affairs

The Central Trust Co. of Illinois, trustee in the matter of the Nightingale Mfg. Co., this

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you or records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of

DECALCOMANIA

Transfer Name-Plates

FROM OUR CHICAGO HEADQUARTERS
(Continued from page 134)

city, bankrupt, filed its final report and accounting on June 14, showing a balance on hand of \$7,180.67. The closing meeting of the creditors of the concern was held on July 8 to consider the report, pass upon claims for expenses and attorneys' fees, totaling about \$2,300, and declare a second and final dividend.

Brunswick Opens Chicago Recording Laboratory
The Brunswick-Balke-Collender Co., after months of preliminary preparation, has opened an experimental laboratory and recording room on the sixth floor of its Chicago headquarters. The object of this laboratory is to record the work of Islam Jones and other Western talent, as well as for experimental and research work, pertaining to recording, methods of amplification and improvements in sound reproducing and recording apparatus.

This is the first time that a permanent laboratory of this kind has been established in Chicago. Heretofore any recording laboratory in Chicago was but a temporary affair. This laboratory is under the supervision of technical experts, several of whom did acoustic work for the Government during the war, and it is the big idea of these gentlemen to further and work out every conceivable idea pertaining to reproduction and recording. The recording room proper is especially designed and fitted up with apparatus to kill all echoes and extraneous sounds.

The Magnavox in Action

The Chicago Herald and Examiner gave a big party over in Grant Park Saturday afternoon, when the news of the big Dempsey-Carpentier fight, which came over the wires, was released to the throngs by means of the Magnavox. Several of these instruments were installed in the big open-air amphitheatre which was erected especially by the Examiner for its fight patrons. These instruments were installed by the Telephone Maintenance Co. of Chicago, local representatives of the Magnavox Co. of Oakland, Cal. In spite of the terrific howls emitted by the mob, the Magnavox did its work wonderfully well.

Chicago T. M. Co. Renews Lake-front Lease

The Chicago Talking Machine Co., whose headquarters are at 14 North Michigan avenue, has just renewed its lease for eight years. This concern moved to its present headquarters in 1913, when few people in Chicago dreamed that Michigan avenue would grow to the business proportions of to-day. In fact, it was not until a few years ago that any consideration was given to the project of making Michigan avenue a connecting link between the north and south sides.

To-day, however, since the installation of the big deck jack-knife bridge and the widening of Michigan avenue, the north and south sides have been brought closer together, and the traffic now crossing the Michigan avenue bridge is estimated to be more than 50 per cent greater than the daily load of London bridge, which has always been famed for its heavy traffic.

Within the last few months Michigan avenue has witnessed the opening of more wholesale offices than has any other thoroughfare in the loop district in Chicago, and its possibilities as a commercial center have increased a thousand-fold. For this reason alone the Chicago Talking Machine Co. is to be congratulated, both for its farsightedness in establishing its headquarters in this thoroughfare at such an early date and also for insuring its location for a number of years to come.

Columbia Artists Go East

The Louisiana Five, who have been entertaining Chicagoans at the Winter Gardens all Winter, left last week for New York City, where they will fill an engagement lasting during the Fall at one of the local dance halls. While en route these Columbia recorders stopped off for a night at Fort Wayne, where they played at the Elks Club in that city.

Prices Applied to Needles Only

Through an error in the setup of the advertisement of the Energy Phonograph & Supply Co., that appeared in the June issue of the

(Continued on page 137)



KAMP-O-PHONE PROVES FAST SUMMER SELLER

Rich Tone—Fine Motor—Generous Discounts

We believe this to be the first real outting phonograph to combine superior tone quality with low price. Every camper, motor tourist, canoeist, motor boat enthusiast, picnicer, 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 malogany with dull brass fittings outside and nicked fittings inside. Note the improved tone arm and extra size reproducer. The Heineman No. 36 motor will play three 10-in. records on one winding. This new instrument is creating an unprecedented demand. Immediate shipments. Prices and terms on application. The nationally advertised price of the Kamp-O-Phone is \$35—you know this is decidedly under the market for such a phonograph. Satisfaction or money back.



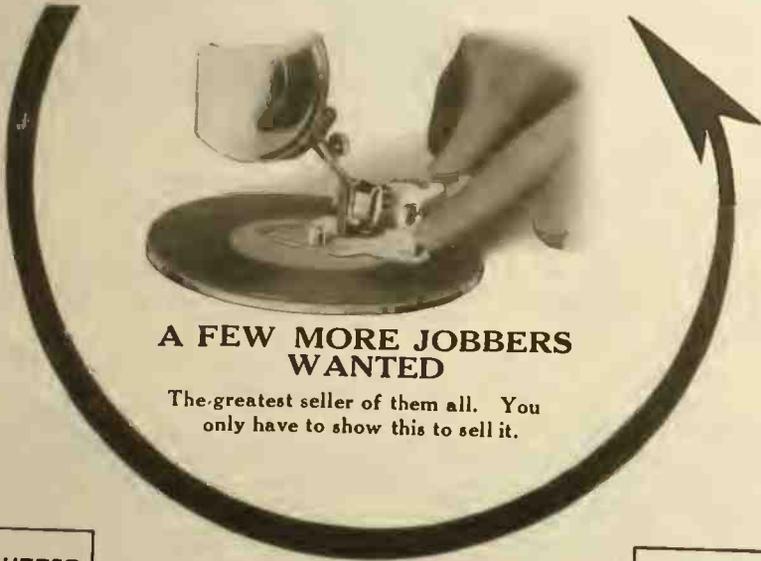
KAMP-O-PHONE
THE JOY OF THE OUTINGS

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 135)

World, retail prices were quoted for the Stewart phonograph which were intended to apply to Nupoint needles. The Energy Phonograph & Supply Co. is selling Stewart phonographs at the recognized trade prices, and the special offers mentioned in its advertisement were intended for Nupoint needles exclusively.

New Victor Account in Chicago

July 16 will herald the formal opening of Holland's Music Shop, at 6351 to 6353 South Halsted street, this city. The new shop measures 36 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 being 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 ventilation system.

M. Z. Holland, the proprietor, is one of Englewood's pioneer merchants, and for many years 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 of its kind ever attempted on the South Side. The Holland account was secured by the Victor jobbing department of the R. Wurlitzer Co. Much credit is especially due to L. E. Noble, manager of Wurlitzer's retail department, who did much to bring the deal about. The manager of this new store is no other than our old friend Hogle, who for some time has been conducting the Morling 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 engaged these days in making preparations to boost the Chicago Pageant of Progress, which will be pulled off from July 30 to August 14, on the great Municipal Pier. The Englewood Business Men's Association recently put on an advertising campaign to boost the Pageant. The campaign includes a contest for the most popular girl in Englewood, who, with other most popular girls from the various sections of the city, will compete for the crown and title of Queen of the Pageant.

Conley's Phonograph Shop fits in the story because the folks there put forward the scheme which was adopted by the Business Men's Association for handling the voting by which the popular young lady will be selected. The stunt they suggested is for each merchant to give a ballot paper for every ten cents spent in his place of business. The voter may there gaze at the photographs of the twenty entrants, conspicuously displayed in each store, and cast his or her vote according to desire. This little idea is from the fertile brain of E. E. Carlson, who manages the Conley shop.

Another little idea of Mr. Carlson's which is bringing in a great many customers is the installation of a Magnavox, whose voice directs by means of the latest Brunswick records vast throngs which gather nightly across the street to attend Englewood's biggest moving-picture house, the Stratford. Mr. Carlson reports that since the installation of this Magnavox he has greatly increased his business.

New Jewel Tone Arm

The Jewel Phonographs Co. has just completed the new Edison attachment which is said to overcome any objectionable features that have heretofore been embodied in similar attachments. 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



Superior Universal Reproducer on the Edison

The Ideal All-Record Reproducer for the Edison Disc Phonograph

Superior Reproducer with 21-E Connection for Edison—Sample Prepaid
to Dealer, \$4.75 Nickel—\$6.25 Gold
Retail Prices, \$7.50 Nickel—\$10.00 Gold
Quantity Prices on Application



Supplier Solely for Phonographs
BARNHART BROTHERS & SPINDLER
Menroe and Thoop Streets CHICAGO

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-page pamphlet carrying their No. 2 tone arm and reproducer, equipped with a Jewel mount. 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 Directors of Lyon & Healy, has left Chicago for Asbury 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 unseen power might cause him to stop off at Jersey City long enough to witness the calisthenic demonstration between an Irish and French professor, scheduled to take place on July 2.

New Company Takes Over Lampgraph

The Burns-Pollack 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 Lampgraph Co., of St. Louis,

and will manufacture the Lampgraph, which will be known in future as the Aladdin phonograph—a combination of electric lamp and "talker."

The incorporators are: J. G. R. O'Hara, Anthony J. Burns and Thomas Pollock, all of Lake County, Indiana. Preparations are now well under 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 understood 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-Golender Co. added another classy 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 conducted by the Rosenberg Bros. Brunswick machines and records are handled exclusively in the new shop, which is one of the largest in that section of the city. There are five demonstration booths, air-cooled and ventilated, and these booths, together with the entire store, are handsomely fitted up with luxurious furniture, which artistically matches the French-gray finish of the

(Continued on page 138)

A NEW FLETCHER PRODUCT

Fletcher
REG. TRADE MARK



Dealers, Send for
Prices and Terms

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, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

Consolidated Talking Machine Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

227-229 W. WASHINGTON ST., CHICAGO, ILL.
Branch: 2057 Grand Ave., Detroit, Mich.



TRADE MARK 'CONSOLA' CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 137)

and trinnings. A similar account was opened by Brunswick recently, when the Hyde Park Brunswick Shop formally threw open its doors to the public at Fifty-first street and Prairie avenue, Chicago. This store has an ideal location, near the Fifty-first street entrance of Washington Park, which is the scene of many open-air band concerts, given by the South Park Commissioners during the Summer months. The reputation of these concerts has gone far and wide. The location of the new store at the entrance of the park, which is served by the Pullman car 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 Chamlee, 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 Chi-

cago audiences recently, when he appeared as Edgardo in "Luca di Lammermoor" at Ravinia Park on the evening of June 30. His success was so great that he was encored and requested to appear the following night. A small ovation 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.

Bubble Books Go Big

The Bubble Books make one of the best sellers for the Summer months, according to E. A. Fearn, of the Consolidated Talking Machine Co. They go far better lately in the smaller cities than heretofore, and the business coming from this source now far outshines that of the metropolitan cities. One noticeable point about the Bubble 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 noticeable thing is that much of this business is coming through department stores. According to Mr. Fearn's contention, the regular talking machine dealer had better look out and get busy, as he is letting a good thing slip by, while the department store men are just gaining up.

New Pennsylvania Distributors

The National Phonograph Co., of Pittsburgh, Pa., has just been appointed Pennsylvania distributor for the Hutches Pick-Up Needle Cup. This clever little device has met with phenomenal success. By means of a little lever a magnetized pick-up device is swung over the needle cup, and when it is swung back the needle comes with it. By this ingenious device the needles are kept away from contact with thumbs and fingers, and the owner of the talking machine, in going after the needle, does not have his fingers pricked, as is generally the case.

Opera at Ravinia

Charles Mackert, Riccardo Stracciari and Florence Macbeth, exclusive Columbia Symphony artists, are the featured singers at Ravinia Park this year. The season for the park began June 23, 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 Ruther, 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 merchandise. The merchandise 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 if 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.

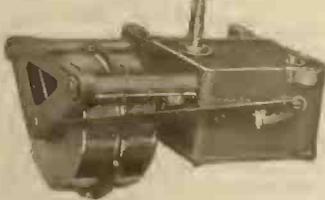
Lyon & Healy's Attractive Window

When it comes to attractive windows in Chicago it is hard to beat Lyon & Healy. In the parlance of the street, "They're 'th berries." Every time the Lyon & Healy experts decorate a window they do it up in a style that keeps the tongues a-buzzin' all along the street. Their latest masterpiece is a Victor window, portraying the exterior of a Summer home. 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 girl 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 Wurlitzer's Wabash avenue store is just loaded with good advice for the Summer tourist who contemplates cruising about Lake Michigan and its inland ports dur-

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 to 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 know the quality of Edison Instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

A TRIAL CONVINCES

Our Service Covers the Country

William H. Lyons
Formerly Jas. J. 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 tiling 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 cartoon 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 in the party."

Take on Granby Agency

News has just been given out by E. A. Fearn, of the Consolidated Talking Machine 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 deal 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 Granby accounts in every available place through the territory assigned to the Consolidated Co.

The first Granby shipments have reached Chicago, and Mr. Fearn 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. Fearn and Ginsburg are to be congratulated on closing this deal, which brings one of the best-known of the newer makes of talking machines in contact with one of the liveliest jobbing houses in Chicago.

F. D. Hall Returns from Europe

F. D. Hall, president of the Hall Mfg. Co., returned on July 5 from an extended tour through

Japan, the Philippine Islands and the Malay Archipelago, where he went in quest of some best-quality bamboo. Mr. Hall was very fortunate in acquiring a great quantity of the best bamboo fiber ever produced, and also was able to make some very good contracts, which will assure a constant supply of this material to be used in the manufacture of the Hall fiber needle. Some men in the trade have an idea that the material used in the fiber needle is ordinary bamboo, but in this, according to Mr. Hall, they are greatly mistaken. Only certain grades of bamboo can be utilized, for only a special kind of a fiber can withstand the vibrations sent up by the sound grooves of the record. Mr. Hall was accompanied by Mrs. Hall. The two arrived at Vancouver on the 19th of June, and from there took a trip down the Pacific Coast, where they rested a few weeks before continuing the trip to Chicago.

Among the Vacationists

Lester Earl Noble, manager of the Wurlitzer retail Victrola department on Wabash avenue, has returned from a two week's vacation, which he spent visiting his folk at Edgerton, Wis.

Hans Schoessling, manager of the Wurlitzer wholesale Victrola branch in Chicago, has just returned from a two weeks' vacation spent in Michigan with his family.

Ashland Talking Machine Shop Opens

The Ashland Talking Machine Shop, headed by George Glick, held a grand opening the latter part of June at 6249 South Ashland avenue. The opening was attended by one of the largest neighborhood gatherings ever congregated in that locality and many beautiful souvenirs, including the small Victor dogs, were given out. This is an exclusive Victor shop. This new shop is an account of Lyon & Healy and the opening was attended by L. C. Wiswell, manager, and his assistant, W. P. Roache.

Justin Bros. Fall in Line

Another Victor account opened recently by Lyon & Healy is Justin Bros., at 5249 West Twenty-fifth street, Cicero, Ill. This business



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.

Cash In Now!

Music When You Want It Anywhere! Any Time!
Boating, Camping, Canoeing
Nursery, House Party
Week-End Trips, Summer Home



Retail Price, \$15.00

Dealers' Prices, Each

2-5	\$11.00
6-12	10.50
13-24	10.00
25-50	9.50

Leather Carrying Case, \$8.00 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-made motor. 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.

Our Phonograph Surgery Department has a record of more successful operations than were performed in all medical institutions in America. From Dead to Wide-Awake in twenty-four hours. This is our absolute guarantee.

Write us today.

ENERGY PHONOGRAPH & SUPPLY CO.

THE WHOLESALE MUSIC CENTER
PHONOGRAPH PARTS, MOTORS, TONE ARMS, PHONOGRAPH RECORDS AND ACCESSORIES
28 AND 30 WEST LAKE STREET, CHICAGO, ILLINOIS

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)

ance, Mr. Ellis 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 aggressively surprised regarding his present condition.

Heads Wholesale Records

Robert M. Noble, formerly connected with the retail department of the W. W. Kimball Co. in its downtown skyscraper, has become manager of the wholesale talking machine record department of this concern. The appointment came a month or two ago and Mr. Noble is now in full charge of this branch of the W. W. Kimball Co.'s business.

Second World Co. Dividend

The creditors of the World Phonograph Co. in Chicago were advised recently that a second dividend had been declared by Sulney L. Eastman, referee in bankruptcy. The dividend was officially declared yesterday, July 14, payable within ten days at the offices of the Central Trust Co. of Illinois, trustee, Chicago, Ill.

W. H. Wade to Coast

W. H. Wade, proprietor of the Wash Talking Machine Shop, left on the 9th of the month for San Francisco, where he went to make arrangements for the Imperial Council session, which will be held by the Shiroers there June 13-15, 1922. At that time it is expected that Mr. Wade will be Patronate of Medinah Temple, Chicago, and will lead the Cavalcade of 700 Shiroers from Chicago to Trioto, Medinah Temple, by the way, is the largest single organization in the world under one presiding officer, and boasts of a membership of 21,000.

While in "Prisco" Mr. Wade will make arrangements and sign contracts to take care of the membership, such as handbills and patrols, 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 a two weeks' vacation, and will be back in Chicago in time for the opening of Chicago's big Pageant of Progress.

A Magnificent Store

There seems to be a contest now between all Victor dealers in Chicago as to who shall be considered King Her in having beautiful stores. At the moment of going to press we remain of the opinion that the laurels rest on H. F. Schlan, proprietor of the Lawrence Avenue Cathedral of Music. The grand opening of this new Victor store takes place on the 16th of July at Kimball and Lawrence avenues, but it is the store, not the business, which is new. Mr. Schlan has

Melody Portable Phonograph

Equipped with Double Spring Motor, Removable Tone Arm and Reproducer, Blood Tone Arm and Winding Key, Durable Construction, Mahogany Waterproof Finish, Brass Trimming, Carries 10 Records, Wonderful Tone—equal to that of a \$200 machine. Plays all records, soft, medium or loud as desired. Portable. Weighs only 18 pounds.

PROMPT DELIVERY

Here's a Winner for You!

Write for Sample and Terms Today.

MELODY NATIONAL SALES CO. 190 N. State Street, Chicago, Ill.



Take It With You Anywhere! Have Music Where You Want It! In Your Home—In the Nursery—At the Home Party—Camping Out—At the Summer Drive—Boating or Cruising—

Portable

Size 4x13x13

Weight, 18 Pounds

been for some years at 3307 Lawrence Avenue and his account is handled by the Chicago Talking Machine Co. The decorations for the interior of this new shop are the most gorgeous ever attempted by a talking machine man in this city. The ceilings are done in ivory and the walls of old rose. The woodwork is of silver-gilded green oak and the window trimmings 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 3,000 records. The display windows cover a frontage of 111 feet and in them Victor products will have exclusive representation.

"The Cheney Resonator"

The Cheney Resonator is the title of a new lounge organ that has just been brought out by the Cheney Talking Machine Co. This new organ is built on the regulation newspaper size of four pages, and contains much valuable data relative 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 9th of July, the Cheney Co. received many congratulatory letters from its dealers commending upon it.

W. B. Burr, sales manager of the Cheney Talking Machine Co., has just returned from a two weeks' vacation. When he went and what he did seems to be a big secret with him, but

from the deep coat of tan, plus the fish hook scratches on his fingers, we are inclined to believe that he was some place up in either Wisconsin or Michigan, raising Cain with the fish.

Cheney Exhibit

Both C. E. Saunders and W. McMahon, of the Cheney sales forces, who were in charge of the Cheney exhibit in Grand Rapids during the semi-annual furniture exhibit, report to headquarters in Chicago that this season's show is the biggest thing that ever happened and that a greater number of callers were registered at the Cheney exhibit than ever before.

How the Model Shop Helps

The Model Shop in the local wholesale branch of the Columbia Graphophone Co. has proven a signal success, as it presents to Columbia dealers many ideas of great value, visualizing the degree of success that may be ac-



Model Shop Display Platform "Set" elicited 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 the merchants by 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.

Jewel ATACHMENT FOR VICTOR



VICTOR DEALERS, INCREASE YOUR RECORD SALES

It is a well-known fact that there are hundreds of thousands of Phonographs of which the owners have tired. Consequently, THEY BUY NO RECORDS. REVIVE THESE by selling them an attachment that plays all makes of records with great volume and without harsh, metallic nasal tones, yet in a tone that is full, rich and mellow. You will be surprised to see how you can start them to buying records again and how their interest will be renewed. This is not guesswork, but a demonstrated fact. Can be attached in a minute. No adjustment necessary. Sold money back if not satisfied.

JEWEL PHONOPARTS COMPANY

154 West Whiting St., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 140)

**ATTENTION
PHONOGRAPH DEALERS**

Send for Copy of "THE ORO-TONE"
JUST OFF THE PRESS
THE ORO-TONE CO.
1910 Geneva Street
CHICAGO, ILL.

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 ambitious to do for a long time—

that is, to take a well-known product, such as the Okeh record, and use it as a lever to make his fellow competitors sit up and take notice. He gained the reputation of a hustler in the retail department and his friends are banking that he will establish himself in a similar manner in the wholesale.

Phonographs at Chicago Furniture Market

Although this year's exhibit is considered to be the biggest one from the standpoint of visitors attending, there are fewer talking machines being shown than in past markets. However, there was a big rush of buyers the latter part of the week and the furniture men as a whole did a better business than they anticipated.

Some of the better-known talking machines are on exhibit as usual and among them are the Windsor, the Fern-o-grand and the Puritan.

The Fern-o-grand exhibit is in charge of H. H. McConnell, president, and H. S. Kaiz, factory manager. This company is showing its well-known baby grand model, and among these models is the latest one, wherein instead of the amplifier occupying the entire space behind the fall board it now occupies but half of the space and the other half is utilized as a record compartment that allows space for five record albums.

The Windsor Furniture Co. has its line of twenty models on exhibit. Three of these models have just been added to the line. A new instrument, which stands six feet high, is shown. It is known as the Bahnt Art Model. This model is one of the most striking talking machines that was ever exhibited at a furniture show and is exceptionally beautiful in design. The edges of the instrument are plastered by means of hand-carved figures of nude nymphs and the panelings of the doors and sides are also hand-carved and are made up of birds and flowers. This machine is solid mahogany throughout. Other solid mahogany instruments that they are showing are their new Chippendale and Italian renaissance console art models,

*The Windsor
Phonograph.*



IN

*Period Designs
like highest grade
Furniture*

Produced by

*The Windsor
Furniture Company
Chicago, U. S. A.*

Lyon & Healy Khaki Moving Covers
Modern Method Insures Safe Handling



Extra Heavy
Khaki
Padded and
Quilted Fleece
Lined

We make them
up promptly
to order, to
your measure-
ment or to fit
any machine.

Prices Recently Reduced

Special Inducement to Jobbers

LYON & HEALY, - Chicago, Ill.

which are also embellished with beautiful hand carving. The Windsor Co. also has on exhibit a library table in solid mahogany which contains a side drawer. This side drawer can be pulled out and, when done, there are exposed a talking machine motor, turntable and tone arm. The amplifier is located under the top of the table. The exhibit is in charge of J. W. Lyons, president; G. W. Lyons, secretary, and F. J. Lyons, general manager. The traveling force, consisting of J. L. Joyce, G. F. Joyce, A. C. Siewers, E. E. Miller and J. Hyman, is also in attendance at the exhibit.

Increase Working Capital

Melodia Phonograph Co., 406 N. Sangamon street, recently increased its capital stock from \$20,000 to \$40,000. The president of the concern, E. M. Malato, stated that this increase was entirely for the purpose of building up working capital and to permit them to increase its side-line business, which consists of the manufacture

(Continued on page 142)

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 141)

of telephone stands, card tables, etc. Mr. Malato expects to go into the manufacture of talking machines on a larger scale during the coming fall.

Walter Magill Convalescent

News coming from the bedside of Walter Magill is to the effect that he is rapidly improving from a siege of sickness that necessitated an operation for appendicitis. The operation was performed in the Garfield Park Hospital, and for a time Mr. Magill was in a precarious condition. Happily, however, his condition changed for the better and after two weeks at the hospital he was removed to his home, where he is now convalescing. He is not expected to return to his desk for several weeks.

Saw the Big Flight

Kimball Salisbury, of Kimball's retail department, was one of the large party of Chicagoans who went down to see the big flight aboard the McCormick special. Before returning to Chicago Mr. Salisbury will run over to Pittsfield, Mass., to spend a few days with his mother,

who is the daughter of the late W. W. Kimball.

Lyon & Healy Open Employees' Library

The personnel department of Lyon & Healy, which has done so much toward establishing direct contact between the executives and the employees, has recently arranged for establishing at the ink store a branch of the Chicago Public Library, which will be open to all the members of the force who care to take advantage of it. The collection of books embraces adult and juvenile fiction, works on music, literature, travel, history, commerce and business methods. The library is being extensively patronized, as shown by the number of books issued daily.

New Brunswick Agencies

One of Michigan's best-known department stores, that of Gilmore Bros., Kalamazoo, Mich., has just taken on the Brunswick line.

Veneuses, Ind., now boasts of a new music shop. The proprietor of this store is O. E. Schneider, and the line being handled is the Brunswick.

ISSUES ATTRACTIVE BULLETIN

Drying Systems, Inc., Give Brief Résumé of Their Activities—Apparatus Being Used in Leading Plants Throughout Country

CHICAGO, Ill., July 6. Drying Systems, Inc., of this city, designers and manufacturers of drying equipment, have recently issued an attractive illustrated bulletin, giving the salient features of their drying unit, together with a brief list of some of the users of this equipment.

The illustrations show the general assembly of the drying unit, and the text emphasizes the fact that the company is in a position to manufacture drying units on a quantity basis and at a very attractive figure, owing to the simplicity of construction and the standardization of parts. The equipment manufactured by Drying Systems, Inc., has been successfully applied to the drying of varnish and undercoatings, low temperature enamels, high temperature enamels and miscellaneous product. Talking machine cabinet plants throughout the country are using this apparatus to advantage, and new accounts are being added steadily to the company's clientele.

WILL SHIP FROM CHICAGO

Brunswick Dealers in Indianapolis Territory Will Receive Shipments From Chicago—Move Makes for Better Service

INDIANAPOLIS, Ind., July 9.—It is understood that the Brunswick-Balke-Collender Co. has made arrangement whereby the Brunswick dealers in this territory will be served from the executive headquarters in Chicago instead of receiving their shipments from the Indianapolis branch. This move is being made in order to centralize distribution in Chicago, and owing to the fact that the company carries very large stocks in the latter city Indianapolis dealers will be afforded increased service and co-operation.

The Brunswick branch in this city, as a whole, will be maintained as in the past, with H. B. Bibb, of the executive office, in charge of the territory. It is reported that A. G. Burr, phonograph sales manager of the Indianapolis branch, returned to Chicago, where he was located before his arrival in Indianapolis.

H. G. KUNDE BACK FROM EUROPE

Visits Home Office of the Homophone Co. of Berlin, Whose Records He Jobs and Distributes in the United States

MILWAUKEE, Wis., July 9.—H. G. Kunde has returned to the city after an interesting visit to the home office of the Homophone Co. of Berlin, Germany, maker of the Homokord records, which he jobs and distributes. While he was in Berlin the strike which has tied up the record factories in Germany for some time was brought to an end and production immediately began again. Mr. Kunde placed extensive orders for immediate delivery and hopes soon to have not only all the numbers of the German catalog but sample stocks of the Polish, Hungarian, Bohemian, Italian, Scandinavian and Hebrew records, which are, in fact, already on the way. Conditions in Germany are much better, he thinks, industrially speaking, than they were a year ago on the occasion of his previous visit. Factories in all lines of business are getting under way.

FEATURING COLUMBIA LINE

BELVIDERE, Ill., July 5.—A. J. Tucker, of the Chicago branch of the Columbia Graphophone Co., reports that live Columbia dealers in Marengo and Belvidere, Ill., are using many novel methods to promote sales of Columbia Gramofones in their respective communities. A Gramofone is placed in the several ice cream parlors in the town with an appropriate card telling where the machine has come from, with the dealer's name neatly printed on the card. Sales resulting from this publicity are numerous.

Announcing the New**MASTERPIECE
CONSOLE**

SIZE
Width, 36 1/2"
Depth, 22 1/4"
Height, 36"

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

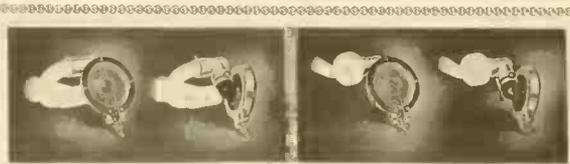
The Talking Machine Dealer on Side Street Can Win Success if He Utilizes Publicity to Gain Support and Interest the Public

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 newsy 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 local business conditions, removal to a new place of business, announcements of concerts, etc., are all news and will be gladly accepted by the editor for publication. This kind of publicity keeps your establishment before the public eye and will tend to arouse interest which will ultimately result in increased profits. Publicity of any kind is a live asset in business.

Robinson's Music Store, located at 1306 G street, N. W., Washington, D. C., was recently appointed local representative for the Brunswick-Balke-Collender Co. This concern will present the Brunswick line in a retail way, and already has opened quite a number of new accounts.



On the VICTOR On the COLUMBIA
SUPERIOR UNIVERSAL REPRODUCER

Of Mellow, More Musical Tone on All Makes of Records *Makes the Owner of an Old Machine a "Live" Record Buyer*

- SAMPLES ON APPROVAL**
 Superior Reproducer with 21-VE Victor Elbow—Sample Prepaid to Dealer, Nickel \$4.15—Gold \$5.25
 Retail \$6.50 and \$8.50
 Superior Reproducer with 21-CC Columbia Connection—Sample Prepaid to Dealer, Nickel \$4.45—Gold \$5.95
 Retail \$7.00 and \$9.50
 Superior Reproducer with 21-P Connection for O. S. Pathé—Sample Prepaid to Dealer, Nickel \$4.15—Gold \$5.95
 Retail \$7.00 and \$9.50
 Quantity Prices on Application

BARNHART BROTHERS & SPINDLER
 Chicago
 Superior Specialties for Phonographs
 Menno and Thoop Streets CHICAGO

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 \$40,699.

BRUNSWICK LINE WITH GRAM CO.

MILWAUKEE, Wis., July 9.—The Edmund Gram 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.

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 several photographic reproductions showing an attractive young woman in a home listening with rapture to a Dalcioz phonograph, which in each case is Model 5, a special to the export model. 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 Vocalion 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 announcing of the result of the games of the Pittsburgh National League.

CONGRATULATIONS

Eldridge Pennington 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 Newsome Furniture Co., Ft. Meade, Fla., recently took on the Brunswick line.



Feature the brilliantly colored Columbia Patriotic Record Gilt 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—Outing 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 when compared with the same period in former years. The local jobbers of the various makes of instruments also declare that business for the month showed a gratifying increase.

Edward Humphrey Resigns

About three and a half years ago A. Hamberger & 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 saloons 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 operative stage as a profession. He is possessed of an unusually fine tenor voice and has been studying for some time under Signor Alberti. Mr. Humphrey received many expressions of regret from his staff and sales force, with all of whom he was very popular.

New Dealer on West Seventh

Gore's Music Shoppe is the name of the new talking machine store on West Seventh street, opened by C. E. 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 on 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 Cafe 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 the chairman, President Geisler, 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 Newton Hancock, of the Hancock Music Co., which played during dinner. An excellent address was given by Frank Grannis, of the Southern California Music Co., and by President Geisler.

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 sparkling fountain occupies the front immediately before the entrance and shop window. Inside, the large showroom 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 appreciated by the people of Long Beach.

Platt Music Co. Has Big Month

P. H. Beck, manager of the Victrola department of the Platt Music Co., reports exceptionally fine business during the past month. The total sales for the month exceed any former sales 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

proficient saleslady, his assistant, Mrs. Layler. Columbia Managers Convene

The three Columbia Pacific Coast managers, Messrs. Siddham, of Los Angeles; Ackley, of San Francisco, and Lawton, of Seattle, foregathered in Los Angeles for a sales and business convention. A. C. 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 reports very satisfactory business and conditions in his northern California territory.

New Victrola Store in Los Angeles

The latest Victrola department in Los Angeles is at Colyear'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 Tapanga Canon. Practically the entire sales and office forces, 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

Zor Hagey, 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 tone test with Glen Ellison, 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 Glockner at Huntington Beach, which has lately become famous for oil wells, and Scouler & Nelson at Huntington Park.

Victor Representative Here

Donaldson Leopold, special 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

O. A. Lovejoy, manager of the Los Angeles branch of Edison's Limited, attended the Edison Caravan Convention in Vancouver.

Long Beach Stores Congregate

American avenue, Long Beach, is becoming quite a music row (to rhyme with low), the Fitzgerald Music Co. has for some time had a very attractive store there, and the Mattison Music Co., Brunswick dealer, has an up-to-date shop close by. The Downs 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.

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.

149 Church Street New York City

THE PHONOGRAPH
1140 NORTH HOPE STREET
CLEVELAND, OHIO

SOLD BY
WALTER D. BROSSES & CO.
WEST 11TH STREET
KANSAS CITY, MO.

SOLD BY
J. E. STRATTON
408 8th St., St. Louis, Mo.

DORAN CO.
100 N. W. 10th St.
DETROIT, MICH.

MURFEE WILLIAMS & CO.
100 N. W. 10th St.
DETROIT, MICH.

Kesral Piano Co.
100 N. W. 10th St.
DETROIT, MICH.

HAPPENINGS IN THE DOMINION OF CANADA

CONFIDENT FEELING PREVAILS IN THE TORONTO TRADE

Heintzmann's Kitchener Branch Splendidly Equipped—Magnavox for National Exhibition and Central Fair—Empire Phono Parts Co. Opens Local Branch—Brad't a Visitor—Other News

TORONTO, ONT., July 6.—When, at the present time, there is so much "blue funk" being talked about and when conversations are apt to be tinged too deeply by references to business failures, economic depression and the like, it is gratifying to walk into a store like Gerbard Heintzmann's Kitchener branch and see with one's own eyes evidences of aggressiveness. Here five new demonstration 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 operation partly necessitated by a fire which broke out during the early part of March, the Gerbard Heintzmann Kitchener branch will rank with the most up-to-date music stores in the Dominion. The system of letting records out on approval has been permitted the past year by this store, principally because there weren't sufficient soundproof demonstration rooms to cater to the needs of customers. "But," explained Mr. Mullin to The World, "now that we have new audition rooms we have eliminated the record-on-approval system altogether. It doesn't pay. Customers only abuse its privileges."

I. Montagnes & 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 1921 fair, the main purpose of which will be to enable the huge crowds to hear distinctly the voice of the speakers. Five Magnavox horns will be set around the flagpole of the main bandstand, facing in five directions. These will connect with a sound-collecting transmitter installed in the grandstand above the heads of the speakers, thus enabling everyone to hear distinctly the voice of the speaker as it is disseminated in all directions.

The C. W. Lindsay, Ltd., Ottawa branch, has sold to the officials of the Central Fair a Magnavox for use during the coming exhibition in that city.

I. G. Tillson, proprietor of Tillson's Music Shop, Toronto, has made an assignment.

The question of providing holidays for their staff during the coming Summer has been solved by I. Montagnes & Co., Canadian distributors of the Sonora phonograph, by their decision to close the company's office and warehouses for the entire week of July 30 to August 8, in addition to Saturdays, during the months of June, July and August.

The Empire Phono Parts Co., of Cleveland, O., whose products are well known to the Canadian phonograph trade, has opened a branch office at 41 Richmond street East, in this city. Closer contact will therefore be established with Canadian manufacturers, jobbers and dealers, and more efficient service will be insured. G. L. Laing, who has been connected with the trade for a number of years, and who is thoroughly sold on the Empire proposition, will be in charge of the new branch.

The wedding of B. A. Trestreil, of the Musical Merchandise Sales Co., took place recently. The happy couple spent their honeymoon in New York, Long Island and Atlantic City.

V. B. Puckett, president of the Musical Merchandise Sales Co., is sailing for Europe within the next few weeks on a combined business and pleasure trip. While abroad Mr. Puckett will do some research work in the interests of Brunswick records and phonographs and Q R S player rolls. Early in June Mr. Puckett visited Chicago conferring with the Brunswick and Q R S

chief executives, as a result of which some novel merchandising plans are expected to be announced for Fall business.

James P. Bradt, so well known to Canadian phonograph trade circles, was in Montreal recently and spent a couple of days with H. S. Berliner, owner of the Compo Co. at Lachine, Que., who organized the Sun Record Co. with headquarters at Toronto. While in Montreal Mr. Bradt took the opportunity of looking into some Canadian investments and also enjoyed a cruise in Mr. Berliner's new motor boat on Lake St. Louis and the Lake of Two Mountains. "Uncle Jimmy" looks as hale and hearty as ever and is the same old optimist.

Bruce M. Church has joined the staff of R. F. Wilks & Co. in the capacity of manager of the phonograph department. Mr. Church has been with the Edison Shop since its inception.

G. W. HOPKINS SCORES IN ADDRESS MADE IN MONTREAL

Columbia Sales Manager Arouses Enthusiasm of Advertising Association—Berliner Co.'s Expanded 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, made a very interesting address before the recent meeting of the Association of Canadian Advertisers, Inc., at the Windsor Hotel on the necessity of business men revising 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 upon 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 story. He closed with a tribute to the importance of music in the home.

B. R. Forster, president of the Brilliantone 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 New York.

The majority of piano stores handling talking machines and records are, as usual, closing their stores during the month of June, July and August on Saturdays at 1 o'clock.

Quite a number of Canadian dealers attended the Edison Caravan Convention in New York, including George Layton, of Layton Bros., Montreal. In order to be present at the firm's third annual picnic he had to leave the banquet held by the Edison Jobbers before its conclusion.

N. G. Valquette, Ltd., is devoting the whole

E. van Gehler, of I. Montagnes & Co., is on a business trip through Western Canada in the interests of the Sonora line of phonographs and the Magnavox, of which his firm are the exclusive distributors.

J. D. Ford, manager of the retail phonograph department of R. S. Williams & Sons Co., Ltd., has been granted three months' leave of absence on account of illness. He will spend this vacation in Algoumni Park. In his absence the supervision of the phonograph department will be in the hands of J. A. Hassall.

The Central Victrola Parlors, Toronto, have been registered.

John A. Croden, president of the Starr Co. of Canada, Ltd., London, Ont., has returned from a visit to England and the Continent where he went in connection with the European recordings being added to the Starr-Gannett record catalog.

Notice has been given of the assignment of Harry E. Wimperly, manufacturer and distributor of the Peerless phonograph, with offices in the Ryrie Building.

of its ground floor to its new music department and has erected a number of additional soundproof booths to take care of increased business. It is handling the complete line of His Master's Voice machines and records. Albert Bienjonnetti is in charge.

Layton Bros., Edison and Columbia distributors, held their third annual picnic and outing to Otterburn Park, which was attended by about seventy-five persons. The day's enjoyment was voted as one of the most successful yet staged, notwithstanding the bad behavior of the weather man. A program of sports was indulged in and handsome prizes awarded.

Van Lee, Ltd., is handling a large volume of business in the Columbia Model X.

D. W. Kennedy, of the Acolian-Vocallion Co., New York, was a recent trade visitor to this city.

Charles Cutress is handling a largely increased business in Vocallion records and states that the buying public are asking for them.

Albert's, Ltd., is pushing the sale of Suzy records.

Geo. 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 Compo Co. at Lachine, Que., for making the composition for records, it will 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



ARTo
Phonograph
Records
85c

ARTo
Word Rolls
\$1

VOCo
Word Rolls
75c

Subject to Liberal
Trade Discounts

ARTo RECORDS
FOR AUGUST, 1921

DANCE RECORDS

5077 My Max (Max Himmell). Fort-Hill
Laska's Montreal Orchestra
Franklin, Pa. Rec.

5076 Swan Rides. Fort-Hill
Laska's Montreal Orchestra
Franklin, Pa. Rec.

VOCAL RECORDS

5075 Boney Head. Fort-Hill
Laska's Montreal Orchestra
Franklin, Pa. Rec.

VOCAL "OLDS" RECORDS

5074 Lovers' Mandie Morning Blues
Laska's Montreal Orchestra
Franklin, Pa. Rec.

5073 Antipathy. Fort-Hill
Laska's Montreal Orchestra
Franklin, Pa. Rec.

STANDARD VOCAL RECORDS

5072 Lovers' Mandie Morning Blues
Laska's Montreal Orchestra
Franklin, Pa. Rec.

ADVANCE SEPTEMBER BULLETIN
OF

ARTo Word Rolls \$1.00
VOCo Word Rolls 75c.
ARTo Popular Rolls 50c.

- 4427 Anna in Indiana. Fort-Hill
- 4428 Antipathy. Fort-Hill
- 4429 Frankie. Fort-Hill
- 4431 My Max (Max Himmell). Fort-Hill
- 4432 Lovers' Mandie Morning Blues. Fort-Hill
- 4433 Boney Head. Fort-Hill

All the titles shown may be had in the three different styles and prices (with as mentioned at the head of this list) and may also be had in the regular catalogues of our various types of rolls.

For full, complete and historical lists, embodying titles and names of artists, French, Italian, Spanish and Spanish music, apply for catalogs separately listing each correspondence.

Exceptionally liberal terms to jobbers

THE ARTo CO.
STANDARD MUSIC ROLL CO.
New York Offices, 1658 Broadway
Factories, Orange, N. J.

- OUR PRINCIPAL JOBBERS ARE:
- CROWN MUSIC CO., New York City
 - PLAZA MUSIC CO., New York City
 - FULTON TALKING MACHINE CO., New York City
 - DRINKER SALES CO., New York City
 - ARTS DISTRIBUTING CO., New York City
 - WILLIAM H. BERRIS CO., INC., Orange, N. Y.
 - THE MORRIS MUSIC PUBLISHING CO., Philadelphia, Pa.
 - CONSOLIDATED TALKING MACHINE CO., Chicago, Ill.
 - LIBRARY PHONOGRAPH CO., Melbourne, Pa.
 - J. K. POLK CO., INC., Atlanta, Ga.

Act quickly and obtain profitable jobbing orders

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 Shannon tour, who were in Montreal recently recording at the laboratory of the Berliner Gramophone Co., Ltd., were induced to sing at a meeting of the Kiwanis Club. The members of the Club gave them 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 R. M. Berliner on assuming the vice-presidency and management of the Berliner Gramophone Co., Ltd., was to arrange a conference with the Victor Co's officials at Camden, N. J. As a result of this conference the firm announces that, among other things, the trade is assured of an increased and more varied list of artists including many of the old-time Victor favorites, and a gradually increasing supply of Victrolas that will ultimately meet all normal requirements and will make it

unnecessary 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 that 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 8.—The Edison Phonograph Shop recently had a very good display window, somewhat plain, but expressing the idea to be conveyed in a comprehensive manner. A large scale exactly balanced with an Edison machine on one side and a bag on the opposite side supposed to contain \$3,000,000 in gold, with the dial pointing to the top on which the word "Re-creation" is printed in large letters, convey at once the meaning that Mr. Edison spent \$3,000,000 to perfect his machine.

P. S. Tutt, manager of the Edison Shop, and G. Paul, Western manager of R. S. Williams & Sons Co., Ltd., Edison dealers, attended the Edison Caravan Convention recently held in Chicago.

Stanwood'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 Gramophones and records.

NEW ASSOCIATION IN PORTLAND

Talking Machine Men Take Prominent Part in New Organization of Music Dealers

PORTLAND, ORE., July 5.—The music dealers of Portland, the latter part of May, formed a Music Dealers' Association and the following officers were elected: President, J. H. Dundore, manager of Sherman, Clay & Co.; first vice-president, H. T. Campbell, manager of Bush & Lane Piano Co.; second vice-president, G. F. Johnson, of the G. F. Johnson Piano Co.; treasurer, Frank M. Case, of the Wiley B. Allen Co., and secretary, H. H. Thompson, of the Portland Piano Co. It was decided that the membership of the Association will not be limited to piano dealers, but any dealer who handles musical merchandise of any description will be eligible to membership. This will bring in the talking machine dealers. The scope of the Association will be State-wide and the dealers of the entire State have been invited to join the Association. All the dealers who have been approached thus far have either joined or indicated their willingness to do so, the firms represented at the organization meeting being: Sherman, Clay & Co., Wiley B. Allen Co., Reed, Hirschel Piano Co., Rush & Lane Piano Co., Selwan Piano Co., G. F. Johnson Piano Co., Portland Piano Co., Seiberling & Lucas Music Co., Kenick Song Shop, Louis Mack, sheet music dealer, and Edwards' Furniture Store.

At the meeting held June 20 H. B. Hyatt, of the Hyatt Talking Machine Co.; A. M. Epstein, of the Selwan Piano Co., and Frank Lucas, of Seiberling & Lucas Music Co., were elected as three of the five directors. The other two directors will be elected later from the dealers outside the city. At this meeting Mrs. Evelyn McFarland McClusky, Victor educational director of the wholesale department of Sherman, Clay & Co., with headquarters in this city, addressed the meeting on the subject, "Our Privilege as Musical Merchants in Supplying One of the Nation's Greatest Needs."

At the close of her address the dealers questioned Mrs. McFarland as to her methods in her course of musical appreciation, which she is giving daily at the Central Library for the next six weeks in connection with the Portland Summer session of the University of Oregon. "The Teaching of Musical Appreciation in the First Six Grades" is the subject of her course. Joseph H. Jones is corresponding secretary.

OPENING SHOT OF FALL CAMPAIGN

Knickerbocker Co. Entertains Many Dealers Who Enjoy Recital and Get Details of New Advertising Novelty—Guests at Luncheon

The opening shot of the Fall campaign of the Knickerbocker Talking Machine Co., Victor wholesalers, New York City, was fired at the August Victor record recital and business talk held on Wednesday, July 6, at the Knickerbocker concert hall. Over 500 invitations were sent to metropolitan dealers and the members of their sales staffs. As the date set was in close proximity to Independence Day the announcement was printed on a patriotic folder with "Old Glory" proudly displayed on the front cover.

In spite of vacations and sultry weather the recital was well attended. During the course of the morning session Abram Davega, vice-president and general manager of the company, announced the new advertising novelty which he has had in mind for some time. The novelty consists of an exceptionally attractive plush record cleaner bearing the Victor trade mark and space 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 always kept in view and it will serve as a perpetual 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.

Service is the foundation of modern business.

COTTON FLOCKS
FOR RECORD MANUFACTURERS
Always SUPER OR ALL Ways

If you are not already using our flocks, write for trial samples, which will be supplied without charge. You will be impressed with the quality of our product.

CLAREMONT WASTE MFG. CO.
CLAREMONT, N. H.

GLEANINGS from the WORLD of MUSIC

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 contributing 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 in 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., and 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 5, 10 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 act 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 Corp., 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, indeed, gaining in popularity and the Forster organization is working energetically in an effort to make it one of the biggest things it has ever issued.

WINDOW DISPLAY FEATURES RECORD

Artistically Arranged Window Attracts Attention to Popular Ballad

Robert Ansell, Inc., one of the well-known Victor shops in Baltimore, Md., recently showed a very attractive window display in which the record of the popular ballad, "My Mother's Evening Prayer," was featured most advantageously. In the reproduction herewith shown it can readily be seen that this popular success has been picturesquely visualized by the window



How Ansell 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 Duncan 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 "Struttin' Ball"

"WHEN THE SUN GOES DOWN"

The Orchestra Leaders' Favorite Dance Tune

"ONCE IN A BLUE MOON"

By writers of "I'm Forever Blowing Bubbles," "Faster 'Tow Nod," etc.

IRVING BERLIN, Inc., 1587 Broadway, New York



"A Sweet-as-Sugar Fox-Trot SWEETHEART"

ASK TO HEAR IT

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

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 Ralph Spence; lyrics by Gene Buck and Bud De Silva, with music by Victor Herbert, Rudolf Friml and Dave Stamper. Such names as the following appear among the principals: Raymond Hitchcock, Vera Michelena, Ray Dooley, Mary Eaton, Mary Milburn, Florence O'Denislawn, Van and Schenk, Herbert Hoye, Janet Stone, the Keene Twins, Edna Wheaton, 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 "Sally, Won't You Come Back?" by Stamper 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, "Mon Homme," as an interpolation, which is elaborately and specially staged; also the Shapiro, Bernstein & Co., Inc., 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 Hanley, 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 "Mon Homme" and "Second Hand Rose."

One of the remarkable features of the opening was the fact that the seats sold for \$11 and the house was filled to capacity. Evidently the usual \$5 figure for "Follies" seats will be continued.

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 Fall 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 Manney" 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 dance 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. Especially in music is this true; melodies float about in the air and no composer can be absolutely 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 hath a mind to him,"

Now, in Sidney Lanier's "Ballad of the Trees and the Master" occurs this couplet:

"The little gray 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 by 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.

TO CARRY MORE JAZZ TO LONDON

Under the direction of Cecil I. Crouse, 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 through 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 Tevis Huhn, of Philadelphia; F. M. Rondelush, of Memphis; F. M. Blaw, of Chicago, and Richard Berry and Gordon Pyle, of New York.



Charley Straight and Roy Bary have Written an Unusually Attractive Fox Trot Ballad

IT MUST BE SOMEONE LIKE YOU

Starting Splendidly!

CHICAGO MCKINLEY MUSIC CO., NEW YORK

The Hit of the Season

CAROLINA LULLABY

VICTOR RECORD No. 18762

DUET BY CAMPBELL & BURR



VICTOR CHIME RECORDS FOR CHURCH

With Aid of Magnavox Chimes Are Carried Over a Great Distance—Talking Machine Music Feature of Rose Festival in Portland

PORTLAND, ORE., July 5.—Portland's 1921 Rose Festival was a grand and glorious success and music was one of the leading factors which made it so. All the music houses were decorated extensively and put their best foot forward to receive the throngs of visitors who visited the city during the week. Band concerts and musical programs were given every afternoon and evening and Sherman, Clay & Co. gave several Victrola concerts each day, using the Magnavox to wonderful advantage. The softest notes were carried for blocks and the thousands of people who gathered there each day and evening were delighted with the concerts. The Victrola was also used each night for street dancing and this proved to be one of the festival's biggest attractions. F. D. Adie, of Sherman, Clay & Co., made a discovery which has created a great deal of interest both in Portland and New York. When going over records for the various concerts he thought he would try out some chime numbers and found two Victor records, Nos. 16053 and 16160, which were ideal. These two records proved so perfect that the minister of the First Congrega-

tional Church requested that they be played the following Sunday morning preceding the church services. The Pacific Telephone & Telegraph Co. installed the amplifier wires to the steeple of the church and these two records were played, much to the amazement of the church-goers.

NEWS FROM THE NATION'S CAPITAL

New Use for Music—President's March Popular—Dealers Forcing Business Getting Results—Chat With Van Wickle—Other Timely Items

WASHINGTON, D. C., July 10.—Talking machine dealers throughout the land might well take a hint from a humorous incident in the shoe-shining history of the capital—an incident which has caused considerable comment in the local press and has indirectly forced a public comparison of the respective values of phonograph music and piano-player music in the business of attracting trade.

A "shoe-en-up" emporium in the busy downtown section of Washington, established a number of years, had what appeared to be an unbreakable grip on the polishing business within its territory. Recently an enterprising foreigner, advertising himself as the "King of New York bootblacks," opened up a far more attractive shop two doors from the old-timer. Hardly had the first customer mounted one of the thrones for a shine when the passing public was halted to listen to the latest dance music coming from within the tiled shop. The business followed the music. John the First was seeing his business demoralized.

But the old-timer was not stumped. The next day he had a piano-player moved in, and his cash register recorded a marked improvement from the previous day's financial illness.

The battle of music continues, but the newcomer thus far appears to have a slight advantage in the race for business. Other features of the new establishment are undoubtedly working against the original shop, but the proprietor of the new shop claims part of the edge he has on his established rival is due to the public's preference for phonograph music.

Observant citizens have watched the battle for nickels with interest, and incidentally have wondered why dealers have not seen to it that all shoe-shining throughout the country is performed to the syncopation of the latest record hits.

The recent issue of "President Harding's March," as played by the United States Marine Band for Victor, has won much favor in Washington. The presence of the Marine Band in the capital and the fact that it is playing in some section of the city almost every afternoon or evening have afforded the number considerable free advertising. C. A. Turner, of Ansell, Bishop & Turner, Victor dealers, reports that the record has been a very popular early Summer number. Mr. Turner reports that sales of the past month

have exceeded those of June, 1920, in both machines and records, dance records especially being responsible for the upward trend. "Cleric" and "My Mammy," as played by Paul Whiteman's Orchestra, are reported among the month's best sellers.

The reappearance of the names of John McCormack and Harry Lauder among the recent release lists of Victor have provided a pleasing tonic for June, according to W. P. Van Wickle, of the Van Wickle Piano Co., handling Victor. Mr. Van Wickle, similar to several other dealers in Washington, believes that the period of inactivity which accompanied the uncertainty on the part of many Government clerks here concerning their prospective employment at the end of the Government 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.

S. B. Harrison, of the Quality Shop, and Harry C. Grove, both Columbia dealers, have taken the lead, locally at least, in endeavoring to force Summer 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, Okelci, Edison, Genuet and Emerson, reports both machines and records good with bright prospects for Fall. The Hecht Co. is specializing on "machine—with 25 records" combinations, aiming particularly at the Summer camping trade.

Roberts & Fischer, Victor dealers, however, do not look for general improvement until Fall.

CREMONA EMPLOYEES 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 \$675 was due them for wages. The head office of the company is 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 Marasek has opened new Victor warerooms 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 Knickerbocker Talking Machine Co.

"The Music Without the Blur!"

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

MARVELOUS MAGNOLA

"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA and how MAGNOLA is the best buy on the Talking Machine Market to-day. Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Office: 111 MILWAUKEE AVENUE, CHICAGO
 Western Wholesale Branch: 1516 CANDLER BLDG., ATLANTA, GA.

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 the 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—Schmelzer Educational Course Popular—F. B. Jenkins' Views—Edison Progress—Victrola Day for Children

KANSAS CITY, Mo., July 5.—Business conditions in the Kansas City territory are fairly indicated by the reports given below of incidents which are reported by D. R. Walsh, of the Schmelzer Co., after a two weeks' trip through Kansas and Oklahoma. He states that the conditions in his company have been surprisingly good, and the sales are better than expected. Out of twenty-five dealers interviewed, only two of them complained that collections are poor. The others said the people were doing well.

The optimism 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 appreciating more than in the past the possibilities in the business, and that there is to be a revival of 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 1921 had not reached that of last year, yet it was far in excess of that of 1913, 1914 and 1915.

The new wealth in western Kansas was mentioned on much more both 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 from dealers over the territory for talking machine department managers in stores that handle other lines. Dealers are branding that "just anybody" cannot take charge of and successfully handle this ever-increasingly 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. Two definite calls, with good salaries attached, were answered by the statement that there were none available here.

Schmelzer Co. School Courses

To meet in some measure the demand for trained salesmen in the talking machine departments, the Schmelzer Co. has held a number of schools, the last one being conducted during the first two weeks of June. There will be a slight change in the next one, as it will be designated as a dealers' conference. The Schmelzer Co. has in this department by the conference a full opportunity to demonstrate all the sales talks

and show the most up-to-date shops and methods of window trimming, etc.

To Entertain Visiting Jobbers

Local jobbers, headed by the Schmelzer Co. and the J. W. Jenkins' Sons Music Co., will be hosts to the delegates to the annual convention of the National Association of Talking Machine Jobbers, as they stop over in Kansas City for several hours on July 9. The special train will be met by the reception committee and the delegates entertained on a tour of the famous boulevard system of Kansas City, and entertained at luncheon at the Country Club. A number of delegates from this territory will join the party on the special train at this point to attend the convention to be held at the Hotel Broadmore, 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 to the center of things a few doors from Pettit Lane—is now located a shoe shop, which will move to other quarters in a short time. The Brunswick Shop has secured a lease on this property, and as soon as it can be fitted up will move the present shop up there, but will keep the shop at this splendid location. It is the announced purpose of the management 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 new Brunswick dealers added during June.

F. M. Briggs, sales manager for the Brunswick, announces that the new Number 65 model is selling well with the dealers, and that they are stocking up with it for the Fall trade. He also says that the production of the Stratford is now sufficient to meet demands.

Brunswick shops are displaying copies of the advertising that is being run in the leading nationally circulated magazines in the new advertising campaign of the company and are achieving substantial results from this help in their local selling.

Dealer Financing Plan Interests

According to Mr. Briggs, the most important movement made in the promotion of their business is the adoption of their new plan for assisting their dealers to finance their time-payment sales. The plan is briefly to have the Commercial Investment Trust, of New York, to

buy the "paper." The dealer receives in cash or credit, not only all of the money he has as the instrument, but about half of the profit on the sale. So liberal is the arrangement that the difference to the dealer in a sale for cash and one on a year's time on an instrument selling for \$200 is only \$3.69. The company states in its advertising that this plan is put forth to enable the dealer with limited means to do as large a time-payment business as possible without any embarrassment for lack of necessary cash or credit.

Manager F. A. McMurtry and his family, of the Columbia Co., are spending a month at their cottage at Winwood Lake.

Better Music in Demand

Fred B. 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 over the territory and is pleased with the way business is holding up. He reports that there is a decided change in the kind of music in demand—that jazz has gone out, and that there is a call for good music. In dance, the call is for music that is slow and soft and rather dreamy. Harry Lauder music is in much demand, and there is a great run on Philadelphia Symphony Orchestra productions.

M. C. Schoenly, manager of the Victor department of the J. W. Jenkins' Sons Music Co., reports that one of the old-time customers of that firm, the Silver State Music Co., of Pueblo, Colo., was completely wiped out in the recent flood at that place. The management of the Silver State Co. estimates that it will require sixty days to clean up the debris, and then the business will be resumed. The Silver State Co. is one of the oldest music companies in the West, it having been in business nearly half a century. Mr. Schoenly will visit Pueblo following the jobbers' convention at Colorado Springs, and offer such credit and other assistance as is necessary to start the company off in good shape, in spite of its heavy losses in the flood.

Paul's Music Co., of Kansas City, dealer in talking machines, is following the trend of the times and stocking up on sheet music.

Manager M. M. Blackman, of the Phonograph Co., is enthusiastic over the outcome of the recent contest held throughout the territory, in which were offered as prizes free trips to the Caravan Convention, held by the Edison Co. at Chicago, to the ten winners. The results in the six weeks of the contest were so good that, now he has returned from the convention, he is planning for another contest, built on a different plan, and arranged so that the small dealer as well as the larger ones may get in. Some very interesting things developed in the contest, namely, that the size of the town has very little to do with the results in the matter of the sales made. Thus, the highest number of sales made was in Salina, Kans., a town of 15,000 people. Among the twenty leaders in the contest the merchant in a town of 1,600 sold more machines than the one in a town of 16,000, and the dealer in a town of 1,000 made a better showing than the one in a town of 72,000.

The winning firms and the names of the towns in which they are located are: Walter Chapell, Salina, Kans.; B. G. Hall, Lincoln, Kans.; J. B. Lindennood, Paola, Kans.; F. M. Munson, Wakeney, Kans.; Halley & Brown, Fayette, Mo.; Carl Latenser, Atchison, Kans.; Cahill Bros., Windsor, Mo.; Kelley-Vawter Jewelry Co., Marshall, Mo.; Kent-Long Drug Co., Beloit, Kans.; and Rorick-Van Antwerp-Whitman, Scott City.

Victrola Day for Children

Reports of a very successful Children's Victrola Day, held at the Edgar Shoppe, Tulsa, Okla., have reached here. The morning reception was from 10 to 11:30 and the afternoon reception was from 2 to 5. The attendance of children was about 600, to each of whom was given a souvenir, and each of whom had its name added to the mailing list of the firm. The pleasing program included marches, singing games, stories, folk dances, etc. Miss Elizabeth Day, manager of the record department, was hostess to the little ones. Appropriate window displays were made before and on the occasion.

OUR LOSS—YOUR GAIN

We must make room for our new models, and to clear some of our stock have decided to reduce prices.

Sample	\$15.00 each
In quantities of 3.....	14.50 each
In quantities of 6.....	14.25 each
In quantities of 9.....	14.00 each
In quantities of 12.....	13.75 each
In quantities of 25.....	13.50 each
In quantities of 50.....	13.25 each
In quantities of 100.....	13.00 each

Send in your order today, as this offer is good for July only.

FULTON (No. 4-1 25)

Mahogany, 16x16x10 in. double spring motor, universal tone arm. Back casting and metal horn.

STEEL NEEDLES (IN PACKAGES OR IN TIN BOXES)

Made by America's best manufacturers at 35c per 1,000. Supplies and accessories at very remarkable prices. Distributors of the Arto Phonograph Records and Arto Music Rolls. Write for details today.

(Cash with order, or a deposit and balance C. O. D.)

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.

VANVEEN & COMPANY INC.

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

· HEARING ROOMS · RECORD RACKS · COUNTERS ·

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

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA



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 Pathe Freres Phonograph 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



W. W. Chase, the New President

the White Sewing Machine Co. and president of the Theodore Kuntz Co., is the new Pathe president.

In addition to Mr. Widmann and Mr. Chase, the Pathe directorate now contains the names of E. O. Goss, president of the Scrabble Mfg. Co., of Waterbury, Conn.; James H. Carter,

vice-president, National City Bank of New York; Lisle Conway, who has wide connections in the musical instrument business; Sidney Blumenthal, of Sidney Blumenthal & Co., a prominent New England manufacturer; James W. Anthony, of New York City; Peter Lee Atherton, manufacturer and capitalist, of Louisville, Ky.; Frederick Dalton, of the firm of G. M. P. Murphy Co., of New York; Col. Arthur W. Corp., of New York; Hugh J. Brennan, of the Pittsburgh Talking Machine Co., Pittsburgh, Pa.; R. J. Jamison, of the Fischer 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 Waters, secretary, and Henry Mach, 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.

CACTUS NEEDLE MEETS WITH FAVOR

DALLAS, CAL., July 5.—The Permo Co., of this city, manufacturer of the Permatone phonograph needle, has received many inquiries regarding its product from dealers and jobbers throughout the country. Several sales plans have been introduced, meeting with pleasing success, and the distinctive features of the Permatone needle have been instrumental in producing actual sales. The use of cactus in the manufacture of needles has long been regarded favorably by music lovers, and the Permo Co. is featuring this needle as a Cactus needle, whose sales are steadily growing.

Oscar W. Ray, general manager of the wholesale Vocalion record department of the Vocalion Co., has just returned from a trip through the Eastern district, including Boston, Buffalo and Pittsburgh. He states that despite business depression Vocalion record sales are showing encouraging increases in these cities.

**MICA
DIAPHRAGMS**

Absolutely Guaranteed Perfect
We get the best India Mica directly.
We supply the largest Phonograph Manufacturers.
Ask for our quotations and samples before placing your order.

American Mica Works
47 West St. New York

COLUMBIA SALES STAFF CHANGES

Walter Shannon Now Covers New York Territory for Local Branch—Grafonola Trade Shows Gratifying 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 Brooklyn territory, and A. P. Hannerstroom, 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. Grafonola 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 co-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.

This splendid record cabinet number 404 goes to the dealer for \$9.00

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



Number 404 for VICTROLAS 10" and VICTROLAS 12" Width 17". Depth 17". In either quarter oak or mahogany finish. Holds 208 Victor records.

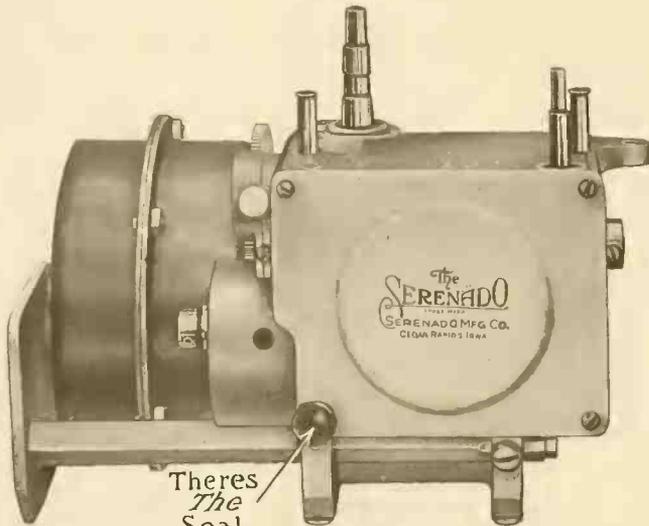
The UDELL WORKS

Indianapolis, 1255 West 28th Street

The
SERENADO
TRADE MARK
SERENADO MFG. CO.

CEDAR RAPIDS, IOWA

**A MOTOR WORTHY
 OF ITS GUARANTEE**



There's
The
 Seal

**THE GOODNESS — SEALED IN
 THE TROUBLES — SEALED OUT**

GUARANTEE:— The Serenado Motor with each of its parts which it is intended for a period of FIVE (5) YEARS. is absolutely guaranteed for the purpose for

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.

SERENADO MFG. CO.

CEDAR RAPIDS, IOWA

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

Editor's Note. This is the first of a new series of articles by William Bond White, devoted to the various interesting opportunities which present to the devotee of education for the regular of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are bestowing attention to the training and developing of the musical possibilities of the talking machine.

REST VS. RUMPUS

It is not what one does, but how one does it. A man can take the best idea that ever was promulgated and mismanage it till all the good news has been squeezed out of it. On the other hand, the most hackneyed idea can be made fruitful again if only one applies it skillfully and not mechanically.

The columns which have been written during the last ten years on the one subject, for instance, of talking machine recitals would fill a whole bundle of the Talking Machine World Still, 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 harm is done.

Noise Upon Noise

Some merchants have the extraordinary idea that there is something in making a hideous noise 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 tarr-tarr-tarr-ing of one talking machine after another, placed, during these warm-weather days, right in the front doorway of the various music stores, which succeed one another for two or three blocks in almost a continual line. What is the object of all this? Do the proprietors of these stores really think that they are featuring any desirable quality in the talking machine when

they do this. It does not seem possible that they can think so, yet what other construction can be put on their actions?

They cannot be merely trying to drown each other out. Yet, they cannot imagine that they are contributing to the musical knowledge or pleasure of the crowds. The sounds their instruments make are noise and nothing more; for the street chatter catches them, tears them to pieces and scatters the fragments abroad in nasty little discordant patches of chopped-up snawk and rattle. This, it seems to us, is emphatically not the way, whether in Summer or in Winter, to feature the musical possibilities of the talking machine.

The energy which is wasted in this sort of way is too valuable to be allowed to go to waste. It ought to be used to advantage, instead of being thrown away. Even in summertime good ideas are always business-changers. The need in this case is for less brute force and more discrimination. Let us see how.

Soothe, Don't Excite!

If the idea is, as of course it is, to get before the masses by the message that music, mer, soothing music, is to be had by means of the talking machine, then plainly there is no sense in wearing out machines and records in the hopeless task of measuring their sounds against the noises of the crowded street. The thing to do is to get them into the store. Very well, here is an idea:

Why not advertise that at noontime, each day, say from 12 to 1, business people who are on the streets for their lunch period may come in and spend fifteen to thirty minutes quietly and comfortably, listening to pleasing music in a cool, shaded room? Let the front part of the store (the place must be near the entrance) be

cleared and well shaded 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

Then put in the right sort of an advertisement in the newspapers. It must not be rough stuff or flimsy or cheap, or anything like that. It must be a sensible announcement, somewhat like this:

MUSIC AND HOT WEATHER

Now that the temperature of the noon hour is higher than one likes to think of, the business girl must wonder how to get a little midday rest and quiet, away from the clutter 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 clear-headed for the rest of the day. SPEND YOUR NOON HOUR 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 9"



The Empire Universal Pivot Base Tone Arm and Reproducer

Made in Several Lengths.

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 Billy Sunday standpoint, for there was neither "pep" nor "ginger" in it. But it was just the thing for the purpose.

There is far too much pep, ginger, snap and all that sort of thing. They are all very well and we can use a good deal of them. But a world which is everlastingly 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 eradle songs and if one is expecting to smooth out the wrinkles of care and worry and send one's casual guests away lippy and comforted one must not shake them up with snappy dance music. That is not the idea at all. In Wintertime if one wants to get the blood rushing and the spirits mounting high then turn loose the toddle-tunes and let them hop to it. But when the thermometer registers 95 in the shade and the stenographers and clerks stream out for their hour's lunch-time they are tired, hot and in none too good a temper. 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 in a hot room before them, to be rested 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 an idea for the downtown talking machine merchant which will bring real results.

Keeping in mind the essential principle that this is a rest hour, and sitting the music to the mood, 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. The invitation might be spread around among the offices by hand-bills and the visits of shopping mothers with noisy children discouraged.

Will It Pay?

Will it pay? Well, will it pay to be giving a daily demonstration that John Smith, talking machine dealer, is a nice, good-natured, generous fellow, who takes some trouble to make the boys and girls happy? Will it pay to demonstrate that the talking machine can play violin music, string quartet music, flute and harp music, beautifully, quietly, calmly, soothingly? Will it pay to disclose the fact that there is a wealth of high-class music waiting to be taken into the homes of the owners of talking machines, and that the lovely strains heard during these restful minutes can be enjoyed at home, too? Will it pay?

One can play all round this subject. Let the idea be thought over. It is based on a sound foundation and, unusual as it may seem, it is neither unpractical nor unprofitable. Moreover, it furnishes one of the best possible ways of featuring to the masses the musical possibilities of the talking machine, for it is music and the power of the best music only which here does the trick.

H. J. Smith Laboratories

Manufacturer Phonograph Jewels
Telephone 2896 Market

833 Broad St. Newark, N. J.

Sapphire Ball Jewels, Pathé, Okeh, Brunswick, Edison Diamond Points, Edison New Playing Wonder, Recording Sapphires, Lateral Styluses, Hill Dale Styluses, Recording Machines, Shaving Machines, Recording Diaphragms, Experimental Work, Recording Wax.



The Superior Lid Support

Of touch of one Finger lift on close the Lid, which stays in any most desired. Does not warp the Lid.

Sample Prepaid, \$0.75 Nickel—\$1.25 Gold
Quality Prices on Application



Superior Specialties for Phonographs
BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

IMPORTANT TARIFF RULINGS

M. Dorian Instrumental in Securing Vital Changes in New Tariff Bill—Shellac Will Be Admitted Free of Duty—Other Changes

WASHINGTON, D. C., July 8.—M. Dorian, who represents the Columbia Graphophone Co. as its attorney in this city, has been an active factor in securing favorable action by the Committee of Ways and Means in Congress on several items of vital interest to the industry. Mr. Dorian is one of the best-posted members of the talking machine trade, and his thorough knowledge of every phase of the industry enabled him to give this committee available information in connection with the proposed changes in the tariff laws.

As a result of Mr. Dorian's efforts, shellac and copal gum, used in the manufacture of records, will be admitted free. Soft wax discs, commonly known as "master records," and metal matrices obtained therefrom will be admitted free. These are the masters and matrices of foreign-made records which have heretofore paid duty at the rate of 25 per cent.

Mr. Dorian states that a determined effort was made by certain interests to secure a flat tax of 10 cents on every mica diaphragm imported, which would have imposed a burden of many thousands of dollars annually upon manu-

facturers of talking machines, but this proposal was overruled by the committee.

W. B. FULGHUM INCORPORATES.

Three Former Employees Join Owner as Officers of the Company—A Progressive Move

REICHMUND, Va., July 7.—Walter B. Fulghum, exclusive dealer in Victrolas and Victor records in this city, announces that his business will be incorporated, to be known as Walter B. Fulghum, Inc. Three former employees, Miss Leona Buehing, John S. Mallick and Bertram B. White, will be taken into the firm as secretary, treasurer and vice-president, respectively. The business is thus placed on a profit-sharing basis and the loyalty of faithful employees rewarded.

TIMELY OGDEN CONTRIBUTION

LYNCHBURG, Va., July 7.—The Ogden Sectional Cabinet Co., Inc. of this city, has placed on the market a "You-Nit" table, especially made to hold the several table models of the Victrola. This stand is attractive in appearance and is expected to prove very popular with the owners of these instruments. A distinguishing feature of this new "You-Nit" stand is that it is "knock down" in its construction and may easily be transported from place to place.

Your Problem Is Ours

Good Profits (to you)
+ Good Service (to your customers)

Answer: TONAR RECORD BRUSHES
(Trade Mark)



Have we solved the above problem correctly?

Write to-day for prices and sample and see for yourself

Made in mahogany, oak and ebony colored finishes

PARKS & PARKS, Inc.

TROY, N. Y.

New York Office, C. E. Peabody & Co., 186 Greenwich St.
Southern Representatives: I. W. Becker & Co., 226 1/2 Peachtree St., Atlanta, Ga.



Frank Crumit'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 Myself," 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 Church—Our News Budget

St. Louis, Mo., July 5. Everybody complaining 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 confident 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 at retail than as distributors. There is considerable variance in the reports from retailers. One, in a part of the Southwest 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 conservatively 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 barometer 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 Morganfield, Ky., which was represented by Mr. Wallihen, of the Wallihen Drug Co. Good-natured complaint about present conditions was general, but there was no dissent to the expectation of great improvement in the Fall. The speaker of the evening was J. J. Rockwell, advertising counselor of the Reinecke-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 today, 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 home-making, spiritual 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 mailing list completely and effectively covers all of 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 co-operative relationship in the social and business world today 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 commodity have special opportunities, because music is a factor of influence 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, making it 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 amended to make clear that the purposes of the association are not in any way in restraint of trade. Theodore Maetten presided. F. J. Ennis, who was elected secretary at the previous meeting, declined to serve for lack of time, and W. J. Daumiller, of Lebanon, Ill. acted as temporary secretary.

Business Spurts Reported

While, as said above, the retail business, in

the main, is dragging, there are spurts now and then which cheer the hearts of salesmen and dealers and help them to bear the sluggish 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 Chippendale for \$295 apiece and a Sheraton for \$200. The three sales, with the records that went along, brought his hour's business to more than \$800.

Mark Silverstone, president of the Silverstone Music Co., and a number of the men of his organization and a large company of Edison dealers from the Edison territory went to Chicago to attend the Edison Caravan Convention.

Edison records of Broadway hits are getting to St. Louis almost neck and neck with the sheet music. The first of the "Broadway Classics," with bright labels, arrived the last week in June and attracted immediate attention.

Receives Line of Granby Machines

Manager H. J. Arbuckle, of Widener's, Inc., has received a full line of Granby instruments from the Granby Talking Machine Corp., Norfolk, Va., for which Widener's has become distributor and retail dealer. The distribution territory is St. Louis, Illinois and Arkansas. Edward Guinzberg, factory representative, will work in the territory for a few weeks, assisted by Edward Schuauker, formerly of the Rice-Six Dry Goods Co. They are out in the territory and are lining up a desirable list of dealers. The line includes uprights and consoles of attractive designs ranging in price from \$120 to \$525.

Some Interesting Personals

Theodore Maetten, manager of the Victor department of the Kieselhorst Piano Co., has returned from Sheboygan, Wis., where he attended the English district meeting of the Lutheran Church.

O. A. Fivild, president of the Field-Lippman Piano 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.

Harry Boxley, for several years with the Shattling 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. Kimball and Artophone machines and Okeh records are handled.

R. G. Metcalf, formerly associated with Harry Heinsfurter 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 Olive 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 tired (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 you money. Samples on request.

TRIANGLE PHONO PARTS COMPANY

722 ATLANTIC AVENUE

BROOKLYN, N. Y.

TELEPHONE STERLING 1120

The same firm ran a small ad in conjunction with its regular ad, stating that it had Gallucci tickets on sale for the concert in Springfield, Ill. As a result the Emerson Co. sold over two hundred tickets within two days and chartered three interurban cars to carry the crowd to the concert.

Mr. Peabody, a member of the firm, is an educational enthusiast. Following the Chicago Victor educational meeting, he gave a demonstration of the work before the kindergarten department of a local conservatory, and found himself in immediate demand for other musical talks. As a result he has appeared before seven Mothers' Clubs, the kindergarten department of the Milliken University and most of the public schools in this locality.

Outing for Columbia Organization

The entire organization of the St. Louis branch of the Columbia Graphophone Co. made a play-day of Saturday, June 11, and spent the whole day in the big outdoors. This annual outing was held at Valley Park, some miles out along the Meramec River. The twenty-mile ride in the big gaily decorated truck put everybody in the right mood. Swimming, canoeing, lively games, dancing (to the music of a Columbia Grafonola and Columbia records, of course), the abundance of good things to eat, etc., gave everybody a good fill of the vim and energy that only a day in the big outdoors gives. The smallest member of the picnic party, but the one who got most of the attention, was the little year-old baby daughter of Manager Morgan.

At the monthly sales conference on June 18 the entire sales force was present and went over the plans outlined for keeping Columbia business lively through the Summer season.

The value of the Columbia Grafonola and Columbia records for civic and municipal affairs was given a remarkable demonstration recently in Paducah, Ky., where the local Columbia dealer, J. A. Rudy & Sons, provided music, by a program of folk dances, Maypole drills, etc., by two hundred and fifty school children. Columbia records were played on a Columbia Grafonola, and

the Magavox amplified the tone volume so that it carried to every part of the big outdoor field.

An exclusive Columbia department has just been opened in the store at the Arkadelphia Music Co. at Arkadelphia, Ark. The proprietors, J. O. Shaver and R. J. Duke, are quite enthusiastic over the prospects for a lively Grafonola business in their section.

Manager Morgan, on his latest out-of-town trip, visited a number of Illinois towns. Dealers said there is plenty of business if they only go out and get it. People are ready to buy if it is made convenient for them, and that is just what Columbia dealers are doing—demonstrating and selling in the homes.

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 gowned woman came upon the stage and "sang" these songs. At the close a screen was removed and a Victrola 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 would give "Habenera." A young lady in Spanish costume and with castanets danced the "Habenera" 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 dollars' worth of records was given as a prize to the winning school by the T. E. Clark Music Co., Victor dealers.

Thienens Obeys the Law

The West Frankfort (Ill.) Daily contained an interesting item concerning C. R. Thienens, general manager of the West Frankfort House Furnishing Co., Victor dealer. Mr. Thienens believes in upholding and obeying the laws of the city. No

sooner had the mayor issued an order calling for the muzzling of all dogs than he secured a muzzle and placed it on the large Victor dog which stands in the front of his store. The daily ads read: "While it seems cruel to see Victor muzzled in this way, it would have been yet worse if the mayor's order had required ear muffs instead of a muzzle, for then he could not have heard 'His Master's Voice!'"

The O. D. McLaughlin Music Co., of Paducah, Ky., recently had a clever window dressed with Lauder records, posters and cards with a miniature Lauder dancing on the Victrola turntable.

J. Glaser has opened a handsome new exclusive Victor store at 816 North Sixth street, having moved to this location from 1919 East Grand avenue, where this store was known as the "Tower Talking Machine Co." Mr. Glaser has been in that location for a number of years.

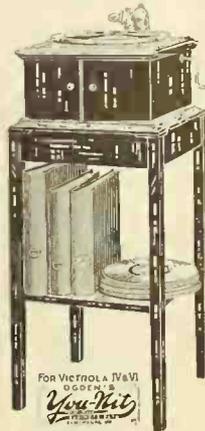
Music Merchants to Discuss Terms

Setting 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 cultivating amicable relations among the dealers than by adopting rules and regulations. The social feature is to be emphasized at the meetings. Grievances are not to be aired in open meetings, but are to be submitted to the executive committee. In addition to the regular meetings entertainments are to be provided from time to time. Salesmen are to be admitted to associate membership. Talking machine men have been appointed on the entertainment committee. They are Robert W. Jackson, Brunswick manager; E. C. Rauth, manager of the Koerber-Brenner Co., Victor distributor, and Mark Silverstone, president of the Silverstone Music Co.

Manager F. J. Ennis, of the Grand-Leader talking machine department, says his June business was ahead of last June and the demand was well distributed through the entire line of machines.

YOU-NIT STANDS for VICTROLAS

(This is a Rooter 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
Mahogany Finish for VI
Solid Mahogany for VI

Price net \$3.60
Price net 3.85
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 Sectional Equipment which you can install any evening and be "Up to Date!" next day.

Sectional Models Fit Any Size Stock and Help You Grow.



Ogden Sectional Cabinet Co.
LYNCHBURG, VA.

KNICKERBOCKER FALL CAMPAIGN

Abram 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 trucks. Abram 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 novel.

The Knickerbocker carrying case, which makes a complete portable outfit for the Victrola 4 or 6, is proving very popular. Rush orders are being received for immediate delivery from as far distant points as San Francisco.

This case is proving a valuable help in selling more small Victrolas.

Mr. and Mrs. Abram Davega left on the Victor special for the convention at Columbus Springs.

PLAN WAR ON CUT-PRICE DEALERS

Boston, Mass., July 9.—Robert Shannon, June J. Raymond and Carlisle Ryan, following a consultation 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 which the cut-price dealers are selling. Officials of the company believe that many of the goods are stolen property.

R. W. Olsen, Inc. of Brooklyn, N. Y., has taken over the Victor line exclusively. Formerly several makes of talking machines were handled. The Olsen stores are at 42 Fifth avenue, 914 Flatbush avenue and 617 Fifth avenue, Brooklyn.

ACME-DIE

CASTINGS

ALUMINUM-ZINC-TIN & LEAD ALLOYS

Acme Die-Casting Corp

Boston Rochester Brooklyn N.Y. Detroit Chicago

EMERSON MID-SUMMER LIST

Sales Campaign Features Dance and Vocal Hits of the Day—List Well Received by Trade

The advertising department of the Emerson Phonograph Co. has issued an attractive hanger, 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 Masters and the Green Bros. Novelty Band. The vocal selections are recorded by Eddie Cantor, Billy Jones, Fred Hillebrand, Ernest Hare and Sissle 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 Victrola 80 is going good. Dealers are ordering in good numbers and Mr. Willinger has received a number of complimentary letters from jobbers. The new patented Nyacco album has proved such a decided success that almost the entire demand is centered on the newer album, and practically the entire production has been devoted to the new model.

FRIEDL ON SUMMER VACATION

Lambert Friedl, 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. Okkeh 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'Neil Co. This equipment is giving excellent service, and is being used to advantage to demonstrate Okkeh records, attracting favorable attention of dealers who visit the warerooms.

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 takers 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.



Wrap this receipt in the parcel



Get this record inside the register.



And get all your money.



THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



PRACTICALLY every newspaper has a rotogravure 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 a circular cardboard twelve inches in diameter. 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 singer, 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.

"YOU print with black ink on white paper because the contrast is advantageous, and likewise, saleswomen in my establishment wait on gentlemen, while salesmen wait on my lady customers." This statement was made to me the other day by a visiting dealer. He believed that the opposite sex idea of service was really quite advantageous to stimulate 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 dress, the manner and the 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 used an entirely different argument, claiming that oftentimes when men waited on men there is apt to be an attitude of shiftlessness 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 with the public generally if your delivery 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 Summertime. 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. Dirty-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 good class of people. If you will see the manager of your local theatre there is no doubt that, if you will 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. Use simple copy for publicity. Merely run the name of "The Talking Machine Shop" appropriate slogan 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.

"PAPER is part of a picture" is the heading used by a large paper house in advertising its stock. Paper has even a more important part in your correspondence. It is the ambassador which presents the message which you write. Care should therefore be used that your stationery is of good quality. Also, whatever printed appears on your stationery should be neatly done. 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 very heavy type across the top of their bill heads, letter heads, etc. If this is done in a conservative manner it is correct, but if it is done in heavy faced 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 notice the heading, and that is all that your name and address appear on the letter for.

"BREAKFAST in bed" is an old one, practiced by aristocrats or 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 for one than to indulge in physical culture exercises unassisted. 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 statements in regard to the advisability and feasibility of taking set-up exercises to music. Print these recommendations in large letters on a white cardboard and place them in your window with photographs of the instructors. 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 cadence. 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, comforts, 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 and 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. Understand clearly, it doesn't matter what type of articles they are, as long as they dwell on music and its innumerable advantages as a civilizing, uplifting force in the community.

EDITOR'S NOTE—Mr. Gordon, who writes this monthly page, is also director of "The Talking Machine World Service." Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you.

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 Discontinuing Operations—Capitalized at \$100,000—Prominent Men Interested

The Silent Motor Corp., recently organized for the purpose of taking over the Phonograph Motor Mfg. Co., of 321-3 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. Wasserman, 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 Kingsway Realty Corp. and of the Kelly-Rafter Co. and vice-president of the West End Bank of Brooklyn; Solomon Fromm, president of the West End Bank and president of the Specialty Knit Goods Mfg. Co.; Seldon J. Rainforth, vice-president of the West End Bank; Lewis H. Losee, vice-president of the Lawyers' Title and Trust Co.; Israel Frankenstein, of Frankenstein Bros., and Samson O. A. Ullmann, treasurer of the Specialty Knit Goods Mfg. Co.

The Silent Motor Corp. has also closed negotiations with Maximilian Weil, the well-known mechanical and electrical engineer, who has devoted particular interest to the phonograph industry, to become consulting expert for the company. Mr. Weil, whose offices are at 101

Broad street, New York City, will act as advisory engineer.

The company is reorganizing its production and plans have been arranged to care for talk-



Charles A. O'Malley

ing machine manufacturers' needs on a large scale. The three-story Dean street plant has undergone some alterations and much additional equipment for machine-tooling, polishing, plating and assembling has been installed. It

is understood that, with the changes already established and contemplated, the increased production will make the Silent Motor Corp.'s output one of the largest in the industry.

The personnel of the manufacturing organization has been retained to a great extent and the organization promises that the product, under 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
CHICAGO
LONDON



OTHER HITS FEATURED BY LEADING RECORD & ROLL CO'S

Jazz Me Blues

VICTOR RECORDED 19372
DIXIE-LAND JAZZ BAND

Moonbeams

VICTOR RECORDED 35108
ALB. WYAN 75410

Baby's Hands

VICTOR RECORDED 18103
HENRY BURR

Honolulu Honey

NEW HAWAIIAN 60X-TROT
PERAZATI

Swimmin' Hole

RENEBATION
EINIE DARE & HILMA JONSEN

Who'll Be the Next One to Cry Over You?

HIT BY COMPTON
DARBYNELL

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 shimie 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.**Phone: 22931 Stuyvesant
90551**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-



George W. Hopkins

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-president and treasurer, and H. L. Willson, who is vice-president and general manager.

Mr. Hopkins' election as vice-president of the Columbia Graphophone Co. is a well-deserved tribute to the executive ability of one of the country's foremost sales managers. Mr. Hopkins occupies a leading position in the sales and

publicity world and his indefatigable efforts in the interests of the Columbia Co. have gained for him the respect and esteem of every member of the trade. The announcement of his election as vice-president has brought Mr. Hopkins congratulatory telegrams and letters from all parts of the country, these telegrams being sent not only by the talking machine trade, but by executives of every prominent industry.

D. E. BENSINGER SAILS FOR EUROPE

D. E. Bensinger, president of the Brunswick-Balke-Callender Co., Chicago, sailed last week for 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 announcements will be made relative to various matters closed abroad.

DEATH OF MEYER GORANSKY

Meyer Goransky, for over twenty years proprietor of the Yonkers Talking Machine Co., Yonkers, N. Y., died in Bellevue Hospital, New York City, on July 8, as the result of heart prostration. 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.

Corrie Keeley, manager of the Edison department of the Kent-Long drug store, at Beloit, Kans., attended the Edison convention in Chicago as the result of his success as a salesman. His expenses were paid by the Edison Phonograph Co., of Kansas City, as a prize for selling the greatest number of machines during a recent contest conducted by the company.

INTRODUCES RED SEAL CLOCK

Reincke-Ellis Co. Features New Sales Help—Victor Dealers Regard It Favorably

Chicago, Ill., July 8. The Reincke-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, cor-



The Red Seal Clock

rectly recording the time, but is an instant reminder and suggestion to the passer-by of the product handled by the merchant.

Quite a number of exclusive Victor establishments have purchased this clock to hang in their store or windows or both, and stores carrying other merchandise are hanging the clock in other departments as a reminder that Victor products are also handled. The Reincke-Ellis Co., both in Chicago and New York, has met with pleasing success in the introduction of this new sales help.

An attractive folder picturing the Sonora Phonograph in a tastefully furnished room is being sent out by Brennan's Phonograph Shop, Sonora dealer at 874 Flatbush avenue, Brooklyn.

A Phonograph Which Meets Present Day Demands



Queen Anne Console \$225

You will probably agree that business today is done on an entirely different 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 tonal 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 advantages of handling the Jewett line.

The Jewett Phonograph Company

General Sales Offices 958 Penobscot Building
Detroit, Michigan

JEWETT
PHONOGRAPHS



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

DENVER, Colo., July 15 The Victor trade of Colorado territory 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 F. A. Bryant, manager; J. A. Frye, sales manager, followed with a talk on the object of the convention; J. M. Spaul spoke on "Organizing the Sales Campaign"; H. M. Wilcox, advertising counsel, discussed "Fighting for Business"; J. A. Frye spoke on "Victor Business From the Wholesaler's Standpoint."

An open discussion then ensued, after which all attended a banquet at Lakeside Park, subsequent to which Paul Whiteman's Orchestra played for the dancing.

The session this morning was opened by H.

A. Beach, of the Duo Construction Co., who spoke on the "Relation of Equipment to Service"; J. S. MacDonald, sales manager of the Victor Talking Machine Co., then made a general address on Victor business; Raymond Hill, of The Talking Machine World, spoke on "Sizing Up Your Selling Problems"; Arvo B. Runkus, of the Reinecke-Ellis Co., of Chicago, discussed "Military Merchandising." An open discussion followed, after which all inspected the Knight-Campbell Music Co.'s extensive wholesale Victor department.

Nearly one hundred dealers were present at the convention, which was also attended by the Victor territory party that came on from the convention of the National Association of Talking Machine Dealers at Colorado Springs. Among the latter were Ralph L. Freeman and Mrs. Freeman; J. S. MacDonald, Ernest John, Edward Dugley and J. Delano.

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., Buffalo, 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 direct knowledge of the dealer's requirements from a reviewer angle.

During the war Mr. Williams served in the United States Navy Intelligence Department, and after the close of the war resumed civilian life, being appointed production manager for the New York division of the Reinecke-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, Wis., recently opened a talking machine shop and is handling Columbia goods exclusively.

LYRIC MUSIC SHOP OPENS

Exclusive Music Shop in Portchester to Handle Victrolas and Victor Records

A modern and exclusive store was added to the music establishments in Portchester, N. Y., with the formal opening by Fred H. Ponty of the Lyric Music Shop, an exclusive Victor agency, on June 28. The store, which is considered one of the finest in Westchester County, is modern in every respect and contains many conveniences for the comfort of patrons.

The interior, as well as the exterior, of the store is artistically designed. Large windows offer an opportunity for display which is further augmented by a clever lighting arrangement. An illuminated sign, which extends the width of the store, offers another means of publicity. The front of the interior is taken up with the talking machine and piano displays and the walls are adorned with pictures of a number of eminent Victor artists. The remainder of the establishment is devoted to eight sound-proof booths, four on each side, immediately behind the two rows of demonstration compartments and extending across the entire store is a sign which can be illuminated and contains a reproduction of the Victor trade-mark. A telephone and writing desk are also at the disposal of patrons.

The opening was a marked success from every standpoint. Many men well known in the music business in New York and New Jersey, as well as several artists, were present. During the day and evening several hundred people examined the store and were presented with souvenirs in honor of the occasion. Many congratulatory messages were received by Mr. Ponty from artists, music dealers and friends. Floral pieces were received from Emanuel Bloni, Cass Riddle, of the Knickerbocker Piano Co.; Ponty's Art & Gift Shop, of Greenwich, Conn., and others.

In the evening Mr. Ponty was host to a party of twenty, which included relatives and a number of out-of-town guests. Motors conveyed the party to Rye Beach, where a sumptuous dinner was enjoyed at the "Anchorage." Speech-making and dancing brought the evening to a delightful end.

Mr. Ponty states that the original store, which is known as Ponty's Art & Gift Shop, in Greenwich, Conn., will still be maintained. This store was recently remodeled and a modern Victor department, with ten booths added.

The Dosh Electric Co., of Wichita Falls, Tex., are now Brunswick dealers.

FORMS HALSTEAD WILLIAMS CORP.

O. H. Williams, Well Known In Trade, Is 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 815-819 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, strong button delivery envelopes, corrugated cardboard for packing 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 advised Mr. Williams that they will use this service regularly during the year. Quantity orders have also been received for stock record envelopes and strong button delivery envelopes, and judging from all indications this company

The Need-A-Clip

FIBRE NEEDLE CUTTER



The Two Fastest Selling Accessories on the Market

Order Now

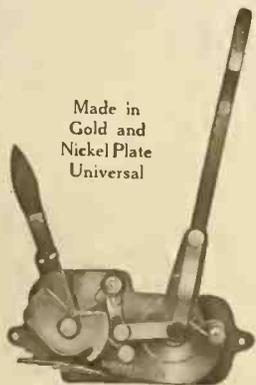
Prompt Deliveries

Retail 75c.

The best cutter made and at a price everybody buys

Opportunity for Distributors and Dealers

THE PHONOSTOP



Made in Gold and Nickel Plate Universal

Better than any Non-Set ever invented

THE PHONOMOTOR CO., 121 West Ave., Rochester, N.Y.

DINNER 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., Brooklyn, N. Y., by his co-workers in that organization. The affair was 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 Clarendon 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 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 on 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 office as chief executive 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 shimmy and the hula-hula at the same time. This dancing doll is made in two sizes and is in every sense of the word a doll. 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 and have met with instant approval. It is planned to extensively market these dolls and a bright future for them is predicted.

BRUNSWICK DEALERS OPTIMISTIC

Edward Strauss, sales manager of the phonograph division of the Brunswick-Balke-Collender Co.'s New York branch, returned recently from a trip to Chicago, where he visited the company's executive headquarters and conferred with the Brunswick officials relative to plans and campaigns for the Summer and Fall. Mr. Strauss states that the sales of Brunswick phonographs and records during June were satisfactory and that the dealers who are going after business are getting it. The Brunswick Co. has distributed special Summer folders and other forms of literature that are being used to advantage by the dealers.

CARUSO CABLES HIS DENIAL

Bruno Zirato, secretary to Enrico Caruso, has received a cablegram from the famous Italian tenor denying reports that his voice had been probably permanently impaired by his recent illness. The reports were based upon Caruso's alleged refusal to sing at a concert given on board ship, Mr. Zirato said.

The Metropolitan Talking Machine Co., 180 East 187th street, New York, which recently made its debut, will handle only Victor products.

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 1, 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 to-day in the Swedish Hospital. Mr. Hough was sixty-nine years old at the time of his death. He is survived by his widow and three daughters, Mrs. Orrie Stienkey, Mrs. H. F. Wall 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., Ridge-wood, N. J., has been sold by Joseph Doulton, the former owner, to Harry Jaffe, a well-known New Jersey pianist. A piano department will be added. Robert G. Grunick has been placed in charge of the business.

Retail It At \$100

A Console at a price that will create immediate sales

Write for prices and samples



MODEL 185
Height 35 inches
Width 37 inches
Depth 21 inches

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.



CRITONA RECORDS

SEVEN ACHIEVEMENTS

1. Fidelity of Reproduction.
2. Full Value of Overtones.
3. Natural Volume of Sound.
4. Correct Balance between Voice and Orchestra.
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 month and dealers have 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 think they should 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 players have also 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 how they expect to overcome the slump in the records and rolls, but it is taken for granted that it will be through special sales days and novel displays. Dealers are satisfied with the first six months' business and several have stated that if the next six months turn out equally as well they will be more than pleased with their yearly report.

Abbott Opens New Store

E. M. Abbott opened a new store last month on Vine street and Auburn avenue, which is situated on the top of the hill overlooking the city. This is Abbott's third store, two of which he has opened within a year. The others are located in the heart of the city. E. Knoesel has been placed in full charge of the new store and after a two weeks' trial he announces that he is confident that it will come up to the owner's expectations, if it does not surpass them. The store is a model shop and carries a complete line of machines, records and rolls. Abbott reports a good month. Machines have been doing exceedingly well, records were fair, but rolls fell down according to his report. He further states that they are looking far ahead and have already started to go after the Fall business. Our first six months' business is about equal to the first six months' business in 1919, says Abbott.

A. H. Bates Is Optimistic

A. H. Bates, of the Ohio Talking Machine Co., reports a fair month with prospects brighter for the coming month. He also states that they will get behind the records as their machines are taking care of themselves. Bates will leave this week to attend the convention at Colorado. E. W. Kilgour, factory representative, stopped over on a visit during the month. Others in the city last week were M. C. Chandler, Chillicothe, Ohio, dealer, and C. E. Hart, Pomeroy, Ohio.

Reports Improvement

There has been a decided improvement in business, with the month of July starting very good, according to Mr. Delman, of the New Edison Co. He remarked, "Our new process by which Re-creation records are being turned out has enabled us to be far ahead of our competitors and has been a boon to our trade. We

have in stock this week Re-creation records which were turned out in six days, and according to our latest information even this time is being cut down. This new method has put new life into our trade as well as our employes, and we are expecting wonderful results." Mr. Oelman returned last week from the Chicago convention. C. H. Hunt, with the Maxwell & Hunt Co., Franklin, Ky., stopped over in Cincinnati on his way to Chicago.

The Views of Morris Fautle

Morris Fautle, manager of the Widener Gramophone store, stated that machine business has been very good for the past month. The records have not been selling as well as they should, he says. Mr. Fautle, in diagnosing the trouble, has come to the conclusion that those purchasing machines are the people with plenty of money, while those on whom they have depended in the past for their record sales are the people with moderate incomes and who with the present high cost of living are unable to purchase new records. Mr. Fautle states that these people are "making the old ones do" until they can get ahead of the necessities of life.

Robert C. Clark, selling agent for Indians, Ohio and Kentucky for the new Granby line, which the Widener people have added to their stock, announces that he is well pleased with Cincinnati so far. He says the outlook is 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. Schumaker, general manager of the Western territory for the Granby line, is also pleased with the showing in this district so far.

Greek Evans, who has made several records for the Victor people, is singing at the Cincinnati Zoo during the opera there.

E. R. Graul, of the Graul Phonograph Co., presented Eddie Roush with a Cheney talking machine on his signing a contract to return to the Cincinnati Reds ball club.

Venus Phonograph & Needle Co., of Cincinnati, incorporated at Columbus for \$20,000.

A. L. JEWETT IN NEW YORK

A. L. Jewett, traveling representative of the Starr 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 so well and in such fine spirits.

Somebody said that the last resort of the complex is the simple

SPRAY TONE

THE CORNER PHONOGRAPH

BEAUTY

Is Ready for the Market

It combines artistic design and workmanship with many unusual and original features. Tone quality and distribution superb. U. S. patents allowed and pending.

EXCLUSIVE RIGHTS

can be secured now by communicating with

Spraytone Phonograph Corp.

P. O. Box 192 RIDGEWOOD, N. J.

W. R. LEWIS APPOINTED MANAGER

Succeeds Bibbigan 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 Elyea Talking Machine Co.



W. R. Lewis

Mr. Lewis, it will be remembered, joined the staff of the Elyea Talking Machine Co. a little more than a year ago as a traveling representative. This was at the time when the company instituted its new service department and idea plan.

Mr. Lewis is admirably suited for his new position, due to the intensive study which he has made of Victor merchandising throughout the country and in the Southeast in particular. For a considerable length of time before joining the Elyea forces he was in the employ of the Victor Co. The appointment of Mr. Lewis as manager fills the vacancy caused by the resignation of B. F. Bibbigan on July 1.

Many small profits make one big profit.

THE SECOY NEW MODEL X AUTOMATIC START AND STOP

Exclusive Starting Feature

By moving the tone arm slightly to the right the brake is released and the motor starts.



Dealers who are alive can establish a very profitable business installing Secoy stops on phonographs in service.

Get Our Proposition

We take pleasure in showing the trade our new Model X start and stop. We have been manufacturing automatic stops for phonographs for the past five years. Our product is a recognized standard in the trade, and now we offer our new Model X stop with its exclusive starting feature, which is absolutely the last word in a device of this kind. It has no adjustments, is simple to install and absolutely positive in its operation.

For Further Information Write

THE SECOY COMPANY

Piqua, Ohio

ACTIVITY AMONG DEALERS GROWS

Gladdening Proofs in the Big Orders Placed With Leon Tobias, of Van Veen & Co., New York, for Store and Department Equipment

Leon Tobias, secretary of Van Veen & Co., Inc., reports that he has recently closed for his firm 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. is a new store for F. W. Bush, Penn Yan, N. Y., also one for the Colonial Music Shop, 111 Genesee street, Auburn, N. Y.; an installation of six rooms was made in the West Farms Gramophone Shop, a new store, which will be very shortly opened in Westchester Village, a



Leon Tobias

complete equipment of booths, record racks, etc. for Sol. Lazarus on Fifty-ninth street, New York. The entire decoration and renovation of the entire store will also be made by Van Veen & Co., Inc. Other jobs just closed by Mr. Tobias are new store equipment for I. J. Shiver, Canajoharie, N. Y.; a new department for McNall & McNall in Albany, N. Y.; a new store for William Finley, Hudson, N. Y.; a new store for W. L. O'Brien, Hudson, Mass.; a complete department for Mrs. E. B. De Witt, 1398 Third avenue, New York.

Mr. Tobias is very optimistic over the future of the talking machine business and is now

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

ELECTRIC RECORDING LABORATORIES, Inc.

210 FIFTH AVENUE

NEW YORK CITY

working on a number of propositions which give evidence that the trade is reviving and by fall 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.

SIAM SOO IN UNIQUE SALES STUNT

Progressive Columbia Dealer Features Siam Soo During Shriners' Week—Closes Twenty-one Sales to Widely Separated Cities

Dix Minges, Ia., July 6. L. Ginsberg & Sias, of this city, Columbia dealers, recently instituted a unique sales scheme during the Shriners' national convention, which was held in this city.

The plan featured Siam Soo dolls and twenty-one direct sales were closed as a result of this publicity stunt. This enterprising dealer merely put a Grafonola in front of its establishment, adjusted a Shriner's fez on Siam Soo's head and she "shimmied" her way to all parts of the United States and Canada. Following is a list of the cities to which this dealer made shipment of Siam Soo dolls: Oelwein, Ia.; Atlantic, Ia.; Batavia, Ia.; Sioux City, Ia.; Chelsea, Ia.; Albion, Ia.; Fargo, N. Dak.; Red Bank, N. J.; Montgomery, Ala.; Waen, Tex.; Albert Lea, Minn.; New York City; White Hall, Ala.; Leavenworth, Kan.; Minneapolis, Minn.; Springfield, Ill.; Meridian, Miss.; Peoria, Ill.; Regina, Sask., Can.; New Orleans, La., and New Garding, L. L. N. Y.

CELEBRATES FIFTIETH ANNIVERSARY

The Hamilton Music Store of College Point, L. I., N. Y., recently celebrated its fiftieth anniversary. Mr. Farnilton is one of the oldest Victrola dealers on Long Island.

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 makes to various musical tastes. As indicated in the photograph, it covers nearly every phase of American music, from operatic selections to the latest popular numbers the display appeals to all tastes.

The color scheme is of such a pleasing combination that it is bound to arrest attention. It



Clever Window Display for Dealers

presents the Okeh list for August in such an attractive way that record sales should follow. Hundreds of Okeh dealers are getting the most out of their windows by using this service.

PLYMOUTH PORTABLE POPULAR

Orders Being Received by the Manufacturers From Foreign Countries as Well as at Home

Plymouth, Wis., July 5.—The Plymouth Phonograph Co. is having excellent success with the new Plymouth portable phonograph, which was recently announced to the trade. Not only is the domestic trade showing interest in this little machine, but the Plymouth Phonograph Co. has already closed a deal with a large export house, which will exploit it generally to the foreign trade. Already there has come an initial order for forty from New Zealand and a large order from South Africa. The South African 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. Pound, general counsel of the Music Industries Chamber of Commerce, and past exalted ruler of Lockport Lodge of Elks, and C. L. Dennis, 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.



One Man Delivery Cover



A. BRUNS & SONS
50 RALPH AVE
BROOKLYN
N. Y.

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 fine finish of the most expensive and highly polished machine—a cover that can be easily adjusted by one man.

The BRUNS DELIVERY COVER is well made through—the general construction, finish and material are of the highest quality. BRUNS covers are made in two grades—Extra Heavy Klunk or Durable Brown Duck—padded well and fleece lined. Can be had to fit any standard or special size machine.

The use of BRUNS DELIVERY COVERS insures BRIS protection for phonographs during delivery period—they yield maximum wear and are therefore economical—they cost a trifle more—you know why. The prices are as low as can be had consistent with the highest type of workmanship and best material.

Please on request. Jobber co-operation solicited.

A. BRUNS & SONS
Manufacturers of Anything Made of Canvas

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 Sonora factories in Saginaw, Mich., 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, efficiency and the extraordinary manufacturing facilities of the factory.

In order to conserve time the Sonora Jobbers' Association held its annual election of officers during luncheon and T. M. Griffith, of the Griffith Piano Co., Newark, N. J., was unanimously elected president and E. S. White, of the Sonora Co. of Philadelphia, secretary.

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 men 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 did not realize its enormity until to-day. 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 co-operation on your part we cannot carry on together."

"Jobbers who have used Sonora as the backbone of their business have turned in big sales, regardless of existing conditions, but those who have used Sonora simply as a side line are the ones who show the greatest falling off in their purchases and sales, demonstrating that business is to be had if it is a question of surviving. These successful distributors have done remarkably well and I am going to ask some of them later on how they are doing it and, I venture to say, everyone of them is going to tell you to fight."

Before new business was formally started George E. Brightson, president of the Sonora Phonograph Co., presented Mr. Griffith with a silver cup, which had been awarded to his firm for winning the jobbers' contest during the past year for the largest sales in ratio to the population of territory. In presenting this cup Mr. Brightson said: "It affords me great pleasure to present to the Griffith Piano Co. this cup, which is a symbol of success. Mr. Griffith, I am proud of you and I deem it an honor to have you associated with us. You have met great obstacles, faced great difficulties and have surmounted all of them, and I am confident that you will even go to greater lengths to win the cup that will be awarded next year. How you did it would, no doubt, be of interest to those assembled here and one and all would like to know, from your own lips, the secret of your achievement."

Acknowledging Mr. Brightson's presentation, Mr. Griffith said: "I am no orator and words cannot express the pleasure and pride I feel at this moment—pleasure in receiving tangible evidence that my efforts and those of my co-

workers are appreciated by the Sonora Co., and pride in the fact that I am associated with a concern and a body of men so great. You have asked me to tell you how it was done and all I can say is that we have not recognized bad conditions nor hard times, but have worked harder than ever and advertised more than ever. This, gentlemen, is the secret of our success. I know of no other."

Owing to the fact that there were representatives from every section of the country present, each of whom was affected by the conditions existing in that part of the country, there was a great divergence of opinion and exchange of ideas which finally called for a special committee to talk with certain officials of the company, so as to present some concrete facts to the assembly for its consideration. The final outcome was a unanimous agreement between both the Sonora officials and the jobbers regarding future policies. These plans are now being worked out and will be announced later.

John Herzog delivered an interesting talk covering construction, explaining in detail the modern machinery which had been inspected previously on the tour through the plant.

The last session was devoted to advertising and addresses were made by L. C. Lincoln, advertising manager of the Sonora Phonograph Co., Inc., on the past, present and future advertising policy, followed by a general discussion.

The entertainment features included attendance at the local ball grounds, an automobile ride through the city, a trip to Riverside Park and a golf match. The prizes for the latter were won by Bruce Bennett, R. H. Keith, C. V. Vastine, J. H. Burke and G. B. Moxley.

Among those who attended the convention were the following: W. C. Buschardt, Southern Drug Co., Houston, Tex.; Chas. J. Rey, Southern Sonora Co., Atlanta, Ga.; W. W. Drummy, Lee-Colt-Anderson Hardware Co., Omaha, Neb.; Fred E. Yahr, Yahr & Lange, Milwaukee, Wis.; Bruce Bennett, Southwestern Drug Co., Wichita, Kans.; B. M. Valtell, Robinson-Petco Co., Louisville, Ky.; J. H. Burke and J. O. Morris, M. S. & E. Co., Boston, Mass.; J. Montague and Mr. Pickering, I. Montagues Co., Toronto, Can.; Walter B. Glyn and Paul W. Glyn, W. B. Glyn Distributing Co., Saxtons River, Vt.; T. M. Griffith, Griffith Piano Co., Newark, N. J.; Frank M. Steers, Magavony Co., San Francisco, Cal.; R. H. Keith, Long Island Phonograph Co., Jamaica, L. I.; G. B. Moxley and O. C. Maurer, Kiefer-Stewart Co., Indianapolis, Ind.; Maurice Landay, Greater City Phonograph Co., Inc., New York City; Chas. T. Malcomb, Gibson-Snow Co., Syracuse, N. Y.; J. C. Moore, Moore-Bird & Co., Denver, Colo.; E. G. Walker, Strevell-Paterson Hardware Co., Salt Lake City, Utah; E. S. White, Sonora Co. of Philadelphia, Philadelphia, Pa.;

J. C. Brown, Hessig-Ellis Drug Co., Memphis, Tenn.; G. V. Vastine, G. D. Smith Drug Co., St. Joseph, Mo.; C. L. Marshall, C. L. Marshall Co., Inc., Detroit, Mich.; E. N. Upslaw, Southern Sonora Co., Atlanta, Ga., and Walter J. Hamlin, C. J. Van Houten & Zoon, Chicago, Ill.

The following officials of the Sonora Phonograph Co. attended the convention: Geo. E. Brightson, president; Joseph Wolf, vice-president; O. J. Ridenour, vice-president; John Herzog, vice-president and general manager, Saginaw factory; F. J. Coupe, vice-president; F. V. Goodarun, assistant sales manager, and L. C. Lincoln, advertising manager.

The Sonora factory executives were represented by the following: Wm. J. McDonald, Wm. Kreck, J. L. Jackson, T. F. Goensbauer and Jas. Grohman, of Saginaw, Mich., and W. H. Lincoln, of Columbus, Ind.

COLUMBIA GETS OFFICIAL SONG

"Hail, Chicago," Prize-winner in Chicago Pageant of Progress Contest, Will Be Recorded by Columbia Co.—J. Kapp Important Factor in Handling and Conjecturing Details

CHICAGO, Ill., July 10.—In connection with the Pageant 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 other local business enterprises 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 pageant musical arrangements, which are under the supervision of Milton Severinghaus, who was appointed by Mayor Thompson for this event.

Over 1,200 compositions were submitted to the judges and the first prize of \$2,000 was awarded to a composition entitled "Hail, Chicago," which will be the official song of the Pageant of Progress. When the judges convened for their final session J. Kapp, of the record service department of the Columbia Graphophone Co., Chicago branch, was present, and after the judges had decided upon the actual prize-winner he left immediately for New York, arriving there on July 9.

After a conference with the Columbia executives work was started at once upon the recording of "Hail, Chicago," which will be sung by Arthur Fields 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 won the second prize in the contest, a \$1,500 oil painting.

The official song record will be autographed by Mayor Thompson and will retail for eighty-five cents. It will be merchandised exclusively through Columbia dealers, and the Columbia Graphophone Co. is to be congratulated upon its initiative and progressiveness in securing the sole rights to the official pageant song. The record will be placed on sale on the opening day of the pageant.

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.

Retails 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 in 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 lay-out.

A considerable section of the eighth floor has been set apart for the talking machine warerooms and is now being renovated. When completed it will be one of the most attractive talking machine departments in the country and will form a fitting background for the Victor, Columbia, Clonkey and Brunswick lines, which are handled in this department.

PLAN TO ERECT \$30,000 BUILDING

Rogers & Fisher, Victor wholesalers, at 1313 F street, N. W., Washington, are planning the construction of a large warrenhouse and stock rooms at 1219 I street, N. W. The new building, which is about three blocks from the store, is centrally located and will cost about \$30,000.

SHOWS PROCESS OF RECORD MAKING

A window exhibit which is attracting attention is that of the Brunswick Shop, of Tacoma, Wash. The display, which shows the various processes in record manufacturing, 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) Move 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, too, he said, department managers and others could make their advertising 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 Edisou Caravan Convention, which started in New York and wended its way to New Orleans and Chicago, closed its sessions most auspiciously in Vancouver, B. C., June 27 and 28. There was a large attendance 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 of the topics set forth in the program.

A NEW MUSIC STORE FOR WAUPETON

Proprietor Devises Clever Plan to Gain Public Attention—Children Included

WAUPETON, N. D., June 28.—David Kopelman, formerly on the musical comedy stage, will open a modern music store here in the near future. 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 Radd, widely known throughout the Northwest as a pianist, will give a concert and Mr. Kopelman will entertain the guests with some musical comedy stunts.

NOT STRONGLY REPRESENTED

GRAND RAPIDS, MICH., July 9.—Talking machine manufacturers were but sparsely represented at the great furniture 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

REHOBOTH, 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 execution of sales. Every energy is being devoted towards making the Fall a big season.

NEWS BRIEFLETS

J. Kapp, the bustling 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 prize song, to which reference is made elsewhere.

Volo, Ill., now boasts of an exclusive Columbia agency, which was recently opened by J. Moleadore.

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 Madisonville, Ky., and handles the Brunswick line.

Brunswick phonographs are now being handled by the Hursey Music Co., of Shinniston, W. Va.

The salesman who can sink "sell" sufficiently to seek his customer's good and talk with 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.

**RECORDING
DEPT.**

A CHAIN WITHOUT A WEAK LINK

**PLATING
DEPT.**

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 platings 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.

**SALES
DEPT.**

**PRESSING
DEPT.**

IMPORTANT RECORD COMBINATION

Simon Hard Rubber Co. and Jones Recording Laboratory Join Forces—Will Produce Records for Entire Trade—Factories Well Equipped and Personnel Well Known

It was announced this week that the Simon Hard Rubber Co., of Bridgeport, Long, and New York, N. Y., and the Jones Recording Laboratory, of New York and Brooklyn, had completed arrangements whereby they would operate as one unit for the purpose of manufacturing 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 Simon Hard Rubber Co.'s plants in Bridgeport, Conn., and Albany, N. Y.

The Simon Hard Rubber Co. is one of the country's foremost industrial concerns, having for many years specialized in the manufacture of hard rubber products. It has produced these specialties in tremendous quantities, making important 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 detail. At the present time the factory has a capacity of 25,000 records per day and arrangements are now being made whereby this production will be doubled in a few months.

H. P. Fay, who has been identified with the talking machine industry for more than twenty years, will be in charge of sales and distribution for the phonograph division of the Simon Hard Rubber Co., making his headquarters at the company's temporary sales office, 102 Sixth 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 thoroughly familiar with the record business from every angle and will be in a position to cooperate with his company's clientele along practical lines.

The Jones Recording Laboratory is well known in the talking machine trade, and the head of this concern is Earle W. 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 developments to the recording art and his association with the Simon Hard Rubber Co. should prove

invaluable to those concerns who will take advantage of the combined resources of this important 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 Phonograph

Toy Cabaret, Inc., 5 Columbus Circle, New York, and it has already attracted considerable attention from the dealers and jobbers in the leading trade centers. This novelty consists of a set of attractively customized dolls, each one of which is placed on a platform that is the turntable of the machine. This platform has a silver finish and in its completed form represents a stage setting that is most attractive. Through the use of a magnet the dolls perform 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. Bennetsman, who has invented a number of successful novelties and who has been elected president of the Phonograph Toy Cabaret, Inc. An intensive sales campaign is now under way and jobbers for this new toy are being appointed throughout the country.

Clemmings, W. Va., boasts of a new Brunswick Shop, under the name of Roberts & Parris.

LANDAY ADVERTISES SONORA

Landay Bros., the well-known New York dealers, who recently closed arrangements to handle the Sonora line, used some striking page publicity in New York newspapers announcing the fact that the Landay stores are now headquarters for Sonora phonographs. This announcement, which is reproduced herewith, attracted considerable attention as a means of fittingly introducing Landay Bros. as Sonora dealers.

Landay
BROS.

**HEADQUARTERS FOR VICTROLAS
NOW ALSO HEADQUARTERS FOR**

Sonora

It has always been the philosophy of this institution that one cannot play every instrument to the hilt. That is why for twenty years we have produced exclusively the greatest of Victor Quality. We are now changing our philosophy, but proving it. Our devotion is to a principle, not to a name. This principle is Quality. For twenty years its only synonym was Victrola. Today it is 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. We need no general comparisons. As children look quality good to their mothers, so ours look equally good to us. It is a case of doubtless, no divided division. We neither like the Victrola less nor the Sonora more. We simply trust recognition 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 \$100
COMMENSURATE WITH QUALITY

112 Fifth Ave. — 11 West 42nd St. — 141 St. Boulevard
New York 10 — New York 10 — New York 10

TOLSON — 174th Street — NEW YORK
111th Street — NEW YORK



CLEVER PUBLICITY STUNT

GALVESTON, Tex., July 12.—A parade through the streets of this city was the recent publicity stunt inaugurated by the Dulitz Co., exclusive Brunswick dealers, to announce a sale of Brunswick machines. The parade followed a full-page announcement 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 conclusion 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 graphophones were recently paraded through the streets of Tampa, Fla., by the firm of Hodge & Sherman as a publicity stunt. The machines constituted a carload shipment which had just been received. On the first truck popular selections were played on one of the machines. A Magnavox amplifier was used to increase the carrying power of the music.

DEALERS

Your Opportunity Pointed Out on Page 169

SPRAYTONE PHONOGRAPH CORP.
P. O. Box 192 RICEWOOD, N. J.

THE CABINET and ACCESSORIES COMPANY

145 East 34th St.

Otto Goldsmith, President

New York City

We are
Sole Metropolitan Distributors of
The CIROLA



Price Now, \$35.00

Regular Trade Discount to Dealers

Write or Phone for Representative to call or send for Catalogue

Get All Your Accessories From One Source

We carry in stock everything in the phonograph line. Get on our mailing list and carry the merchandise yourself.

Distributors of

Gilt Edge Needles

Made from start to finish in U. S. A.



Extra Loud—Loud—Medium

Made at the

W. H. Bagshaw Co. Factory
Lowell, Mass.

INSURE PERFECT REPRODUCTION

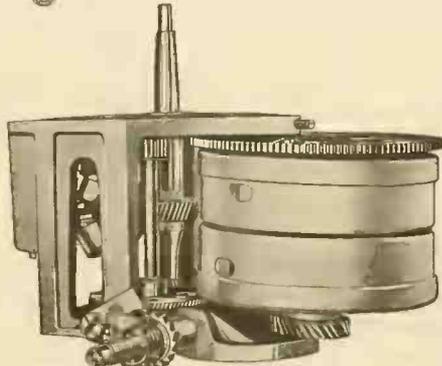
The Stephenson Almanack
1921 JULY, Seventh Month 1921



1	F	Manufacturer's Calendar	
2	S		
3	S		
4	M		Prepare now the marketing plans for fall.
5	T		
6	W		
7	T		
8	F	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.	
9	S		
10	S		
11	M		
12	T		
13	W		
14	T		
15	F		
16	S		
17	S		
18	M	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.	
19	T		
20	W		
21	T		
22	F		
23	S		
24	S		
25	M		
26	T		
27	W		
28	T		
29	F		
30	S		
31	S		

Experience keeps a dear school but fools will learn in no other, says Poor Richard.

STEPHENSON
DIVISION
DE CAMP & SUGAR, INC.
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"

*"You can't go wrong
with any Feist song"*

COPYRIGHT AND PUBLISHED
By FRANCIS SALABERT PARIS FRANCE
PUBLISHED IN AMERICA
By LEO FEIST Inc New York

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—Moves Made in the Interests of Better Service—Some Interesting Details

The general sales department of 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, at 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 highly 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 wholesale 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. L. Morey, formerly manager of New Haven, will take care of the New Haven territory, making his headquarters at Bridgeport, where his home is located. In this capacity Mr. Morey becomes a representative of the sales staff of the New York branch.

ARNOLD WITH RICHMOND CO.

RICHMOND, VA., July 9.—R. A. Arnold, formerly in charge of production at the factory of the Pathe Freres Phonograph Co., Brooklyn, N. Y., has joined the organization of the Richmond Phonograph Co. of this city. The Richmond Phonograph Co. has energetically taken up its duties as Pathe distributor and is already achieving considerable success with Pathe instruments and records.

TUSTING OPENS LONG BRANCH STORE

Model Victor Shop Opened by the Tusting Piano Co. Makes Third Branch Store

The Tusting Piano Co. recently opened its third branch store in Monmouth County, New Jersey. The new establishment is located at 209 Broadway, Long Branch, the other two being at Asbury Park and Red Bank.

The first floor of the old National Hotel building has been remodeled into a Victrola shop of the latest type. Four soundproof booths for demonstration purposes have been installed, each fitted with a ventilating system. Miss N. G. Hendricks, who has been connected with the Tusting Co. for a number of years, has been placed in charge.

SERVICE MUSIC SHOPPE CO. OPENS

EAST ST. LOUIS, ILL., July 11.—The Service Music Shoppe Co., of which E. Billerth and Miss E. Wright, both well-known and popular musicians, are the proprietors, has leased rooms in the Vogel Building, 206 Collinsville avenue, of this city. The firm will handle pianos, piano players, phonographs, rolls and records. Miss Gilbert was in charge of the Conroy Co. store in East St. Louis during the past seven years, and Mr. Billerth was in the musical merchandising business in St. Louis for several years.

MORSBACH TAKES ON VOCALION LINE

L. P. Morsbach, of 1620 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 Kiefer, recently issued by the Aeolian Co., is proving exceptionally popular. This record has the "Buckeye State March" on one side and the "Buckeye State March" on the other. It was through Mr. Morsbach's efforts that Lient Kiefer was persuaded to record for the Vocalion.

ENLARGE VICTOR DEPARTMENT

GOSHEN, IND., 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. Roscoe, one of the partners of this concern, who has the reputation of being one of the most ardent Victor fans 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.

EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment
Personal Appearance of
Eight Popular Victor Favorites on One Program
A live attraction for live dealers and jobbers

Bookings now for season 1921-1922
Sample program and particulars upon request
P. W. SIMON, Manager
1658 Broadway New York City



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



FRED VAN EPS



FRANK BANTA

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

NEW BUILDINGS FOR GRANBY CORP.

Growth of Business Necessitates the Leasing of Additional Manufacturing Quarters

NORFOLK, 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 Fabry 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 Palst 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 offices, the Granby 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 the talking machine trade a novel piece of literature entitled "The Lansing Magnet." The Lansing Sales Co. distributes a large list of talking machine 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.



Snapshots at the Recent Outing of the M. Steiner & Sons Co., Boston

(1) Left—Hermon Flehman, Who Scored the First Run for Arth. Street. Right—Clas. Van Hagen. With Double Scored Flehman. (2) Arch Street Team. (3) Kenneth E. Wood Official Scores, With Mary Dunoon, Stephen "Hello" Gil. (4) Ernest Ryan After Making a Gross Catch. (5) Boyland Street Team. (6) Alexander Steiner Just After Being Presented With a Pair of Field Glasses. Illustrations Show the End of a Perfect Day

STATEMENT FROM A. L. VAN VEEN

No Outside Interest or Capital Invested in His Company—Explains Some Rumors

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 Tobias, 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, Eldorado, Ark.

85c NEW CARDINAL RECORDS 85c
NOW READY FOR DELIVERY

NEW CARDINAL RECORDS

ALL HITS

The Phonograph With The Tongue	2037	Stack of Barley—(Irish Jigs) Played by Flanagan Bros. (Accordion-Banjo)	The Record That Talks
		The Gladstone—(Irish Waltz) Played by Flanagan Bros. (Accordion-Banjo)	
	2038	Ain't We Got Fun?—Fox-trot Lanin's Roseland Orchestra	
		Marimba—Fox-trot Jos. Knecht's Waldorf-Astoria Orch.	
	2039	In a Boat for Two—Fox-trot Lanin's Roseland Orchestra	
		Cherry Blossoms—Oriental Fox-trot Lanin's Roseland Orchestra	

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.

COMPLETE OUTING PLANS

Talking Machine Men, Inc., Preparing for Annual Outing—Attractive Program Ready for Dealers—Staten Island the Rendezvous

The members of the entertainment committee of the Talking Machine Men, Inc., visited the Terra Marine Hotel, Hugenott Park, Staten Island, a few days ago and made final arrangements for the annual Summer gumbol and tournaments of the Association, which will be held at this hotel August 17.

According to present plans, the dealers and their friends will leave for Hugenott Park at 10 a. m., taking a sail down the Bay through the Narrows to Midland Pier, the steamer leaving from the Battery. Landing at the pier, automobile buses will meet the party to take them for a ten-mile ride through the country to the Terra Marine Hotel, where luncheon will be served at noon. From 1.30 to 6.30 all of the athletic games for the various prizes donated by the jobbers and manufacturers will be held, and dancing and bathing will also be on the program for the devotees of these sports. Dinner will be served at 6 o'clock and entertainment by talking machine artists, including vocal stars and dance orchestras, will continue until 10 o'clock, when the party will embark for a moonlight sail home.

PLANS ENERGETIC FALL CAMPAIGN

The Greater New York Novelty Co., Brooklyn, N. Y., manufacturer of the Wall-Kane needle, is planning an energetic sales campaign for the Fall months. N. Cohen, head of the organization, will shortly leave for an extended trip, in the interest of Wall-Kane needles, carrying a call of about three months.

BIG CALL FOR FOREIGN RECORDS

In spite of quiet times, the foreign record department of the Pathé Freres Phonograph Co., Brooklyn, N. Y., is quite busy. The demand for German, Jewish and Italian records is reported by Dr. Kalman, head of the department, to be almost normal. It is also announced by this department that in order to secure the Pathé foreign records three of the languages are now being pressed in the Acethec needle cut record.

Be proud of your work, not of yourself.

"Does It Play All Records?"

Certainly MAGNOLA does; and without any extra attachments, too. This is the only one feature, albeit a most important one, in the thoroughly up-to-date equipment of the MARVELOUS MAGNOLA.

MAGNOLA "Built by Tone Specialists"



Pushing the Music Game Out

May we send you our handsome illustrated relation check full of information concerning the wonderful construction system of Magnola and the benefits of its musical results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULKE, President

General Office: 130 CANFIELD BLDG., CHICAGO, ILL. Eastern Wholesale Office: 150 CANFIELD BLDG., ATLANTA, GA.

SOSS INVISIBLE HINGES

Soss Invisible Hinges

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

Write for Catalogue

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

DOROTHY JARDON AS A COMPOSER

Talented Opera Star Writes Number That Is Proving a Success—Composition Will Shortly Be Released on Brunswick Records

Considerable interest is being manifested in the music publishing industry by the success of a new number entitled "The World Can't Go 'Round Without You," composed by Miss Dorothy Jardon, the famous opera star and member of the Chicago Opera Co.

Miss Jardon has long been recognized as one of the most versatile artists before the public.



Miss Dorothy Jardon

having not only attained phenomenal success in the operatic field, but also having won renown as a concert and musical comedy artist and a vaudeville headliner on the big-time circuit. She records exclusively for the Brunswick library and her new composition has just been recorded by the Brunswick Co., with the expectation of releasing it at a very early date. John Steel, Victor artist and star of "Ziegfeld's Follies," who is now headlining in Keith's vaudeville, is also singing Miss Jardon's song hit and is delighted with it.

Miss Jardon's rise in the musical world may be attributed to the serious interest which she bestows upon every phase of her work. She has won the enthusiastic approval of musical critics throughout the country and her composition, "The World Can't Go 'Round Without You," will undoubtedly add to her prestige.

R. F. BOLTON IN TORONTO

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. Mr. Landon stated that the demand for this class of record is steadily increasing in Canada, and his sales staff is co-operating with Columbia dealers in stimulating the sale of foreign language records.

Among the recent visitors to the executive offices of the Columbia Graphophone Co. were R. H. Woodford, manager of the company's Cincinnati branch, and Isadore Moonshine, of the Lonis Moonshine Co., New Orleans, La., Columbia dealer. Although this company has been handling the Columbia line for only six months, it has already built up an extensive clientele, and Mr. Moonshine was enthusiastic regarding the outlook for Columbia business in his 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 made particularly for the portable machines, which are so popular at the present time.

WHOLESALEERS

Read Our Announcement on Page 169

SPRAYTONE PHONOGRAPH CORP. RIDGEWOOD, N. J. P. O. Box 192

COTTON FLOCKS

.. FOR ..

Record Manufacturing THE PECKHAM MFG. CO., 225 South Street, NEWARK, N. J.

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, space measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

POSITION WANTED—Man with five years' experience in record manufacturing in all its branches wishes to connect with record manufacturing concern in supervisory capacity. At present employed as superintendent of a record 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 who can produce good sales. State age and give list of all employers 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 to produce business. Only experienced men wanted who know the trade A to Z and have a large clientele among the best dealers in Connecticut, New Jersey and New York. Splendid opportunity for the right men. Apply by letter, giving full particulars. Box 975, care The Talking Machine World, 373 Fourth avenue, New York City.

EXECUTIVE POSITION WANTED—Expert 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 to do is to guess. The most profitable thing you can do is to know. Therefore, why not begin with the same standard of perfection that others have taken years to acquire. An interest in the company is more desirable to me than a large salary. For further particulars apply Box 978, 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 980, care The Talking Machine World, 373 Fourth avenue, New York City.

WANTED—Back issues of "Voice of the Victor," January, 1918—August, 1919; December, 1920—July, 1921, inclusive. Also consecutive issues of Victor Monthly supplement previous to September, 1914. Address Box 981, care The Talking Machine World, 373 Fourth avenue, New York City.

MANAGER WANTED for best located exclusive phonograph store in large Southern city. Compensation includes salary and share of profits. In your answer give experience and references. Address Box 984, care The Talking Machine World, 373 Fourth avenue, New York City.

RECORDING ENGINEER of ability and experience wanted by established manufacturer. Salary \$8,500 to start. Address Box 983, care The Talking Machine World, 373 Fourth avenue, New York City.

WANTED—Phonograph salesmen, clean cut, aggressive and experienced live wires. We require salesmen for Alabama, Florida, Georgia, Mississippi, North 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 Panhellion brand of Greek and other foreign language records. Over 200,000 Panhellion 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. Panhellion 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.

POSITION WANTED—Experienced sheet music traveling salesman desires position with classical publishing house. Pacific Coast territory, with headquarters at San Francisco, Cal. Address "Box 959," care The Talking Machine World, 373 Fourth Ave., 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 848," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Repairman and salesman. Young man with years of all-around experience on all makes, wishes to join at anything. Box 985, care of The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—As manager of phonograph department. Have seven years' experience in retail selling of talking machines and gramophones. Age 28, and can give list of references. Address Box 992, care of The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Designer and cabinetmaker. Expert on ornamental work, original ideas. Would like to help in high class cabinet and phonograph manufacturers. Address Box 972, care of The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Victor salesman, 12 years' experience, wholesale and retail musical instruments, sheet music and supplies; desires connection in or near New York City. Capable, young, active musician. Excellent references. Address Box 982, care of 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 from selling force, desires to change from present position in banking business. Character, ability and integrity will stand most exclusive 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 increase according to results. Would prefer Eastern territory. Address "Box 979," care The Talking Machine World, 373 Fourth Ave., New York City.

SELL MORE RED SEAL RECORDS

HERE'S HOW
My new system of classifying records will positively increase your sales. Makes a 100% increase in record of trading. Trial system will be loaned on receipt of two dollars. ADDRESS: 1020 31ST STREET, NEW YORK CITY.

WANTED

1,000 Motors. Will pay cash or will give cabinets as cabinet hardware in exchange. Chicago Phonograph Realization 1427 Carroll Ave., Chicago, Ill.

FOR SALE

800 complete, unissued phonographs at scientific prices. Three make very good material for specials and sales. Chicago Phonograph Realization 1427 Carroll Ave., Chicago, Ill.

FOR SALE

2,000 high grade solid brass tone arms and reproducers at lowest prices. Chicago Phonograph Realization 1427 Carroll Ave., Chicago, Ill.

FOR SALE

18,300 Mica diaphragms, size 2 1/2x.006 to .009x1.76. International Mica Co., 37th and Brandywine Sts., West Philadelphia, Pa.

CASH

For Victor, Columbia, Brunswick and Edison machines and parts. What have you? Address "Box 973," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Musical sing gram New York, corner main street, Columbia Gramophone agency; for sale account lack of capital. Will sell fixtures and lease or whole business outright. Apply Box 974, care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

COLUMBIA GYRANOBA SHOP
An unusual opportunity. One of the finest musical instruments stores in the world, with complete stock of merchandise. Ten demonstrators, one used in New York. Main position for 200,000. Best location in city. (In account of owner interest will sell.) Address Box 976, care Talking Machine World, 373 Fourth Ave., New York City.

CABINETS

Beautiful, exclusive designs, Mahogany, Walnut and Oak, with electric buzz and tone modifiers, ready for installing motors. Write today. COLUMBIA HANTEL CO. 173 Powers St. Brooklyn, N. Y.

FOR SALE

Mr. Frank Marchant. Are you looking for a new location? A music store in a town of 2,000, building, nicely modern, located in a nice and town, no competition, small fixed costs, all overhead cash prices. A good opportunity for the right man. If interested write Gladys Mearns Hunter, Clatskanie, Ore.

FOR SALE

Two hearing notes also 5 by 9 made by Bell Company. One the design has finished in light oak with leather like finish. The other in the original green, with both made in the complete after everything. See immediate action. Brand cost \$10.00. Will sell at liberal reduction. Address: Harvanti Street, New York, 112 S. Hudson St., Baltimore, Md.

Consult Page 180 for Further Classified Advertisements



EUROPEAN HEADQUARTERS

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W. LIONEL STURDY, MANAGER

Important Accomplishments at British Music Industries' Convention—Trade Agreement Discussed—Gramophone Dealers' Association Discusses Problem of Record Stock—Interesting Discussion—Otto Ruhl Honorably Discharged—New Record Introduced by Witeless—A Talk on Sound Boxes—S. H. Sheard Returns From South African Trip—New Film Record Synchronization—Other News

LONDON, ENG., June 30.—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 stools, 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 also was discussed, as was the question of establishing sole agencies for various products. The hire-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 account be cleared 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 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 catalogs; and consequently increasing stocks dealers are obliged to carry.

2. The absence of any suitable method of disposing of surplus stock.

3. The unsatisfactory working of the two or

three to one basis of exchanging deleted and other records.

The following proposals have been made for dealing with these points:

1. To limit the size of the record catalogs 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 so for the increased record business most of us believe lies 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 propositions, 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 182)



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RUSSIA: The Gramophone Co., Ltd., 43, Neraki Prospekt, Petrograd (Petersburg); No. 1 Solzhenitsin, Bolshoi Dvori, Moscow; 9, Goloritskiy Prospekt, Tiflis; Nowy-Swiat 36, Warsaw; 11 Michailovskaya Ulitsa, Baku.

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two or three to one basis against returns, often at a time when we do not want in order at all. The difficulty of disposing of unsalable stock. The gramophone dealer is in a very different position to an ordinary trader. He does not buy his goods solely on his own judgment and experience, but is compelled, to some extent, to stock what the makers publish. He cannot sell off any bad or unsalable stock he accumulates when and at what price he chooses, but must depend on the courtesy of the manufacturers for an exchange. While we will admit all that, I am sure, that the leading makers and factors have always been most willing to help us as far as possible in this matter. I consider that it is not right in principle that we should have to depend on favors for what is so absolutely necessary for the proper conduct of our business, and it is not fair to the companies to have to ask them.

But the most important point is that, under the existing system, the companies cannot afford to do as far as is necessary with these exchanges—which is to delete from their lists every record which is unsalable. Returns of records which are destined to be scrapped must be very expensive transactions to the large companies, which is doubtless the reason why hundreds of absolutely dead and unsalable titles remain on the catalogs. To delete all these on the present method of a two to one or a three to one basis of exchange 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 deleted records into 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 provoke much criticism, 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 would, on receipt of this list, send to 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 respecting 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 lost 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 to 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 7,500 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.

Otto Ruhl and Fonotopia Record

Before Alderman Sir John Bell at the Guildhall, London. Otto Ruhl was summoned under the

merchandise marks 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 them 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, under 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 afterwards 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. M. Lemoine, 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 common sergeant (H. P. Dickens, 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

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FROM OUR LONDON HEADQUARTERS—(Continued from page 182)

had been seized, the records bearing the same trade-mark and the name "Societa Italiana di Fonotopia, Milan," it was discovered that the defendant was acting as British agent for the Italian company and was perfectly within his legal rights in so acting. It was found that the Italian company had registered its trade-mark in England in 1907. The plaintiffs thereon made apologies to Mr. Ruhl and agreed to reimburse him for all expense to which he had been put through the action. The jury duly acquitted Mr. Ruhl.

New Record Introduced by Wireless

A novel method of introducing a new record to a very wide public was adopted by the Standard Mfg. Co. recently when its new "Vespers" records were listened to by an audience scattered over a radius of some 250 miles. This interesting scheme was attained by the medium of wireless telephony. The records were played from the neighborhood of Blackheath, and I was invited to "listen in" at the house of M. Phillips at Wembley Park. Donning the microphone headpiece, I was first of all treated to various code signals from Marion (Mass.), Berlin, Moscow and other places, but at 9 o'clock M. Phillips (who is a wireless enthusiast and counts to his credit many inventions) attuned his instruments to catch the "Vesper" record reproductions from Blackheath. At a wave length of somewhere about 1,000 meters messages began to reach us through our phone receiver. Just as clear as though from the next room came the call, "Are you there, Phillips? I am going to play 'Vesper' record 'In an Old-fashioned Town,' a cornet solo by Sergt. Leggart." And then very distinctly we heard the opening refrain, followed by the music of this well-known song. For two hours we listened to "Vesper" music and although occasionally a record would be "jammed" by other wireless signals attuned to the same wave length the "concert" was remarkably good.

Illness of W. Manson

At the British Music Industries convention feeling reference was made by the president to the recent illness of W. Manson, sales manager of the Gramophone Co., Ltd. and president of the Gramophone Association. We are glad to say that Mr. Manson is making such good progress as to warrant his early return to business.

New Zonophone Records

Six records of this month's program are to hand from the British Zonophone Co. A celebrity (9052) by Sir Harry Lauder crowns the list. "Sunshines 'a Bonnie" is a humorous ditty of the real Lauder style, and of his recent songs one of the best, in my opinion. In contrast, "I Wish You Were Here Again" is of rather mournful flavor, which, though not to my liking, is a class of song that usually reaches big sales; 2136 carries of "Bells of Home" and "A Little Heaven for You," both giving scope for the sweet tenor voice of Sydney Coltham. "Any Time, Any Day," and "The Best Little World," on 2137, by Herbert Payne, are of a hackneyed sentimental type. Miss Bessie Jones contributes two acceptable numbers on 2139—"The Garden of Dreams" and "My

Bridal Veil." Record 2143 should make a wide appeal to lovers of the organ and violin. This combination as played by the Misses Southgate is always good. The titles this month are "Serenade Espagnole" and "L'Inspiration," two attractive compositions, the first by Dorothy, the second by S. Southgate. Selection I and II of music from the "League of Nations," which is drawing big audiences nightly at the Oxford Theatre, is exceedingly pretty music. It figures on record 2133 by the Black Diamond Band.

Oranola, Ltd., Meeting of Creditors

Business men acquainted with the above firm were not surprised to learn that the directors have been forced to consult their creditors. The meeting of creditors is publicly advised to be held at the offices of Percy Mason & Co., 64 Gresham street, London, at which some interesting information will be given. Oranola, Ltd., was formerly known as Bailey's Concertophone, Ltd., gramophone manufacturer, Margaret street, London, W., and with advertised offices at 200 Fifth avenue, New York.

Sound Boxes in General and One in Particular

At no time within gramophone history has the trade been faced with such a remarkable array of new reproducers as during the last two years. And further, from the viewpoint of practical results, the inventors' line of investigation seems to have been directed toward improvement of the instrument of reproduction rather than on the side of recording sound. With the latter I am not so much concerned (though most important) as with the method of reproduction.

So many inventors have given birth to new constructional ideas, each and all, of course, claiming superiority, that, to my mind, the whole lot are suspect. It is but natural that the child of one's brain be elevated to a high pedestal, but some claims are so exaggerated as to preclude a fair review in these columns. In such cases silence is really golden. The only fair review is by actual test, and that I have given to the "Voltona" sound box, which reached me this month. My test covered comparison with another reproducer of standard merit and the records played over included vocal, solo instrumental and band records. In each case, notwithstanding the varying resistance of the sound waves, the surface scratch seemed considerably less with the Voltona box; in fact, it was infinitesimal. Another point in favor of the Voltona was its mellowness of reproduction, though not at the expense of body of tone. Its general fidelity for all classes of work is sound and there is a noticeable sensitiveness in detail of reproduction of band records. I conclude that the Voltona sound-carrier, though certainly the equal of the best. In other words, it is really a sound business proposition that should appeal to dealers whose clientele demands quality as the only consideration.

Constructional details I cannot enter upon here; suffice to say that the Voltona is built upon unique

lines throughout, registering a great advance in many directions. The makers, Messrs. Jordan & Carpenter, Ltd., may certainly be congratulated upon the production of an article of tip-top merit.

News from the "His Master's Voice" Co.

It is made known that the offices and factories of the above firm will be closed for the annual Summer vacation from July 23 to August 8.

S. H. Sheard, the "His Master's Voice" overseas manager, has returned from a tour of South Africa, Rhodesia, Mauritius and East Africa, and in the course of his tour, when last in England, paid a visit to Hayes and recorded his voice. His territory is situated in Uganda. When Mr. Sheard arrived, his dusky majesty was enjoying a game of football and had served several goals and his side won. He is described as being as good a sportsman as he is a monarch, and his interest in the gramophone is very keen.

Mechanics are still being trained in the great factories at Hayes. The opportunity given to dealers by which they or their assistants become expert in the repair and adjustment of His Master's Voice instruments means pounds in their pockets, for the owner of a machine out of repair does not spend money on new records.

New Film-record Synchronization

At the Cathedral Hall, Westminster, recently, a series of so-called "singing films," which were shown to a press gathering, in some respects appear to mark a distinct step forward. Captain Jannion, who has been connected with the cinema world for a number of years, is at the head of a syndicate which is introducing them into this country. Sir Harry Lauder, who has seen the pictures, has already promised to sing for them. The record of the song is first made and is then played over several times to the performer, who finally repeats the song in unison with the record in order that a film may be taken of him in action. By this means the lip movements shown on the film necessarily synchronize with the sounds on the record. In order to exhibit the pictures to the public the gramophone is placed in the operating box and connected by a crank with the projector, so that the two work together. From the operating box the sound vibrations are transmitted over a wire to a small horn behind the screen, on which a diaphragm recovers the electrical energy into sound, which in turn issues from a large trumpet in front, so placed as to be invisible to the spectators.

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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

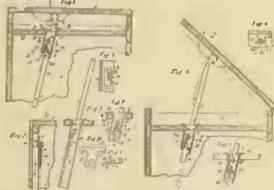
WASHINGTON, D. C., July 8.—Support. NATHAN C. McAL, New York, N. Y. Patent No. 1,371,514.

This invention relates to supports for parts separable from one another, such as boxes, trunks, phonograph cabinets, castings, etc., provided with lids or covers or the like, and aims to provide improvements thereon.

The present invention provides an improved device for supporting separable parts, as, for example, a phonograph cabinet and its lid, in the open position of the lid. The device comprises a prop carrying a locking pin or projection thereon, a recess in which said pin engages to hold the lid in open position, and a guard, movable by said pin to cover and uncover said recess, said guard being moved to cover said recess by raising the lid (thereby causing the pin to strike against a part of the guard and move it), whereby said pin passes said recess when the lid is lowered, said pin, after passing said recess, striking a part of the guard to move the guard to a position to uncover said recess, whereby, when the lid is again raised said recess is open to receive said pin.

The invention further preferably provides means for disengaging said pin from said guard after the pin has moved the guard to a position uncovering said recess. The invention further provides means for guiding said prop, so as to cause the re-engagement of said pin with said guard, when the lid is again lifted.

The invention further provides means for stopping said pin, when the lid is lifted, in front



of said recess, so that the pin will fall into said recess when the lid is slightly lowered or released. The operation of the device takes place without requiring any special care or refinements of manipulation on the part of the user.

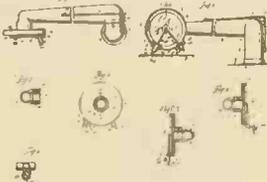
Figure 1 is a vertical sectional view through a box having a lid provided with the present improvements, the section being on the line 1—1, Fig. 2; Fig. 2 is a sectional view on the line 11—11, Fig. 3 is a detail sectional view on line 111—111, Fig. 4 is a view similar to Fig. 1, showing the lid in supported open position; Fig. 5 is a detail sectional view illustrating the position of the parts where the lid has been lifted (see the dotted line position, Fig. 4), to move the guard to a position covering the recess for the pin, preliminary to lowering the lid; Fig. 6 is a detail sectional view on the line VI—VI, Fig. 4; Fig. 7 is a view illustrating a modification wherein the plate corresponds in length to the length of movement of the pin, and wherein the pin remains in engagement with the plate and guard throughout its movement; Fig. 8 is a view illustrating another embodiment of the invention; Fig. 9 is a sectional view on the line IX—IX, Fig. 4; Fig. 10 is a detail view of the plate shown in Fig. 8.

Sound Reproducer. ROBERT W. CHARLTON, Pineville, La. Patent No. 1,378,835.

The present invention appertains to improvements in sound reproducers, and the object thereof is to provide a novel construction for use interchangeably with sound records of either the lateral undulating or vertical undulating types, speaking with reference to the character of the sound grooves of the record.

While it has been heretofore proposed to provide sound boxes capable of double use, it has generally been necessary to so mount the reproducer as to enable the diaphragm to be disposed in a plane substantially parallel with the face of the record when playing one type, and substantially vertical thereto when playing the other type, but in contradistinction this invention comprehends the performance of the dual function without changing the angular relation of the diaphragm to the record.

Broadly, the invention comprises a special stylus bar connected as usual to the diaphragm at one end and having pivotal connection with the periphery of the sound box intermediate its ends. More specifically, however, the reproducer consists of a duplex stylus bar or lever arrangement embodying a common connection



with the diaphragm but separate and independent pivot mountings, the one stylus carrying part to take care of proper transmission of lateral motions while the other, similarly, the vertical motions imparted thereto by the sound record.

A further object in view is to provide a movable connection for the sound box enabling either of the stylus bars to be brought into operative playing position with respect to the record and 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 sustaining the weight of the box during the coaction 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 sectional view taken on the line 2—2 of Fig. 1; Fig. 3 is a similar sectional view taken on the line 3—3 of Fig. 1; Fig. 4 is a transverse sectional view taken on the line 4—4 of Fig. 2; Fig. 5 is a fragmentary sectional view on the line 5—5 of Fig. 4, and Fig. 6 is a detailed sectional view of the double socket of one of the stylus parts; Fig. 7 is a two-plan view of the device as shown in Fig. 1.

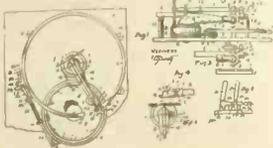
Repeating Phonograph Mechanism. JOSEPH M. NOEL, Portage Bureau, Pa. Patent No. 1,375,927.

This invention consists in the adaptation of the phonograph to the playing of a record repeatedly without manual adjustment between renditions.

With this and other objects in view, the phonograph is provided with means whereby, when the needle or other groove-engaging member has traversed the sound groove of the record from beginning to end, the sound arm is rotated on its axis for the remainder of the circle and the said member is again brought into contact with the sound groove of said record at its beginning.

In the accompanying drawings, which are merely intended as illustrative of the principles of the invention without limiting the scope of the latter to the construction shown, Figure 1 is a plan view showing a phonograph embodying the invention, the needle being shown as engag-

ing the beginning of the sound-reproducing groove of the record; Fig. 2 is a side elevation of the same, partially broken away for the sake of clearness; Fig. 3 is a similar but fragmentary view, showing the needle raised out of contact with the record, the track being shown in end



elevation; Fig. 4 is an elevation of the track end from which the needle is lowered into engagement with the record; Fig. 5 is a detail of the adjustable brake-actuating mechanism, and Fig. 6 is a detail of a modification.

Tone Arm Construction. HENRY K. SANDELL, Chicago, Ill., assignor to Herbert Mill, same place. Patent No. 1,376,042.

The present invention relates to improvements in tone arm construction, and more particularly to the construction of jointed tone arms, by means of which a single sound box may be adapted for use with either the lateral wave or the hill-and-dale wave type of sound record. It will be fully understood from the following description:

Figure 1 is a plan view of a tone arm embodying the present invention; Fig. 2 is a plan view through the tone arm, partially broken away, in which the section thereof attached to the sound box is illustrated in a different position from that illustrated in Fig. 1; Fig. 3 is a side elevation of



the tone arm, partially broken away, in the same position as shown in Fig. 1; Fig. 4 is a longitudinal sectional view through the tone arm on the line 4—4 of Fig. 1, and Fig. 5 is a sectional view through the sound box on the lines 5 of Figs. 1 and 3.

Disc Record Replaying Device. ERNEST S. THOMPSON, Detroit, Mich. Patent No. 1,376,177.

This invention relates to sound-producing devices and refers more particularly to the provision of mechanism for automatically replaying disc records or the like.

Among the objects of the invention are to provide a construction which can be attached to phonographs or other disc record playing devices so as to automatically replay the record two or more times; to provide a construction which can be used with the record-playing device, either as standard equipment or as an attachment without changing the construction of the other mechanism; to so construct and arrange the replaying device that it can be set to take care of records of different sizes, and the shifting of the clutch is preferably governed by movement of the needle sounding arm; to provide a construction whereby the needle at the end of the playing of the record is automatically raised, reversed to its initial position and again let down on the record; to provide a construction in which the replaying mechanism is operated from a drive

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 184)

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



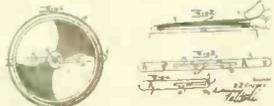
the device in use; Fig. 2 is a fragmentary top plan view partly in section of the replaying mechanism, the arm being adjusted substantially toward its inner position; Fig. 3 is a vertical section on the line x-x, Fig. 4 is a side elevational view of the lifting cam mechanism; and Fig. 5 is a vertical section on the line y-y of Fig. 2.

Phonograph Attachment. Walter R. Crippen, Pelham, N. Y. Patent No. 1,377,186.

This invention relates particularly to an attachment for a phonograph of the disc record type. The object is to provide an inexpensive device which may be used to raise one edge of a record from the turntable so as to facilitate its removal, and which can be readily attached to or detached from any ordinary instrument.

In its preferred form 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; Fig. 2 is a side view of the same, but showing the record in section and tilted by means of the lifter; Fig. 3 is a plan view of one form of attachment; Fig. 4 is a plan view of a modified form of device having a single lifting arm.

Sound Box. John J. Seully, Bridgeport, Conn., assignor to the Columbia Graphophone Mfg. Co., same place. Patent No. 1,377,632.

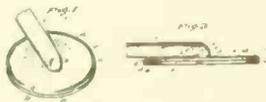
This invention relates to sound boxes and particularly to the manner of constructing and assembling the diaphragm container or head and the manner of securing the diaphragm therein, and has particular utility when applied to sound boxes of the perpendicularly undulating record type.

Stated broadly, one feature of the invention is the provision of a sound box comprising a body member of sheet material, preferably aluminum, and a tube of similar material, the two being secured together by tongues on the tube received in slots in the body member and bent over into clamping relation therewith.

Another feature of the invention is the pro-

vision of a sound box having a body member, a diaphragm, and means for clamping the margin of the diaphragm in position, comprising a plurality of independent clamping devices, said clamping means being preferably made of sheet material and provided with a plurality of fingers which may be bent over into independent clamping relation with said body member.

Figure 1 is a perspective top view of a sound box constructed in accordance with this invention; Fig. 2 is a longitudinal section, the thick-

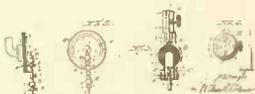


ness of the parts being considerably exaggerated for the sake of clearness.

Modifying Attachment for Sound-Reproducing Machines. Peter E. Yeager, Reading, Pa. Patent No. 1,377,652.

This invention relates to certain improvements in modifying attachments for sound-reproducing machines, and it is an object of the invention to provide a novel and improved device of this general character especially designed and adapted for use in connection with the stylus arm or lever of a sound box whereby the sounds reproduced by the machine are substantially free of scratching or other foreign noises which are often present in the sounds produced by the machines now generally in use.

Figure 1 is a fragmentary view in front elevation illustrating a sound box having co-acting therewith attachments constructed and applied in accordance with an embodiment of the invention. Fig. 2 is a view in side elevation of the structure as illustrated in Fig. 1; Fig. 3 is an enlarged fragmentary view partly in section and



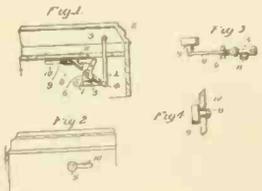
partly in elevation illustrating certain details of construction of one of the improved attachments, and Fig. 4 is a view in bottom plan of the structure illustrated in Fig. 3 with the stylus or pin removed.

Lid Operating Device. Walter M. Earhart, Hope, Ind. Patent No. 1,377,818.

This invention relates to a lid-operating device and has for its primary object the construction of a device of this character of simple, substantial construction which may be easily operated and which includes a spring so connected and tensioned as to assist in the lifting of the lid.

A feature of the invention is the novel manner of constructing and associating the bell crank with the rod so that the pivotal connection of the bell crank with the rod will be thrown to one side of the pivot of the bell crank for mechanically holding the lid in open position.

Figure 1 is a sectional view through a portion of a Victrola showing the invention applied



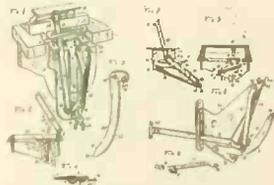
thereto; Fig. 2 is a side elevation of the Victrola; Fig. 3 is a horizontal sectional view; Fig. 4 is a vertical sectional view.

Lid Support. Elmer E. Lutzhoff, Jamestown, N. Y. Patent No. 1,378,591.

The invention relates to supports for hinged

lids of talking machines, upright pianos, chests and similar articles, in which the lid is swung upward and in which it is desirable to support at different heights; and the object of the improvement is to provide a simple and strong spring support by which the lid is firmly guided and poised in its upward and downward movement, and drops by gravity the last portion of its closure, thereby insuring the release of all strain upon the lid while in the closed position, yet permitting the automatic taking-up of the spring support when the lid is raised, said spring support holding said lid with an equalized counter-balance at any point throughout the arc of the movement of said raised lid until its gravity drops at the closure of the same.

In the drawings, Figure 1 is a perspective view of the preferred form of the lid support in the closed position as attached to a portion of the cabinet of a talking machine, and Fig. 2 shows an elevation of the lid support holding the lid in the raised position, the cabinet being in section; Fig. 3 is a detail perspective view of the crescent-shaped spring bell crank lever for the lid support; Fig. 4 is a sectional view at line 4-4 in Fig. 1 showing the construction and arrangement of the same; Fig. 5 is a sectional view of the case showing an elevation of a modification



of the lid support in the closed position, the raised position being shown in dotted outline; Fig. 6 is a perspective view of said modification of the preferred form of the lid support removed from the case in order to show the conformation of the different parts, and Fig. 7 is a side elevation of said modified form with the parts in the raised position; Fig. 8 is a detailed perspective view of the pivotal link with the flange roller attached as used in said modified form of the lid support.

Stylus Bar Mounting. Harry J. Durborow, Philadelphia, Pa. Patent No. 1,378,097.

One object of this invention is to provide an improved stylus 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 stylus arm mounting made in accordance with the present invention; Fig. 2 is an



enlarged fragmentary section taken on the line 2-2 of Fig. 1; Fig. 3 is a section taken on the line 3-3 of Fig. 2, and Fig. 4 is a fragmentary section taken on the line 4-4 of Fig. 3.

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ADVANCE RECORDS FOR AUGUST

(Continued from page 187)

- 4353 Knaflitz (Hahn, "Omnio. "Till the Swaine River Runs Dry")—Accordion solo, Wenzel, Mario Perry 10
- 4354 Moonlight in Venice—Accordion solo, Wenzel, Mario Perry 10
- 4357 My Sweetie's Eyes—Fox-trot, Ray Miller, Melody King, and the Black, White, and Mealy Boys 10
- 4359 I Wonder Where My Sweet, Sweet Daddy's Gone (Hahn, "Omio. "I Like It")—Melody King, Ray Miller, and the Black, White, and Mealy Boys 10
- 4359 Hing—Fandango's Band Pennsylvania Orchestra 10
- 4360 Tinkle—Fox-trot, Lavin's Honolulu Orchestra 10
- 4360 Waikiki—Fandango's Band Honolulu Novelty Band 10
- 4361 The Shamrock—Selections, Frank Street's Society Orchestra "The Aristocrat Boy," "Up in the Nitty Nitty," "Hikes of Marconi," "The Irish Washerwoman," "Wearing of the Green," "Tom's Bill," "Cowboy's Band 10
- 4361 Irish Patrol—Selections, Frank Street's Society Orchestra "Cowboy's Band 10
- 4362 Favorite Hymns (No. 1) "Holy, Holy, Holy," "Able With Me," "Hallelu, Christum Subleat"—Sacred instrumental trio, Dawn Trio 10
- 4362 Favorite Hymns (No. 2) "Hark of Ages," "Lead, Kindly Light"—Sacred instrumental trio, Dawn Trio 10
- 4363 The Waite of Love—Hawaiian guitar duet, Fetera-Franzini 10
- 4364 Serenade (Schubert).....Violin Solo 10
- 4364 Minuet in G (Bach, No. 1) (Paderewski), Violin Solo 10
- 4322 Henessey's Horripic (Fritz) Dance—Accordion solo, with piano accom. by J. J. Garry 10
- Happy to Meet and Say to Part (Fritz) Dance—Accordion solo, with piano accom. by J. J. Garry 10

MAGNAVOX AT DEMPSEY FIGHT

Once more the Magnavox proved its worth as a sound amplifier in sending out to the vast crowd at the Carpenter-Dempsey boxing match in Jersey City the announcements from the center of the ring.

W. R. Davis, sales manager of the Magnavox Co., New York headquarters at 370 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 this was keenly appreciated, especially by the many thousands of spectators who sat some distance from the ring.

William J. Weyland, formerly with the Acousta-Voclon 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, while realizing the great value of receipt-printing cash registers, felt that they could not afford machines 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.

The receipt is plainly printed, and is a splendid advertisement for the merchant and his business. It assures a square deal to everyone concerned in all transactions, making satisfied customers, and thereby increasing trade and profits.

The receipt guarantees an accurate printed record of every transaction between clerk and customer. When a customer gets the receipt, with the amount in printed figures, the figures must be correct or the customer will object. In this manner the customers are protected from overcharges and mistakes in change, and the clerks are able to prove their accuracy and ability as salesmen. Correct records are enforced which cannot be lost or destroyed.

Another feature of the receipt is that it prevents the return of goods purchased at other stores. The sale number enables the merchant

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 bell also rings each time the register is operated. 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 in the order in which it occurs. 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 all merchants to have.

Printed and added records in the register show the merchant how much money should be in the cash drawer before the contents are counted. In addition, the drawer offers a safe place for the merchant to keep his money during the day, as nothing can be removed without his knowing it. The cash drawer has large compartments for coins and bills.

A modern music shop for the exclusive sale of Victor records has been opened in Chester, Pa., by Miss E. V. 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 Manitowish, 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.

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- Palace Trio - - - - Dances
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- Green Brothers' Novelty Band
Dances
- Van Eps Quartette - Dances
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